Male in his 40’s, homeowner, single, IT in oil and gas, doesn’t really care about lawn / trees / plants but he needs them for the HOA, quickly adapts to new technologies

1. Understanding User Needs and Pain Points:

1. Can you tell me about your experience with managing soil moisture and nitrogen levels for your trees or plants? Owned house but had lawn guy and sprinkler system. Watered when it hadn’t rained in a while, fertilize never

2. What challenges do you encounter when it comes to monitoring and maintaining optimal soil conditions? Have to pay attention to when it hasn’t rained – not accurate. Otherwise observe grass / trees for signs of stress

3. How important is it for you to have real-time data on soil moisture and nitrogen levels? Not at all until there is an issue (he would get it after it was too late)

2. Exploring Current Practices and Tools:

1. What methods or tools do you currently use to track soil moisture and nitrogen levels? Not tracked but uses observation to determine current conditions

2. How satisfied are you with the effectiveness of these methods or tools? Hasn’t had any issues so far

3. Are there any limitations or frustrations you experience with your current approach? If an issue arises there is no data to fall back on to see what is wrong. Can see the downfall of having to replace plants if they die because of lack of a real system

3. Gathering Feedback on Desired Features and Functionality:

1. What features would you consider essential in an application designed to help with monitoring soil conditions? Dashboard featuring expanding list of sensors similar to a file system that is green, yellow, or red. Then expandable up to individual sensor level. Like group of properties -> individual property -> field1 -> individual tree (can tell if something is wrong at a glance and then dig as far as needed)

2. Are there any specific functionalities or capabilities you would like to see included in such an app? Graph of the history of moisture and nitrogen levels

3. How do you envision integrating alerts or notifications for low nitrogen levels and moisture? possible automation, ability so set when and how alerts are scheduled.

4. Discussing User Experience and Interface Preferences:

1. What qualities do you look for in the user interface of a mobile application? Less is better initially but wants the ability to expand and find any pertinent information from the application

2. How important is ease of navigation and simplicity in the design of an app like this? Extremely important

3. Do you have any preferences or suggestions regarding the layout or organization of information within the app? Already touched on the home screen acting as a sort of file system.