## The Process: A User-Centered Journey

Our design process was rooted in understanding and responding to real user needs.

* **1. Empathize:** We began with in-depth interviews with home plant growers. This revealed their primary challenges:
  + A lack of knowledge about plant diseases.
  + Uncertainty about proper care guidelines.
  + Difficulty finding local "plant hospitals" or experts.
* **2. Ideate:** Armed with these insights, we moved to the ideation phase. This involved researching similar applications for inspiration and brainstorming solutions that directly addressed the problems our users faced.
* **3. Prototype:** We translated our ideas into tangible forms, starting with rapid paper prototyping and progressing to detailed wireframes and high-fidelity prototypes in Figma.
* **4. Test:** In the final usability studies, we put our Figma prototype in front of users. Their feedback was overwhelmingly positive, with specific praise for the intuitive user experience (UX), clean user interface (UI), and smooth animations.

## The Solution: AI-Powered Plant Diagnosis

The core of VrikshaAi is a feature designed to solve the user's most significant pain point: plant disease.

* **AI Image Recognition:** Users can simply upload a picture of their plant.
* **Instant Analysis:** The AI analyzes the image to identify any diseases or pests.
* **Severity Rating:** The app provides a clear severity rating (e.g., mild, severe) so the user knows how urgent the problem is.
* **Tailored Treatment:** VrikshaAi generates a step-by-step course of action, offering both chemical and traditional/ayurvedic treatment options to fit the user's preference.

## Outcome & Impact

The usability studies confirmed that our user-centered process was a success. The final prototype directly solved the key problems identified during the empathy phase, especially the anxiety around disease diagnosis, and was met with positive feedback on its design and functionality.