

LAB 2 Situation 56:

Urban residents lack access to green

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Target User Definition

The target users are urban residents living in densely populated cities who have limited or no access to parks, gardens, or natural environments.

Initial Assumptions

1. Urban density is increasing

2. Access to existing green spaces is uneven
3. Mental stress and lifestyle-related health issues
4. Urban planning often prioritizes infrastructure
5. Residents have limited time.

Interview questions

1. *Can you describe the area where you live (apartment, house, nearby surroundings)?*
2. *How often do you spend time outdoors in natural or green environments?*

3. *Do you have plants at home or on your balcony/window? Why or why not?*
4. *What stops you from visiting parks or green spaces more often?*
5. *Do you feel the lack of greenery affects your mood, stress, or health? How?*
6. *Are you willing to participate in community gardening if space is provided?*
7. *Would you be open to using simple technology or community support to help manage or share green spaces?*
8. *Do you feel the lack of greenery affects your stress, mood, or physical health? Please explain.*
9. *What factors would influence your decision to adopt such a solution (cost, space, maintenance, appearance)?*

OBSERVATION

As a homemaker, I feel calm and happy when greenery is close to me, but I hesitate to go outside because of overcrowding, so I prefer simple, low-maintenance plants inside my home.

EMPATHY MAPPING (urban resident 1)

EMPATHY MAPPING (*urban resident 1*)

 SAYS • <i>Comforted</i> <i>Unsure</i>	 T • <i>Fe</i>
 DOES • <i>Maintaining</i> <i>Seeking</i>	 • Pe A O

EMPATHY MAPPING(URBAN RESIDEN TOF THE AGE ABOVE 60)

EMPATHY MAPPING(URBAN RESIDEN TOF TGE AGE)

<p><u>SAYS</u> </p> <ul style="list-style-type: none">• <i>Strained</i>• <i>Minimalist</i>	<p>TH • <i>Cauti</i></p>
<p><u>DOES</u> </p> <ul style="list-style-type: none">• <i>Simplifying</i>• <i>Avoidant</i>	<p>FE • <i>So</i> • <i>A</i> • <i>R</i></p>

VALIDATE ASSUMPTIONS

Based on the interview responses, the assumptions can be validated as follows:

Assumption	Validated?	Reason
<i>Lack of access to nearby green spaces</i>	YES	<i>User mentioned difficulty reaching parks due to distance and busy roads</i>
<i>Fear of making mistakes</i>	YES	<i>User expressed worry about doing something wrong</i>
<i>Preference for simple solutions</i>	YES	<i>User favored low-effort, indoor greenery</i>
<i>Greenery improves emotional well-being</i>	YES	<i>User felt calm and happy around plants</i>

USER INSIGHTS

- *Users enjoy greenery but avoid it if difficult to access.*
- *Low-maintenance, accessible solutions are preferred.*
- *Safety, guidance, and convenience drive adoption.*
- *Emotional comfort matters more than size or number of plants.*

USER PERSONA

(USER1)

RAJI



Enjoys daily

Prioritizes so

Quote:

"I love my morning walks in the park and meeting friends, but it's a bit far, so I wish I could have some greenery closer to home."

Enjoy daily w

Bio

Raji is a 48-year-old Homemaker who uses an Android Smartphone. She values a vibrant social life and maintaining the average of the friends. She struggles with local and feels there is a need for more accessible greening in with friendly surroundings.

Park is a bit fo

Limited in
accessibili

(USER 2)

REKHA



Enjoys dai

Prioritizes s

Quote

"I don't need much, just a little greenery closer close by to feel peaceful."

Feel rel

Stay acti

Bio

Rekha is a 60-year-old apartment dweller and Homemaker who follows a simple routine. She enjoys calm light walks and spending time near plants.

Par

Limited e
parks

TRANSLATE INSIGHTS TO SOFTWARE

Insight

Park is far, so she avoids daily walks sometimes

Wants easy maintenance for plants

Likes social interaction but needs guidance

Enjoys emotional refreshment from greenery

Solution Need

Provide virtual or nearby greenery suggestions at home

Recommend low-effort, indoor or balcony plants

Community features or reminders for plant care

Visual feedback and progress tracking to show plant growth

REFLECTION

1. Problem is access and usability, not just green spaces.
2. Distance and maintenance limit usage.
3. Avoid jumping to solutions.
4. Empathy reveals user perspective.
5. Learned data analysis, pain points, design thinking.