

Part 1: Group Plan

Team Members:

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Revised Project Description:

For many gardeners, a large part of the enjoyment in growing plants is in watching them grow from young sprouts to hardy adults. However, for many growers without a “green thumb”, the different needs of their plants can be hard to remember or keep track of. Tips about watering schedules, sun requirements, best fertilizers, and general care are readily available on the internet or in books, but as each plant is unique, its history can play a role in how it should be cared for.

To motivate care, keep track of watering schedule or other needs, and document plants’ progressions, both novice and experienced growers would benefit from an app to keep all this information in one place. Since smartphones are so ubiquitous, many people would find a tool like this helpful for keeping a record of their plants and understanding how to care for them. Each individual plant would have its own entry, where growers can take notes about a variety of topics and import care tips that link back to their original website sources. For each plant, the user can also set recurring watering/feeding times that can be synced with a calendar that can send the user notifications reminding them to do so. One main feature would be a page for each plant that can have the plant’s historical information, notes on past care and care tips, and a chronological photo gallery for each individual plant, showing the progression in linear time and inspiring growers by seeing how far they’ve come.

Meeting Schedule:

Thursdays 6:15-6:45

Group Chat & Documentation:

We have a shared Google Drive folder for documentation and use Slack to communicate and plan.

Part 2: Research Plan

Data Collection Method 1: Survey

For this data collection method we would focus on surveying plant owners. This ensures the data we collect will be relevant to our topic. We will use a survey tool like Qualtrics to ask mostly close-ended questions with a few opportunities for surveyees to elaborate on their experiences. One way of collecting this information would be to solicit responses through a platform centered around plant care, like a houseplant subreddit or forum. Another way would be to send the link to friends/acquaintances with plants and ask them to take it.

Our questions are focused around how people care for their plants and what they do to track them. There’s space to ask people what problems they encounter, so that we may try to address these problems

in the final implementation of our app or see where's there's room to be the first-stop for care tips or questions. Questions like "Do you name your plant" can help us decide what level of personalization we need to provide in the individual pages for each plant. Demographic information could help us to understand which groups would use our product and who we need to market to.

Demographic Info:

- age
- gender
- whether they're tech literate - have a smartphone/computer, use apps?

Survey Questions:

1. Do you currently use any tools to keep track of everyday (non-plant related) tasks and progress? If so, what?
2. How do you currently keep track of your plant progress?
3. How much time per week do you spend taking care of your plants?
4. How many plants do you own?
6. Which plants require most attention?
7. Have you had plants die before? If so, for what reason?
8. How often do you water your plants?
9. Do you do them individually or all at once?
10. Do you ever forget to water them?
11. Do you fertilize? How often
12. How did they know what to do for plant care? - followed instructions when purchased, googled it, asked someone, have had one like it before, winging it?
13. How do you start your plants (i.e. Seeds, propagation, toddler plant)
14. Do you ever take pictures of your plants? If so, how often?
15. Why do you keep plants?
16. Do you name your plants?
17. Are you the only one responsible for your plants? If not, who else is?

Data Collection Method 2: Diary

For this we will ask a handful of plant owners to keep a log of their plant care actions and any information-seeking related to plant care they do. One way of collecting this information would be to solicit responses through a platform centered around plant care, like a houseplant subreddit or forum. Another way would be to send the link to friends/acquaintances with plants and ask them to take it.

Each diary would be over the course of a week, and we could make a fillable form and send it to the responder to fill out.

Diary contents (make note of):

- when plants are watered
- any extra measures taken(pruning, fertilizing, etc)

- whenever any non-memorized information is needed or consulted, such as watering schedules, soil needs, etc
- what you're doing when you're at the plant for non-care reasons