

LEAFIE

The **Selfie**-stick wielding Plant with Personality



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DESIGN GOALS

Tweets



LEAFIE

@Leafie_plant

7s

Yum! Just had a sip of water with my main man @generic_dude

pic.twitter.com/rwPsg3e0

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8:54 PM - 19 Aug 12 via iOS · Details

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Reply to @Leafie_plant

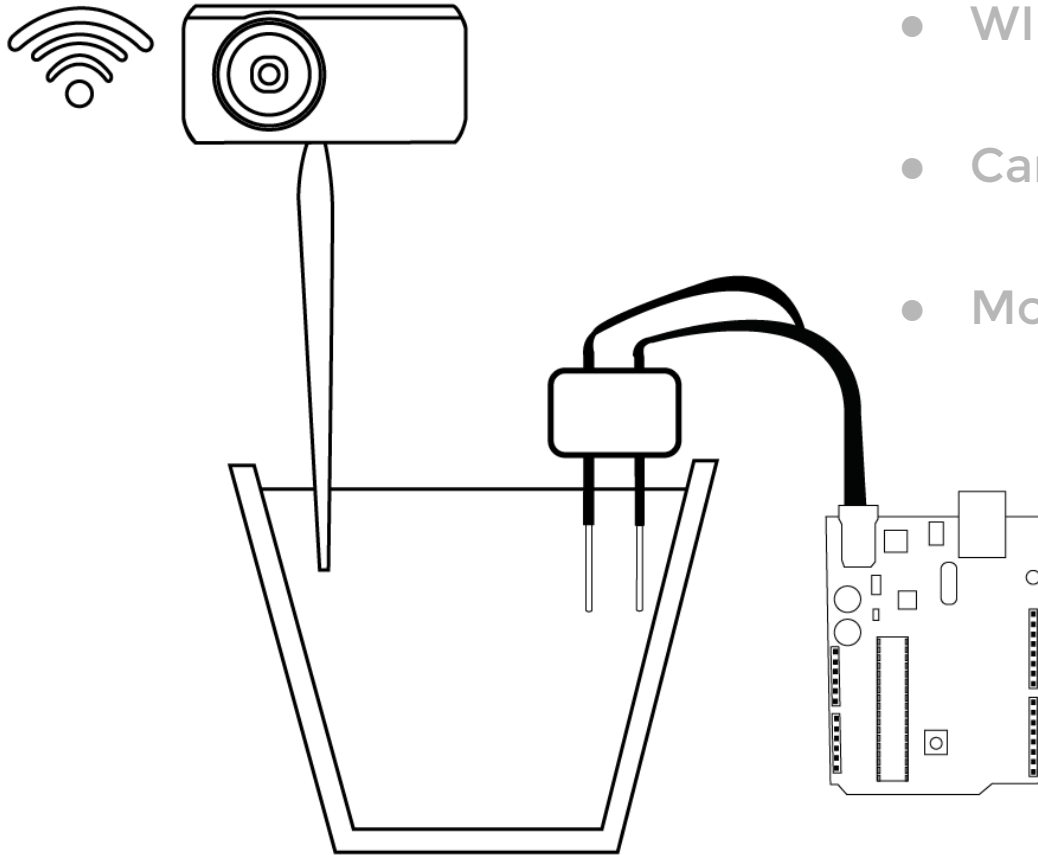
- LEAFIE tweets you when thirsty.
- LEAFIE takes a selfie when watered.
- LEAFIE tweets its selfie with a message based on its personality.

DESIGN VISION

- Effortless ...
- Entertaining ...
- Interactive ...

...Experience !!

LEAFIE COMPONENTS



- WI-FI
- Camera
- Moisture Sensor

PERSONA #1



Simon.

35 years old.

Recently engaged and lives with fiancée in smaller town.

IT Consultant at large company in nearby City and part-time teacher at local College.

ABOUT SIMON

Simon used to build his own fireworks, brew his own beers, and code his own games with friends during his youth in a small town. He found his true calling working with IT consulting and maintaining in his late 20s after years of working different jobs. He met his fiancée at work and they moved in together after 14 months of dating. He loves his job and shares his passion for IT as he teaches smaller courses at the local College on the side, but with wedding planning, grading papers, and doing his job for the larger company, there is little time for lazing around in the house. Simon is a more absent-minded kind of guy, and he easily forgets the smaller tasks around the house.

INTERESTS

- Science Fiction.
- Everything related to Space and NASA.
- Going to the pub with his fiancée and friends.
- Gadgets. All of them!

PAIN POINTS

- Absentminded about housework and the living conditions of his plants.
- Needs to keep himself reminded through digital calendars of his daily activities.

PERSONA #2



Susan.

43 years old.

Married mother of three living in Stratford, London.

Housewife during the day, works in petrol station during the evening/night.

ABOUT SUSAN

Susan used to be a part-time gardener in her student years when she attended a college in her town and thoroughly enjoyed it. When she dropped out after a year, she grew distant from her hobby when getting a job in an office in Sussex. She then met Richard and settled down with him in Stratford and had three children. After going from job to job she found an opening at a petrol station, even though the pay is average she enjoys meeting new people and doing her hobbies and being with her family during the day and early evening. Even though she spends a lot of time at home, there is only a small area to grow plants in her apartment as she has 3 children and no garden. She sees her friends (who are also avid plant lovers) sharing images of their plants with them. The only thing keeping her gardening hobby alive is attending the Chelsea Flower Show every year with her close friends.

INTERESTS

- Attends Chelsea flower show every year
- Loves meeting up with friends to have wine and cheese nights
- Avid reader of romantic novels
- Likes keeping up with old friends on Twitter and Facebook
- Loves her family and gives most of her time to them

▪ PAIN POINTS

- Too busy to keep up-to-date with the conditions of her few plants
- Would love to show her friends the remaining time and effort she has for their shared hobby of plants

COMMON PAIN-POINTS & INTERESTS

- A Desire for daily reminders of tasks & activities.
- Busy schedules.
- An interest in plants.
- An interest in gadgets.
- A curiosity toward making inanimate objects more “living”.

USER REQUIREMENTS

- Effortless interaction
- Reliability
- Sustainability made fun
- Real-time response
- Change in social conduct

COMPETITORS

BirdTweeder

- Photo Tweets Uploaded When Bird Feeder Is Activated.



Botanicalls

- Plant Tweets, Texts and Calls Owner for help.



BIRDTWEEDER

Advantages

- Simple set-up used to capture images.
- Cost of equipment is affordable (~100\$).
- Full instruction manual available online.

Disadvantages

- May capture unwanted images.
- Requires a lot of wiring/coding to set up.
- Isn't produced as a package that you can purchase.



BOTANICALS

Advantages

- Enhancing interaction between human and their plants.
- Preventing plants from dying.
- Good reminder to care for the plants.

Disadvantages

- Software is not free.
- Old-fashioned.
- Assembly of kits is required.



LEAFIE VS COMPETITORS

- LEAFIE Is Not An Assembly Kit.
- Combines Two Entertaining concepts.
- Low On Cost.
- LEAFIE Takes A More Modern Approach to Communication in Form Of Social Trends.

POTENTIAL POSSIBILITIES

- LEAFIE Is a wide variety of personalities.
- LEAFIE that tweets owner and comments on posts/photos.
- LEAFIE interacting with other LEAFIE units online.
- LEAFIE which celebrates a variety of holidays & it's own birthday.
- LEAFIE who continuously evolves creatively and 'personally'.

Questions & Answers

Thank You !!