

Interview Data

Instrument: Individual Interviews

Why: Our group decided on individual interviews because we'd be able to get useful information from professionals within the plant industry. We'd gain valuable insight from these professionals; in how they'd determine if a plant was sick & the characteristics that can help us in finding the root cause of the decline. We'd also interview everyday individuals to see if they have difficulty keeping plants alive. We'd then see if the losses were meaningful enough for them to consider using an app for help.

Anthony B. (mock) interview notes:

- **What types of plants do you have & where do you grow them?**
 - a. Kind of plant owner: Has a basil garden
- **What resources do you use to find information:**
 - a. Google, internet, talk to his dad who gardens
- **Regular routine for taking care:**
 - a. Give them some water in the morning while doing daily routine
- **Issues with growing:**
 - a. Forgetting to water, overwatering, bugs in the house
- **Technologies:**
 - a. Something to test soil, irrigation system / drip
- **Amount Spent:**
 - b. 100 or 200 to get initial setup (plants/seeds, soil, pots)

Nathan:

- **What types of plants do you have & where do you grow them?**
 - a. Tropical Plants Inside ~ Cacti Outside
- **Do you struggle growing any plants in particular?**
 - b. Tried growing vegetables in the past but his porch doesn't get enough sunlight
 - c. Has struggled with all types of plants ~> Believes Lack of Sunlight & Over/Underwatering for reason of deaths
 - d. Struggles understanding what living conditions each type of plant needs based on their environment of origin.
 - e. Last year towards the end of Summer, large chunk of his plants got mildew & died
- **What resources do you refer to take care of your plant?**
 - f. Finds most of his information online but has received the wrong information before.
- **What is your regular plant care routine?**
 - g. Goes off judgement but waters most plants about 3-4 times a week
 - h. Gets most of his plants from Nurseries or Farmers Markets
- **How much do you budget for your plants?(this may not be a relevant question, maybe ask "how do you budget for your plants?)**
 - i. About \$100 a year

Carlson:

- **What types of plants do you have & where do you grow them?**
 - j. Has a rose bush, orange trees, & small shrubs
- **Do you struggle growing any plants in particular?**
 - k. Overtrimming has sometimes been an issue with his rose plants
- **What resources do you refer to take care of your plant?**
 - l. Goes to Google first ~> If doesn't find answer he goes to botany shop
- **What is your regular plant care routine?**
 - m. Gives them some nutrients, prunes them twice a year after each bloom, consistent watering with an automated dripline.
- **How much do you budget for your plants?(this may not be a relevant question, maybe ask "how do you budget for your plants?)**
 - n. Parents buy them ~> He takes care of them
 - o. Is rather new to plants (6 years), spends a couple minutes a week taking care of plants

Kevin:

- **What types of plants do you have & where do you grow them?**
 - p. Owns a house ~> Previously did not have exterior plants because he lived in an apartment but is now branching out
 - q. Now has both indoor and outdoor plants ~> Fruit trees, Big Leafy House plants
 - r. Plant buying habits have increased over the past five years
- **Do you struggle growing any plants in particular?**
 - s. Often, most plants have died.
- **What resources do you refer to take care of your plant?**
 - t. Plants he buys, typically come with short instructions but usually just guesses based on what he sees visually. Will often experiment with watering to see how the plant reacts.
 - u. Sometimes he'll just Google & look for specific plant guides. Often Googles way too much & doesn't receive a quality answer.
- **What is your regular plant care routine?**
 - v. Uses Miracle Grow/fertilizers. Waters based on visual queues & will often experiment with different schedules of it
- **How much have you spent on plants?(this may not be a relevant question, maybe ask "how do you budget for your plants?)**
 - w. Doesn't keep track because it's so nominal