



the gardening app for  
your home away from home

# user interviews

- Ages 54 and 55
- Malaysian, immigrated to America for college
- Parents of seven children
- Own a variety of technology, including iPhones and an iPad
- English is not their first language, but they speak, read, and understand it well



# **“is there an app you wish would exist but doesn’t already?”**

*“An app that can tell how to plant all types of plant, from seeds or cuts, how to plant, what’s the right temperature to start seeding, how long it starts growing, etc”*

*“An app that lets you know what can / cannot be planted together (complementary) or which plants hate what plants.”*

*“It would be great if there is an app with all types of recipe from all over the world by categories.*



# notes

- They value convenience and functionality.
- Their most-used apps are easy to use and have information up-front.
- They also appreciate being able to stay connected with their family and friends who are as far away as across the globe.
- They avoid apps with too much clutter or unclear features.



# market analysis



**Veggie Garden Planner**

- + Provides information on “good/bad influences”
- + Table overview of sowing/harvest times
- + Visual editor to assist in arrangement of vegetable patch
- + Doesn’t track location
- + Free demo, but pay required to unlock full version

\*More expert-oriented

\*Focuses on vegetables



**PictureThis - Plant Identifier**

- + Identifies plants, flows, and trees via artificial intelligence
- + Diagnoses plant problems and provides treatment suggestions
- + Offers 1-on-1 conversations with botanists
- + Can keep notes and reminders and record plant growth
- + Photography aspect

\*Comprehensive plant app

\*Selling point is plant identification



**Planta**

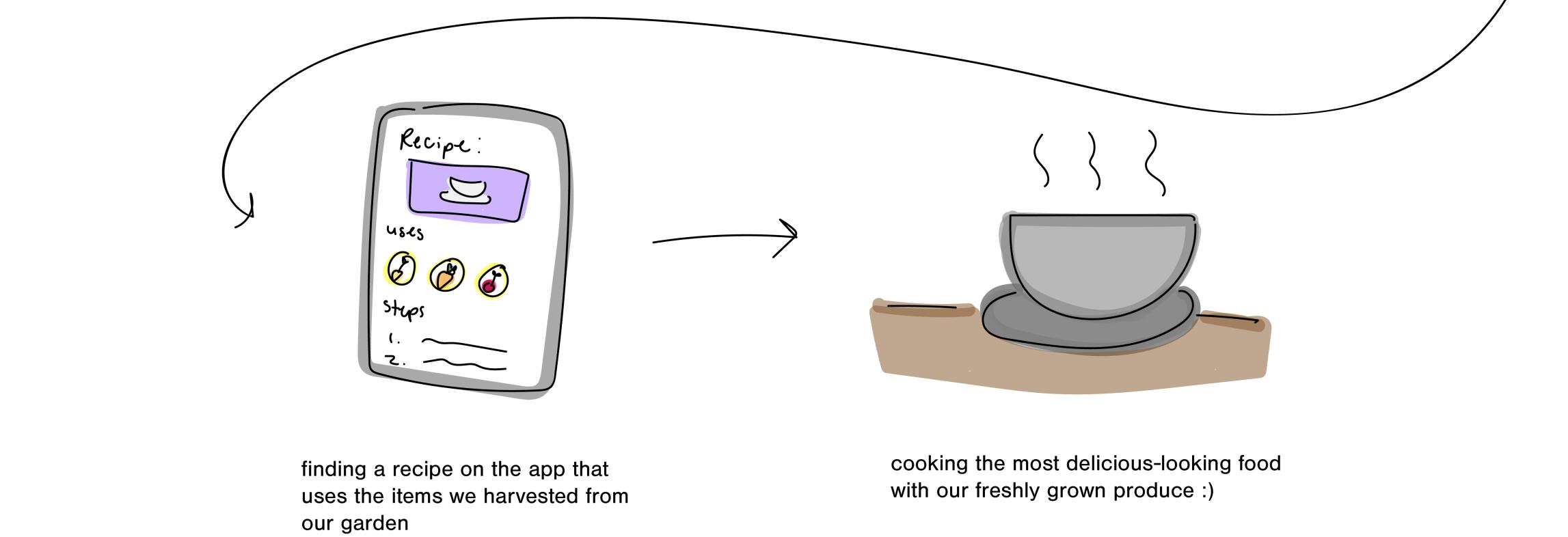
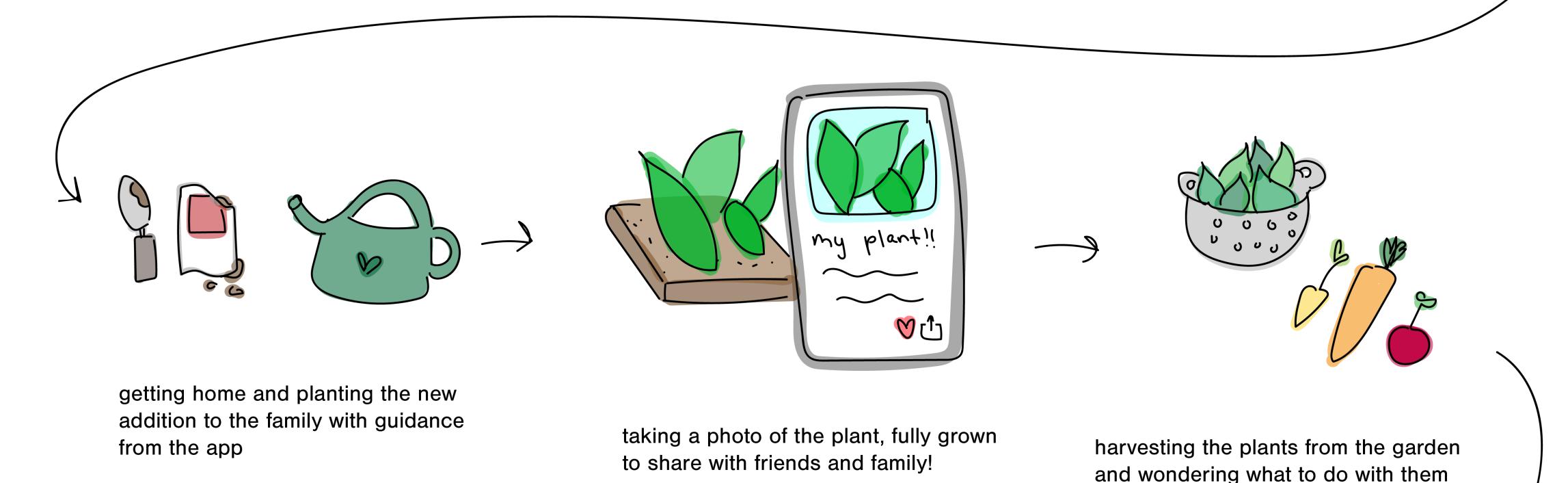
- + Care reminders for watering, fertilizing, misting, cleaning, and repotting
- + Step by step care guides
- + Plant recommendations
- + Plant identification
- + Focuses more on indoor plants
- + Plant journal to track progress and keep photos
- + Subscription-based

\*Beginner-friendly

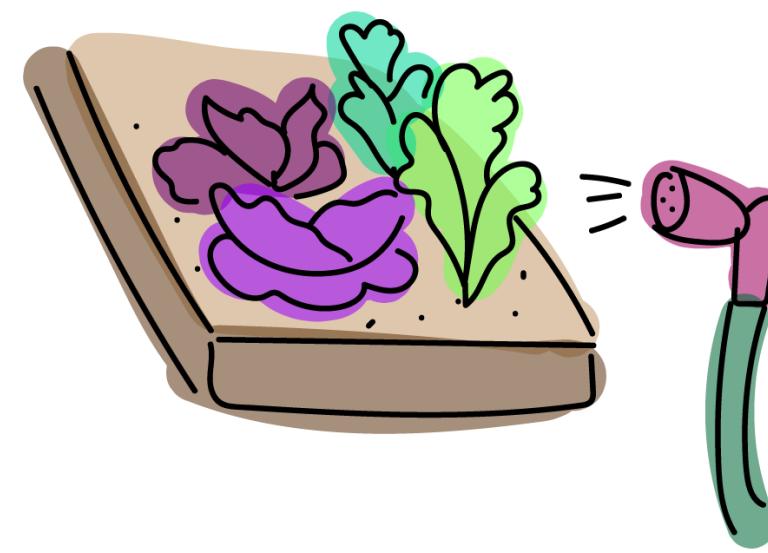
\*Focuses on indoor plants

# conceptual model

conceptual model



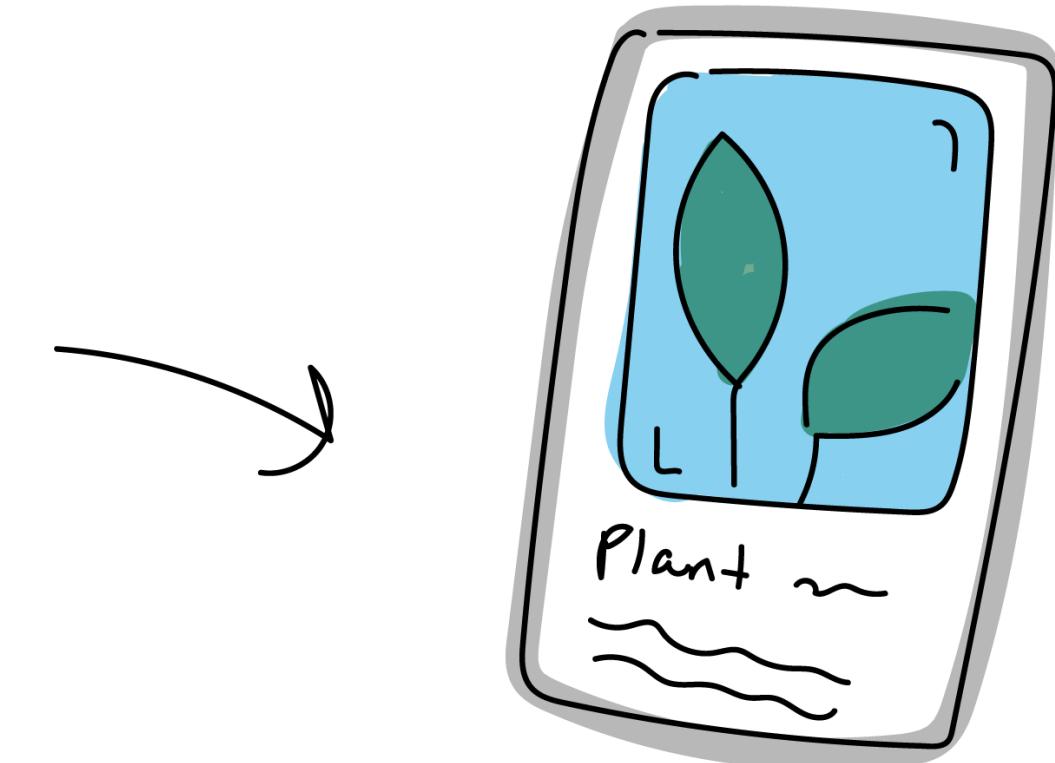
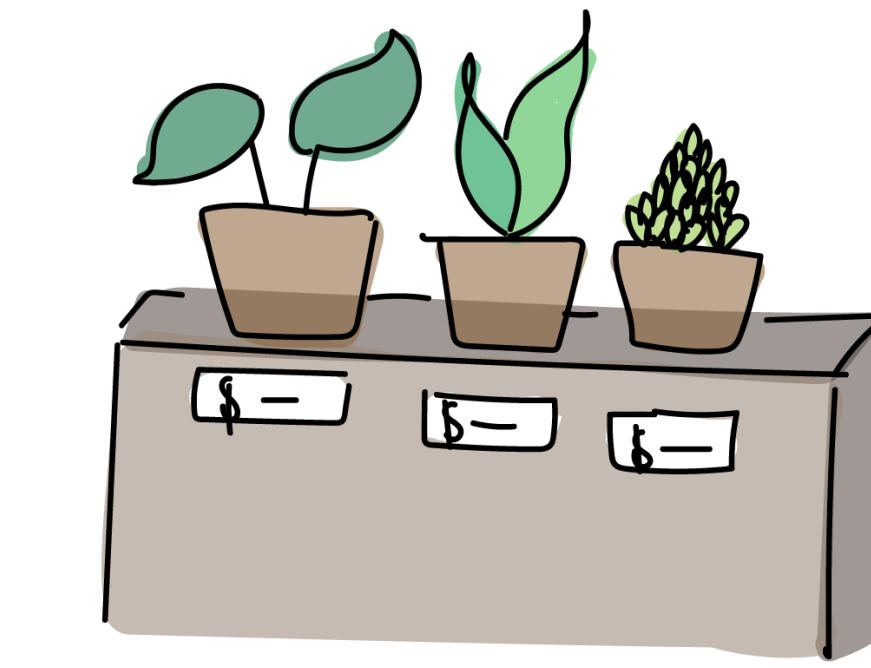
## conceptual model



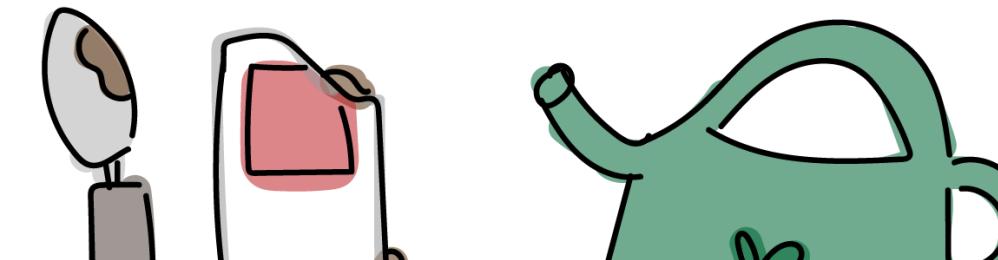
gardening at home, deciding  
it's time to buy a new plant!



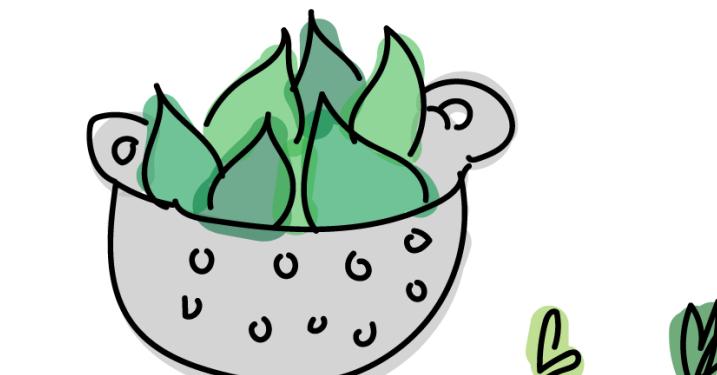
shopping for new plants; deciding which plant  
would fit best with the rest of the empty plot



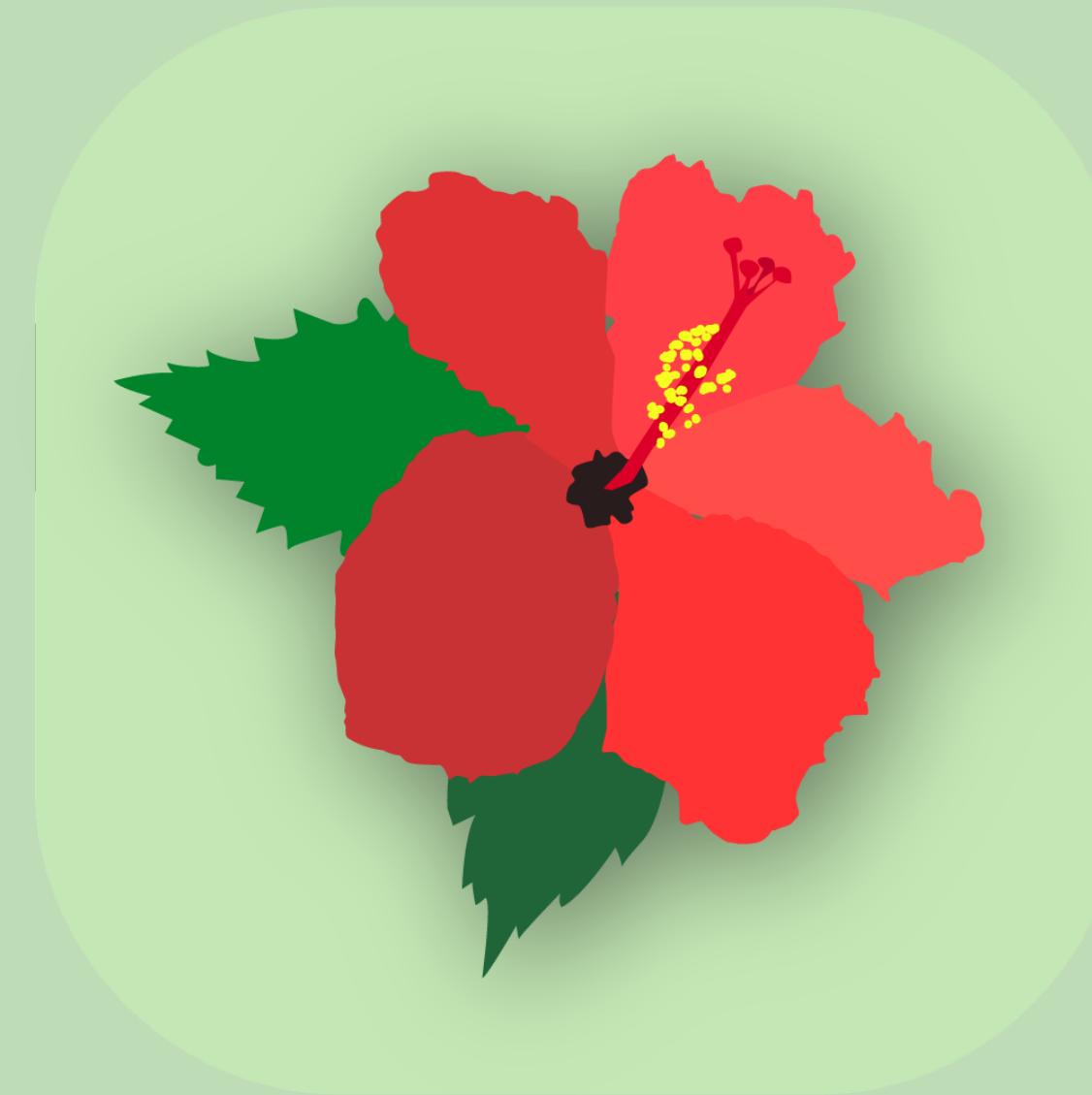
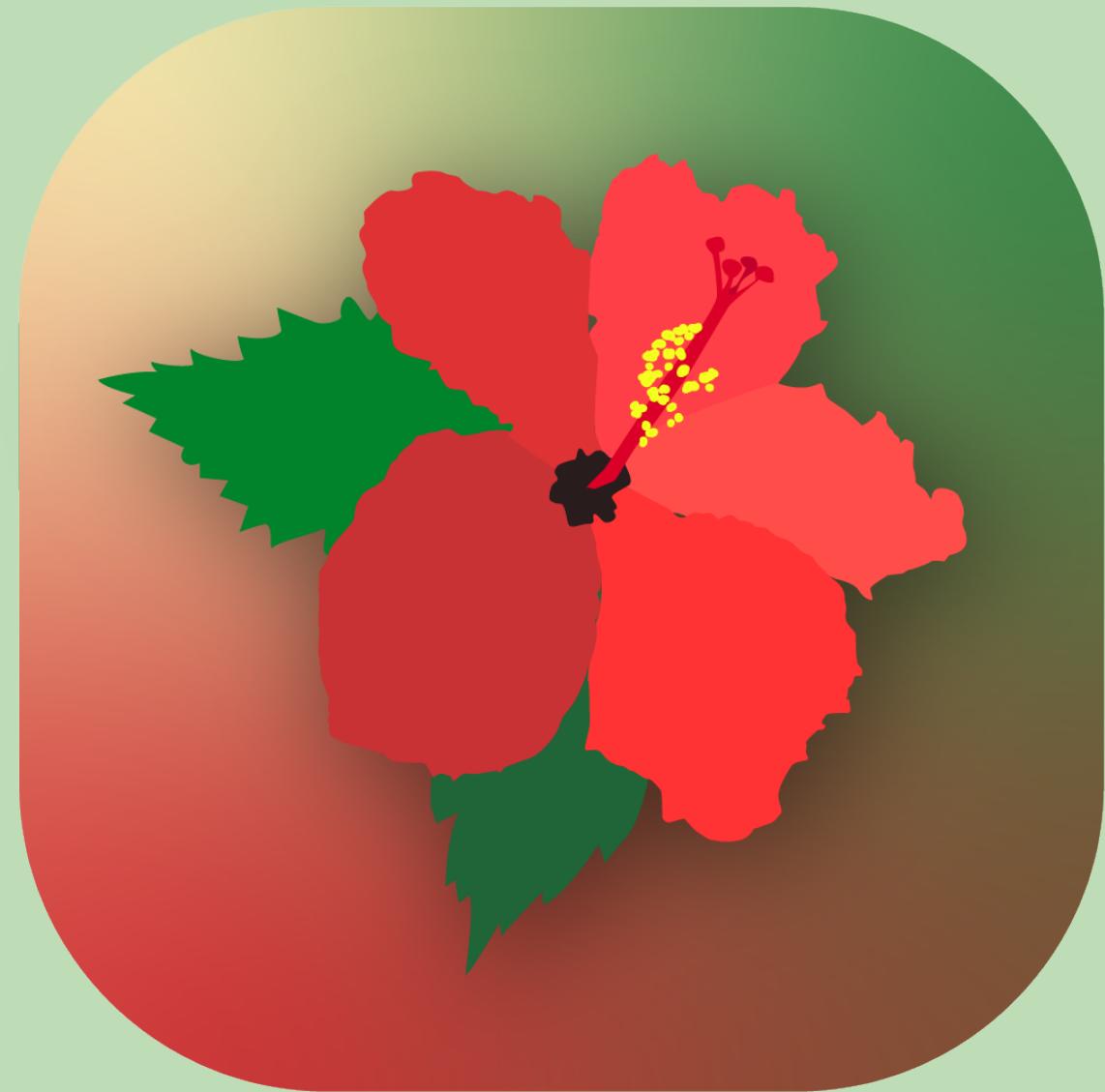
using the app to identify the plant  
and learn more information on  
the spot



my plant!!



# brand identity



## flourish

(adj.): to grow or develop in a healthy or vigorous way, especially as the result of a particularly favorable environment

## flourish

(adj.): to grow or develop in a healthy or vigorous way, especially as the result of a particularly favorable environment



# meet aliyah.



aliyah is a 47-year old woman who immigrated from malaysia to attend college in america. cooking homemade malaysian food is important to her and reminds her of breakfasts and dinners with her mother and father, who still live in malaysia.

she owns a house with a large backyard and often finds seeds for asian vegetables at her local asian grocery market. she has been gardening for over 30 years, but wonders if she could be more efficient with spacing and planting.

## aliyah is looking for an app that:

- has information regarding the asian vegetables she already grows, such as japanese eggplants, bok choy, thai basil, okra, and bitter melons
- has information regarding new asian vegetables beyond the ones she is currently growing
- offers advice on efficient gardening (such as use of space)

# personas

# meet josie.

josie is a 26-year old chinese american woman who recently graduated from college. she has just moved into a new townhouse with space to garden in her backyard. she has been trying to get in touch with her chinese roots and is starting by learning to cook with chinese vegetables.

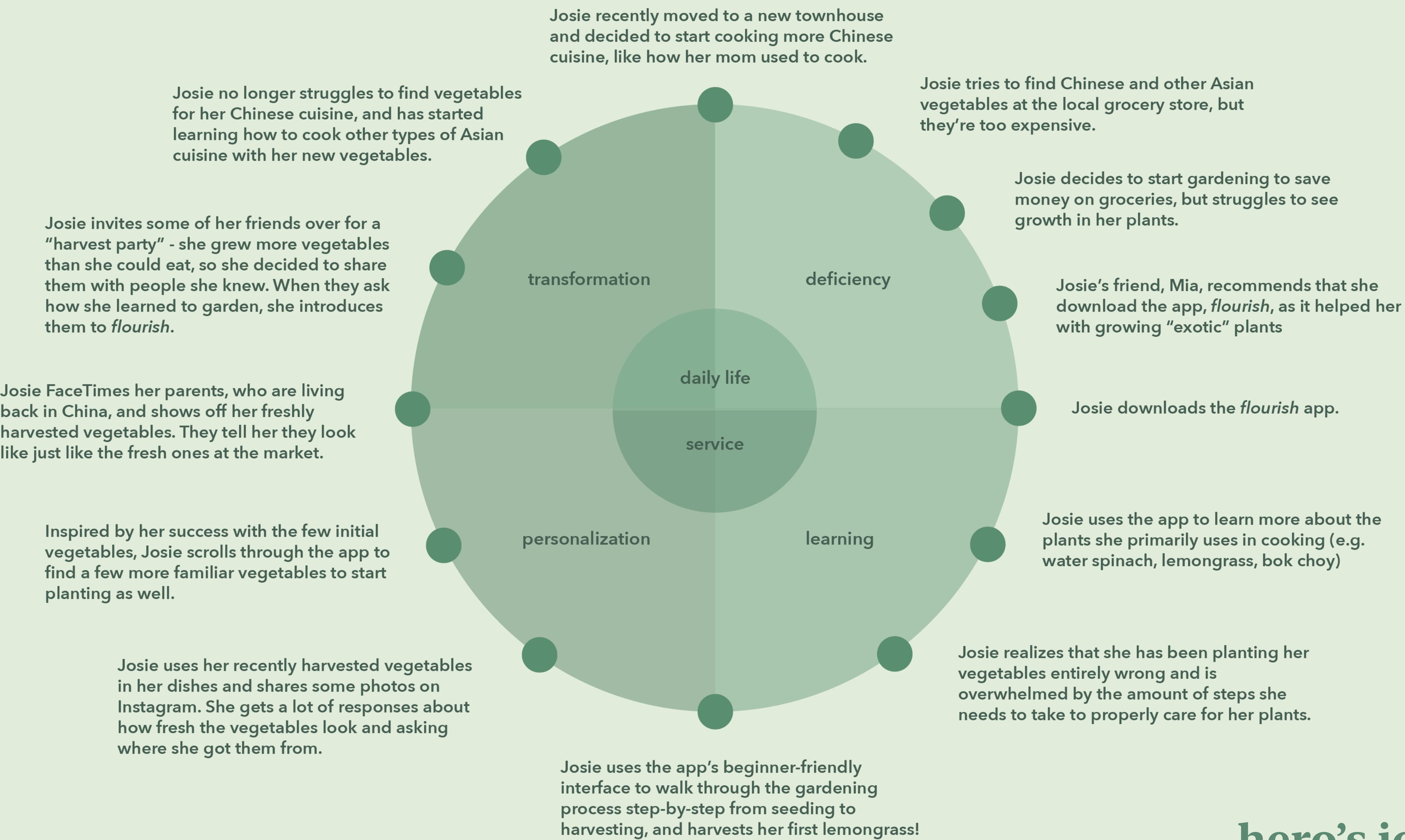
however, josie lives in a predominantly white neighborhood with very few asian grocery stores in the surrounding area. she has been unable to find a store that sells the vegetables at a reasonable price, and has had even less luck finding a store that sells asian plant seeds.

**josie is looking for an app that:**

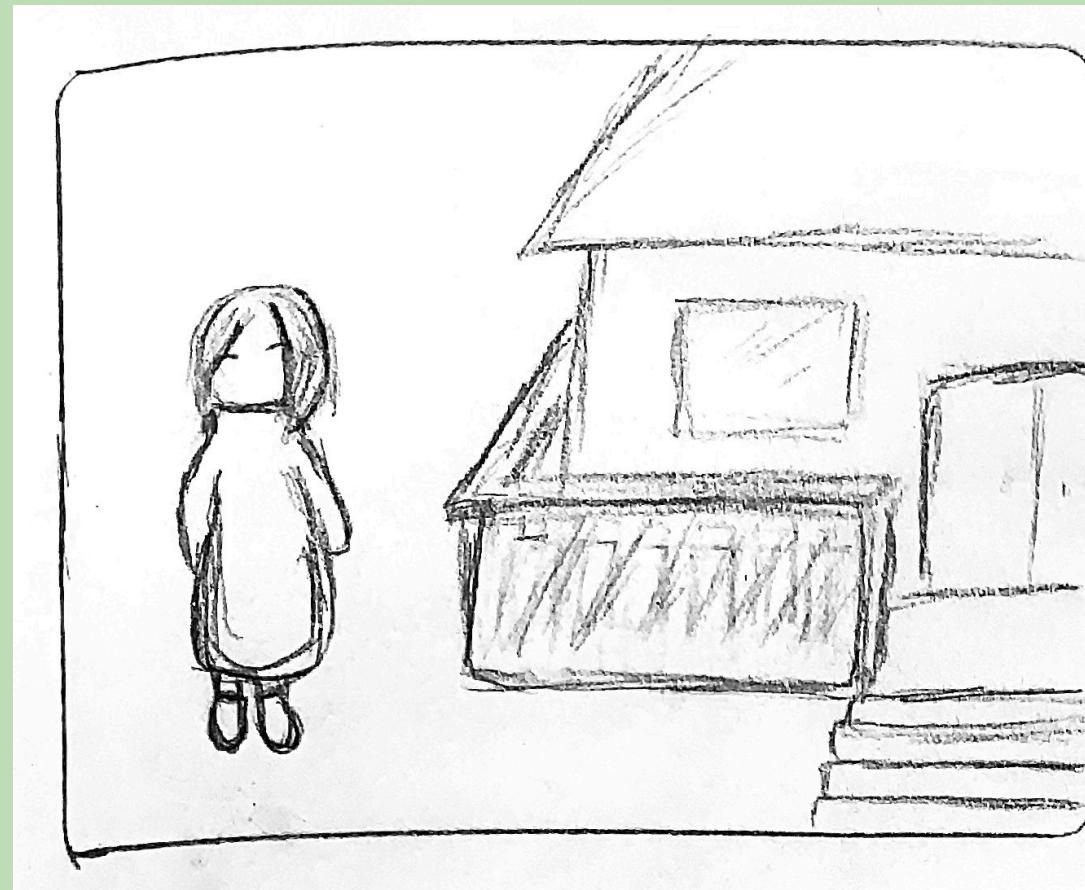
- has information regarding where to find asian plant seeds, both online and local
- is beginner-friendly and aids in the gardening process from start to finish (seeding to harvesting)
- provides a community to ask questions



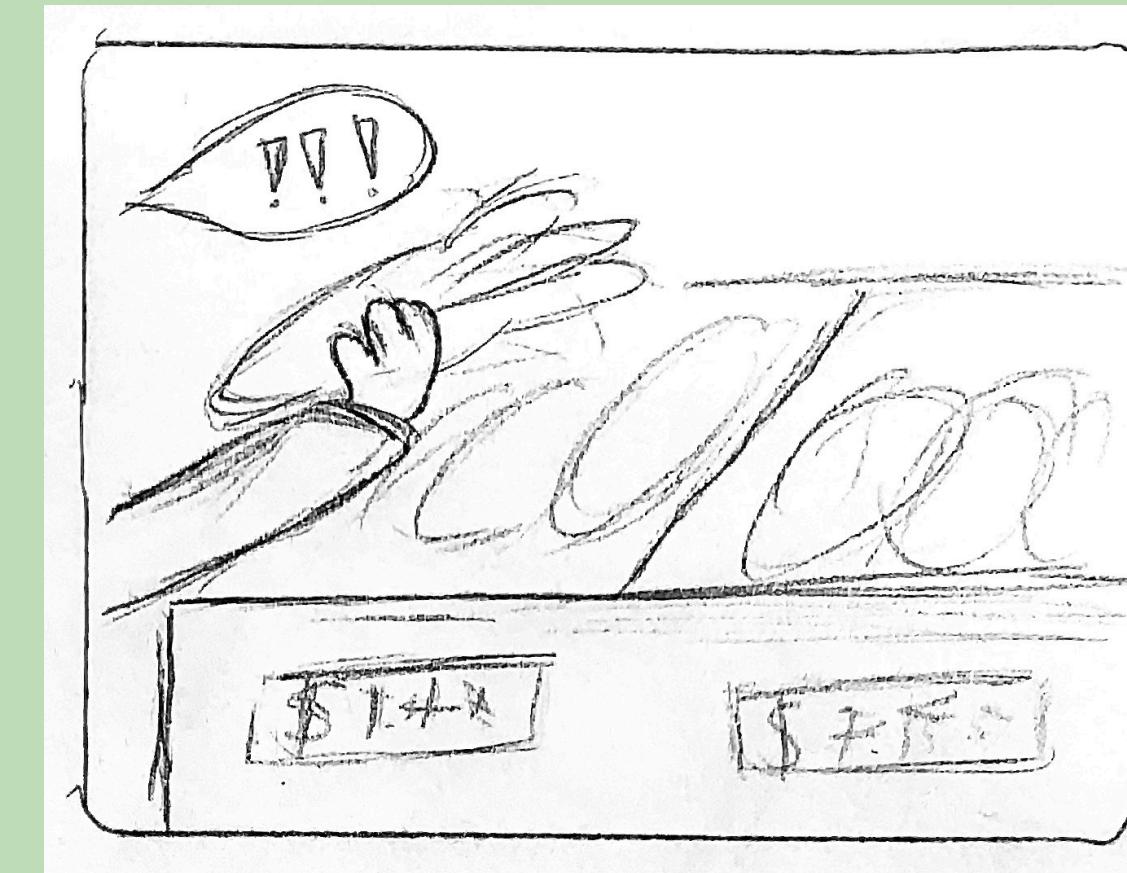
personas



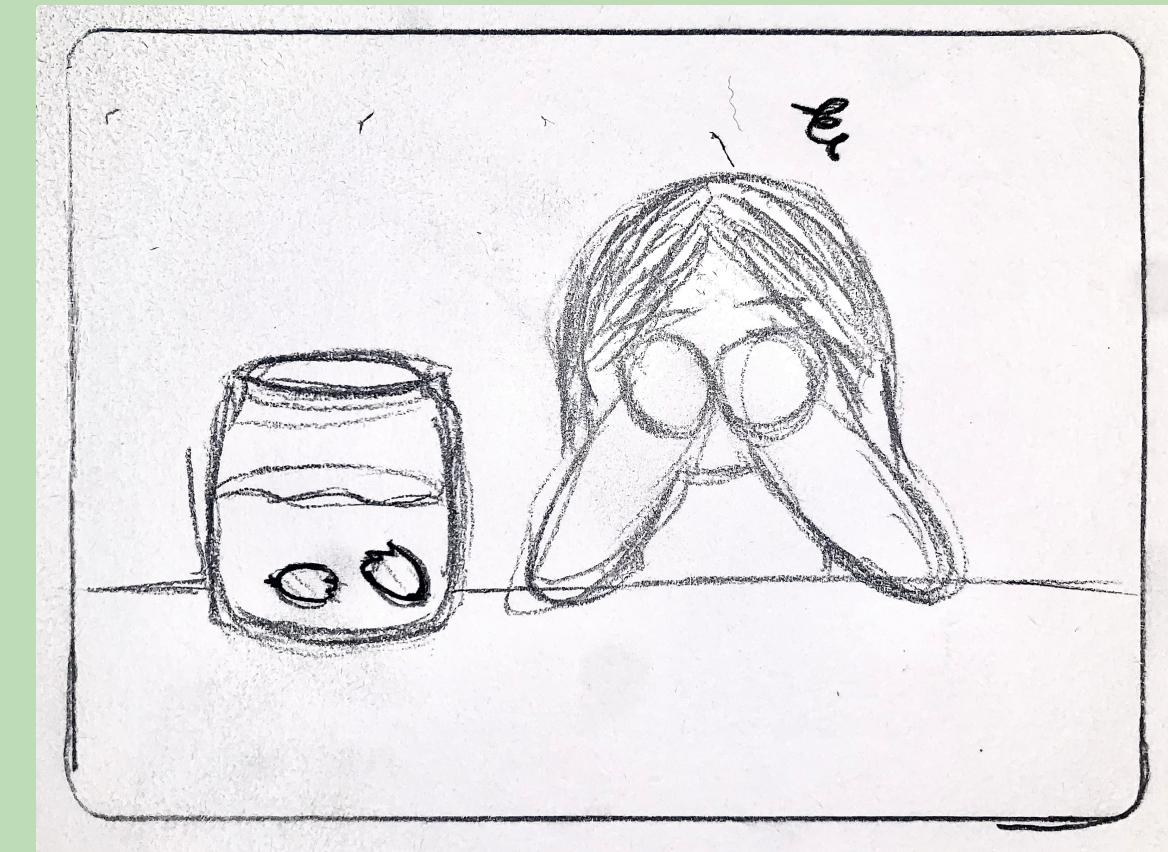
**hero's journey**



josie just moved into a new townhouse  
in a small town neighboring a  
relatively affluent city



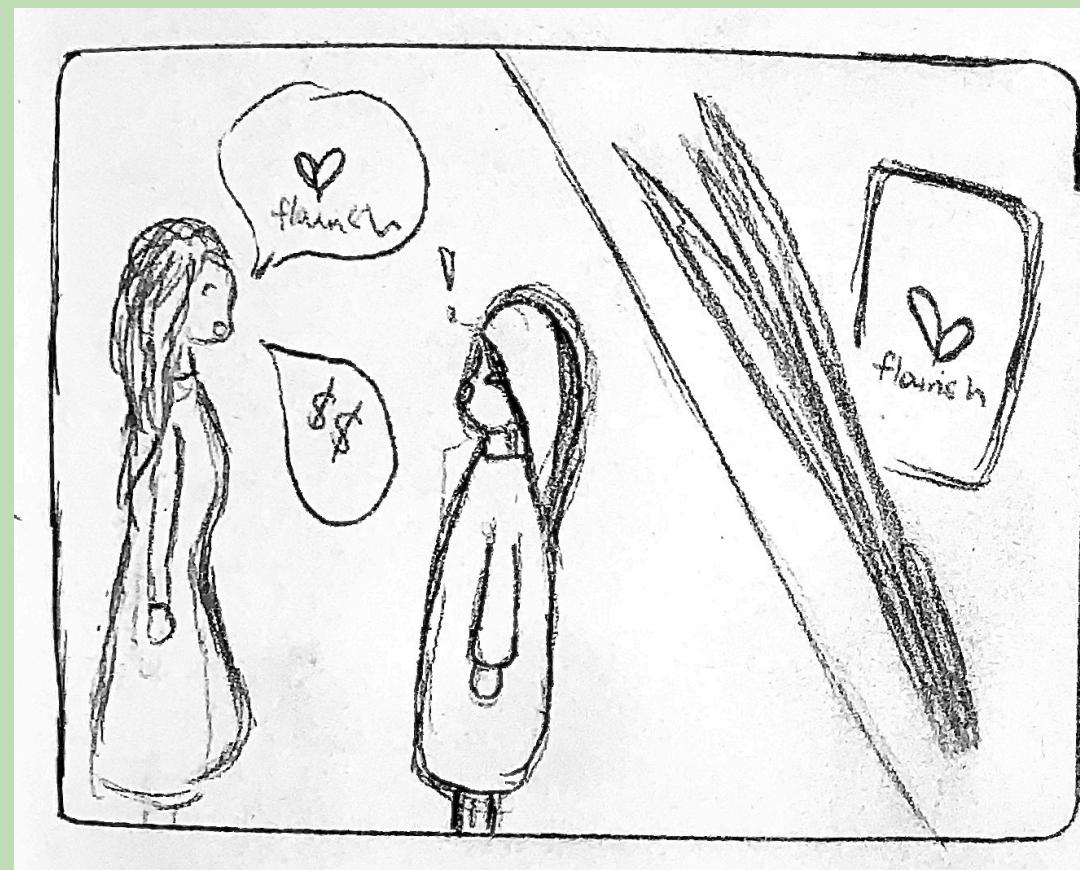
when shopping for asian vegetables at  
the chinese grocery store in the nearby  
city, josie is shocked by the incredibly  
high prices



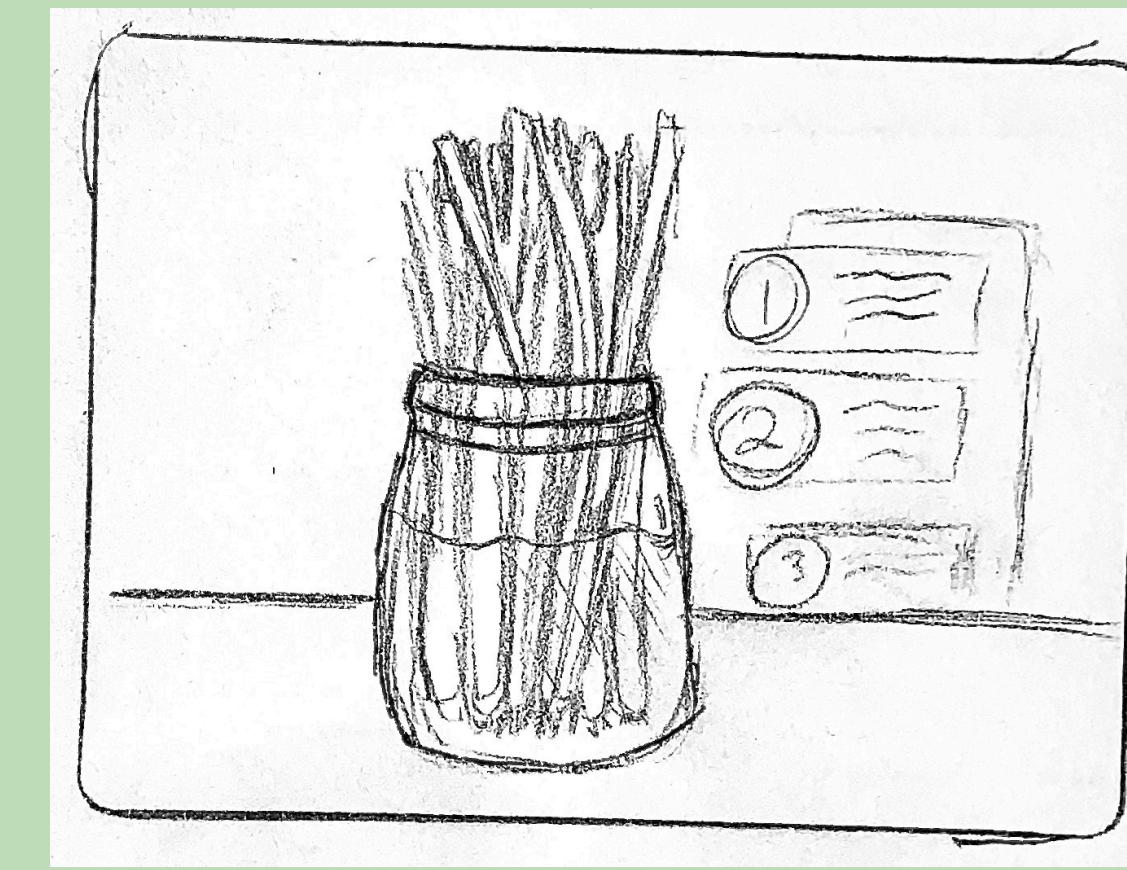
josie tries to grow green onions and  
some other asian vegetables at home,  
but fails to see any progress after  
several weeks



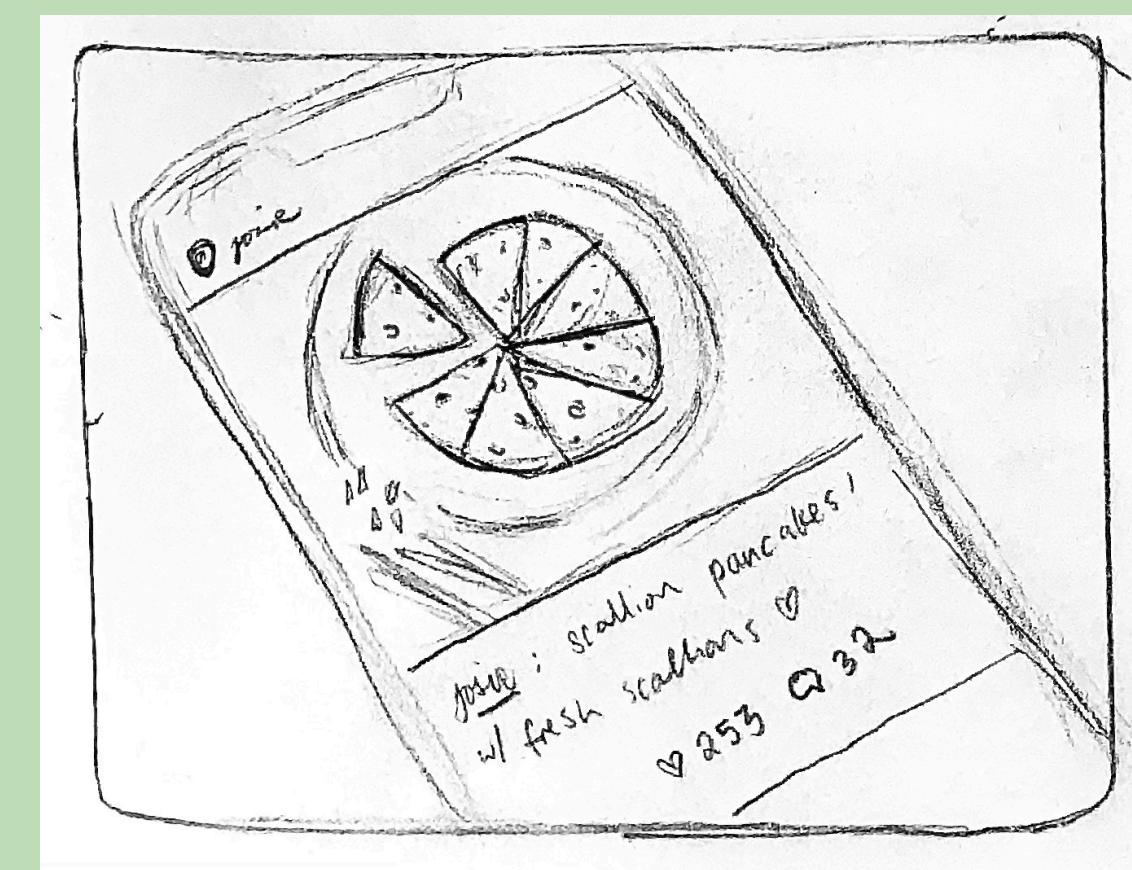
# storyboards



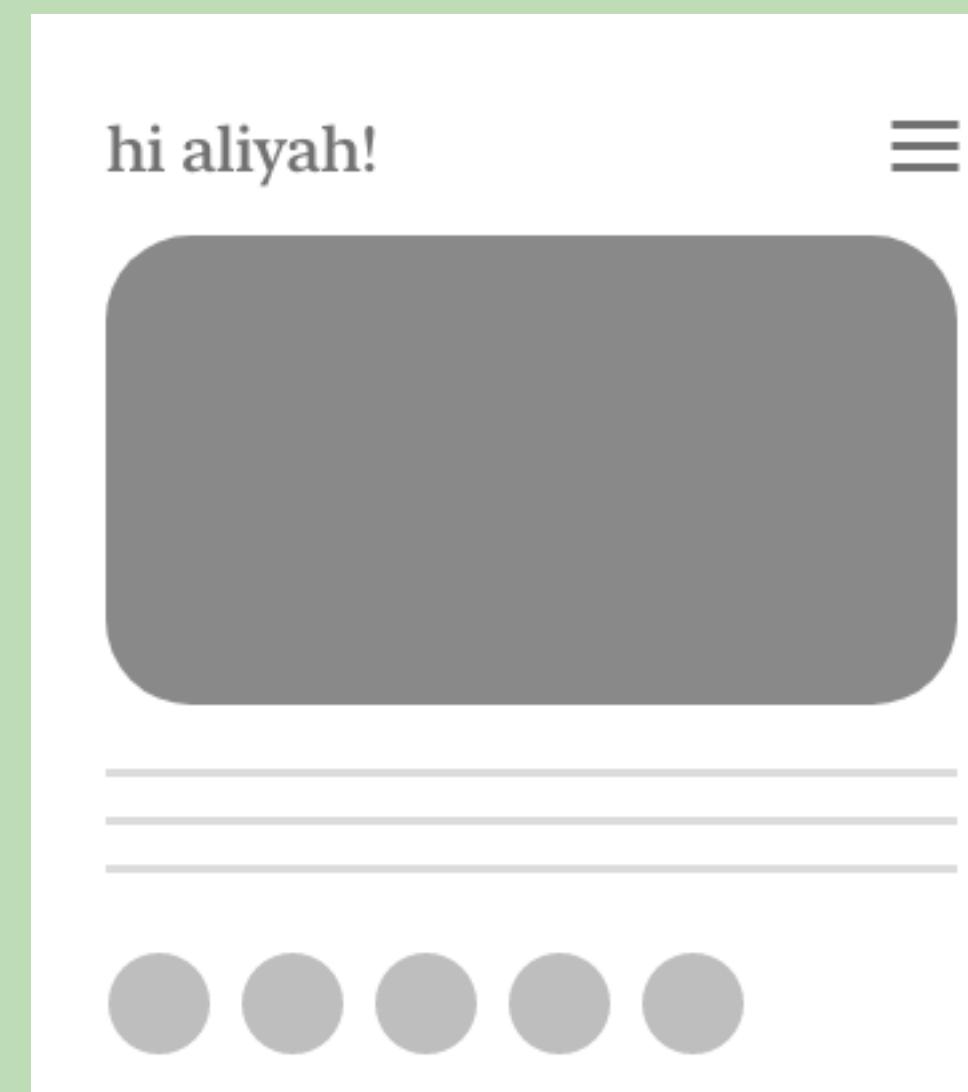
the next time josie is at the chinese grocery store, she runs into aliyah, who shares her disapproval for the high prices and recommends *flourish*, an app she uses to help with gardening



josie goes home and downloads the app. she reads up on green onions and finds out that she was overwatering the bulbs. she follows the tips on the app and is finally able to see results!



josie is able to use her freshly grown vegetables in her cooking and shares photos of the vegetables and her dishes on social media



green onions

also known as scallions

not to be confused with [spring onions](#), [chives](#), or [green garlic](#)

replanting (growing from bulbs)

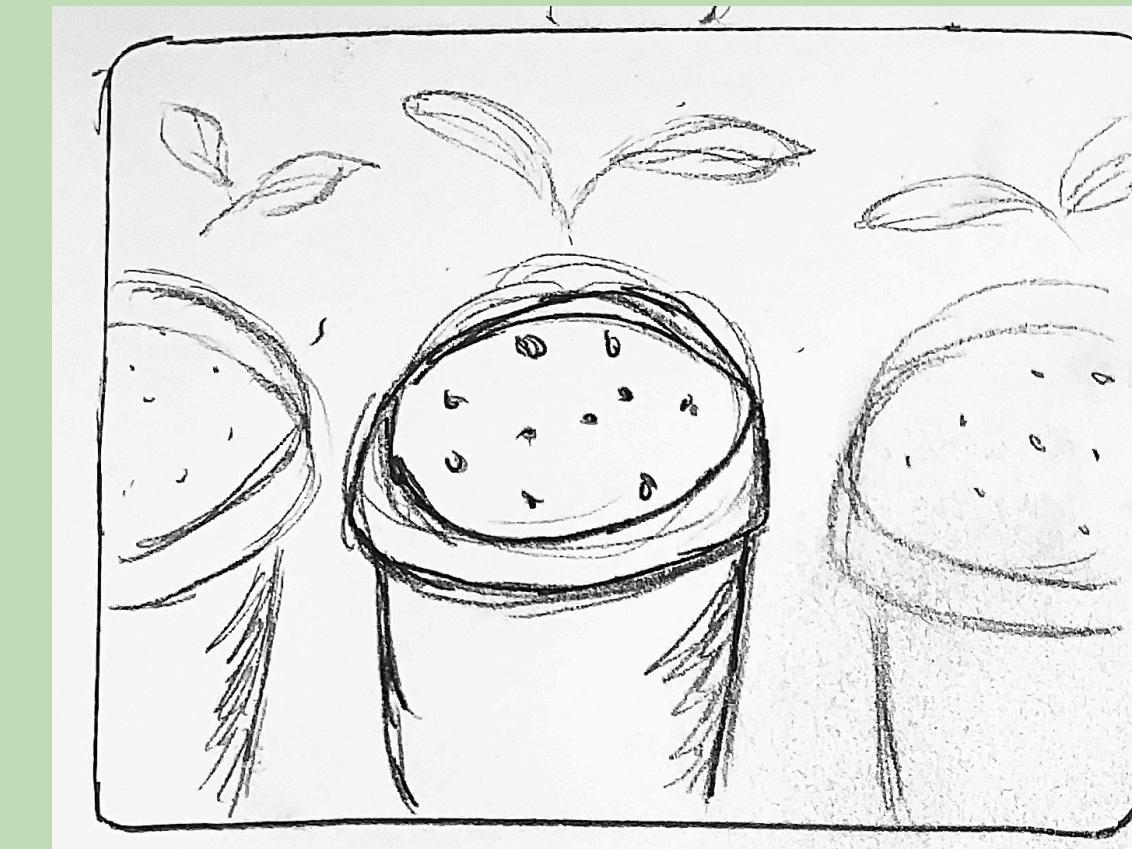
experience level: beginner



# storyboards



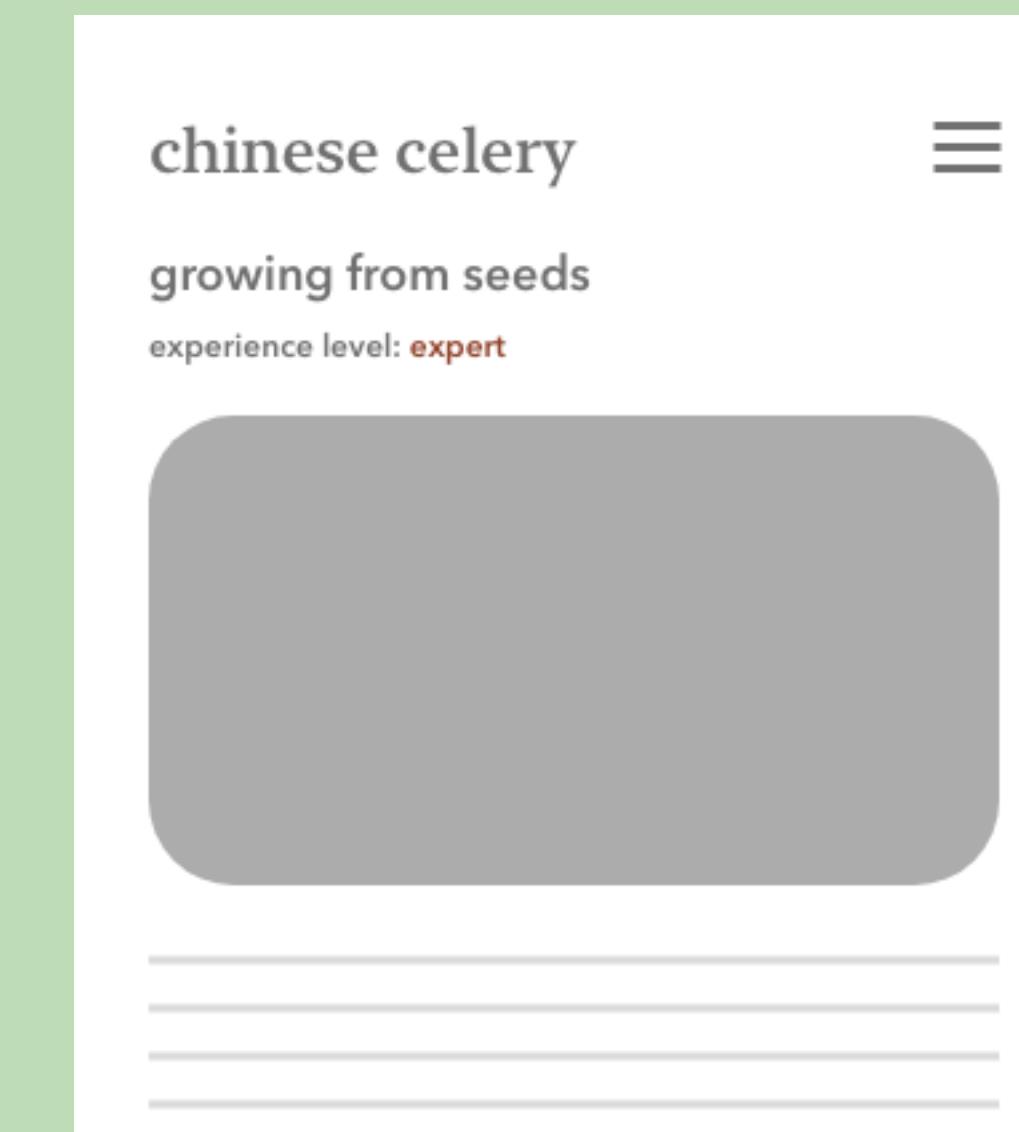
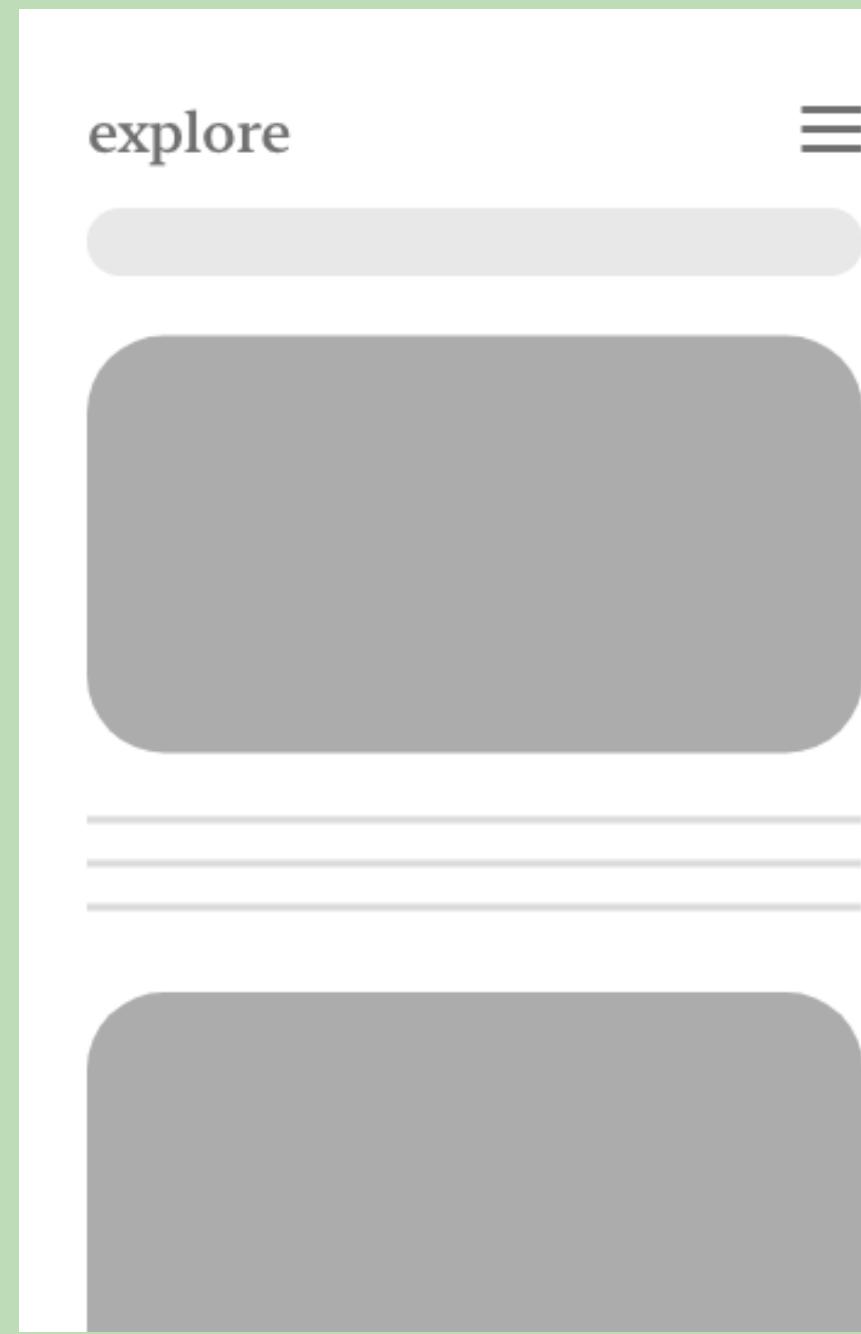
josie thinks about many other asian vegetables she hasn't tried growing before and looks on *flourish* to try to expand her home garden



after several months of gardening, josie eventually takes on more challenging projects and starts growing vegetables from seeds!



josie facetimes her parents, who are living back in china, and shows off her freshly harvested vegetables. they tell her they look just like the fresh ones at the market.



# storyboards

The image displays four wireframe screens for a mobile application, likely a gardening app named "flourish".

- Screen 1 (Top Left):** Shows the main logo "flourish" with a small leaf icon above it, followed by the tagline "the gardening app for your home away from home".
- Screen 2 (Top Middle):** A landing screen with the "flourish" logo at the top. It features three buttons: "log in" (top), "sign up" (middle), and "skip ahead" (bottom).
- Screen 3 (Top Right):** A "log in" screen with fields for "username" and "password", and a "log in" button below them.
- Screen 4 (Bottom Right):** A "sign up" screen with fields for "first name" and "last name" (with two input boxes side-by-side), "username", "e-mail address", and "password" (each with its own input box). A "sign up" button is located at the bottom right of this screen.



ui specs

hi josie!



check-in  
how is your garden doing today?

featured articles



10 Things to Know Before Starting  
Your Own Garden

Jasmine Cooper

beginner-friendly gardening



recent posts

aliyah\_gardens



372 28

kiara1234512



community



Share a post...



aliyah\_gardens



372 28

apple\_crumble

Hi! Does anyone have any tips on how to grow Japanese eggplants? When is the best time to start growing them? Can they be grown indoors?

93 52

aliyah\_gardens hello apple! are you starting from seeds? if so, it is recommended that you plant...

kiara1234512 I was just reading this really helpful article that may answer some of your questions!...

kiara1234512



settings



account information

edit



avatar

name josie chin

username rosyjosie

e-mail josiechin41@randomemail.com

password \*\*\*\*\*

notification settings

adjust notifications for:

when my friends post

when my friends comment on something I post

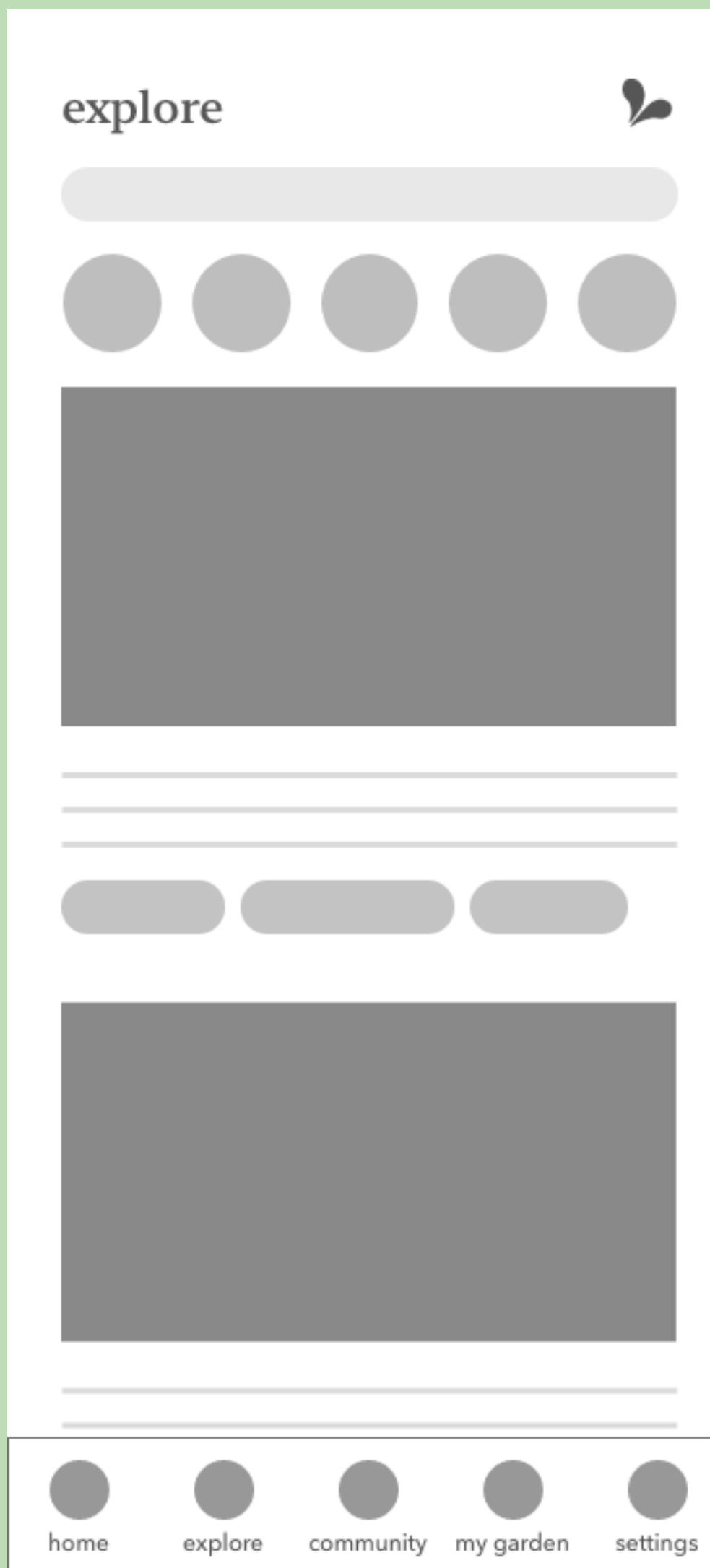
when any user comments on something I post

when a new article is posted

when any user likes something I post



ui specs



explore



< back to explore

## 10 Things to Know Before Starting Your Own Garden

Jasmine Cooper

beginner-friendly gardening

home explore community my garden settings

my garden

add garden... +

### indoor plants

- Plant name 1 >  
Watering: Needs watering! Sunlight: Good
- Plant name 2 >  
Watering: Good Sunlight: Good
- Plant name 3 >  
Watering: Good Sunlight: Good

see all indoor plants

### outdoor plants

- Plant name 1 >  
Watering: Needs watering! Sunlight: Good
- Plant name 2 >  
Watering: Good Sunlight: Good

Plant name 3 >

home explore community my garden settings

< back to my garden

## Aloe plant 1

planted July 18, 2020

edit

Aloe plant 1 is an Aloe vera plant.

View article on Aloe vera plants >

- Located in: indoor garden
- Watering: Needs watering! Last watered 12 days ago
- Sunlight: Good Last moved 21 days ago

check in

home explore community my garden settings

ui specs

# VD Specs

Anisa Anuar

Title



Subtitle

Logo/  
App Icon



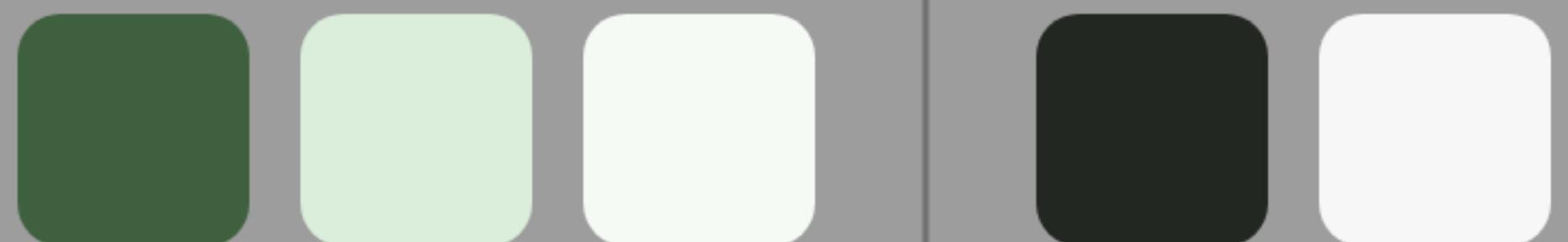
Heading

## New York Bold

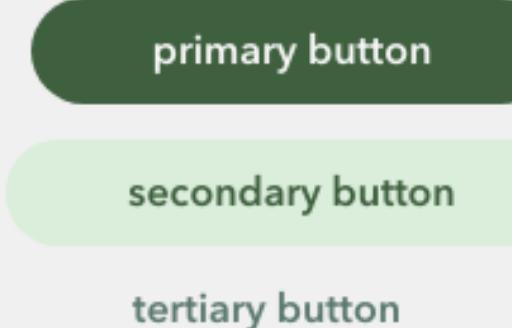
Paragraph

Avenir Next Demi Bold

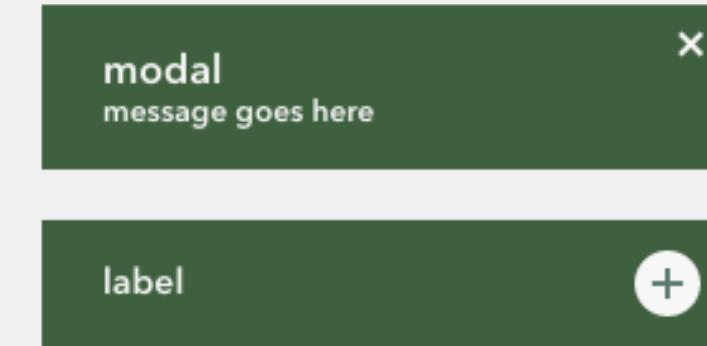
Colors



Buttons



Modals



Menu



vd specs



Josie just moved into a new townhouse in a small town neighboring a relatively affluent city

experience prototype



When shopping for Asian vegetables at the Chinese grocery store in the nearby city, Josie is shocked by the incredibly high prices

experience prototype



To try to save money, Josie tries to start growing her own Asian vegetables at home. However, she fails to see any progress after several weeks, and some of her plants even seemed to be dying already

experience prototype



The next time Josie is at the Chinese grocery store, she runs into Aliyah, who shares her disapproval for the high prices and recommends *flourish*, an app she uses to help with gardening

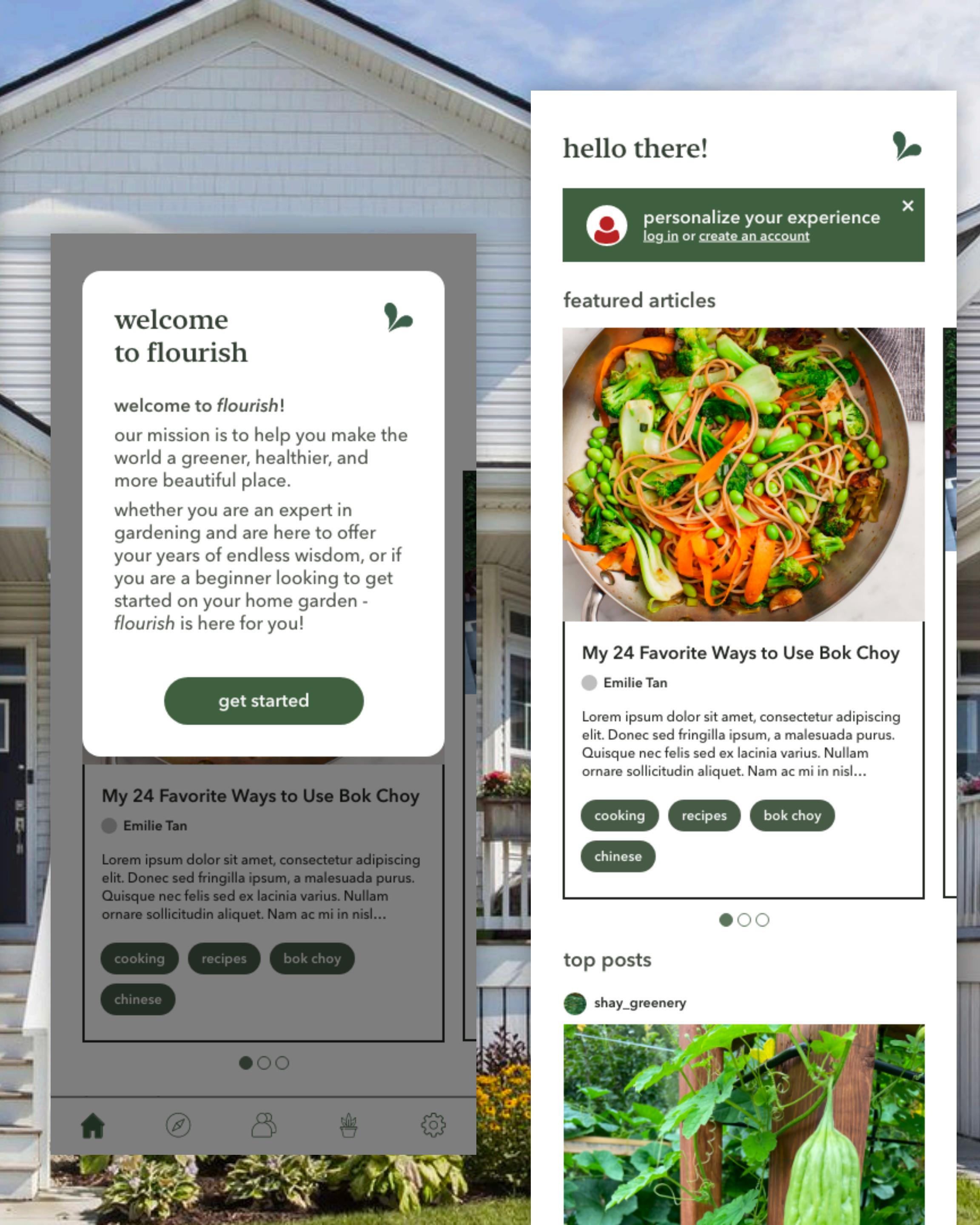
experience prototype

flourish

log in

sign up

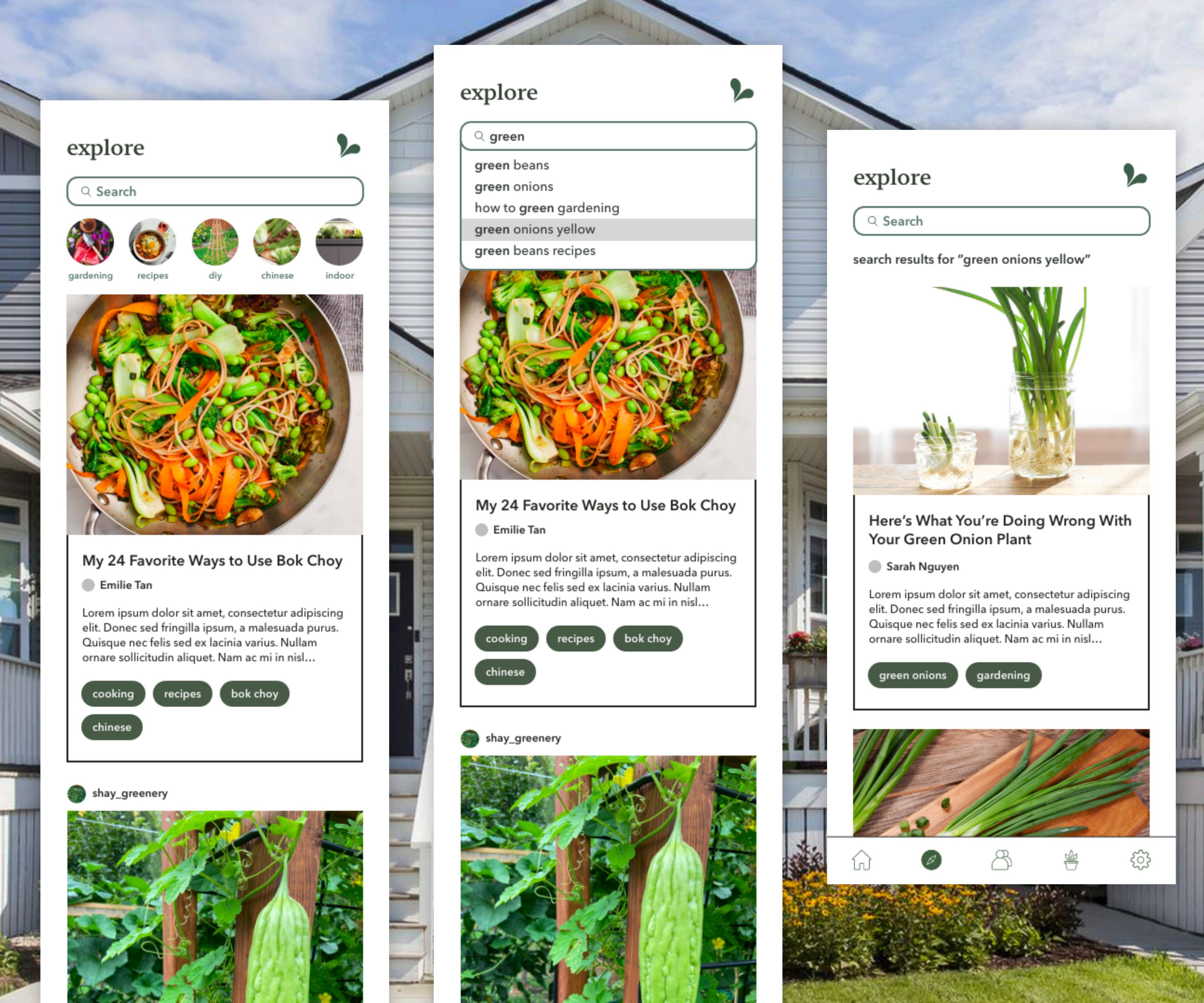
skip ahead



The next time Josie is at the Chinese grocery store, she runs into Aliyah, who shares her disapproval for the high prices and recommends *flourish*, an app she uses to help with gardening

Josie goes home and downloads the app, and much to her surprise, she doesn't need an account to access most of the content.

experience prototype

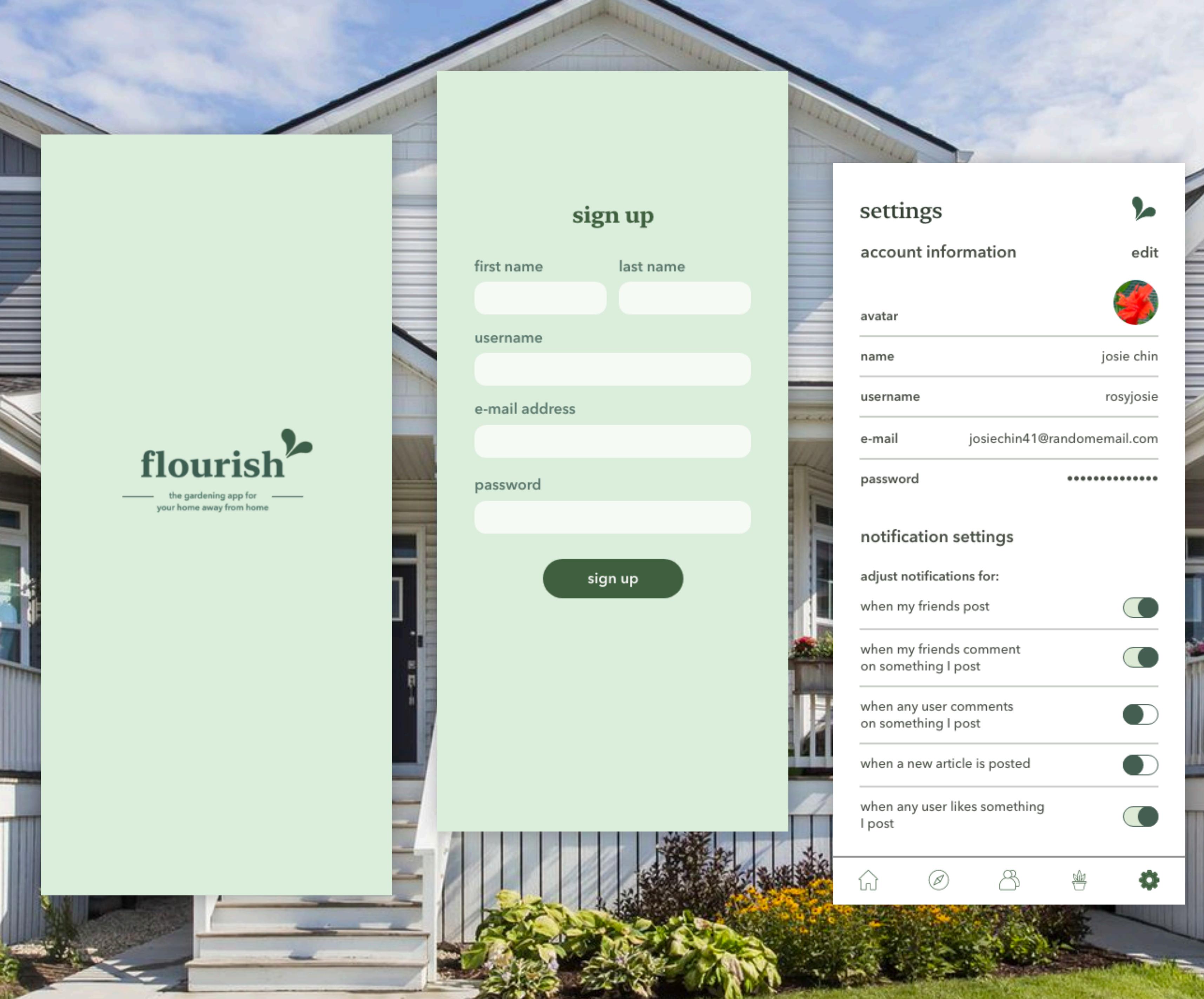


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experience prototype



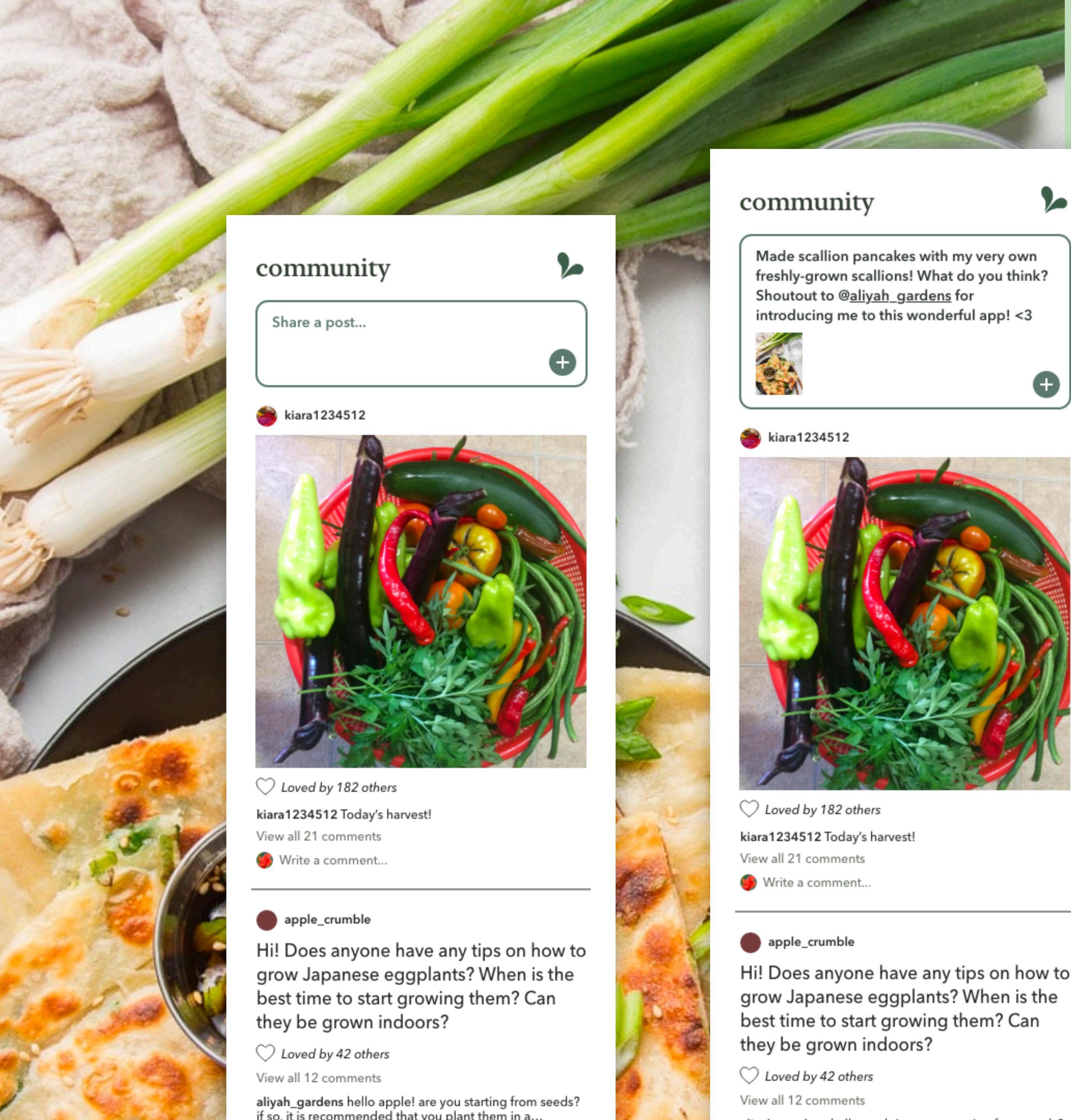
After being able to experience the app for a bit, Josie decides to make her own account.

experience prototype



Josie is able to use her freshly grown vegetables in her cooking and shares photos of the vegetables and her dishes directly on the *flourish* app!

experience prototype



Josie is able to use her freshly grown vegetables in her cooking and shares photos of the vegetables and her dishes directly on the *flourish* app!

community

Share a post...

rosyjosie

Loved by 97 others

rosyjosie Made scallion pancakes with my very own freshly-grown scallions! What do you think? Shoutout to [@aliyah\\_gardens](#) for introducing me to this wonderful app! <3

View all 42 comments

aliyah\_gardens josie, these look absolutely delicious! i am so grateful to have met you!

ence prototype



Josie thinks about many other Asian vegetables she hasn't tried growing before and looks on *flourish* to try to expand her home garden.

experience prototype

community

Share a post...

aliyah\_gardens

Loved by you and 372 others

aliyah\_gardens Homemade 'cili kering'. Last cili harvested from our garden this year 🌶️🌶️🌶️ #melayu #cili #chili

[View all 78 comments](#)

[Write a comment...](#)

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apple\_crumble

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somaiya

Josie thinks about many other Asian vegetables she hasn't tried growing before and looks on *flourish* to try to expand her home garden.

She remembers a post she saw on the community page that Aliyah shared about her home-grown chili peppers and looks in to starting with those!

experience prototype



After months of using *flourish*, Josie FaceTimes her parents, who are still back in China, and show them all the vegetables she grew and dishes she cooked with the help of *flourish*.

experience prototype