



PLANTER



AN APP DESIGN BY
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BACKGROUND



BACKGROUND

- As a novice houseplant owner, there are not many apps available for visualizing content in your own personal space.
- Plants range in size and climate, and there is a need for understanding individual plants before purchasing.
- With COVID-19 impacting physical marketplaces, many people are turning to home shopping to combat the continued risk of large gatherings in public places.
- With a 43% increase¹ in new home sales from August 2019-August 2020 more people are seeking at home hobbies like planting². This is aided by soaring online communities like YouTube and Reddit (r/houseplants has over 500,000 members) and the continued dominance of e-commerce platforms like Amazon and Etsy.
- Planter is designed as a guide to help people “window shop” for plants for their own homes without ever leaving their own living rooms.

¹Fortune.com “[Behind real estate’s surprise 2020 boom and what comes next](#)”

²NBC.com “[Covid lockdowns turned buying plants into the next big pandemic trend — for good reason](#)”

RESEARCH



SIMILAR APPS – GARDEN ANSWERS PLANT ID

Pros	Cons
Easy to navigate. Home screen provides all links.	Basic visuals, interface does not look modern
Photo identification feature of plants already owned or seen.	Camera identification is meant for existing plants. There is a lot of information, but the user must have some knowledge of plants first.
Search feature allows for vast information to be sourced, complete with pictures.	Search feature is useful if the user has the plant in mind first. However, a novice user may be overwhelmed.
Direct link to Facebook Community allows for direct social integration through the app.	Link for social media requires a profile on Facebook and community is private. This might alienate casual users.



Summary: This app is a great resource for gardeners and planters. Planter will provide information on the plants that can be added to a room, but in a different way. Planter will also be focused more on allowing a user to view plants in an augmented platform within their own home. The information is a secondary resource.

SIMILAR APPS – INDOOR PLANT GUIDE POCKET EDITION

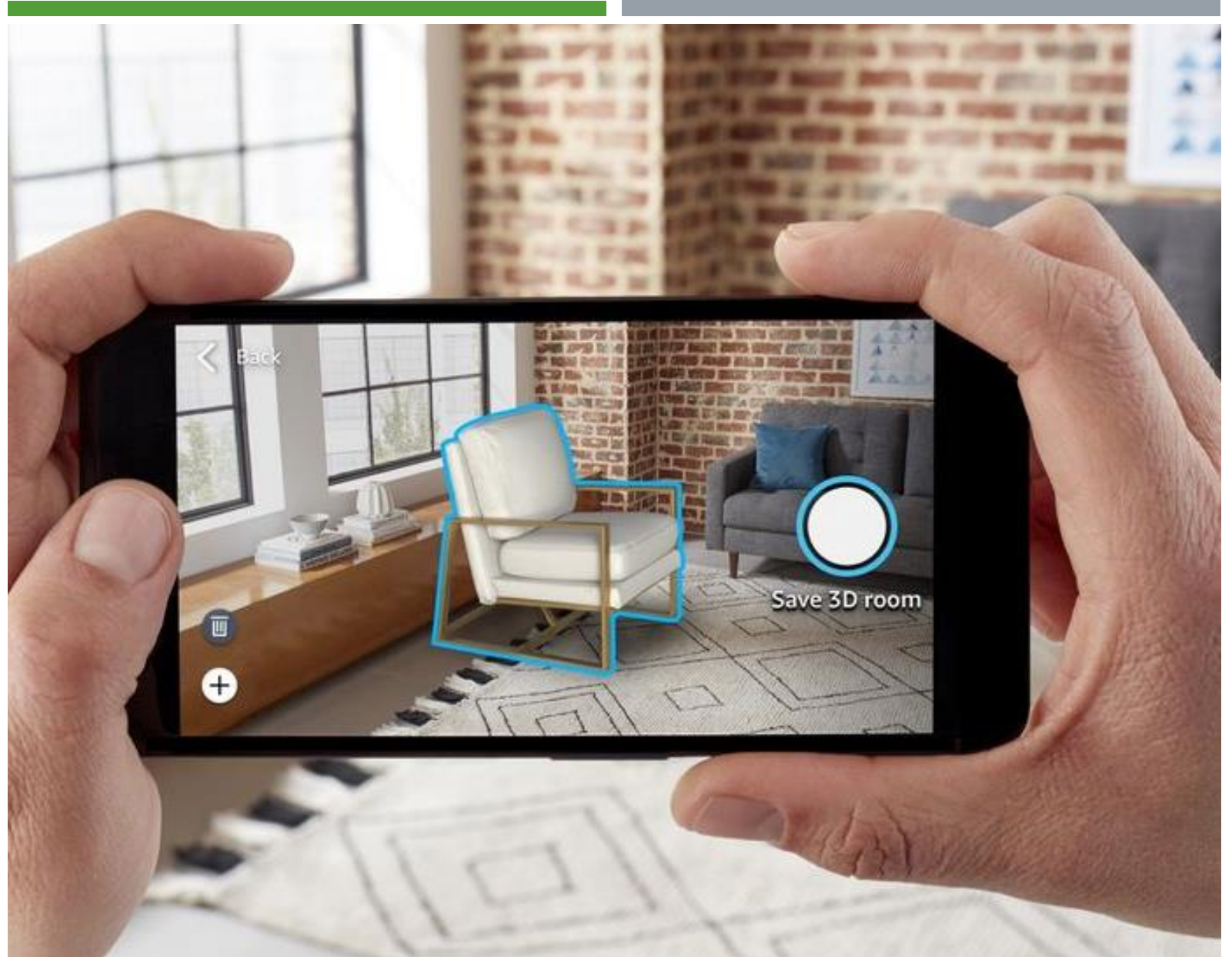
Pros	Cons
Easy to navigate. Home screen provides all links.	Text heavy interface. Does not spark engagement or much interactivity.
Large amounts of information available on large variety of plants.	Major function is to provide information, not much use outside of this.
No ads interfering with interface or popping up on screen.	Paid app, some users may opt for alternatives to avoid download fee.
Expected functions like save, search, etc. are accessible and available.	Visually the app is basic. The color scheme works well however the overall appearance leaves more to be desired.



Summary: Like *Garden Answers Plant ID*, this app provides a deep library of plant information. Unlike Planter, this app does not focus on allowing a user to visualize the specific plants in their own space. However, Planter will not be this in depth with its plant information. Planter’s intent is to allow for bite sized information to compliment the plant being viewed by the user. Info like soil temperature and pH will not be part of Planter’s dataset (for now).

INSPIRATION – AMAZON AR “VIEW IN YOUR ROOM”

- The inspiration for Planter was derived from using Amazon's AR feature to see a home item in your own home. Through this unique feature, a user scans their floor to get an idea of the size of their room, then the item is inserted and sized appropriately. The user can then save their room with the different items and reference them later.

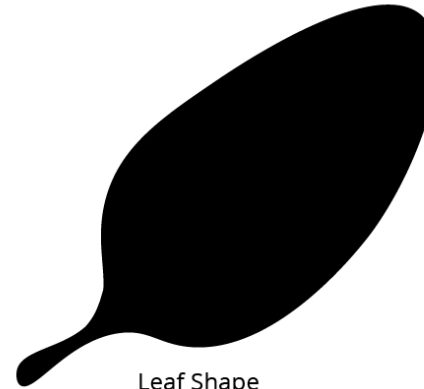


LOGO & BRANDING

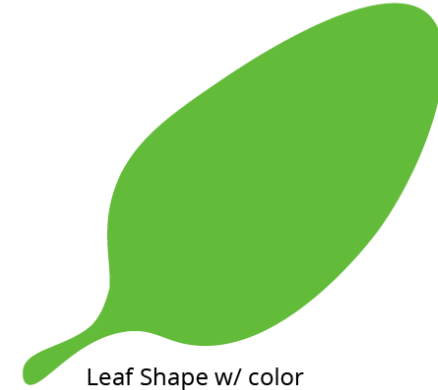


LOGO DESIGN - ICON

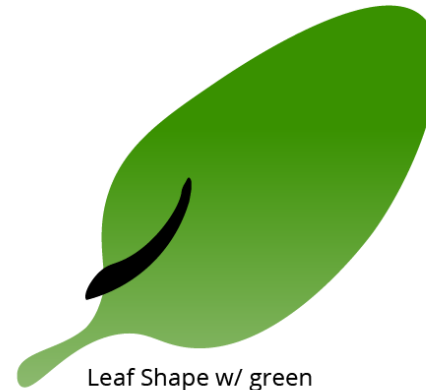
When deciding the icon, I needed something to include shades of green, and went with a gradient fill to add some deeper effect. This logo was created in Adobe Illustrator. The cutout by the stem used the minus front feature, and the leaf shape incorporated some clipping masks.



Leaf Shape



Leaf Shape w/ color



Leaf Shape w/ green gradient.



Leaf Shape w/ Text

LOGO DESIGN - TEXT

For the logo, it was necessary to decide which font style would be best for the vision. After choosing the final version of the icon, I decided a single “P” for the text portion would be enough. This provided a reasonable balance between text and the icon.

After some deliberation, the “P” typed in Berlin Sans FB Demi Bold proved to be the best fit

Planter - Myraid Pro (P)

Planter - Berlin Sans FB Demi (P)

Planter - Open Sa (P)

Planter - Bahnschrift (P)

PLANTER - SHOWCARD GOTHIC (P)

LOGO DESIGN - FINAL



PROJECT PLANNING



APPLICATIONS FOR DESIGN

- Adobe Illustrator – Logo and original visuals
- Figma – Further visual design and initial prototyping
- ProtoPie – Bulk interaction and prototyping. Final test version created here



ProtoPie

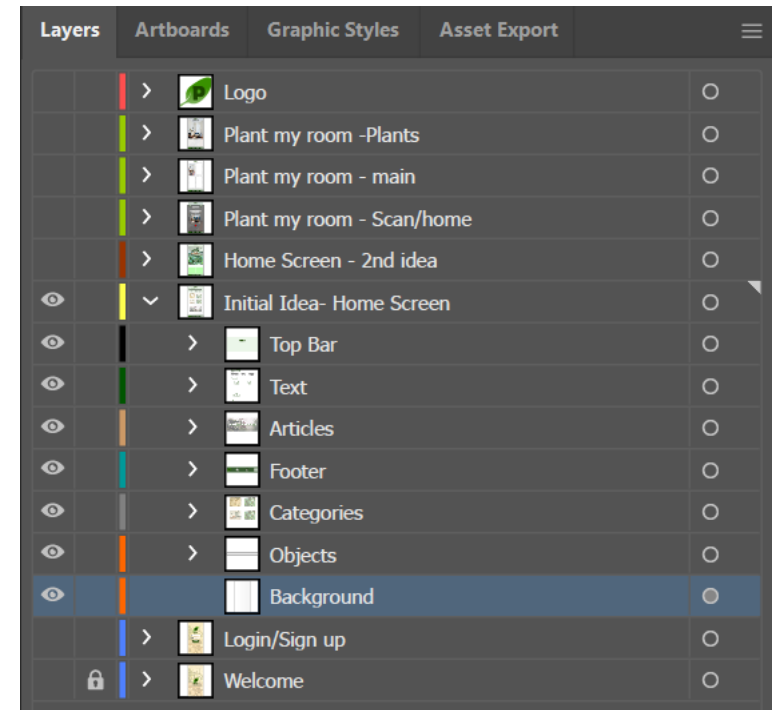
VISUAL DESIGN



ADOBE ILLUSTRATOR



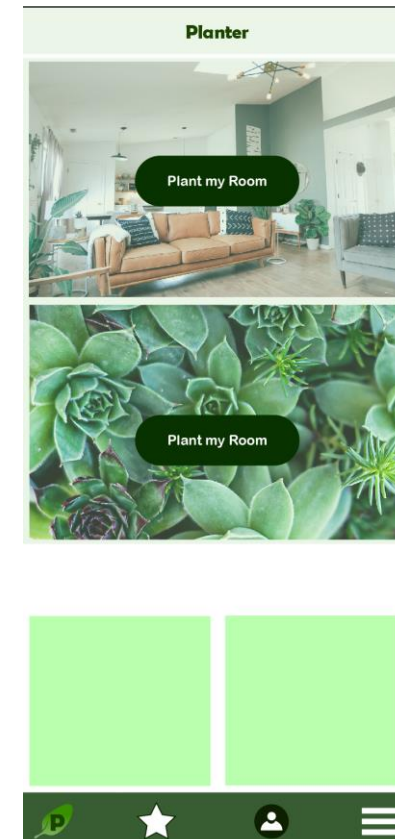
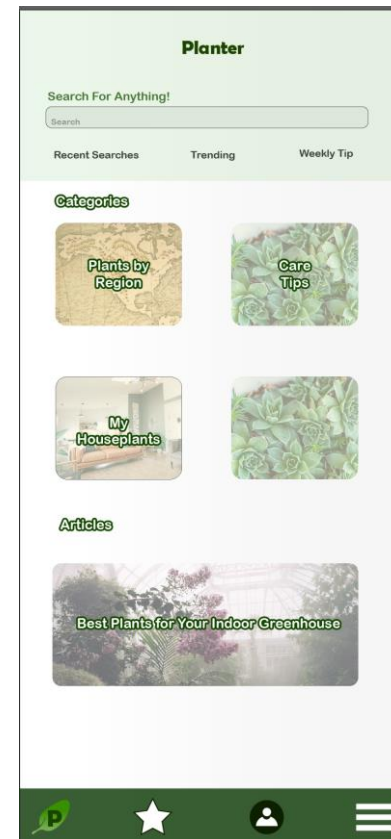
Being familiar with Adobe Illustrator and the Adobe Creative Suite, this was the easy choice for visual design. Outside of the logo, the initial visuals for all pages were framed out in Illustrator. Ideation can be seen further on the next page.



ADOBE ILLUSTRATOR – FAILED PAGES



In AI, the ideation process allowed for deep visual planning of the app pages. However, this was a double-edged sword. It was unfortunate to see brainstorming ideas not come together as intended. These two examples of a “home page” did not make the cut. Neither sparked excitement when pitched to potential users.



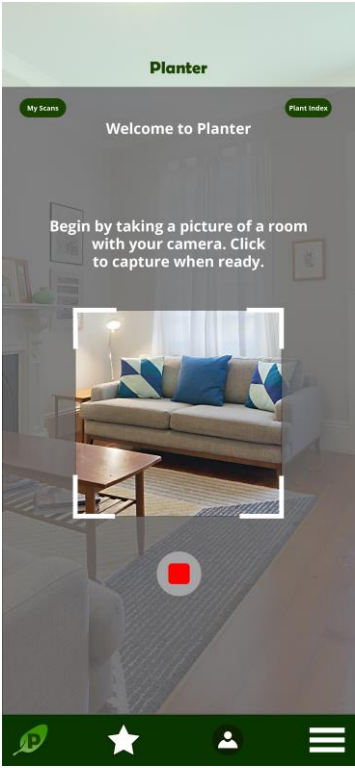
ADOBE ILLUSTRATOR – FINAL SCREENS



Welcome



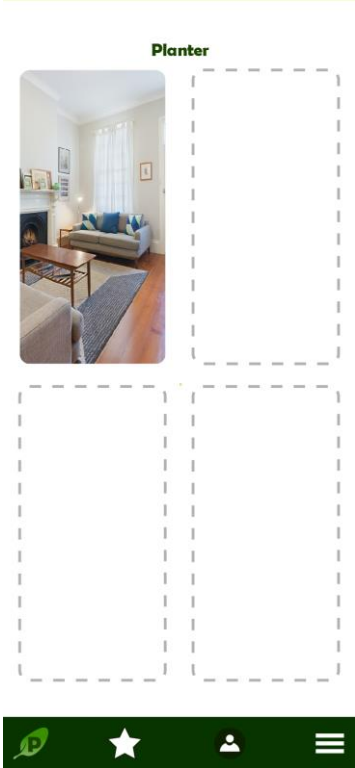
Sign-in



Capture



Plant Drag



Saved Room

ADOBE PHOTOSHOP – PLANT IMAGES



To avoid copyright issues with images for the plants, I reached out to my sister-in-law and had her capture pictures of her personal plants. I then imported these into Photoshop to remove their backgrounds and adjust lighting so they could be used in prototyping Planter.

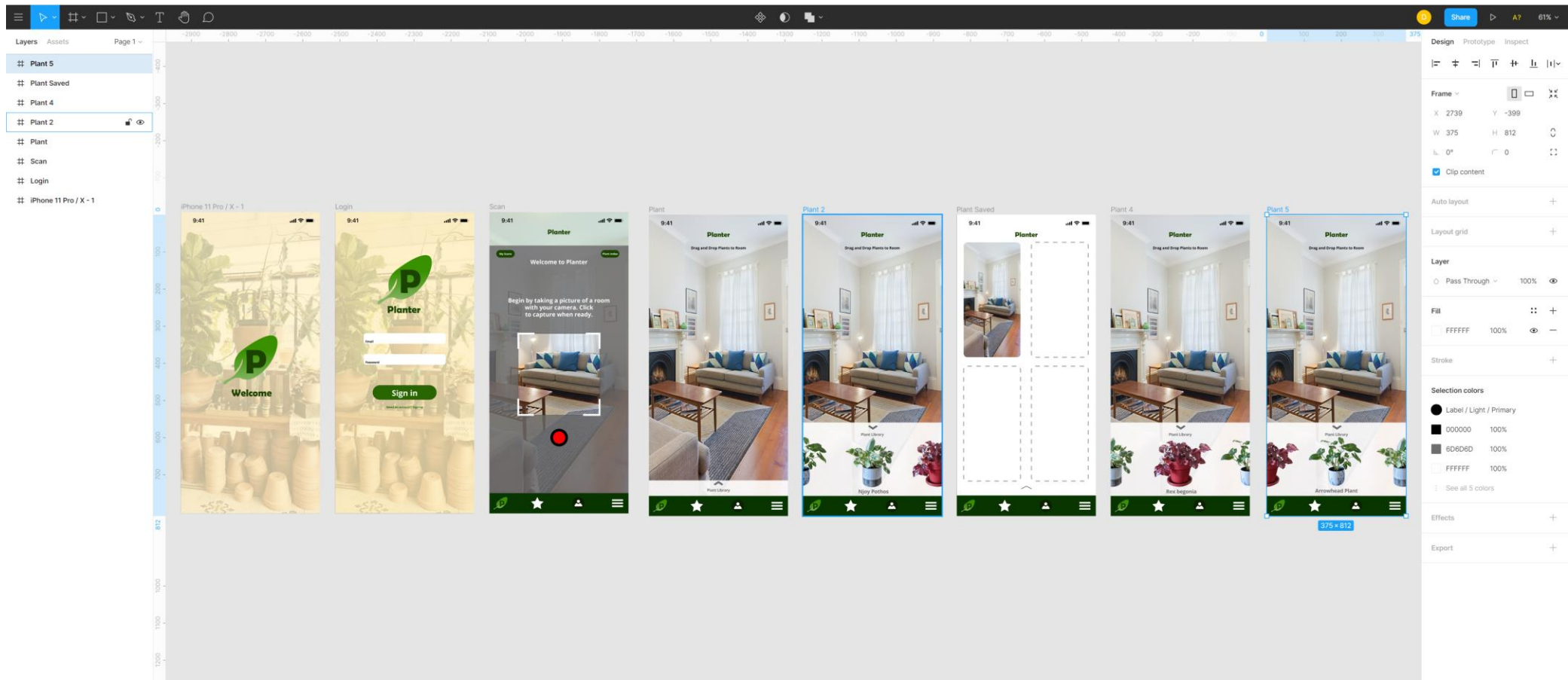


FIGMA – BACK TO SCHOOL

- After working through the first visual designs in Adobe Illustrator, I decided Figma was the next application for furthering the design and beginning the prototyping.
- I chose Figma because one of the industry standards for visual design and prototyping, especially for mobile applications.
- This was my first project in Figma, so it meant starting at square one. Utilizing YouTube and Lynda.com I did a crash course of Figma and was able to work through my design effectively.



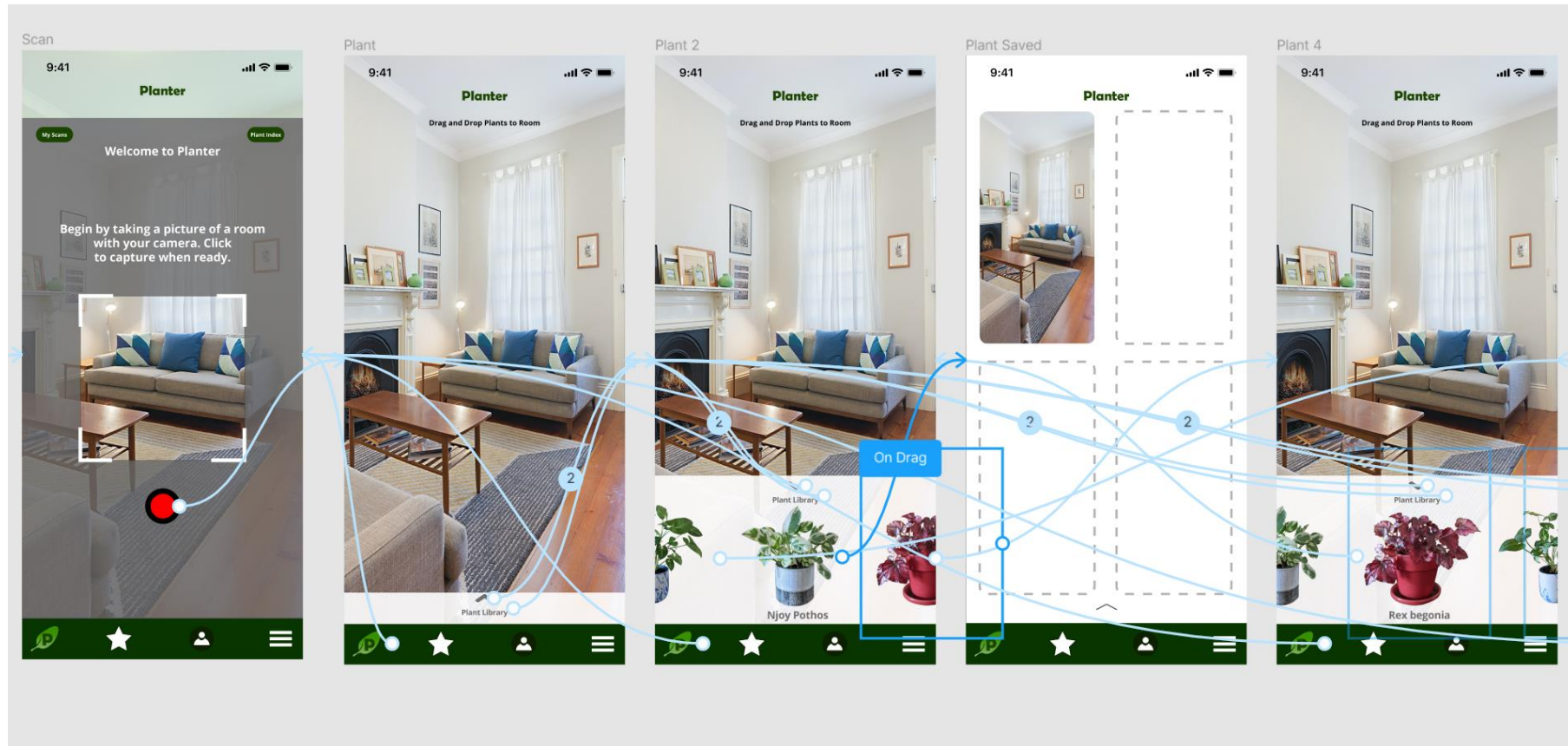
FIGMA – SCREENS



PROTOTYPING

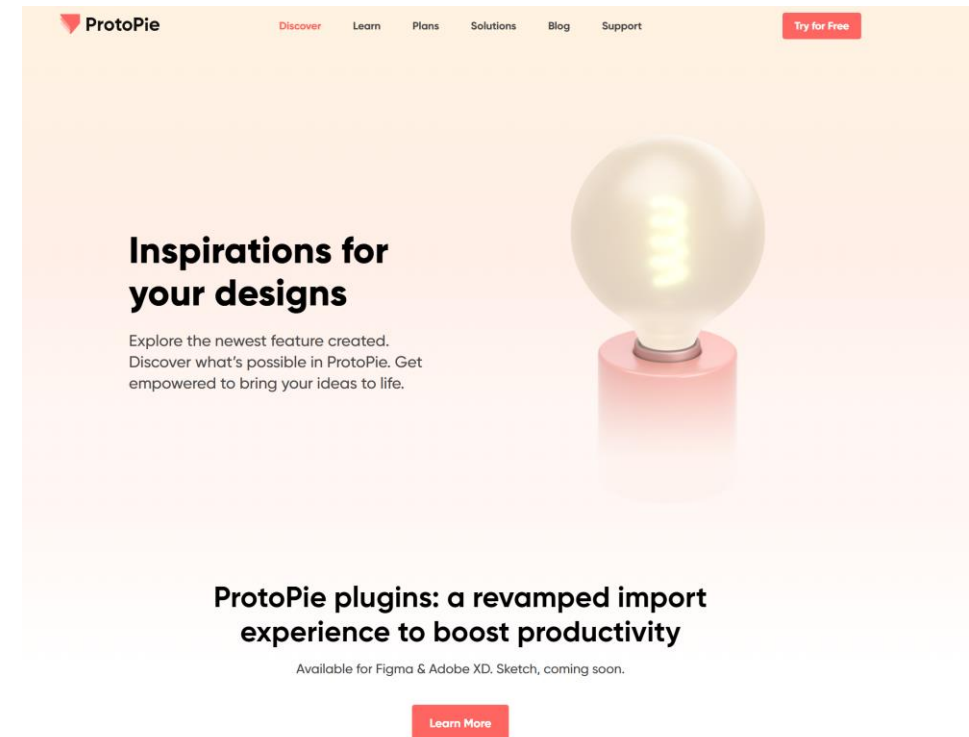


PROTOTYPING IN FIGMA



PROTOTYPING TOOLS – PROTOPIE

Pros	Cons
Direct import from Adobe XD and Figma makes visuals easy to add to projects.	No Sketch integration yet for designers who work in this heavily used, industry standard platform.
Easily integrates with ProtoPie app on your personal device to have live demonstrations and testing.	Limited as far as support documentation and resources online. Other platforms have more resources.
30-day free trial allows users to get good grasp of platform before committing.	Paid after trial, cheap enough but still unfortunate.



PROTOTYPING TOOLS – ADOBE XD

Pros	Cons
Adobe Suite, interface and tools are familiar.	Prototype tool on live device limited to MacOS currently.
Free for personal use as of March 2021.	Potential to become another Adobe app that drains personal finances to use.
Integration with Adobe Creative Suite files allows for easy import.	Does not communicate well with work designed in other platforms.



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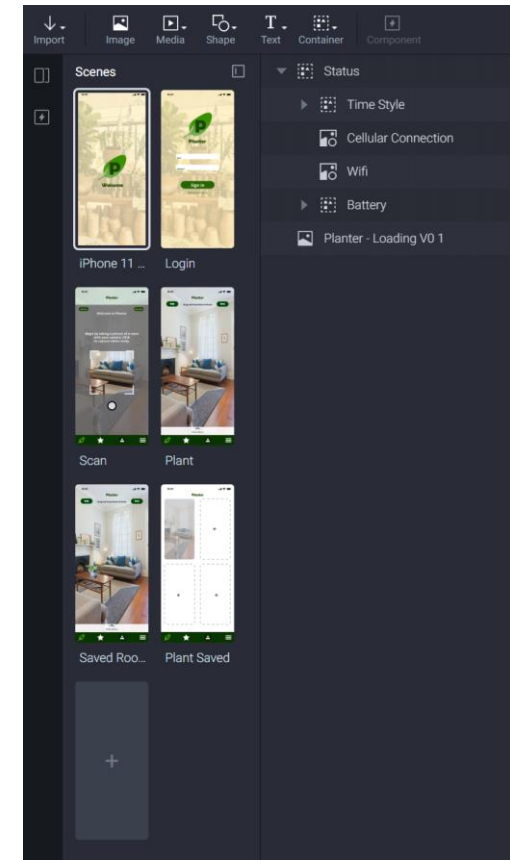
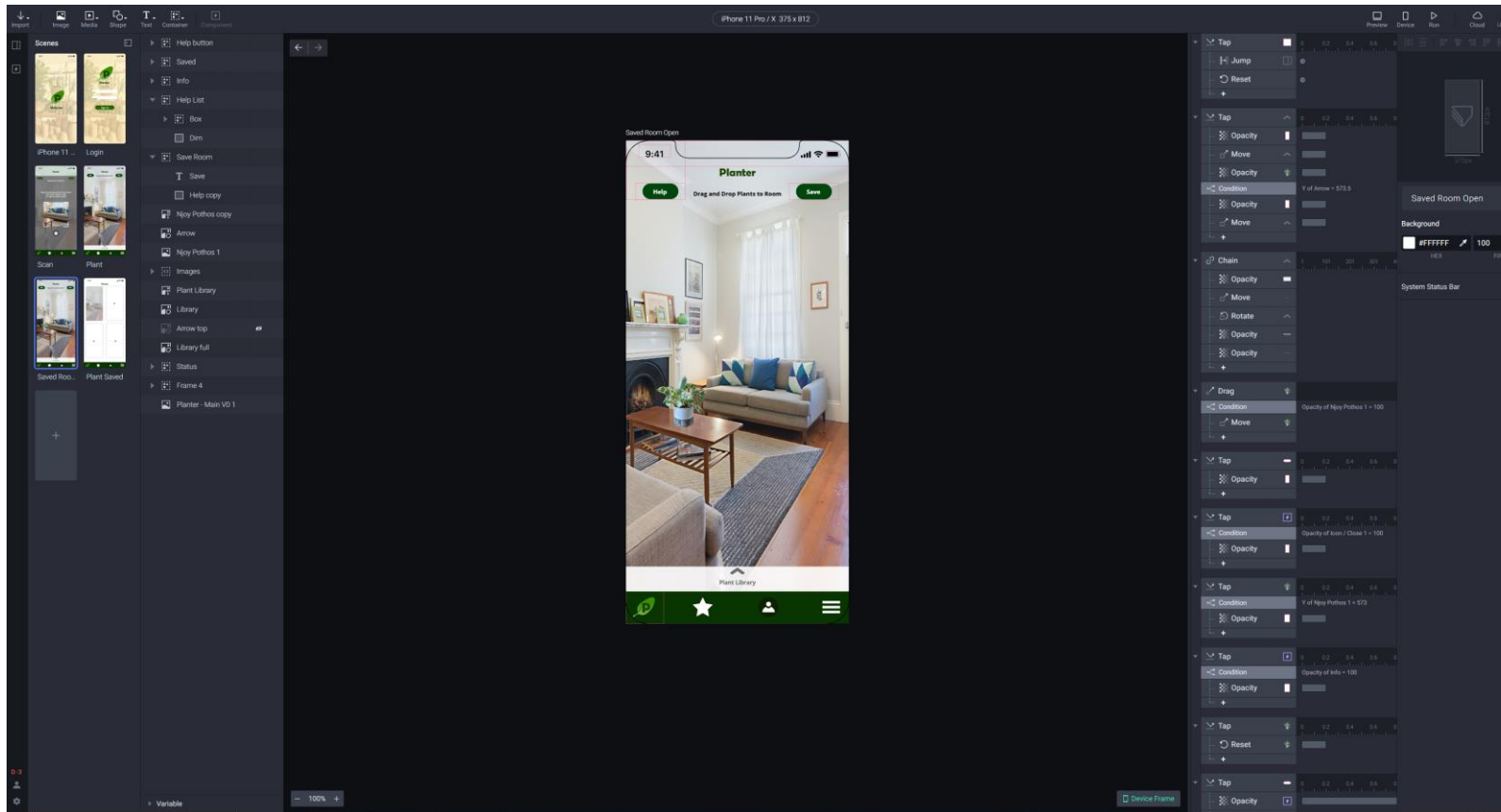
Available on macOS and Windows

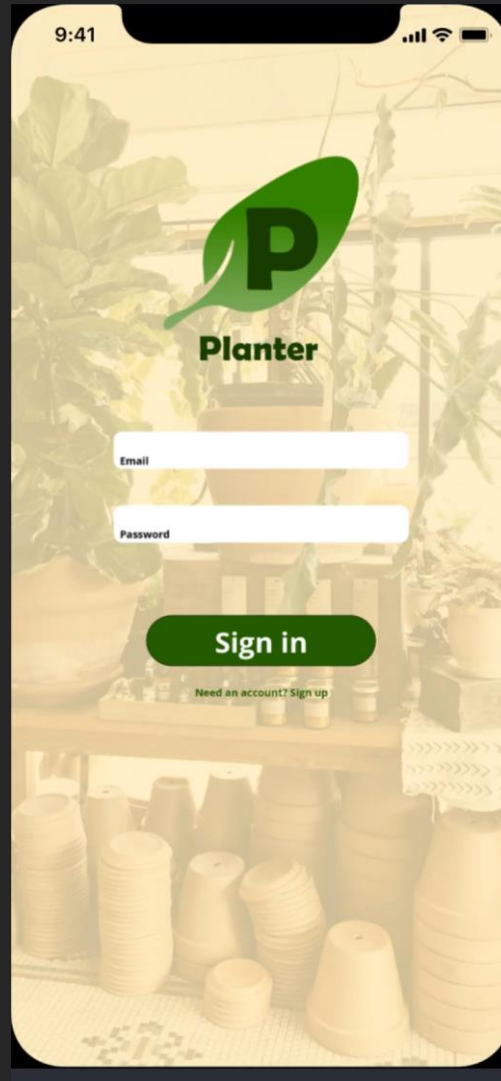
PROTOPIE – TIME TO LEARN AGAIN

- With Figma, I was limited as far as the interactions I wanted to showcase. Specifically, the ability to drag the plant anywhere on the screen needed a different program to fully capture the concept.
- I decided to go with ProtoPie strictly off of a recommendation from the r/Figma subreddit on Reddit. A few users there suggested this due to its Figma integration and ability to do more complex interactions.
- This would again be my first time in a new program, and that meant time to learn an entirely new set of tools.



PROTOPIE – WORKSPACE





PLANTER – BASIC PROTOTYPE

TAKEAWAYS



REFLECTIONS – ADOBE ILLUSTRATOR

PAGE IN PROGRESS

PAGE IN PROGRESS

REFLECTIONS – FIGMA

PAGE IN PROGRESS

PAGE IN PROGRESS

REFLECTIONS – PROTOPIE

PAGE IN PROGRESS

PAGE IN PROGRESS

END PAGE

THANK YOU FOR
READING