

A detailed botanical illustration serves as the background for the entire image. It features a variety of plants: a large yellow hibiscus flower with a dark red center on the left; a pink flower with a long, slender stem and heart-shaped leaves in the upper left; a branch with small white flowers and green leaves in the upper right; a branch with small red flowers and green leaves in the lower left; and a branch with a single yellow lemon and small white flowers in the lower right. The central text is framed by a thin black border.

THE GREEN MARKET



What is The Green Market?

TWO-WAY MARKETPLACE

Designed for users of various backgrounds to be able to buy and sell their own plants as a hobby or as a primary source of income.

A user can both buy and sell plants using the one account.

BY A PLANT COLLECTOR, FOR OTHER PLANT COLLECTORS.

As a plant collector and hobbyist myself, I understand what others like me look for in a marketplace when it comes time to sell some of my plants.

I was able to use this knowledge to implement relevant and useful features in the application.



The problem...




Price Inflation

Due to plant sales being scattered across multiple platforms, designer labelling and misinformation, many plants are being sold for a massively inflated price. When all plants are on the one platform, sellers can easily see what others are selling their same species for and adjust their price accordingly.

Inconsistent Identification

Because of users of varying experience all can sell their plants, many can be misidentified and mislabelled. Though often this happens with no malice, sometimes a seller will list a very similar looking plant as its much rarer, more expensive twin.





The solution.

The Green Market works to combat these problems by bringing buyers and sellers to a single application.



A detailed botanical illustration featuring various plants. In the top left, there are large, dark green, glossy leaves with a single white flower that has five petals and a yellow center. In the top right, there are similar large green leaves with several white flowers. In the bottom left, there is a branch with many small, narrow green leaves and a few small red flowers. In the bottom right, there are large green leaves with clusters of small, round, yellow-green fruits hanging from the stems. A central white rectangular box with a thin black border contains the text.

Let's walk through the app.