

The background of the image is a dense, close-up photograph of various tropical leaves. The leaves are a deep, vibrant green with prominent, lighter green veins. Some leaves are in sharp focus, while others are blurred in the foreground and background, creating a sense of depth and a lush, jungle-like atmosphere. The lighting is soft, highlighting the textures of the leaf surfaces.

# The Greenhouse

By Christine, Hannah, Alisha, Georgia  
and Amy



# Our Purpose

Our goal is to create an informative house-plant database that provides both written and visual information on how to perform adequate plant-care. Focusing on the basics of plant-care, this database will allow users to find a plant that is suited to them as well as explore others.

We want to create an accessible, easy-to-understand, fun platform that engages as well as informs a broad range of users.

Aimed at individuals who's plant knowledge ranges anywhere between none to plant-experts. This site will clearly state the most important basic information intertwined with more experienced knowledge.

Our message is that house-plants are for everybody.



# Users Groups

We looked into what groups we needed to cover, and who could potentially land on our website.

- Those interested in house plants, no knowledge
- Somewhat knowledgeable, but still learning
- Knowledgeable individuals who are looking for a new plant
- Those looking for a quick refresher in plant-care

# User Stories



Emma

knows nothing about plants, house sitting for a friend while away

- needs to be able to know how much care this plant needs
- has no knowledge about plants
- needs to be able to easily find info on the plant

Megan  
32

- Professional living alone
- Has a lot of time to dedicate to a new hobby and wants to fully commit to plant care
- Wants a large collection of plants
- Has limited knowledge of plant care and what plants are best suited to her lifestyle
- Needs wide range of plants to choose from and clear instructions of plant care

Sam  
22

- Has no plant knowledge and wants to buy a houseplant for their partner
- Needs guidance finding plants with limited knowledge of plants
- Needs visual aids in navigation of website to see what partner would like

Mary  
71

- Living with a dog, has outdoor gardening knowledge but is new to indoor plants
- Struggles navigating websites and requires a clear navigation on the website
- Needs to know the toxicity of plants for pets
- Is able to understand basic plant terms but needs guidance for specific plants

Lucy

Mother, middle aged, wanting to get children into gardening as a fun hands on activity. Has little time and skills, needs easy to manage gardening so kids can be involved. Wants to know what plants to pick and how to take care of them.

James

Child, 7 y/o, wanting to grow plants for fun, not very skilled and loses interest easily.

Needs a fun easy to manage plan to successfully grow healthy plants. Needs to be easy to understand and fun to keep interest.

Hannah  
Teenager, 18 year old.

- She is knowledgeable about plants but wants to expand her knowledge on plants and plant care.
- She wants to keep up this hobby of plant care to relieve stress from doing assignments at school.

Earl, 40

Earl is a father looking to buy a plant for his teen daughter. He knows that she's recently expressed interest

- A father buying a plant for his kid who is interested
- No plant knowledge, needs basic easy to understand navigation and wording
- Takes his time to understand what is best for his child

Anna, 27

Experienced plant owner needing to remember basic info

- Mid 20's
- Owns many houseplants but forgot a certain detail about one
- Needs quick navigation and easy to find info
- Quick and precise

Young Family

experienced parents wanting to buy and grow plants with their young children

- having 2 young children
- needs it to be kid friendly, and easy for them to navigate around
- easy to look after

# Examples of User Stories



A father buying a plant for his kid who is interested

Mid 20s, Experienced plant owner needing to remember basic info

Experienced parents wanting to buy and grow plants with their young children

University student, has no plant knowledge and wants to buy a houseplant for their partner

Knows nothing about plants, house sitting for a friend while away

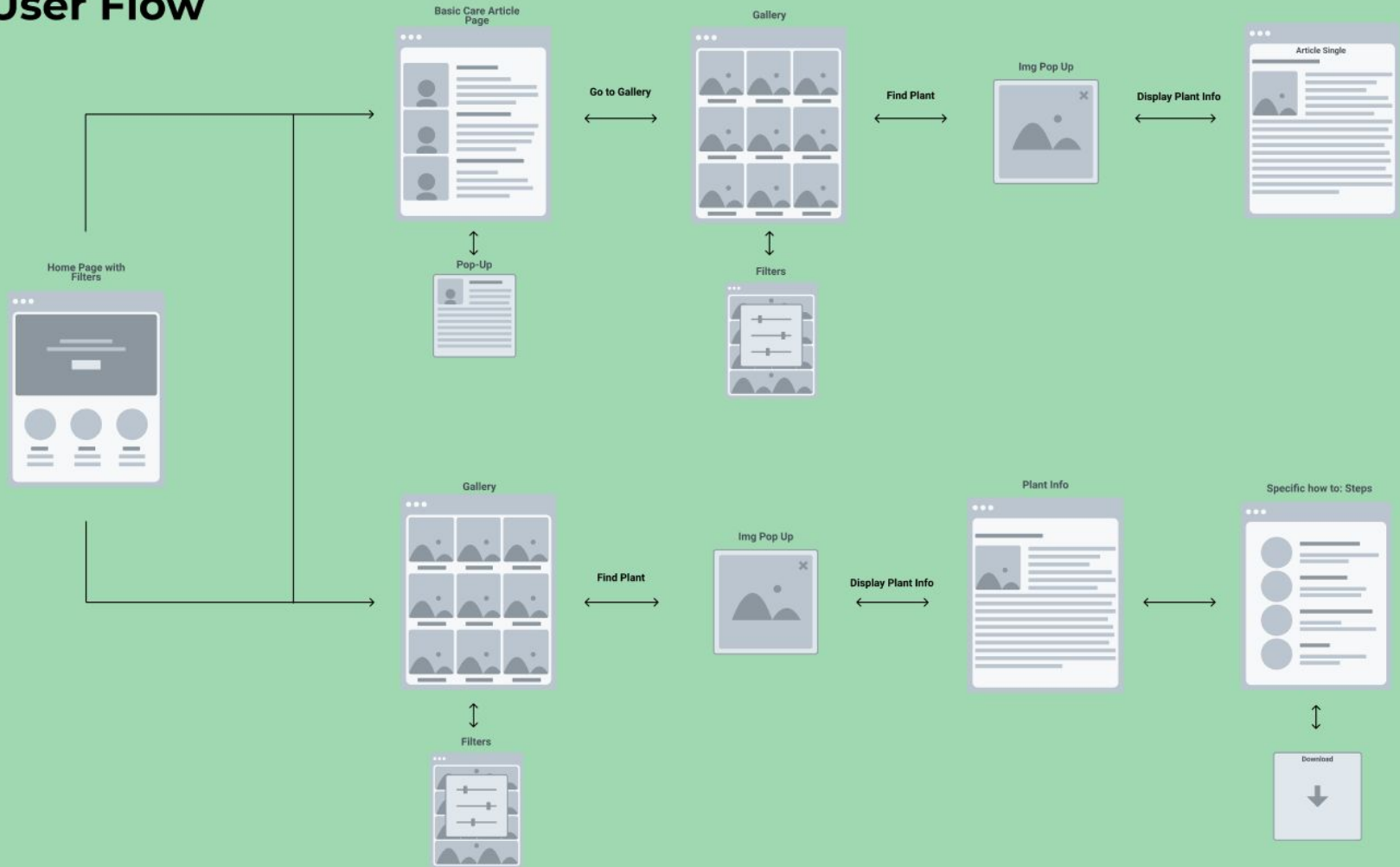
## Summary

Include wide range of plants suitable to all abilities of plant care

Make sure the website will be easy to use for all ages

Provide beginner related information

# User Flow



# Conceptualising

Plant based

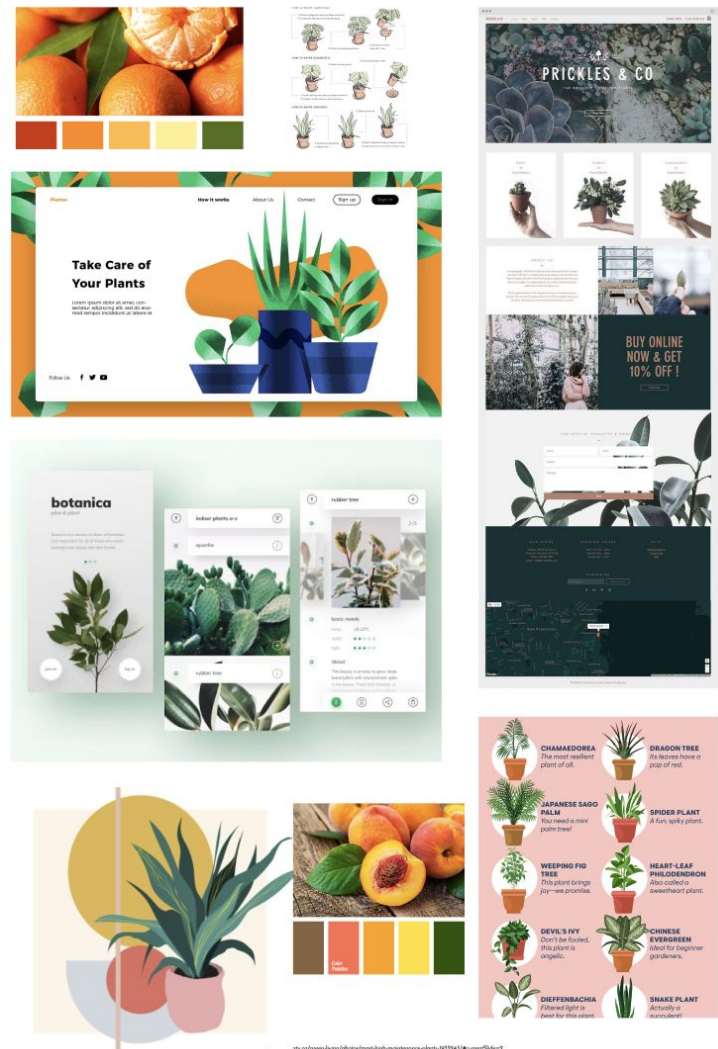
Clean, vibrant aesthetic

Gallery with plant images to identify plants

Photography

Home plant care, sun, water etc.

System to display plant difficulty





# Design Decisions - *What made the cut?*

## Content

- Concise, simple house-plant database that is suitable for all types of users

## Gallery

- Considering our user base may be new to plants, we needed a simple gallery allowing them to correctly identify a plant. Displaying the name beneath it would serve as a confirmation if they are searching for a particular plant.

## Introduction Page

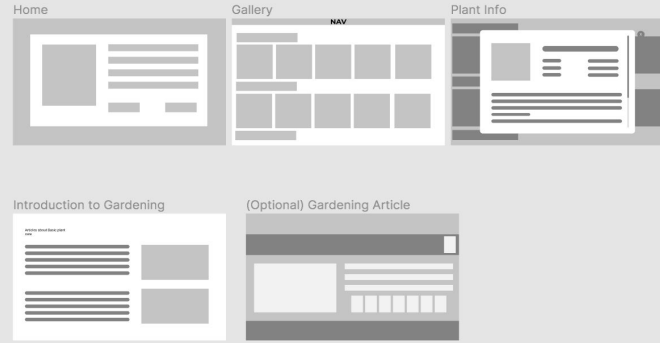
- We discussed and decided on adding an introduction page
- Ensured that our minimalistic aesthetic doesn't restrict any users



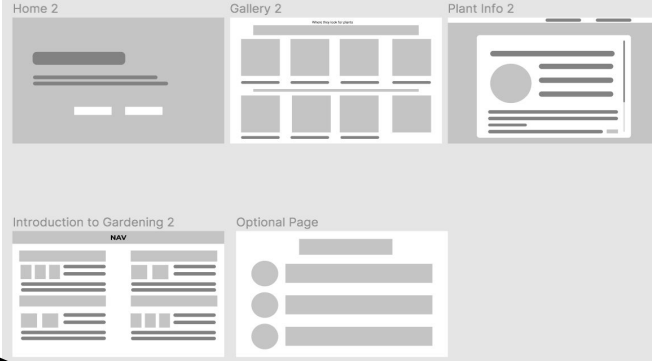
# Blockframes



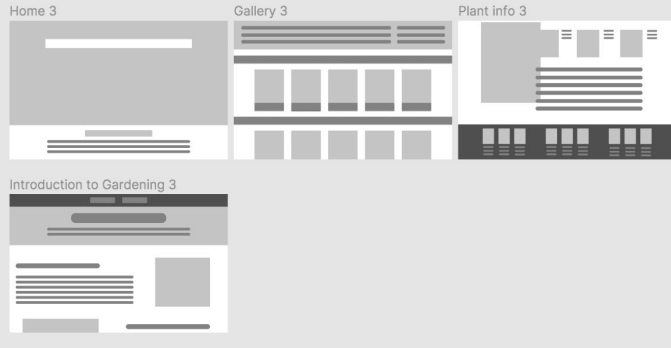
## One



## Two



## Three

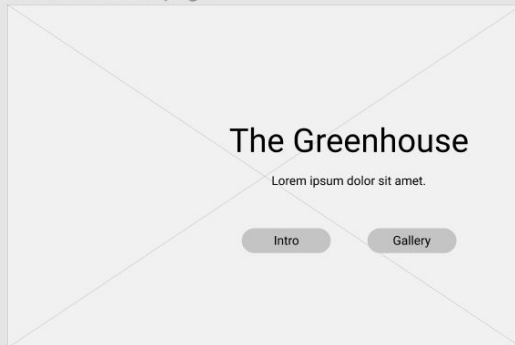


## Final

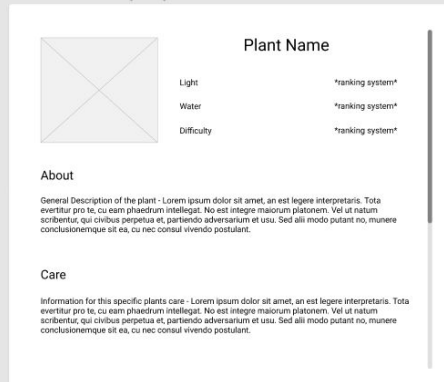


# Wireframes

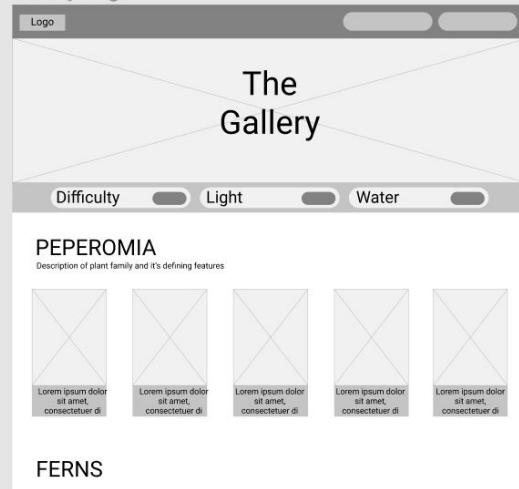
## Welcome/Home page



## Plant Info Pop-up



## Gallery Page



## Plant Intro





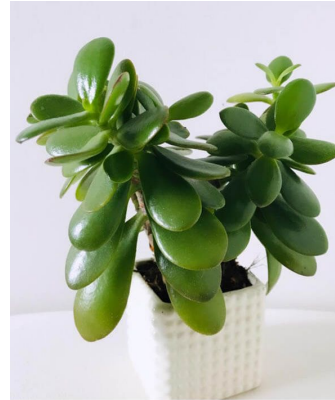
# Design Decisions - *What made the cut?*

## Key

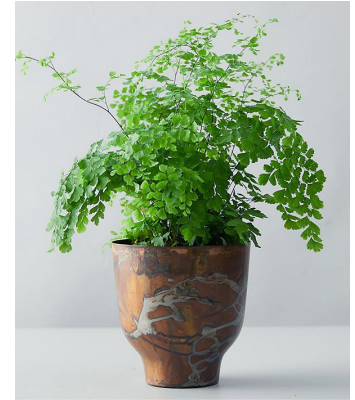
- Initial concept consisted of a search bar or the ability to filter based on what the user needed
- Decided on a key
- Plant names feature a corresponding icon depending on the difficulty it is rated.
- Simpler and a creative way to help our users easily identify their wants.
- Reduced clutter

### DIFFICULTY

EASY ● MEDIUM ● HARD ●



Jade Plant ●



Maidenhair ●

# Style Guide



## Header Text Montserrat - Bold

Body Text  
Nunito Sans - Regular

TOOLS

GENERAL TIPS

MAINTENANCE

USEFUL INFO

LIGHT

MEDIUM

HARD

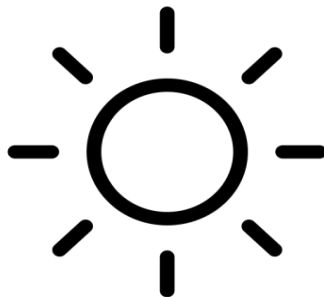
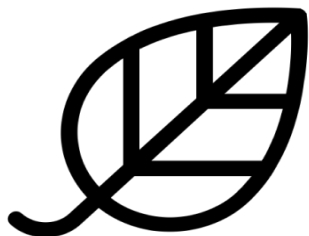
Introduction

Plant Index

# Design Decision

## Legend

- Simple way to display light, water and difficulty
- Instantly know if you have the capabilities to care for the plant



### WATERMELON PEPEROMIA

Light	☀️ ☀️
Water	💧 💧
Difficulty	🌿

#### ABOUT

The Peperomia Nevada is an easy-care plant native to Central America. With a beautiful dark green colour and tubular leaf shape this variety makes an eye-catching addition to any room. Perfect for beginners.

#### CARE

Light Exposure: This variety prefers medium indirect sunlight and humidity.  
Climate: 12 - 30 Degrees  
Watering: Keep soil moist to the touch



High Difficulty



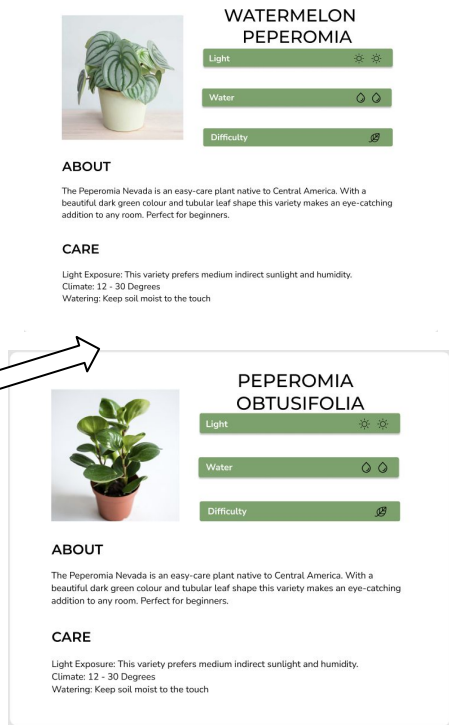
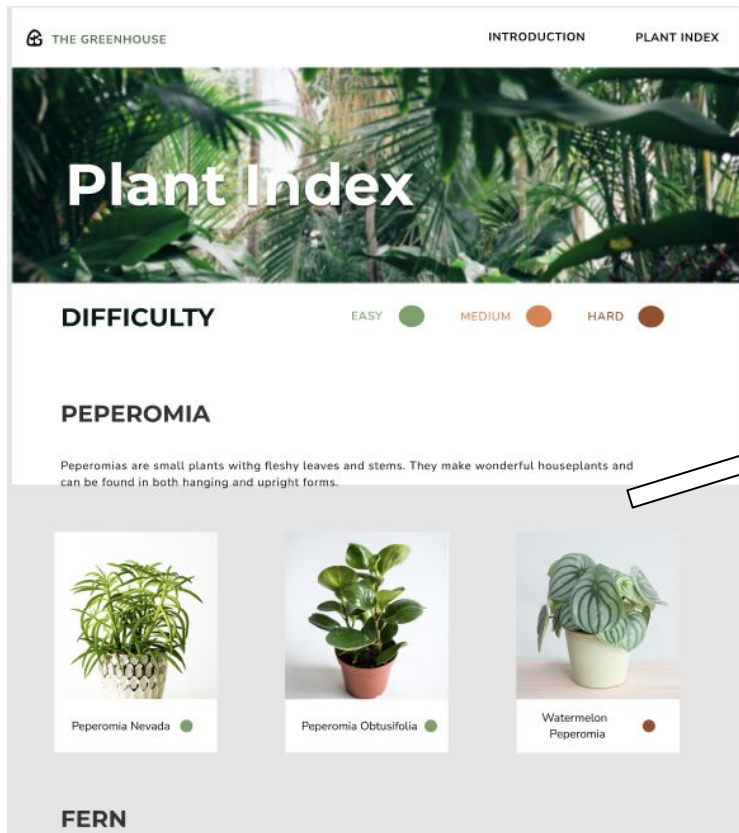
Frequent Watering

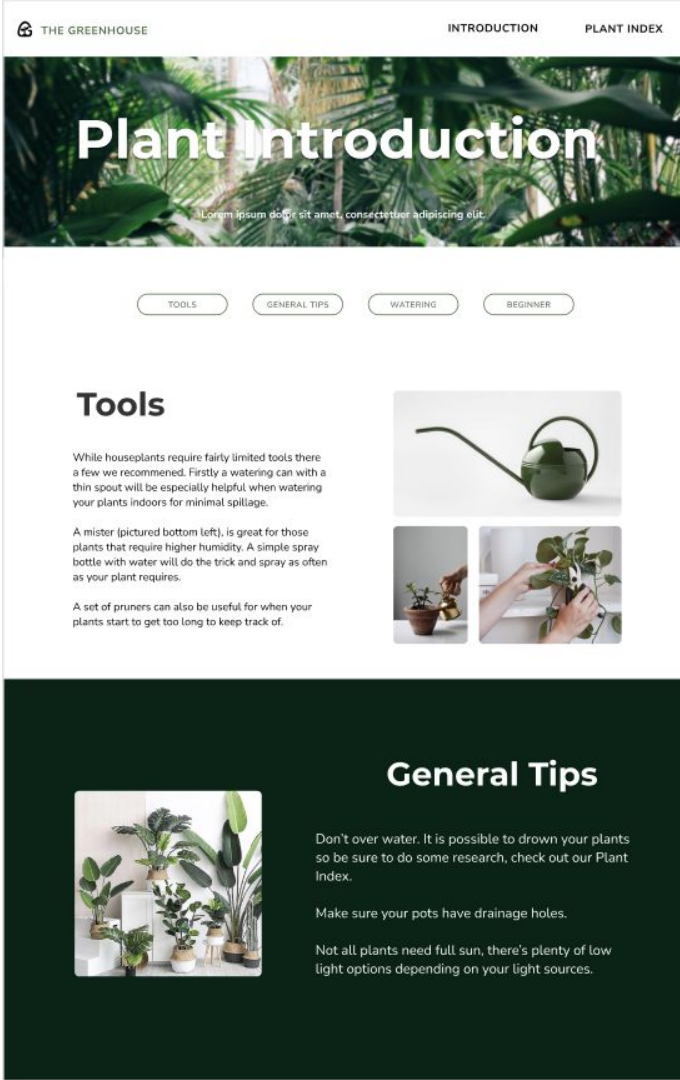


Bright Light

# Prototypes

and more design decisions





# Prototypes continued

## *and changes made*

### Plant Intro

- Removed button bar
- Less Text

### Gallery

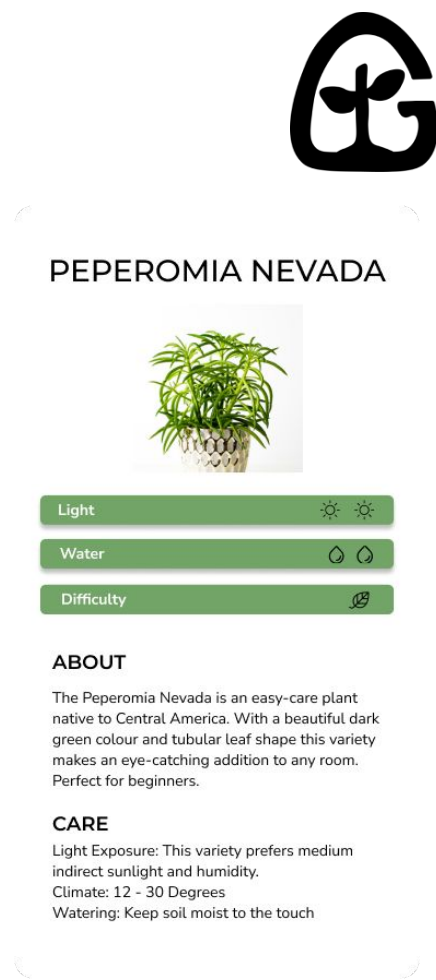
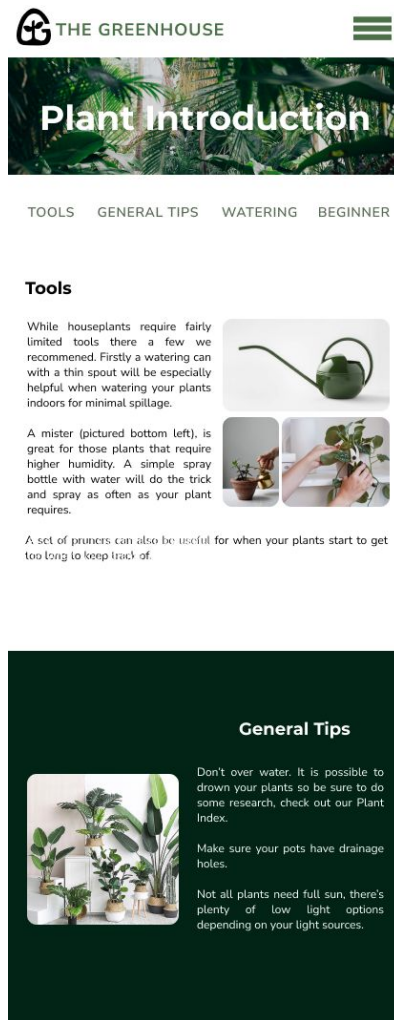
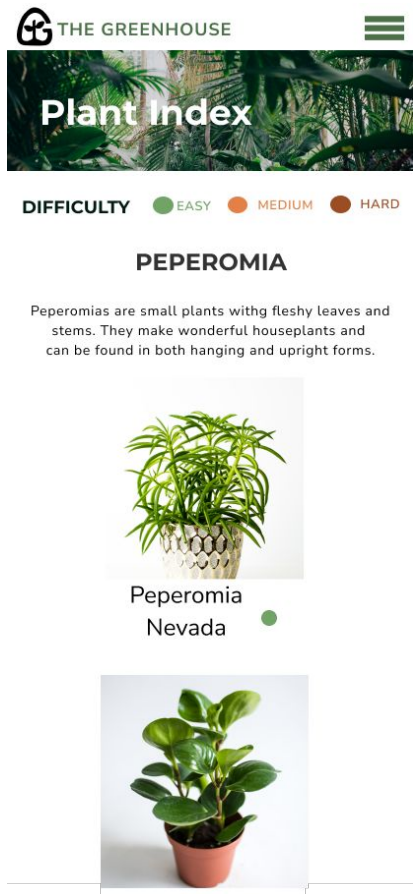
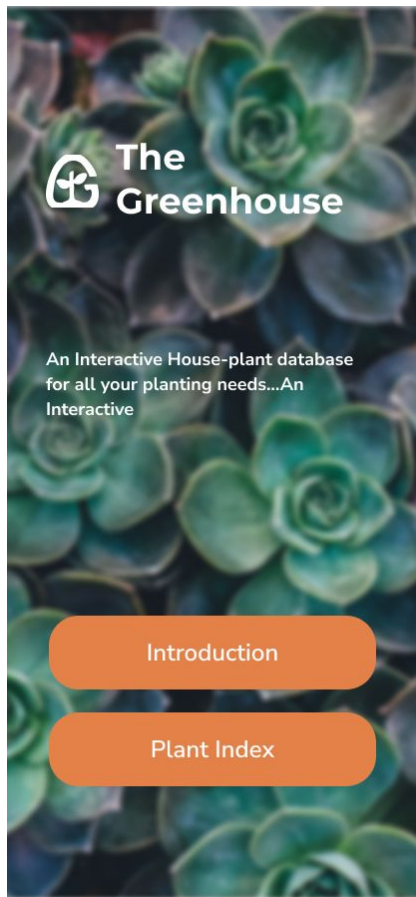
- Changed key

### Home Page

- Right aligned content
- Changed logo size



# Mobile Prototypes







# User Testing

## Checklist Tasks

1. Navigate from the Home Page to the Introduction page
2. Explore the Introduction Page for at least 10 seconds
3. From the Introduction Page navigate to the Plant Index
4. Explore the range of Plants
5. Select a plant that interests you, click on it
6. Read the information about the plant
7. Return to the Plant Index

# User Testing



## The Greenhouse - Testing Form

\* Required

Did you find it difficult to navigate the website? \*

Your answer

What are your thoughts on the overall look of the website? \*

Your answer

What stood out to you the most and why? \*

Your answer

What would you changed and why? \*

Your answer

Did you feel as though the fonts were readable? and why? \*

Your answer

Did you think the layout of the website was too spaced out or too crowded? \*

Your answer

Did you feel that the information given was sufficient/relevant? \*

Your answer

Are there any other comments about the website you would like to mention?  
(Optional)

Your answer

Submit

Never submit passwords through Google Forms.



# User Testing Feedback

## Spacing

Our User testing prompted us to rethink the spacing of our gallery.

## Images

We made adjustments to our images as our feedback suggested they were not cohesive.

We found images that were similar in composition and colour-corrected them.

## FERN

# Before

Succulents are plants that are adapted to store water in their stem and leaves. These make great indoor plants as they're adapted to survive dry conditions.

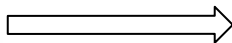


Plumosa Fern ●

Australian Tree Fern ●



Japanese Bird's  
Nest Fern ●

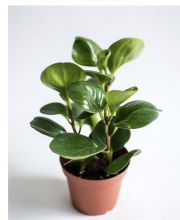


# After



## PEPEROMIA

Peperomia make great houseplants, with fleshy leaves and stems, are low maintenance, and clean the air. These are great for beginners or as a decorative easy to care for houseplant.



Peperomia  
Obtusifolia ●



Peperomia  
Scandens ●



Watermelon  
Peperomia ●

## SUCCULENTS

Succulents are plants that are adapted to store water in their stem and leaves. These make great indoor plants as they're adapted to survive dry conditions.



Hen and Chicks ●



Jade Plant ●



Echeveria  
(Blue Wave) ●



Boston Fern ●



Maidenhair ●



Plumosa Fern ●

ferns as often as practical, preferably in the morning, keeping them damp and moist. If your fern is underwatered its fronds will turn brown and drop. The plant benefits from bright, indirect light during fall and winter. A location where the plant gets at least two hours of indirect sunlight per day



# Start to End Flow

Easy to navigate webpage.

Focusing on visual aesthetics draws the user in, with simplified wording and buttons allowing ease of access.

Pop-up pages, allows the user to navigate with relative ease. The use of pop-up pages meant no loading pages, reducing any blank screen and allowing each element to flow into the other.

Keeping the content concise and simple allowed us to only display the absolute necessities.

Reduce clutter, contributing to the clean and vibrant aesthetic we were aiming for.



# Strengths and Weaknesses

## *Strengths*

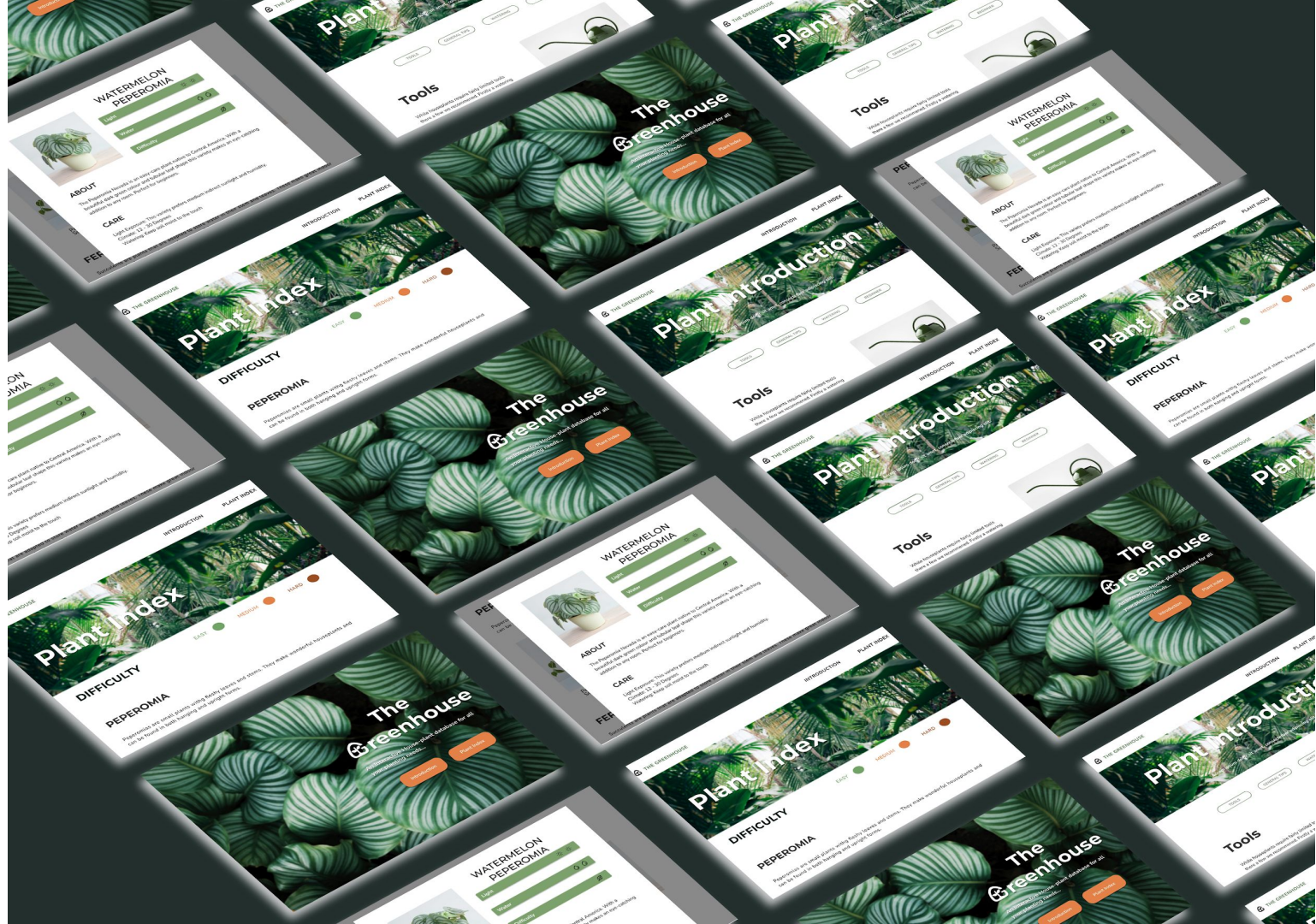
- Beginner friendly (whole page for beginners)
- Easy flow in plant index for all users
- Clear progression for elderly/technologically challenged
- Key allows for immediate knowledge
- Range of plants for all users

## *Weaknesses*

- Lacking number of plants
- Could provide more content for experienced indoor plant users
- No filter system









# Links

## Miro

[https://miro.com/app/board/o9J\\_kmAdpyw=/](https://miro.com/app/board/o9J_kmAdpyw=/)

## Figma

<https://www.figma.com/file/10Gt1D6rydpu05Vw1scAZb/IXXN221AssignmentTwo-The-Greenhouse?node-id=0%3A1>

## Github

<https://github.com/georgiawindle/TheGreenhouse.git>

## The Greenhouse

<https://georgiawindle.github.io/TheGreenhouse/>