



# PlantEz

House plants made  
Easy





Indoor plants have been scientifically proven to have a multitude of health benefits for individuals



# The Powers of Indoor Plants:



Improves Air Quality



Boosts Mood & Productivity



Aids in Healing





# Target Audience:



“Where do I begin?”



“The next step is scary”

“I tried and failed”



# PlantEz

Username

Password

Login

Sign Up

# Introducing... PlantEz

PlantEz is a mobile application that makes indoor plant growing easy!

It helps individuals manage and maintain their house plants, by providing them with up-to-date personalized plant care information.



PlantEz



# One App: Four features

Good morning.

One plant requests an update.



My Plants



Plant Doctor



Community Connection



Friends



**My Plants:** Easily manage and view your plants and their care information



**Plant Doctor:** Diagnose and nurse sick or dying plants back to health



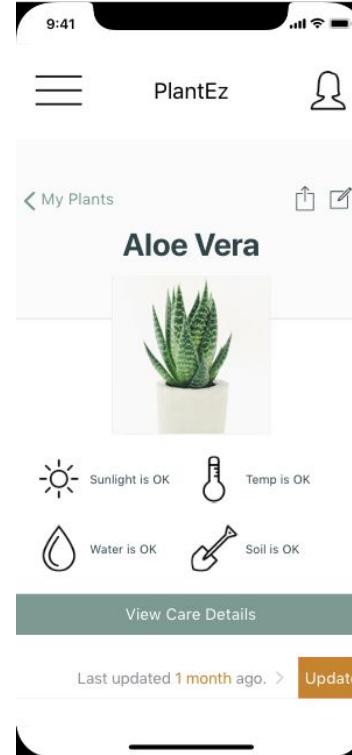
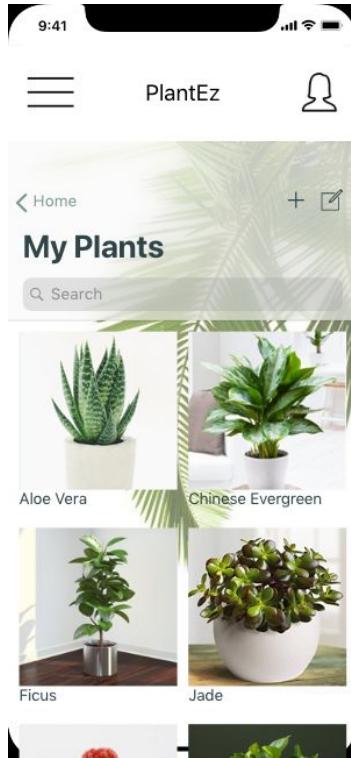
**Community Connection:** Plant owning opens up new opportunities in your community



**Friends:** Share your plant progress with friends

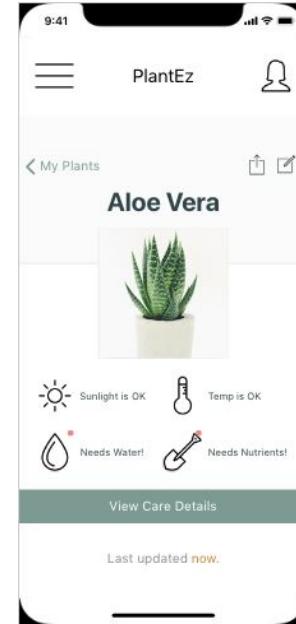
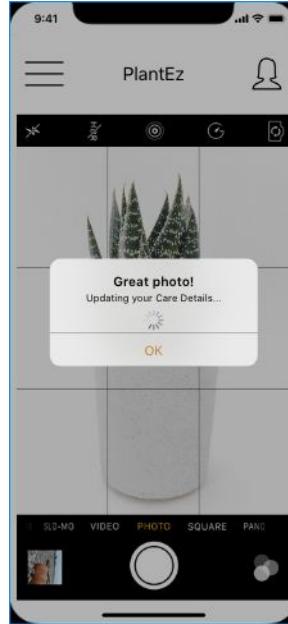
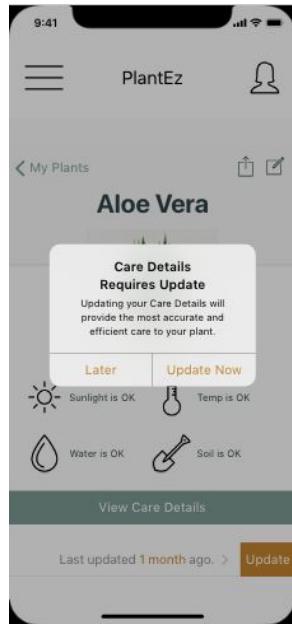
# My Plants:

Easily add, edit, and view all of your house plants



Personalized care information is provided for each plant

# Up-to-date Personalized Care Information:



PlantEz makes it easy to have up-to-date personalized care information with the snap of a photo. PlantEz also alerts when a change has been made to a plants care needs.

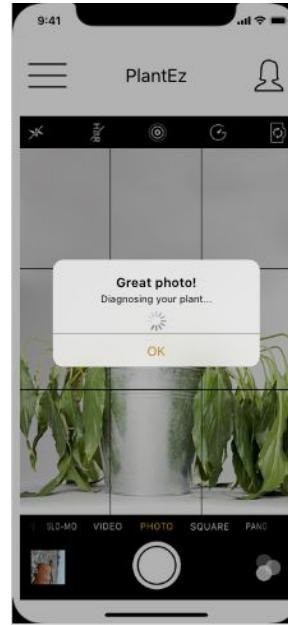
# Plant History Log:



Easily track each plants growth over time

Helps own build confidence and ownership of their plants

# Plant Doctor:



There will be no sick or dying plants with PlantEz! Easily diagnose and nurse sad plants back to health with accurate care information. No more giving up or trial and error!

# Community Connection:

PlantEz aims to build bridges through plants for users to the rest of their community



This feature encourages users to support their local businesses and further their plant knowledge

# Share with Friends:



Easily share any of your plant's information with others!

This feature is great for when traveling or plant sitting.



# Challenges:



## Finding appropriate graphics



Display categories of care needs accurately



Breaking down my pre-existing mental models



## Technical set backs



Lack of experience with digital prototyping tools

# Opportunities:



Potential to improve indoor environments of users



Health benefits for users



Social impact



Support local businesses



Improve community engagement





# References:

- Benefits of indoor plants:  
<http://www.berkeleywellness.com/healthy-community/environmental-health/article/indoor-plants-and-your-health>
- Wolverton, B. C., Johnson, A., & Bounds, K. (1989). Interior landscape plants for indoor air pollution abatement.
- Papinchak, H. L., Holcomb, E. J., Best, T. O., & Decoteau, D. R. (2009). Effectiveness of houseplants in reducing the indoor air pollutant ozone. *HortTechnology*, 19(2), 286-290.
- <http://www.berkeleywellness.com/healthy-mind/mood/article/are-green-workplaces-better>

# Thank You!



PlantEz

