

The Pitch:

An app dedicated to houseplant lovers like myself who also seem to have a black thumb. This app would be a houseplant identifier, and pull up information for how to best care for your plant. This app would include options for reminders and instructions for watering, fertilizing, and repotting plants.

Problem Statements:

- Identify what plants would be included in a digital photo gallery and library.
- Describe all of the plants in detail, including ideal environments and how much water/ sun they need.
- Identify how to incorporate a calendar for taking care of plants.
- Identify if people would benefit from a houseplant app.

User Research:

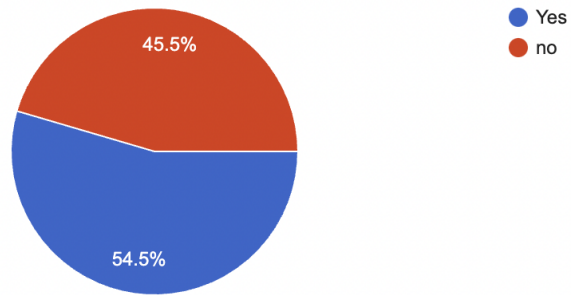
- 1) Do you own houseplants?
- 2) Do you have trouble keeping your plants alive?
- 3) How many plants do you own?
- 4) Would you utilize a calendar inside an app that alerts you on days to water/ rotate your plant?
- 5) Would a plant /photo identifying tool be helpful for you?
- 6) How much would you be willing to pay for that kind of help for your plant babies?

Analysis:

I was able to answer my problem statement and learn that from the 54% of people in this survey who have houseplants, more than half of them have trouble keeping their plants alive. This app would definitely be useful for people who need help in this area. 72% of survey takers said that they would benefit from and be willing to pay up to \$5 a month for an app.

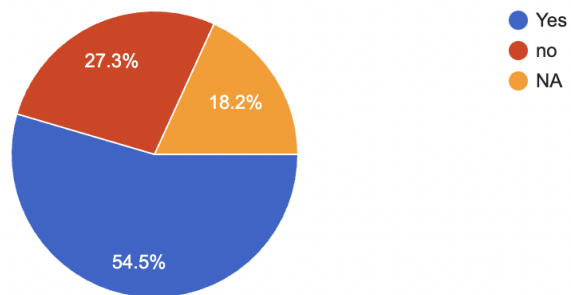
Do you own houseplants?

11 responses



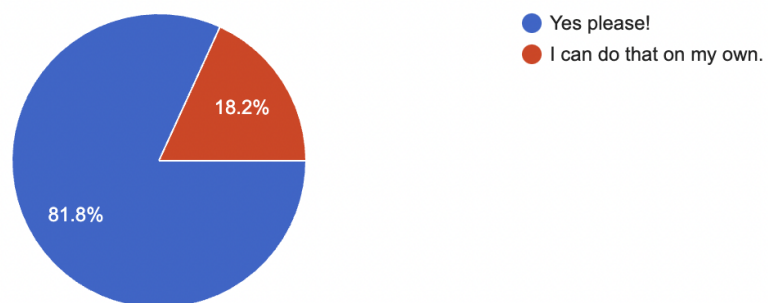
Do you have trouble keeping your plants alive?

11 responses



Would you utilize a calendar inside an app that alerted you on days to water/ rotate your plant?

11 responses



How much would you be willing to pay for that kind of help for your plant babies?



11 responses

