



Urban Farming application

Project overview

Siim Laineste



My role:

We didn't have clear roles for the project, but I did look at the problems from a developers viewpoint.



Responsibilities:

We shared the workload in our team as evenly as possible. So each of us had a hand in everything.

Jackson Wilken



My role:

Although no there were no clearly defined roles, cohesively we all took part in achieving our goal, which I played a key role in.



Responsibilities:

Wireframing, coordinating with other team members to produce our outcome, prototyping and researching.

Ida Bragge



My role:

Our team did not have clear roles on this project but I have been the unofficial project manager here.



Responsibilities:

I have organized the meetings, given tasks to other group members and also been responsible for most of the designing work like logos and photographs in addition to taking part on each assignment with the team.

Matias Laukka



My role:

I can't say that our group had a clear role divide on this project. I was focused on whatever happened to be important at the moment.



Responsibilities:

I worked on multiple things. If I had to pinpoint a couple responsibilities, I'd mention user research, personas, user journey maps, and generating text for presentations.

Project overview



The problem:

- Smart gardens are still quite unknown as a hobby and we'd like to change that.
- Setting up your garden can be quite a hassle. Due to the knowledge needed.
- Smart garden applications can still be pretty hard to understand & use.



The goal:

- A smart garden application on a mobile platform to make this more approachable to your average person.
- A smart garden application that is easy to understand & use.

Product concept



The product is a mobile app and a service that offers a way to monitor and take care of customers' plants. It will make it easier for the customer to see how healthy the plants are - what is the water level, acidity etc.



Main part of the product would be an app that also has IOT sensors connected to it by Bluetooth/WLAN to track the data. And the ability to pair multiple sensors and devices together under a single application.



A very important focus is the ease of use and the displaying of data in an attractive manner.

Potential customer groups

Target Customer Description :

- Our primary target users are people who aren't green thumbs but want something interesting to lighten up their busy lives. Attracting new customers into this growing field of tech and urban farming is the focus of our efforts, and we hope design a product that caters to the first-time user without too many hurdles. These people could be sold our own proprietary smart garden hardware with the software package.
- Our secondary target user is anyone who owns a smart garden and is interested in streamlining their software side of the experience. Cross-platform compatibility isn't hard to achieve with this level of tech.
- The third target group is any company manufacturing smart garden, which requires an application to go with their hardware. In these cases, we can make changes to accommodate different platforms according to the customer's wishes

Requirements

Functional Requirements:

- Mobile-first application
- UX-Ease of use. From the software side, it should be displayed in a very user-friendly manner
- Sensor integration with the application. Hardware links to software/phone app via Bluetooth, and the user shouldn't have any problems during pairing
- Scientific basis on what are the optimal readings on soil dampness, day-night cycles for the UV-lights, soil's pH levels, humidity
- A database of agricultural information
- The ability to link multiple devices into a single software environment for more intensive use
- A third-party payment management system for subscription payments etc.


Requirements

Feature Requirements:

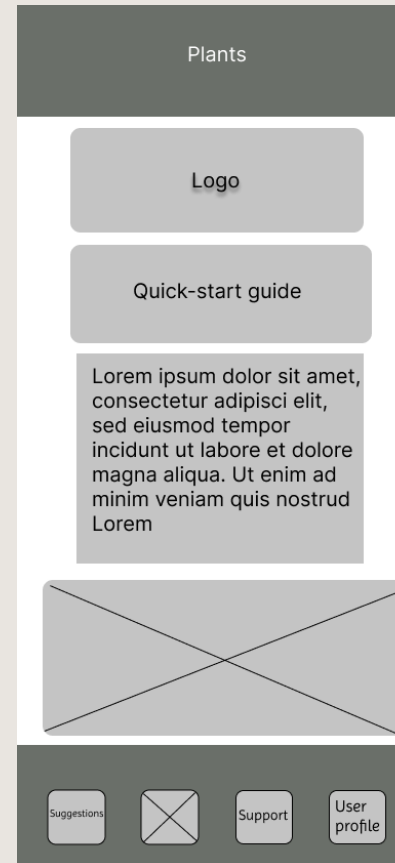
- Automation – Make watering and UV-light changes based on the set variables
- An attractive UI-design compared to our competitors
- Cross-platform compatibility with almost any smart garden
- Notifications on when to water the plants etc.
- Information on how to grow specific plants that can be paired with the automation system
- Social media integration – sharing information about the garden you just planted, the condition of your plants, and the size of your harvests, etc.

Design process

Personas and user journey maps to emphasize the wants and needs of potential customer groups to keep the design user-centric -> what the application needs

| | | | |
|---|--|---|--|
|  | <p>"Life is what happens while you are busy making other plans."-John Lennon. And Elsa agrees.</p> | | |
| <p>Name</p> <p>Elsa</p> <p>Age:</p> <p>29</p> <p>Occupation:</p> <p>Sales manager</p> | <p>Goals</p> <ul style="list-style-type: none">To be able to keep up with her gardening and synchronize that with her busy lifestyleTo get better results in home gardening | <p>Frustrations</p> <ul style="list-style-type: none">To find mobile app that's scalable for home gardening as well and not only for industrialized useTo find an app which also offers information about how to grow the plants instead of just offering pure statistic data on their growth. | <p>Solutions</p> <ul style="list-style-type: none">Offer app in private person/ home gardening and industrialized versionsOffer information about the plants and growing plans to the userMake the information easy to find in the app |

Wireframing the application with the persona needs and product requirements alike.



Prototyping the wireframes into mock-ups and high fidelity model by style guide





Design process

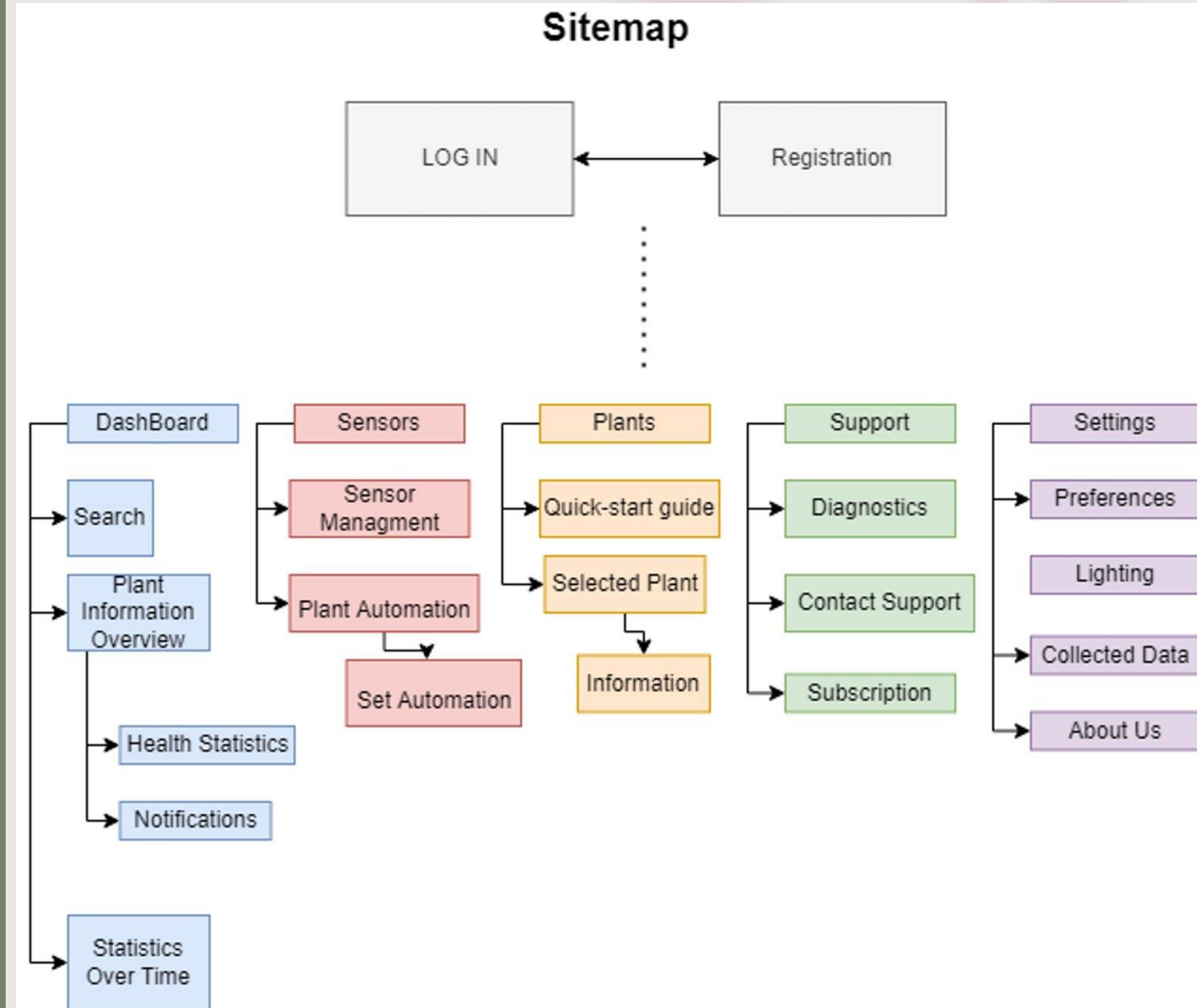
- Creating the style guide for the application and designing logos
- Trying to come up with different colour profile and look than the competitors but still giving the planting atmosphere and urban vibe to it.
- Keeping the look simple but easily modified



UrbanGarden

| | | |
|--------------------|-------------------|----------------|
| 97777 | #0d7373 | #063232 |
| rgb(245, 245, 245) | rgb(13, 115, 115) | rgb(6, 50, 50) |

Site map of UrbanGarden



High fidelity prototype

- [UrbanGarden Figma Prototype](#)

Takeaways



Impact:

Overall this project had been achieved on-time and well executed.

Our team members had vastly different schedules, and timing our regular meetings was the trickiest part.



What we have learned:

For those of us who had prior UI/UX experience, there was still new skills learned.

Figma was new for almost all of our team, and using it throughout our project, has lead to us having learned a new skill, moving forward.

Next steps

1

We would do the finishing touches on the visual side of the application, since there's still some things we didn't get to perfect quite like we'd have liked to.

2

We would streamline the application's flow rate to get rid of unnecessary pages, texts or links. There was still some clutter left on the pages.

3

We'd like to add overall functionality. There's still things like the plant grow guide and its integration with automation that'd be an interesting challenge both UI and logic-wise.



Thank you for
listening!

Any questions?