



GroJo

Re-Feed Case Study:

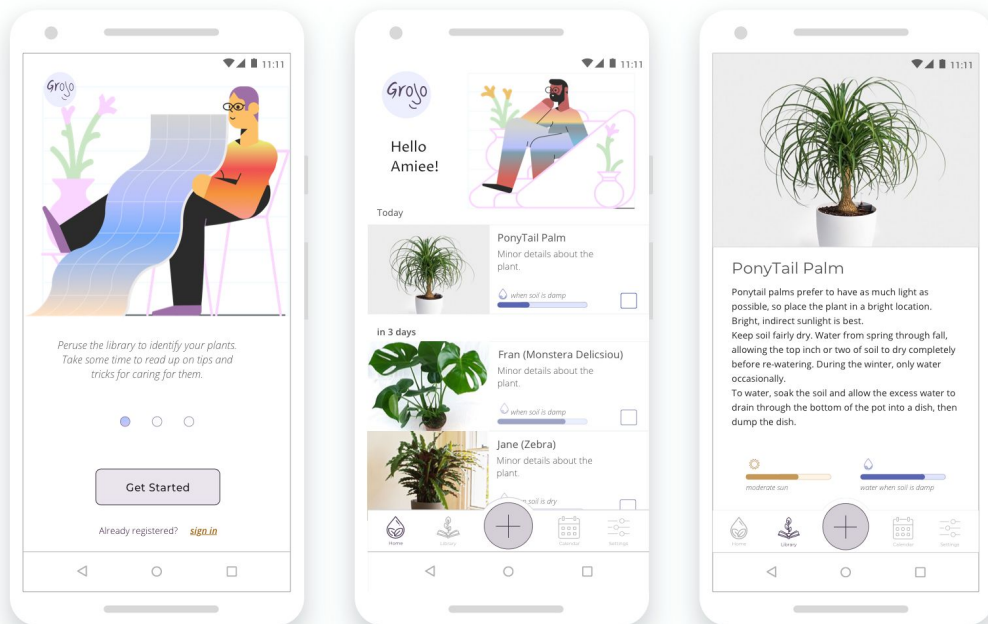
How might we create a stress-reducing experience to maintain healthy plants?

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Introduction

TIMELINE: 8 weeks

MY ROLE: I was the sole researcher and designer for this project.



Add your 1st Plant

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Introduction

PROBLEM: folks love having plants but tend to get stressed trying to keep them healthy.

WHY: it is a small project with a big impact. The simple experience of having faith and confidence in being able to take care of plants goes a long way in emotional health benefits.

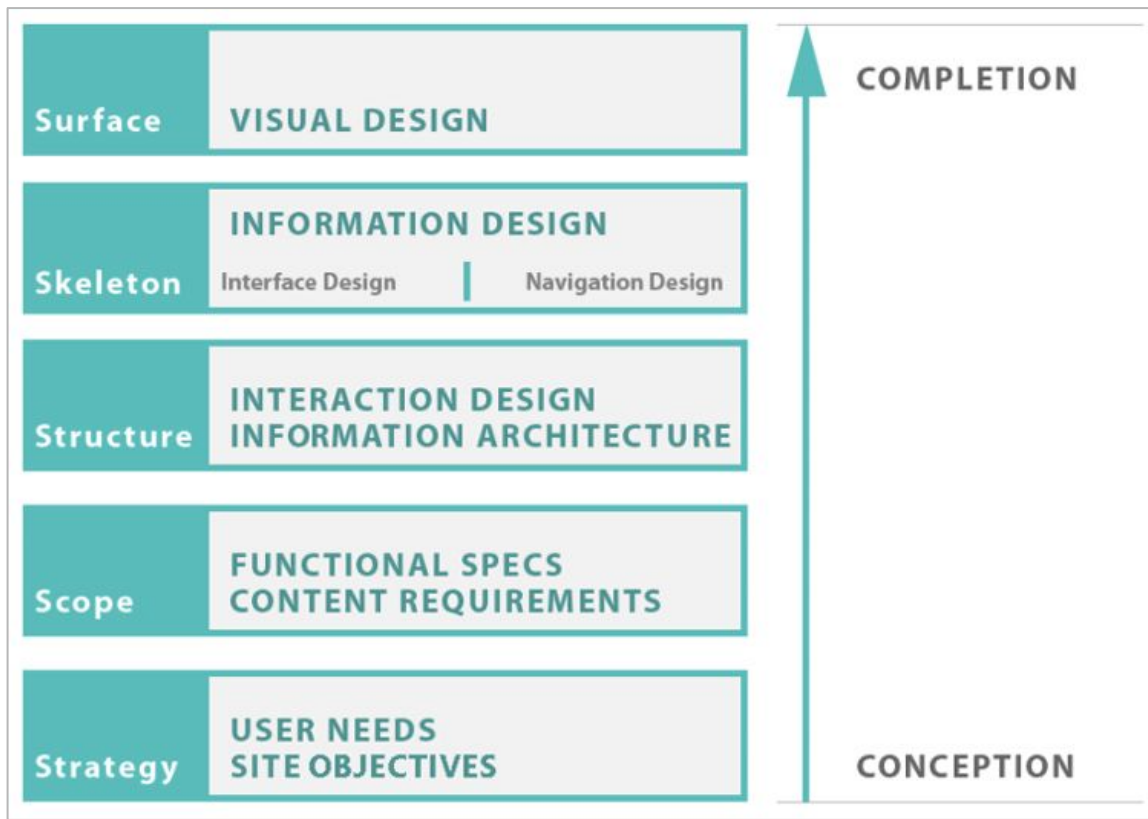


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Introduction

GUIDELINES: I followed the 5 Planes of UX methodology: strategy, scope, structure, skeleton, and surface.

WHY: I determined this was the best course of action to help me focus on my goal as well as align my activities to address the user experience consistently.



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Strategy

MAIN GOAL: determine and alleviate the root causes of plant care stress.

RESEARCH:

First Wave: focus on how confident people were

- ❑ guerilla style user research
- ❑ casual conversations at work, cafes and my nature group
- ❑ scanning plant forums

Second Wave: focus on current routines, current watering schedule and emotional outcomes of losing a plant

- ❑ formal user research
- ❑ surveys via email
- ❑ user interviews



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Strategy

HOW MIGHT WE create a stress-reducing experience to maintain healthy plants.

PROCESS: I compiled a persona to guide my process and ensure I stayed User-Centric.

MINIMUM VIABLE PRODUCT:

- ❑ Adaptive Scheduling
- ❑ Plant Identification
- ❑ Plant Database



Sarah Bennet
PLANT LOVER

“I love having houseplants but I can never figure out when to water them.”

DEMOGRAPHICS

- Toronto, Ontario
- 27 Years old
- Early Childhood Educator

ABOUT SARAH

Sarah just her own apartment after moving out of a student house. She is pretty excited about living on her own and setting up her new home. Sarah likes to hang out in the park w her friends, dinner parties, hiking and reading. She is a homebody but is also very busy. Sarah values her time at home and sees it as a respite from the city. She would love to surround herself w plants, but isn't confident in her green-thumb capabilities.

⚙️ RATIONAL NEEDS

- Clear scheduling for plant watering
- Interface that isn't overwhelming
- Connections w/ other plant owners for advice
- Helpful tips to care for plants
- Ability to adjust settings in schedule

☹️ PAIN POINTS

- Stressed about killing plants.
- Isn't sure when to water.
- Questions soil health.
- Can't find advice specific to her plants.
- Doesn't know any other plant owners.
- Doesn't know what her plants are called.

MUST GIVE HER

- 📅 Clear scheduling options
- 📖 Access to database of various plants
- 📷 Access to image base of plants
- 👥 Community
- 📖 Access to self help articles

🧠 EMOTIONAL NEEDS

- Connections w/ other plants owners for advice
- Community support
- Real time advice for personal plants
- Tools to communicate issues w plants

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Scope

COMPARATIVE LANDSCAPE:

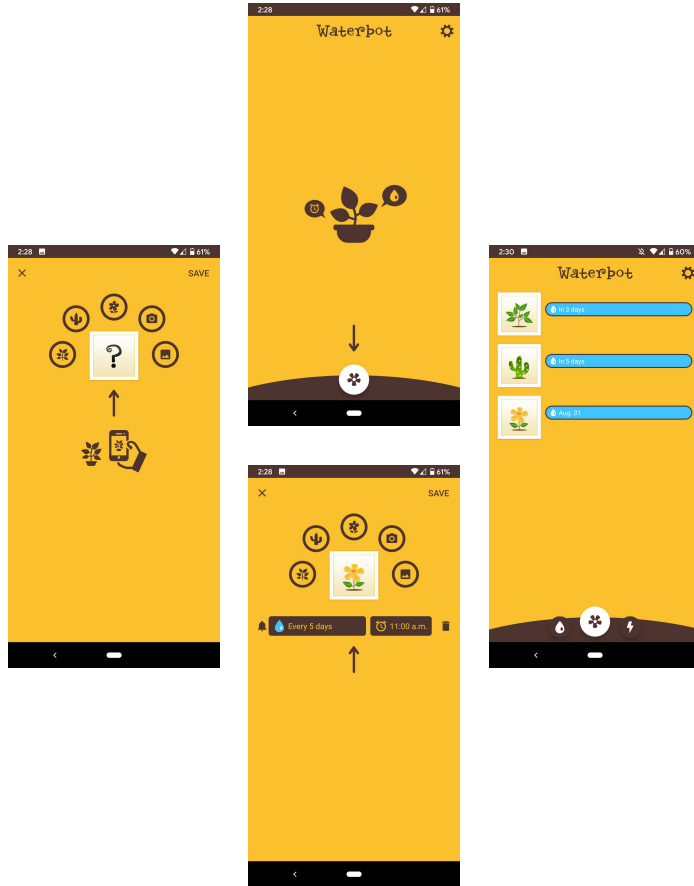
I investigated two apps with the functional requirements I was looking for:

Waterbot

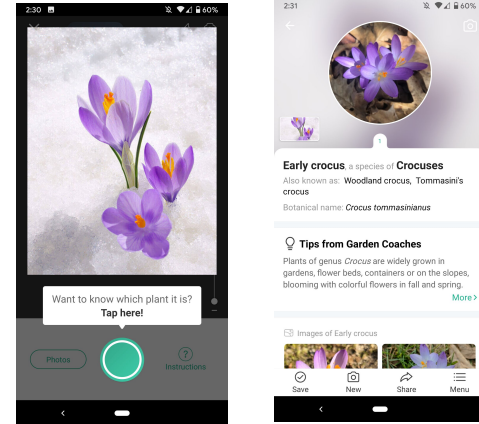
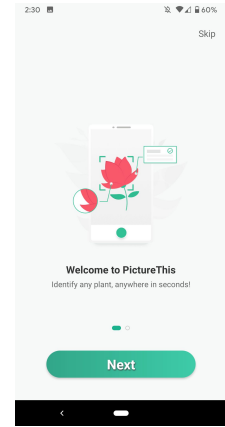
- ❑ scheduling feature was seamless
- ❑ simplicity made it easy to use
- ❑ usability was compromised due to this simplicity

PictureThis

- ❑ utilizes camera phone to identify plants
- ❑ plant identification feature very accurate
- ❑ did not have any other features



Waterbot

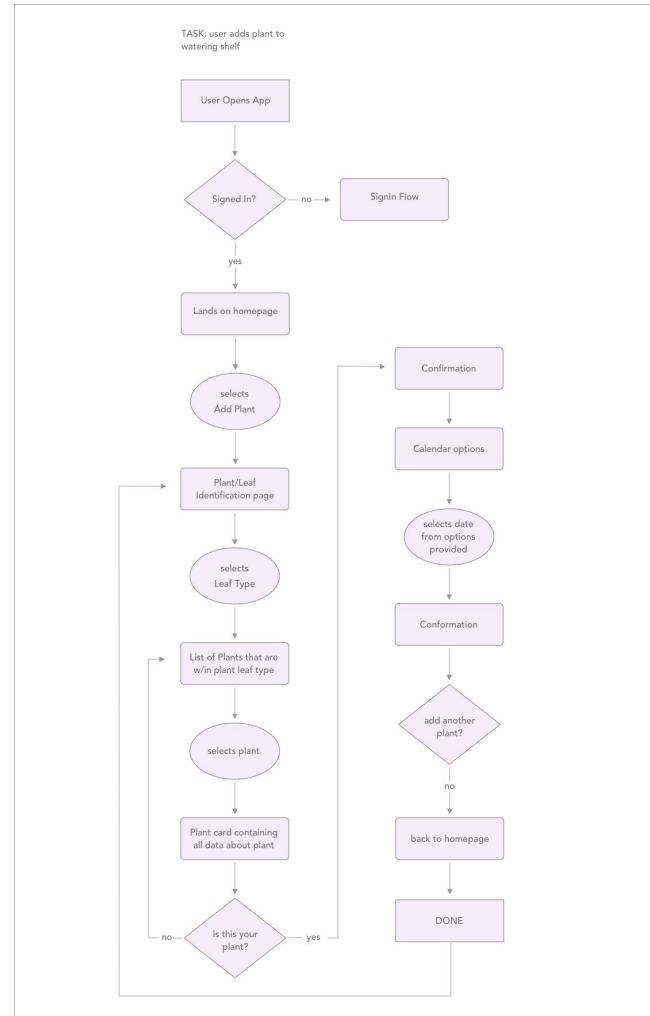


Picture This

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Structure

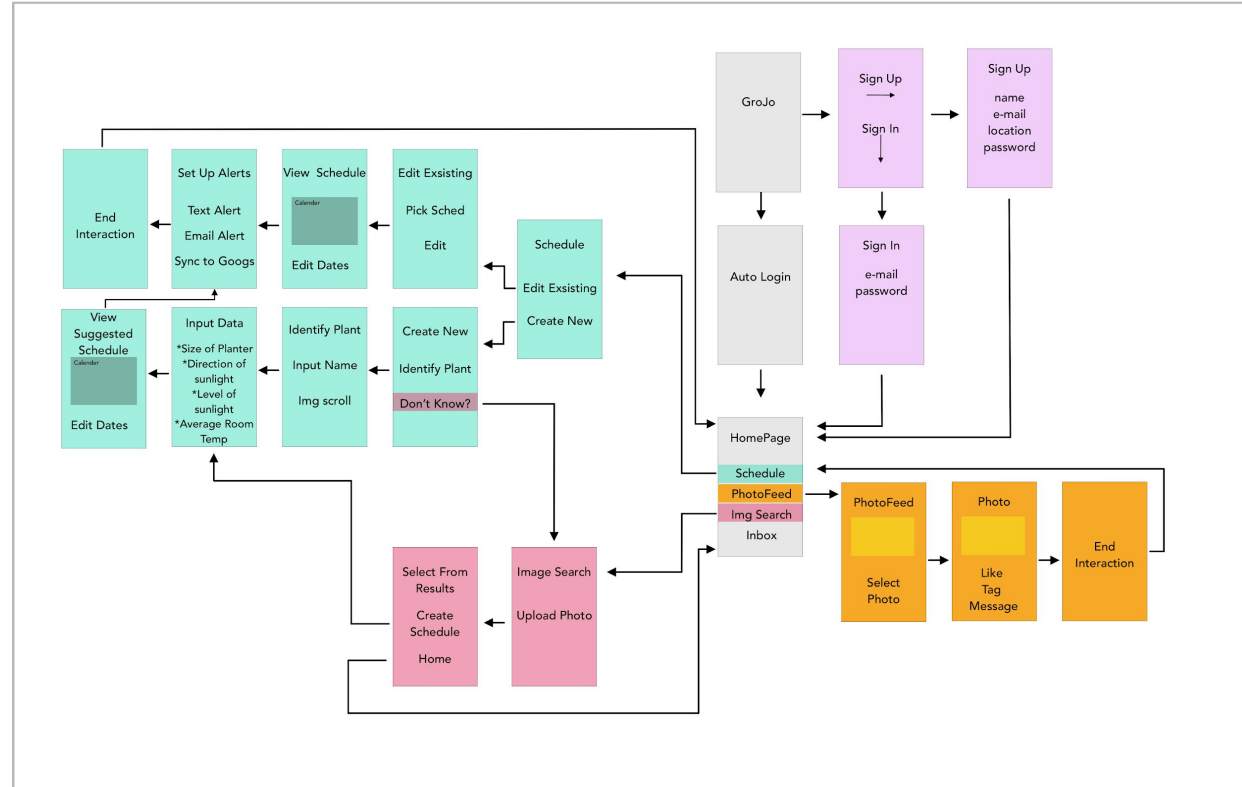
PROCESS: I created a task flows to help determine the information architecture.



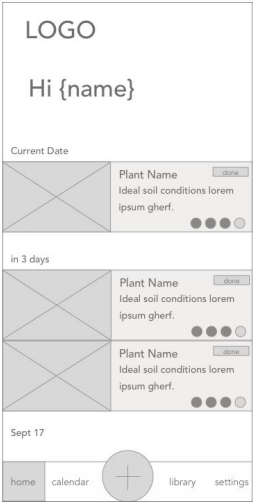
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Structure

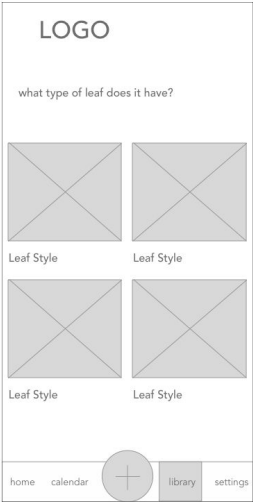
PROCESS: I created a content map to start building up the interaction design process, to start mapping out where content would live.



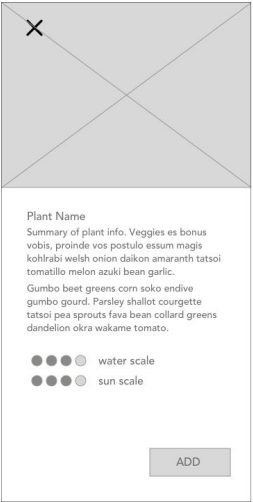
WIREFRAMES: I translated this information into wireframes.



Home/Shelf



Select Leaf Type



Plant Card

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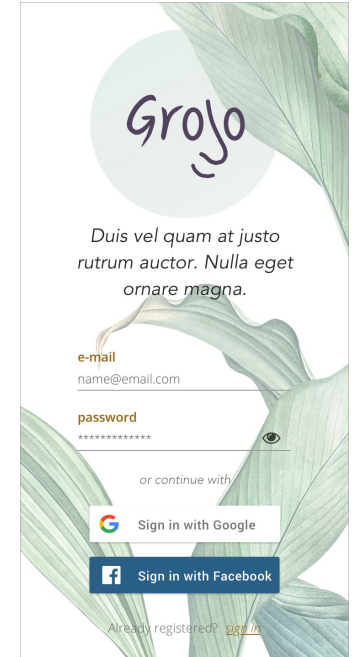
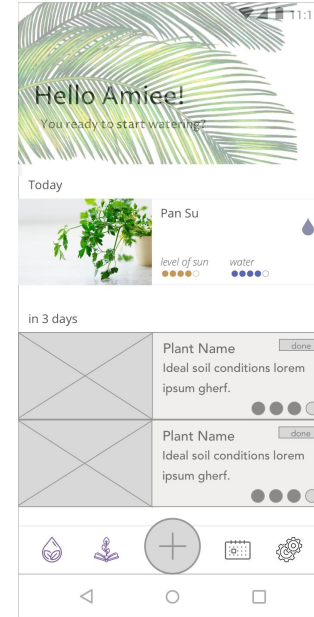
Surface

STYLE: My first iteration was unsuccessful.

My concept was to immerse the user in the experience by using a plant image as the background. It was meant to be like a breath of fresh air, they say green is good for the heart.

ISSUES:

- ❑ looked cluttered
- ❑ serious accessibility issues

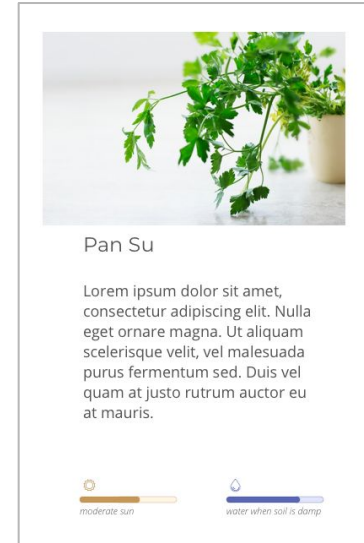
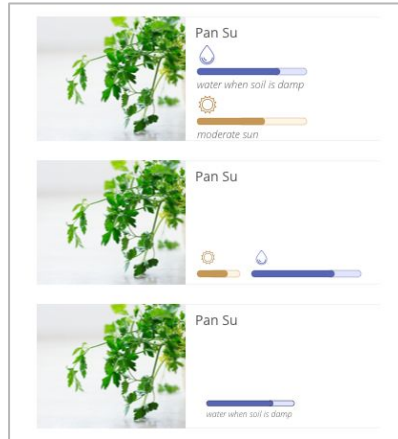
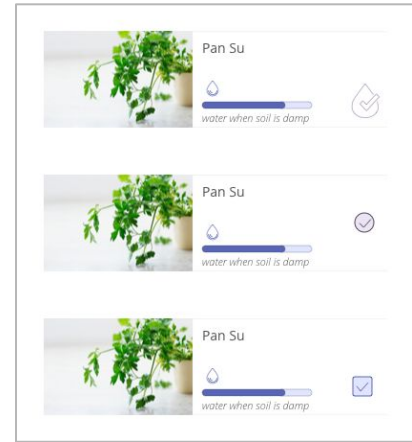
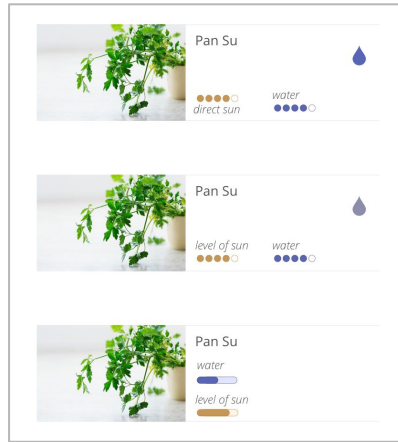


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Surface

STYLE: I had many iterations of the water and sunlight recommendation indicator.

- ❑ striking the balance between readable and garish
- ❑ tweaking to get the visuals to communicate better



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Surface

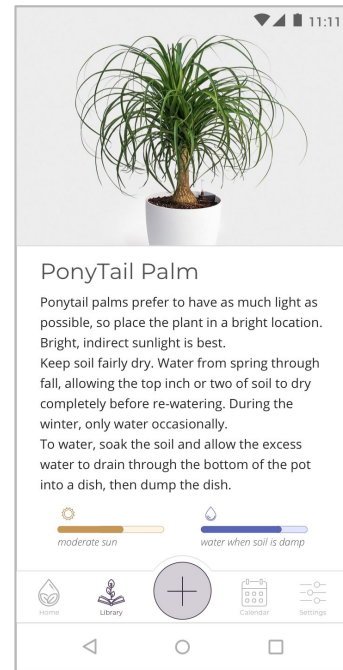
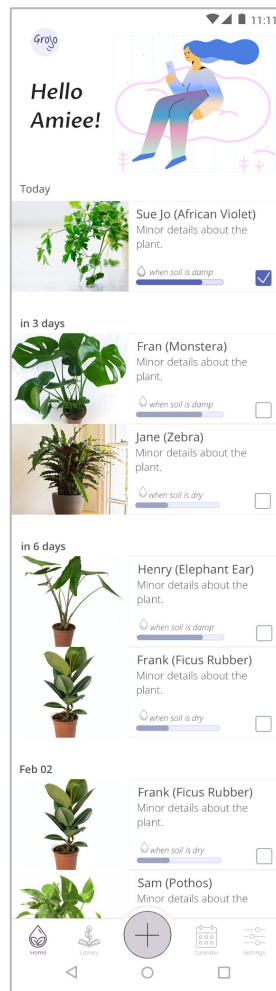
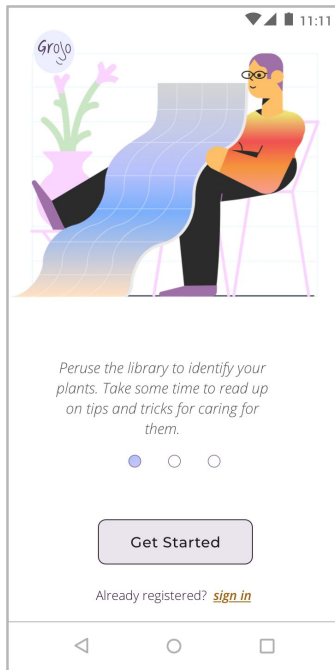
STYLE: I attempted logo design, decided on the current one as a placeholder and vowed to revisit once I gain more graphic design marketing chops.



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Surface

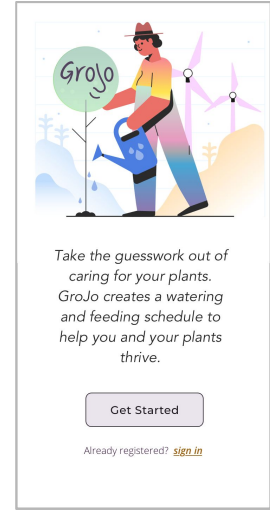
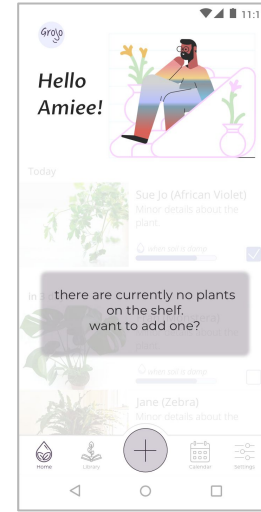
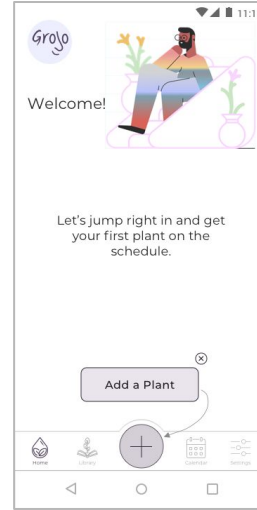
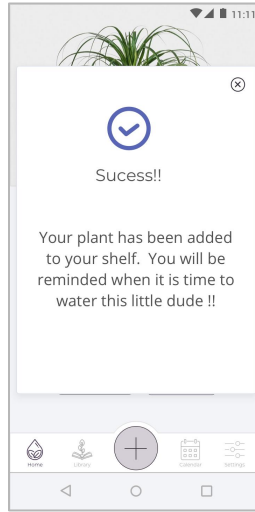
STYLE: The UI creates a meditative feel, akin to watering plants. The colour scheme is light and airy, and the UI has breathing space. The minimal look gives the plants center stage, visually.



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Surface

STYLE: The copy has a friendly and personable tone, like chatting with a supportive friend.



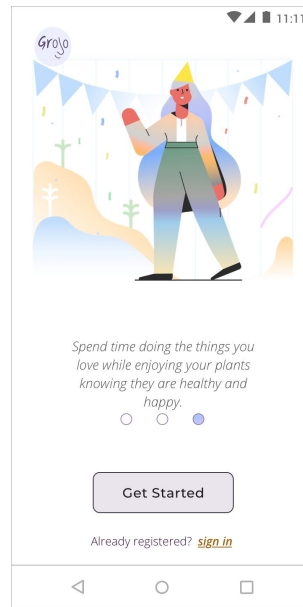
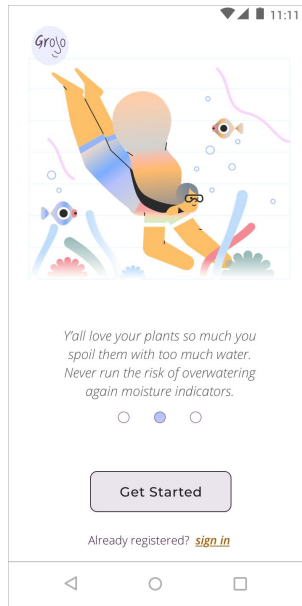
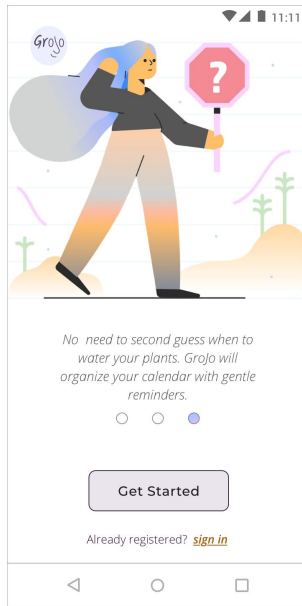
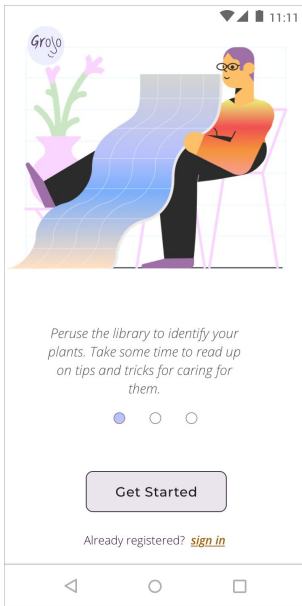
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Solution

ONBOARDING: My focus was on gradual engagement with the product. I was introduced to this concept through the Duolingos onboarding process.

Why:

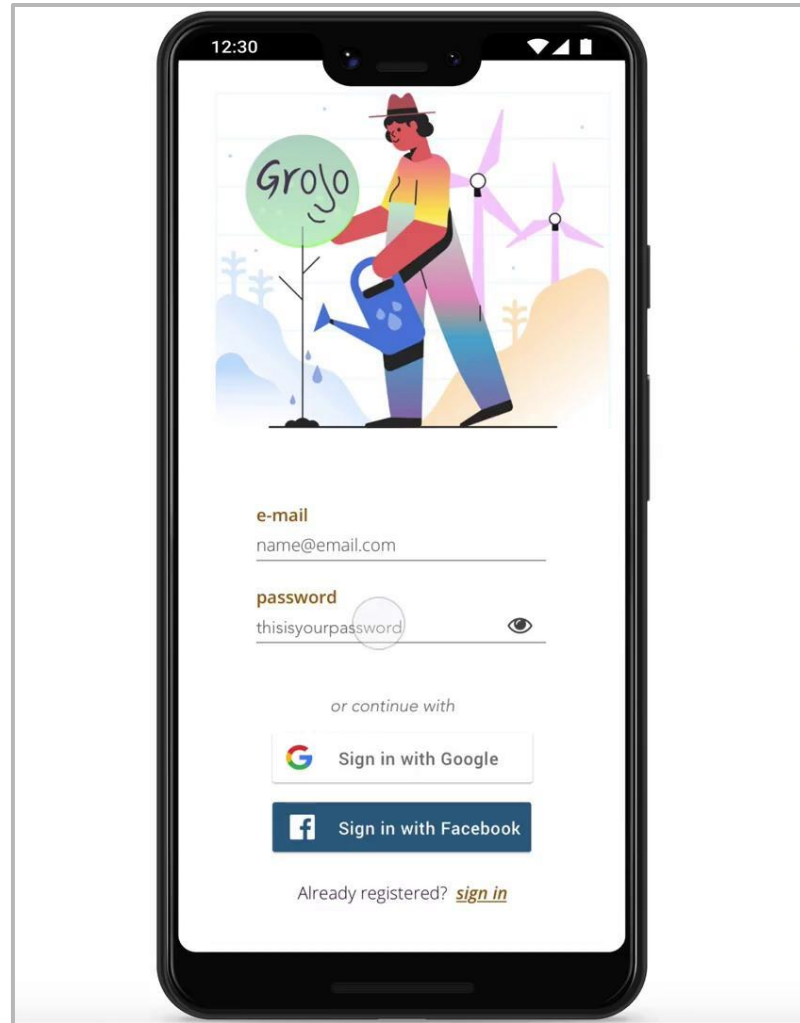
- ❑ it aligned with my casual and light goals for the Grojo experience
- ❑ helps reduce churn, 20% only open app once
- ❑ having a sign-up gate feels like a block
- ❑ user will need to sign up if they want to use integrated calendars



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Solution

PROTOTYPE: To showcase the onboarding flow, I revisited the prototype to use more hi-fi screens.

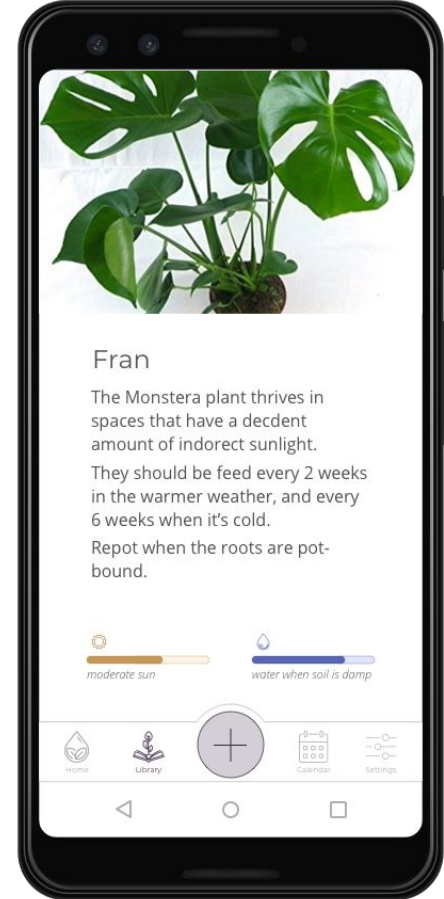
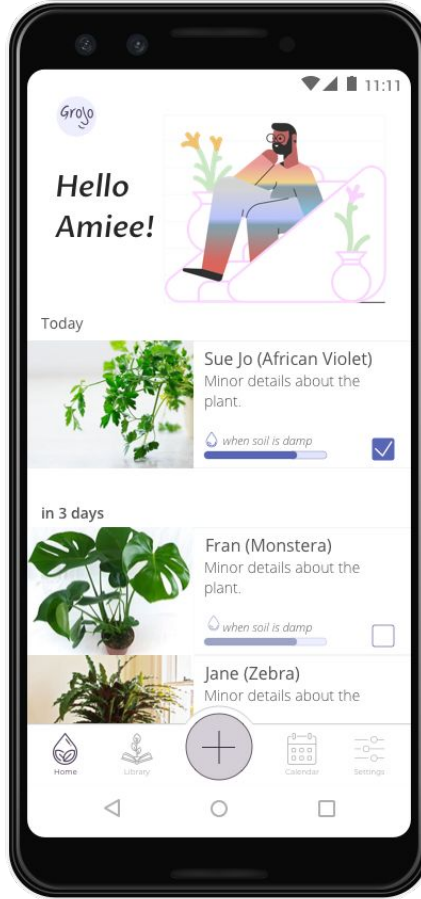


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Conclusion

CONCLUSIONS: this was a successful design in that I achieved my goals. The flow is easy and user-friendly, and the copy helps to alleviate the shame spiral of killing plants.

GROWTH: I designed screens for various states, this thoroughness was a great learning experience. I believed I could soar through making all the screens given that I have such a strong design background, but it took me many interactions to get the screens to get a sense of cohesion and the minimal UI I was aiming for.



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The Future

FUTURE CONSIDERATIONS:

- ❑ Integrate a Helpful Hints resource, give GroJower's tips as they move through the app with the option to disable this feature
- ❑ Extensive testing of scheduling feature: research how advanced the scheduling system needs to be
- ❑ Based on above results, design a more robust scheduling system
- ❑ Revisit branding: the logo currently being used is more of a placeholder than a solid design decision. It is something I would be interested in revisiting when I learn more about graphic design



THANK
YOU!