**STEP 1 – Researching and Collecting Information**

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| **Smart Garden** | |
| **Introduction (Product Name and Target Buyer)**  What’s the name of the product and what kind of product is it?  Who is the target buyer?  What kind of person would like this product? | The Smart Garden 3  **An indoor garden**  For a green thumb, typically unable to keep plants alive.  For someone who wants likes but has no experience  Any bodies |
| **Product Description**  What does it look like?  What are the features of this product?  Write a basic description about the features on Smart Garden 3 but don’t provide details about the benefits and advantages of these features yet. | Just like a capsule coffee machine,  (Size, Colour, Materials, LED)  but for plants. They offer biodegradable plant pods that have seeds and nutrients inside.  Automated watering, light and nutrients.  Application controllable.  Variety kinds of seeds are available. |
| **Price** What are the different price points for this product? Are there different prices for additional features? | $103.96 and $129.95 after tax. You can also pay in 4 interest-free payments of $25.99 with Afterpay. |
| **Instructions**  How does it work?  How can someone use this product? | It works in automatic.  1. Insert the plant pods  2. Add water 3. Plug it in and enjoy |
| **Benefits**  What are the benefits or unique features of this product?  (Make sure you read the “About Us” page) | Automatic watering  Perfect amount of light thanks to pro-grow lights  Perfect amount of nutrients and oxygen at the root level  Grow 365 days a year  The companion app to become a plant expert  Choose from over 75 pre-seeded plant pods from our selection, or use your seeds. |
| **Recommendation (Conclusion)**  Overall, is this a good product for the price and features?  Who is it most suitable for? Who would probably not benefit from it? | It might be a good product for someone who wants to grow some planes but always makes them die. However, the price is a little high. It could be used for someone who, On the other hand, that their home to have some green colour but does not have time to take care of them. |