VrikshaAi

A UX Case Study: Solving everyday problems for home plant growers.

The Design Process

Stage 1: Empathize

Understanding the User

The process began with in-depth interviews with home plant growers. The goal was to understand their world, their motivations, and, most importantly, their core frustrations with plant care.

What We Learned: Key User Problems

Disease Diagnosis

Users struggle to identify plant diseases and don't know if a problem is minor or severe.

Care Knowledge

A lack of clear, accessible instructions for their specific plants leads to confusion and stress.

Local Help

Users were unsure where to find local "plant hospitals" or experts when they needed hands-on help.

Stage 2 & 3: Ideate & Prototype

From Idea to Figma

Ideate: We researched existing market applications for inspiration and brainstormed solutions that directly addressed the user problems.

Prototype: We started with rapid paper prototyping using "Crazy Eights" to explore many ideas, then moved to digital wireframes and high-fidelity prototypes in Figma.

Stage 4: Test & Validate

User Feedback

We conducted usability studies with our target users, giving them the Figma prototype to test.

The feedback was overwhelmingly positive. Users highlighted the smooth UX/UI, and the visuals and animations were highly praised for making the app feel friendly and intuitive.

The Solution

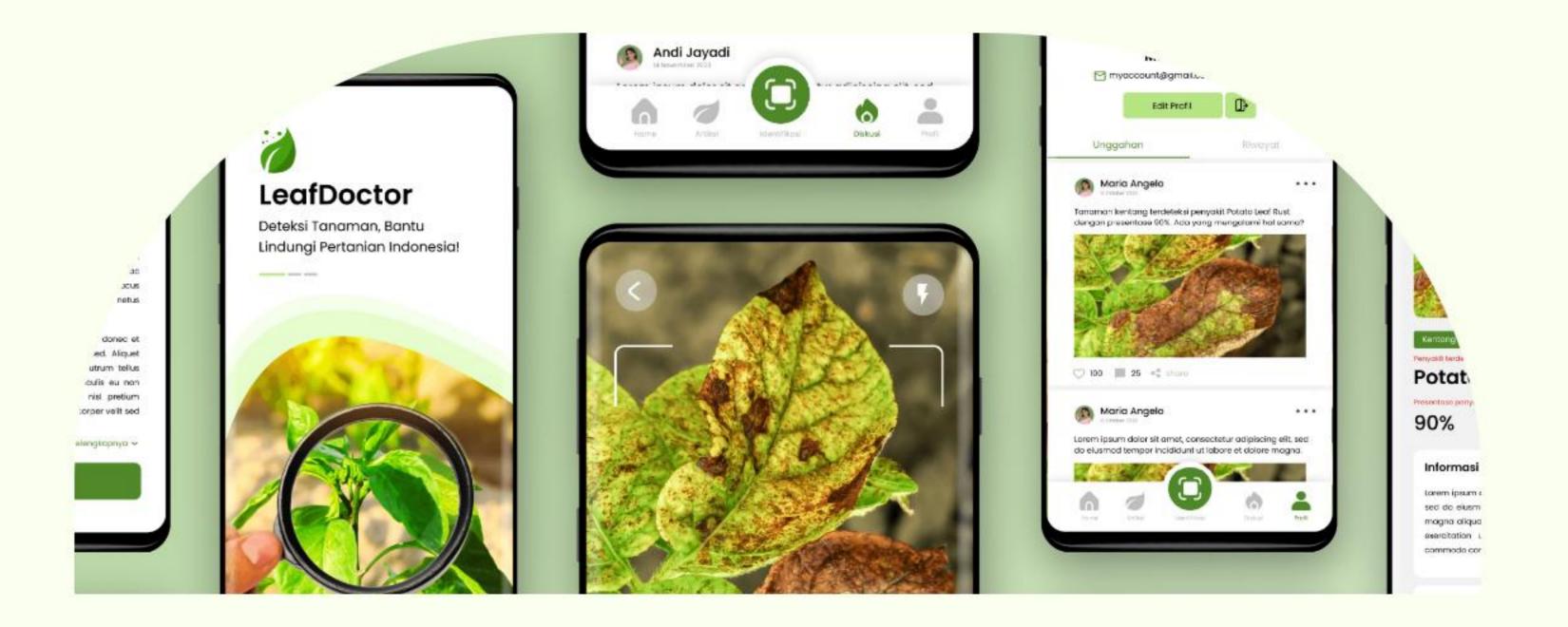# Feature Spotlight: AI Disease Diagnosis

Solving the Biggest Problem

The core solution is a powerful image recognition tool. Users can simply take or upload a photo of their sick plant to get an instant diagnosis, removing the guesswork and anxiety from plant care.

How It Works

1. AI Analysis

The AI analyzes the image against a vast database to identify the specific disease or pest.

2. Severity Rating

The app rates the disease from "mild" to "severe" so the user knows how urgently to act.
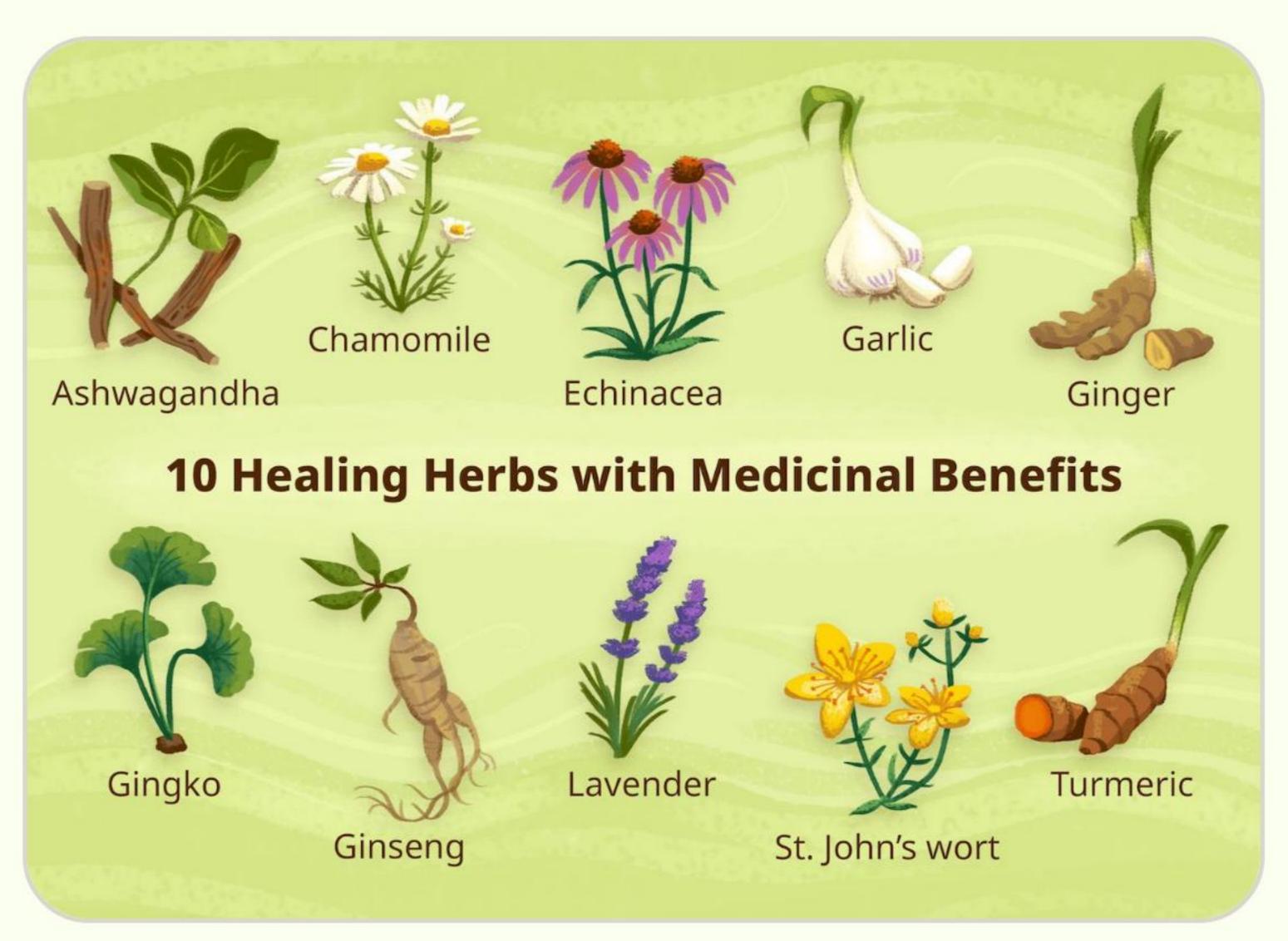
3. Action Plan

A clear, step-by-step course of action is generated for the user to follow for treatment.

Holistic Treatment Plans

Chemical Approach

Ashwagandha Chamomile Echinacea Garlic Ginger

10 Healing Herbs with Medicinal Benefits

Gingko Ginseng Lavender St. John's wort Turmeric

Ayurvedic & Traditional

Outcome & Impact

A Confident User

The final prototype was met with enthusiasm. Users felt confident and empowered in their ability to care for their plants.

The solution successfully validated our user-centric design process by effectively solving their primary pain points, especially disease diagnosis.

Thank You

Questions?

Image Sources

https://media.istockphoto.com/id/1219919204/photo/flower-gardening-during-isolation-period.jpg?s=612x612&w=0&k=20&c=Mecfkc0HGYwZVPgv0GZy739eRnT1haupAYAd68omCHs=
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