

Roots&Branches

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DesignBrief

Roots & Branches is a small plant nursery located in the heart of downtown, San Francisco. **Our motto is "Happy Planting"**. We would like to deliver the best solution for plant lovers who live in a small studio or one-bedroom apartment and want to create such a green and healthy home.

Our goal for the business is to continually deliver an outstanding customer experience. We would like to expand our service from brick-and-mortar to an online store in which allow customers to be able to check our products online, purchase them, and come to pick them up later at the store.

Our inventory includes **indoor plants, essential gardening tools, soil, fertilizers, and pots.** We also provide free tools and supplies for our customers in order to facilitate the needs of some of the beginners who don't have any tools.

We aims to target people who live in the city, look for small indoor plants, potted plants, succulents, and cacti. We intend to **appeal to professional gender-nuetral aged between 23 to late 30s.**



Competitive Analysis

	Plant Therapy 2018	SF Plants 2019	Roots 2011	Flowerland 1947
Target Audience	People who live in the neighborhood and look for small / medium size of plants.	Mostly women who live in downtown and look for house plants.	Plant experts.	Plants experts who live in the neighborhood and enjoy having conversations and engaging with other plant lovers.
Key User Experience	Positive Experiences from customers. The customer appreciated customer services .	Oasis of plants in downtown with great quality of plants. A+ service.	Prices are reasonable. Very exotic and well-decorated store.	Customers spent a decent amount of time in the store and engage with other plant lovers and use the store as a community for them to exchange their knowledge about plants.
Major Pain Point	Not in the best neighborhood (Tenderloin). / Prices are a bit high.	Basic house plants. / Prices are expensive.	Many of the plants are not marked with prices. Staff had no idea, needed to check with the owner.	Bad / Snobbery customer service.
Customer Rating	5 stars from Yelp. (69 reviews)	5 stars from Yelp. (29 reviews)	5 stars from Yelp. (210 reviews)	4.5 stars from Yelp. (143 reviews)
Customer Review Insight	Knowledgeable, excellent and friendly service.	Friendly, helpful, and knowledgeable staff.	Sweet, generous, and very kind owner.	Beautiful design. / Offer a big wide range of plants. / Nice and tasty coffee.



Persona



Name: Laura Rodriguez

Location: San Francisco, California

Age: 27 years old

Occupation: Event Program Manager

Income: 69k

Bio

Laura has a job as an event manager at the California Academy of Sciences. She has a passion for science education and nature. Laura was born and raised in the Bay area but recently moved to a studio apartment in Nob Hill, San Francisco.

Wants/Needs

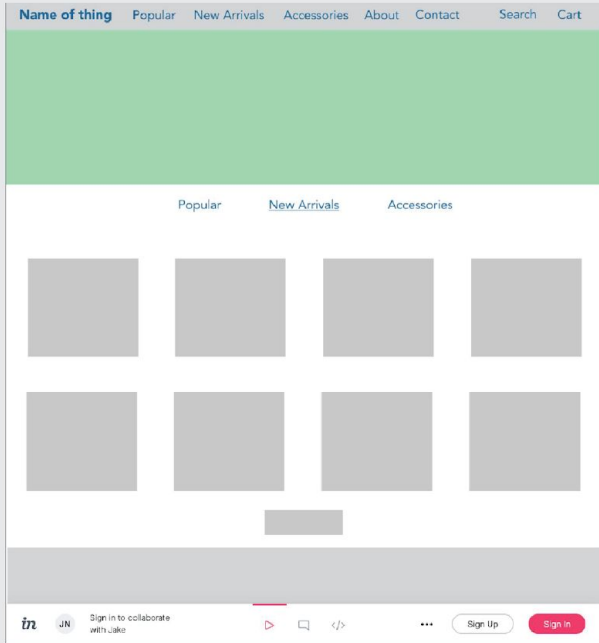
An open space where product (plants, pots, soil, etc) is easy to locate. Other features such as an in house coffee shop, or club of some sort are a plus as Laura is very social

Pain Points

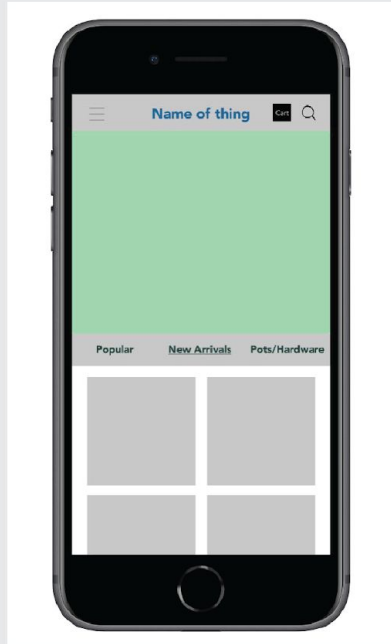
Laura's new apartment is small, so cramped overstocked stores with poor mobility and accessibility dissuade her from even entering an establishment.



Wireframe



Desktop Version



Mobile Version



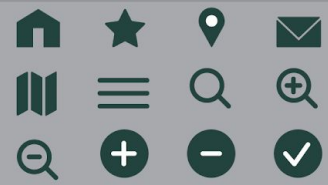
Typefaces

Avenir Black

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J K L M N O P Q R
S T U V W X Y Z

Raleway

A B C D E F G H I
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S T U V W X Y Z



Buttons

Button : Normal

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Button : Hover

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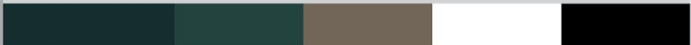
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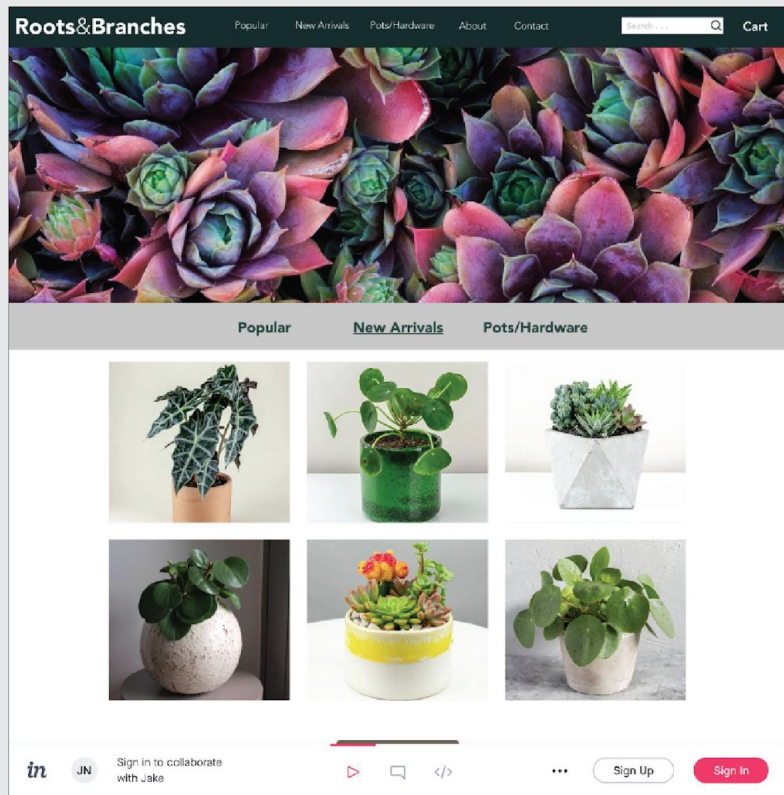
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Enter email address

Color Palette



Mockup



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