

DESN 2947

Journeys Through Print and Screen

[App Prototype Link](#)



[App Recording](#)

Jenny La | 201787735



①

My Journey Through University



Water Lily

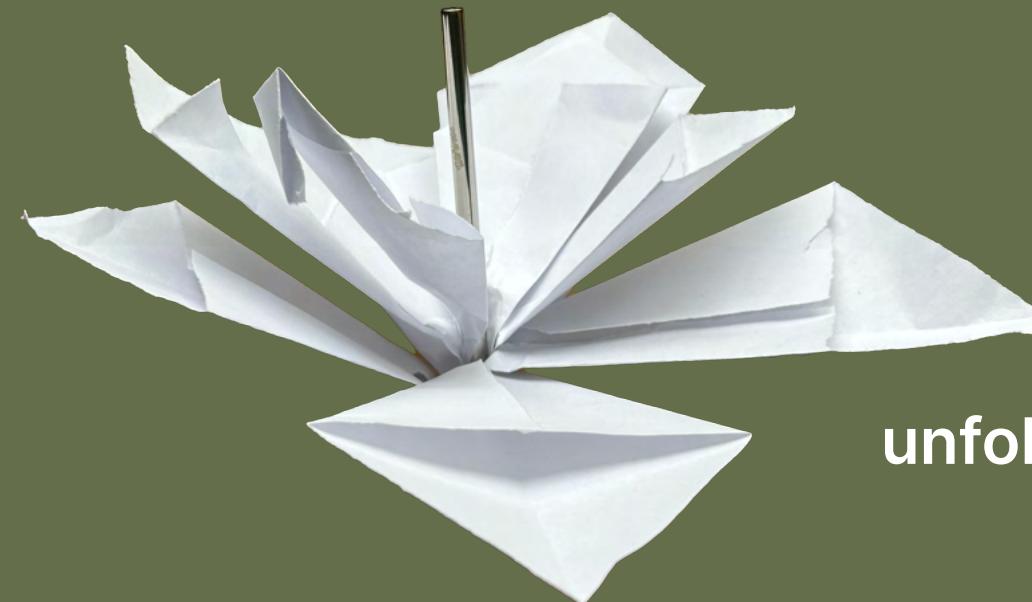
Welcome to my journey that begins in media res. No beginning or end is depicted here because I am in the midst of my story. I chose to represent my journey through a flower and as cliche as this analogy may be, I have grown tremendously over the last few years. I am still learning and seeing myself change as I continue through university.

Growing up, I went to an overnight camp for a week once a year. The first time I went to camp, I went canoeing and I saw water lilies for the very first time. As a 10 year old, these floating water flowers amazed me and they have been my favourite flower ever since.

First Prototype



folded
up.



unfolded.



Pieces of my Petals

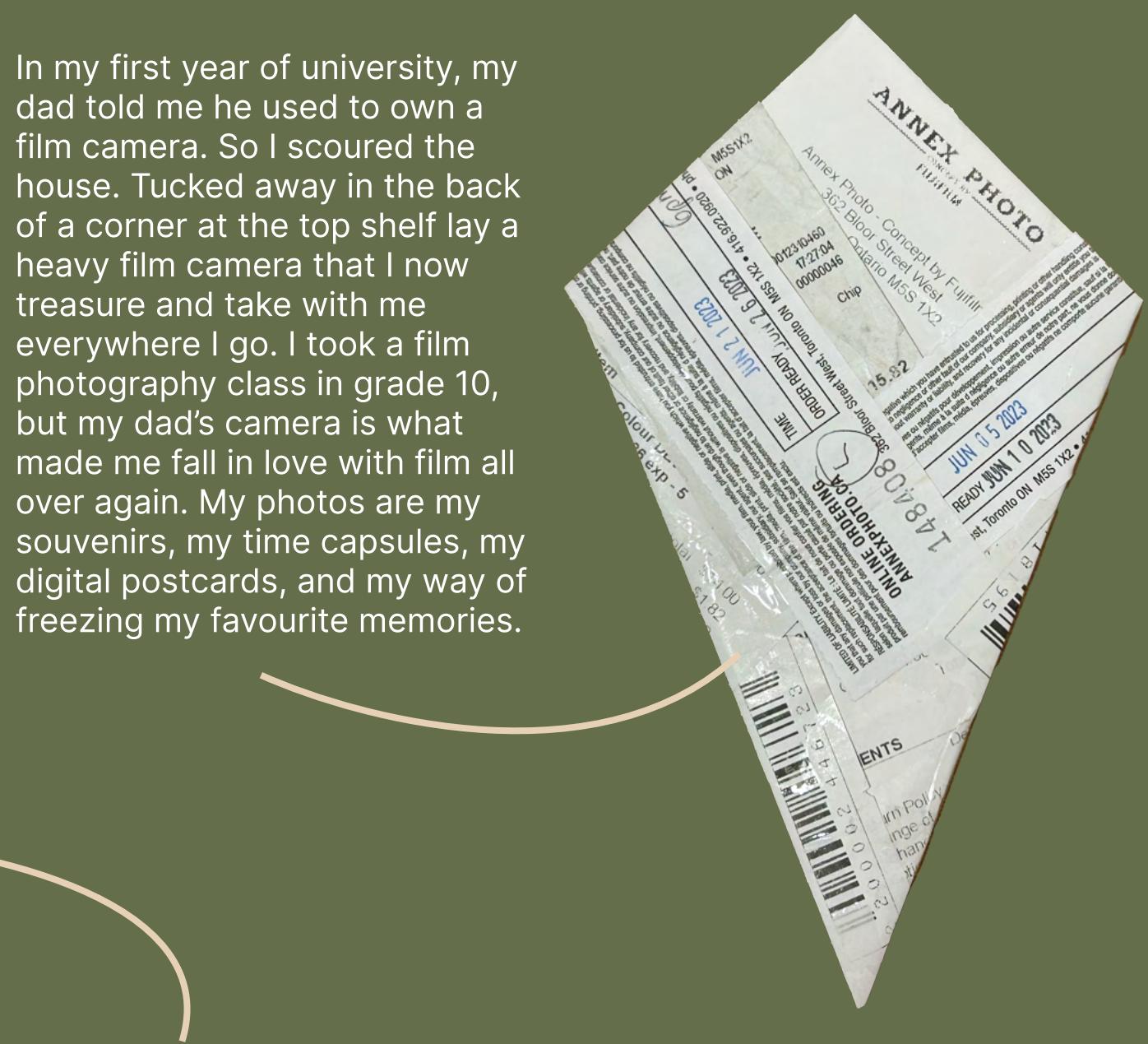
Every petal is made up of something that helped shape my university experience.



Covid was rough. I didn't get a highschool graduation or prom. I couldn't see my friends. I couldn't play volleyball or ultimate frisbee. But I got to spend so much time with my sister and my family before I moved out for university. I had so much to look forward to. I started university when Covid was still largely present and even though most of my classes were online, I was lucky enough to still be able to live on campus and room with my childhood best friend.



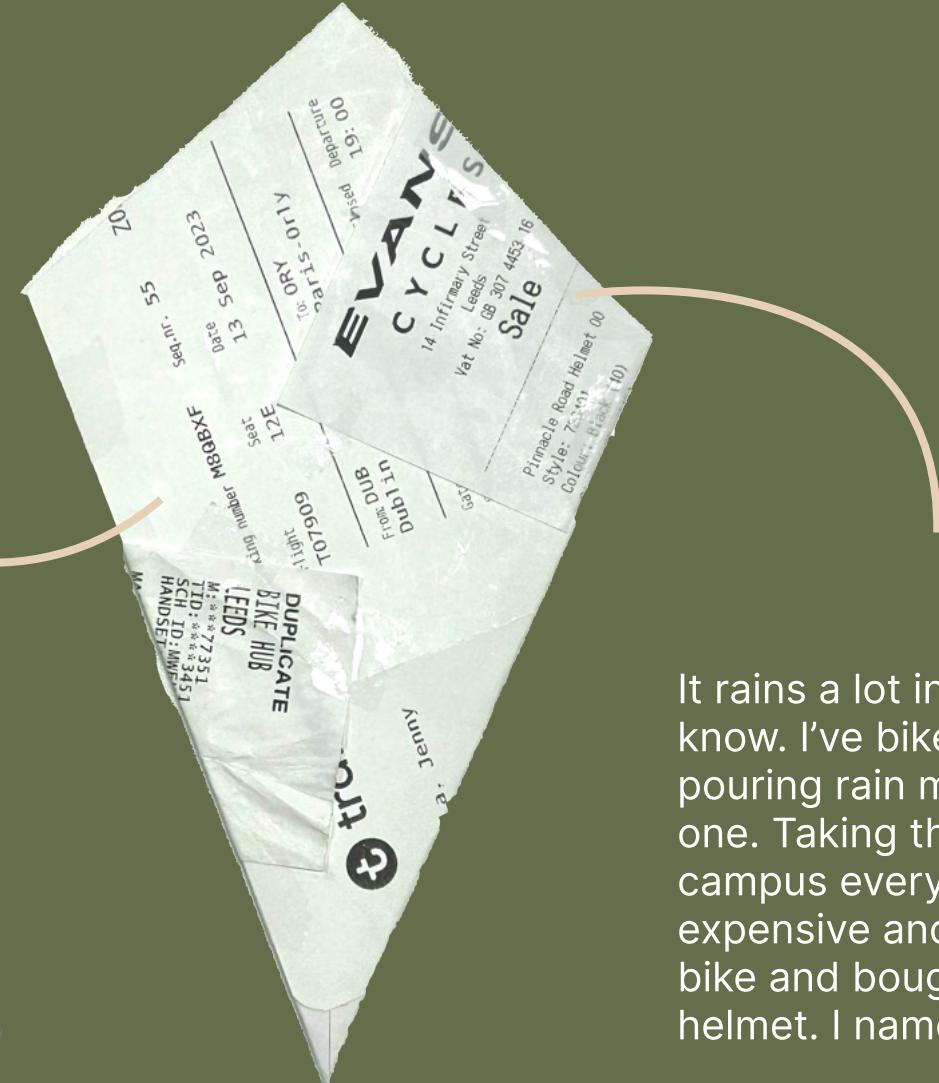
I have seen several physiotherapists and gone to many physiotherapy appointments. And it's because I love ultimate frisbee. Sports have always been a huge part of my life from a young age, but it has grown to have an even larger presence in my university years. I tried out for the University of Waterloo Women's Ultimate Frisbee team in my first year of university and to my surprise, I made the team. That marked the beginning of my journey in playing competitive ultimate frisbee. The more I played, the more injuries I acquired and eventually I reluctantly went to physiotherapy after months of agonizing pain. Besides that, I am extremely grateful for the community that this sport has given me. I also think I am pretty resilient. And I think I owe that every game I lost, every practice I felt bad about, and my broken ankles too.



In my first year of university, my dad told me he used to own a film camera. So I scoured the house. Tucked away in the back of a corner at the top shelf lay a heavy film camera that I now treasure and take with me everywhere I go. I took a film photography class in grade 10, but my dad's camera is what made me fall in love with film all over again. My photos are my souvenirs, my time capsules, my digital postcards, and my way of freezing my favourite memories.

I cried at the airport saying bye to my mom. She cried too. My friends and I all applied to study abroad at the end of 2022. To our surprise, we somehow all got matched to the same place, the University of Leeds. So before my time at Leeds, my sister and I traveled across Europe on our first sister trip together. After two weeks, I said a really tough goodbye to one of my best friends and started on my own journey in the UK.

In my second year of university, I no longer lived on campus and no longer had the luxury of having all my meals cooked for me by the cafeteria. In my second year of university, I told people I'm basically vegetarian because cooking meat was so daunting to me and so I simply never learned. In my second year of university, I still had my mom's Vietnamese food to fall back on every few weekends. This was no longer the case when I flew halfway across the world to study abroad. I missed eating chicken and eating out was too expensive. I finally bought chicken thighs and cooked them by myself for the very first time. It was the best dish I ever made and I was so insanely proud of myself. I know it may not be a big achievement for some, but this one felt like a milestone for me.



It rains a lot in Leeds. I would know. I've biked home in the pouring rain more times than one. Taking the bus to campus everyday is too expensive and so I rented a bike and bought a cycling helmet. I named her Shelley.

People always ask me if I work at Dominos. I got a free Dominos beanie from a university event and I wear it so often it has kinda become my trademark. They were also giving out free Dominos pizza coupons at the fresher's fair. It said one coupon per student. I ate 5 Dominos pizzas in one week. You get as much free food as you can when you're a broke university student.



As the weeks go by, it gets increasingly harder to get up for class. But the class where the prof knew my name, the class where I got chocolate for answering questions, the class where the prof would notice if I didn't show up, that one made it hard to stay in bed when I knew the person at the front of the class actually cared. I am thankful for the professors that knew me.





As shown in my petals, events, sports, interests and food make up a large part of my university experience. However, at the very core of it all are the people who I've met along the way.

I believe that I am a piece of everyone I have ever cared about. Drawn on these small yellow rectangles, representing the pollen of my flower, are just some of the people who have supported me, made me laugh, and helped shape me into who I am today. I don't know what I would do without them.



This is my
university
experience.



What does
yours look like?

02 Journey Through Leeds

I chose to represent my journey through university with a water lily. Therefore, I decided my app needs to revolve around growth and plants. There are a variety of mobile applications about plants on the app store. Many of them focus on identifying plants and have community boards where users can share about their own plants or plants they find.

Instead of an app that shows you where plants already exist, I wanted to create an app that focused on areas that lacked them and where plant lovers could plant outside.



The Problem

There are spaces in Leeds that lack plants and flowers and there are plant enthusiasts that want to plant outdoors.

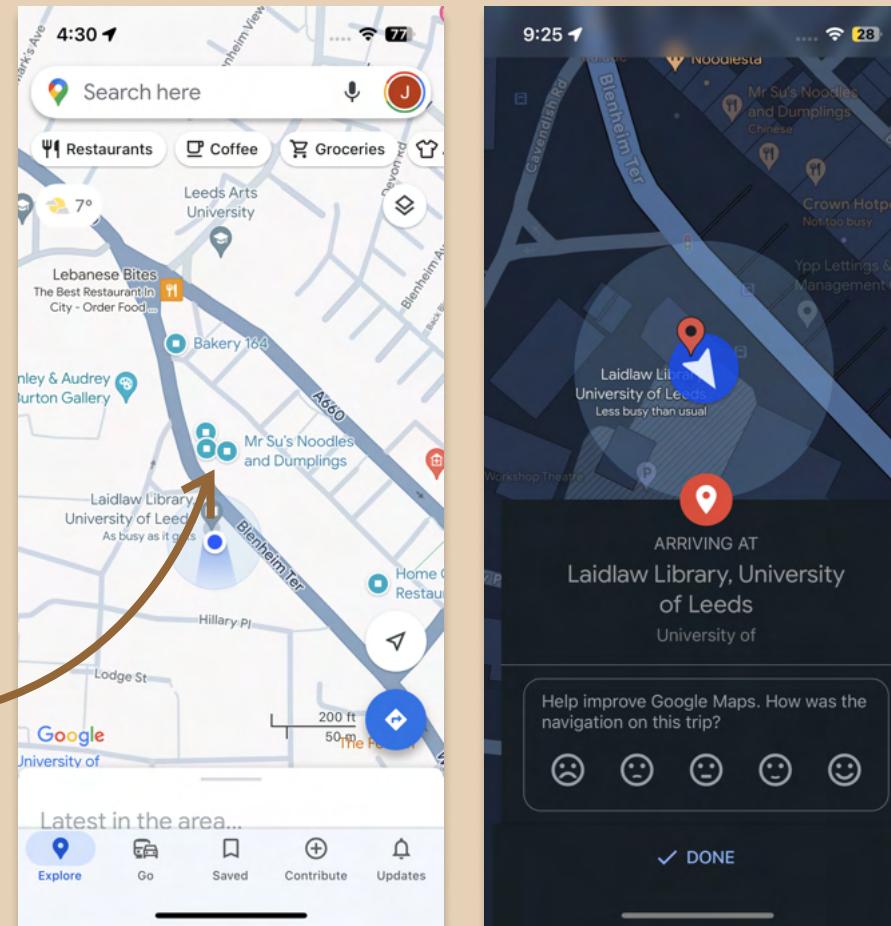


The Solution

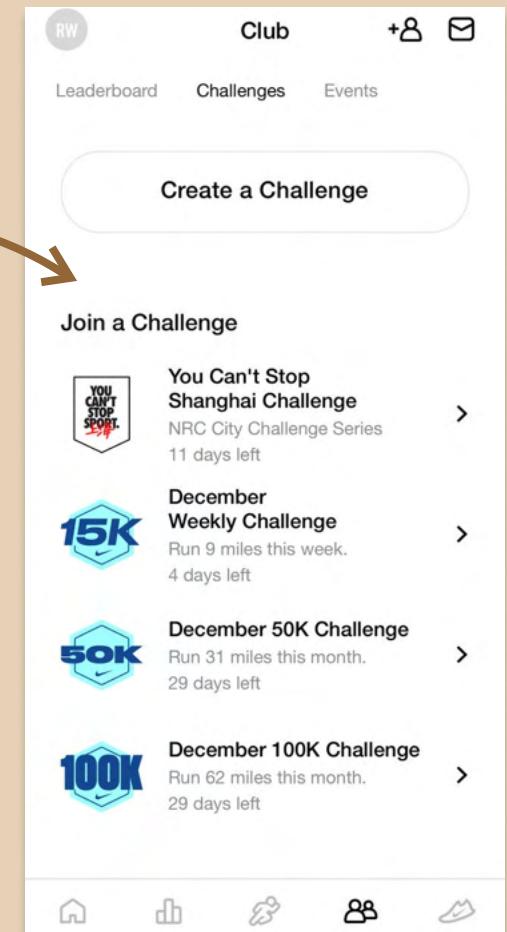
I designed an app that shows you areas in Leeds that lack plants and where plant enthusiasts are able to grow new flowers. My app also gamifies the experience by presenting challenges and rewards so that plant lovers stay motivated to keep planting.

Analysis of Existing Designs

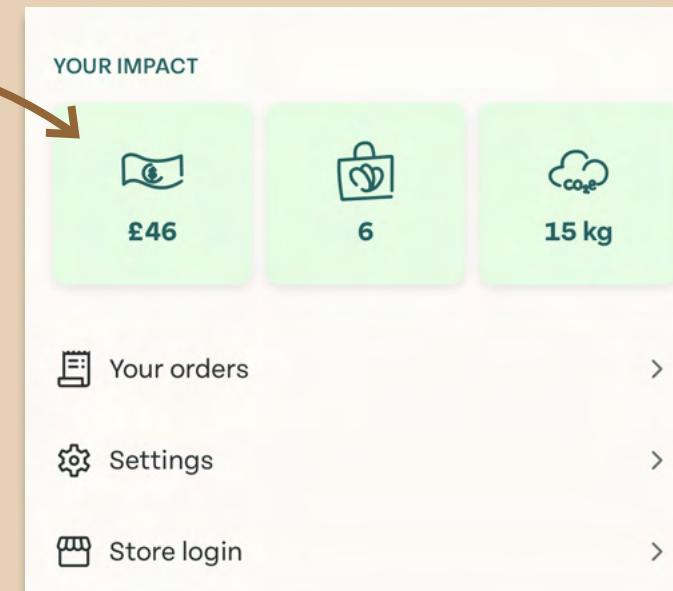
I studied the Google Maps interface as this is my most used navigation app. I took inspiration from how saved places show up on Google maps (the teal circles with white squares) and what is shown when you arrive at a destination.



I drew inspiration from fitness apps like the Nike Run Club app and games like Clash of Clans as I wanted to incorporate challenges and awards to my mobile application.



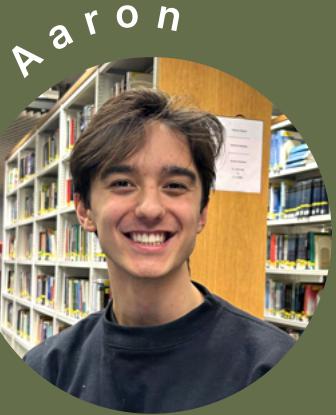
I was inspired by the impact section of the Too Good To Go App that displayed how many bags of food you have saved and how many kilograms of carbon dioxide equivalent you avoided.



I specifically liked the progress bars displayed in the Clash of Clan challenges to track your advancements.



User Personas



Aaron is a university student and has picked up planting plants as a way to deal with his anxiety. As his room has started filling up with flowers and plants, he realizes the lack of plants in his neighborhood in comparison. Feeling the mood boost from his house plants, Aaron wants to grow plants on his walk to school as well. Aaron has found a lot of joy in growing plants and hopes to make not only his room, but his whole neighborhood a little brighter and more colourful.

Age: 21
Location: Leeds, UK
Job: 2nd year student at UoL

Motivations

- seeing progress in their work
- making their living space more lively and enjoyable
- caring for plants reduces stress and anxiety

Goals

- grow more plants around his apartment
- plant plants around his neighborhood and on his walk to school to make his environment more lively

Pain Points

- his neighborhood's environment is quite bare and grey
- often does not want to leave his plant oasis at home

Judy is a mother of 2 and has grown plants around her house for a couple of years. As her kids have grown older and needed less attention, she started growing more plants as a way to nurture and care for something else. Judy is starting to lose space in her house as she grows more plants and wants to find new places to plant her plants. She sees potential patches for planting on her daily walk with her friends, but does not know if she is allowed to plant there.

Age: 45
Location: Leeds, UK
Job: Interior Designer

Motivations

- seeing something grow from their work and effort
- having routine and structure

Goals

- to take care of and nurture something to grow
- plant new species of plants in different places
- gain a new activity to do with her friends

Pain Points

- no longer has enough space in her house for more plants
- does not know where and what she is allowed to plant

Ekam is passionate about plants and animals and has noticed the decrease in native plants around the city. He loves bird watching and he knows that native plants provide food and shelter for birds, insects and wildlife. Ekam wants to help improve the environment in his city and has started seed bombing and wants to find new places to do it.

Age: 29
Location: Leeds, UK
Job: Wildlife Photographer

Motivations

- loved animals growing up
- his job fuels his love for nature as he captures it all on camera

Goals

- see the insects and wildlife increase in his city
- find new areas for his seed bombs

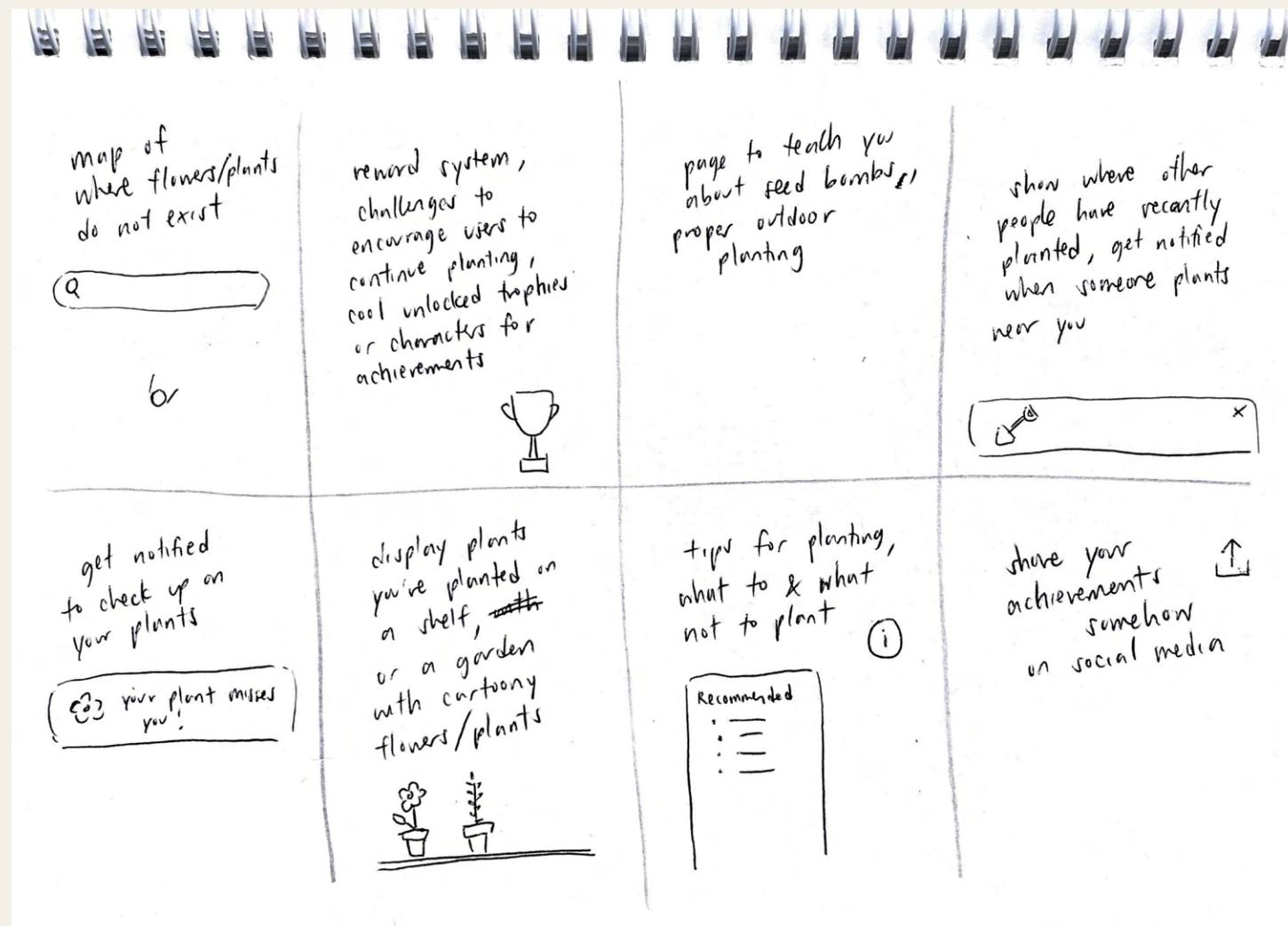
Pain Points

- seeing the decline in wildlife and native plants

How might we help plant enthusiasts find new places to grow their plants that as an effect, will also positively impact their environment?

Crazy 8s Brainstorm

8 ideas in 8 minutes



Crazy 8s is my favourite way to brainstorm ideas as it forces me to come up with ideas quickly without overthinking. I can then choose ideas here that have potential and later develop them in my app.

User Tasks

Must Include:

- Map of areas you can plant flowers and plants
- Icons on the map showing where you planted
- Saved places where you want to plant in the future
- Navigation system that guides you to a chosen location

Should Include:

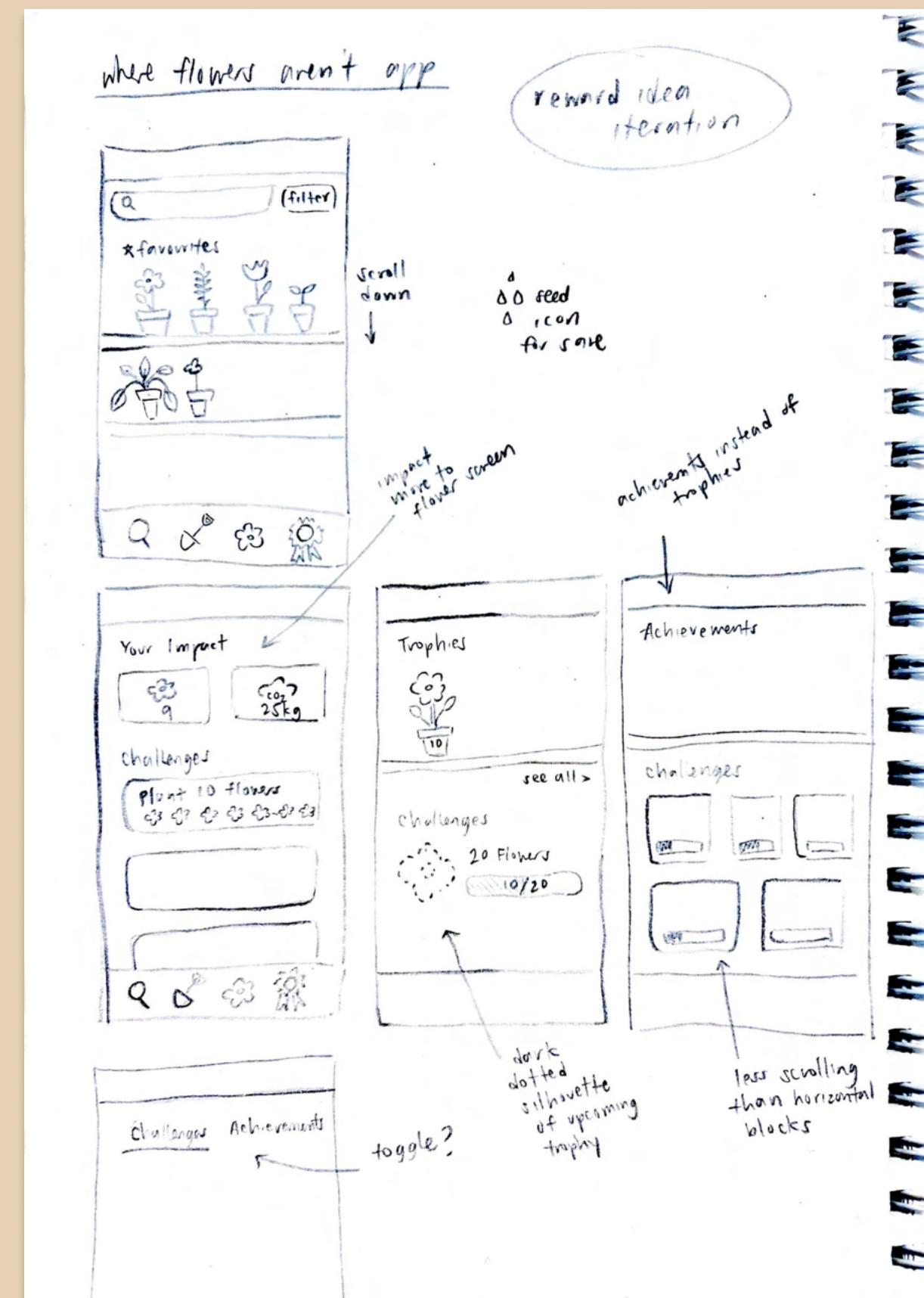
- Description page of planted flower/plant
- Special rewards for every time you plant
 - Unlock flower trophies by completing challenges
- Gallery of the plants you have planted
- Plant gallery filters: favourites, time planted, location

Could Include:

- Tracks the last time you visited your plant
- Pop-up modal or avatar prompting you to check challenges when you enter the app
- Flower animation for when you finish planting
- Log out/Settings



Low-Fidelity Wireframe Sketches



Medium-fidelity Wireframes

The wireframes illustrate the user interface for a mobile application, likely related to urban greening or local flora.

Top Row:

- Map View:** Shows a map of a residential area with landmarks like HYDE PARK, Woodhouse Moor, and Leeds University Business School. A search bar is at the top, and a footer navigation bar is at the bottom.
- Saved Places:** A list of saved locations, each with a checkbox, address, coordinates, and a note. One entry is "Near Aaron's house".
- Challenges:** A section showing progress towards challenges. One challenge, "Plant 10 Flowers", has a progress bar at 10/10.
- Achievements:** A section showing achievements. Three challenges are listed: "Plant 10 Flowers", "Plant 3 Native Flowers", and "Plant A Tree".

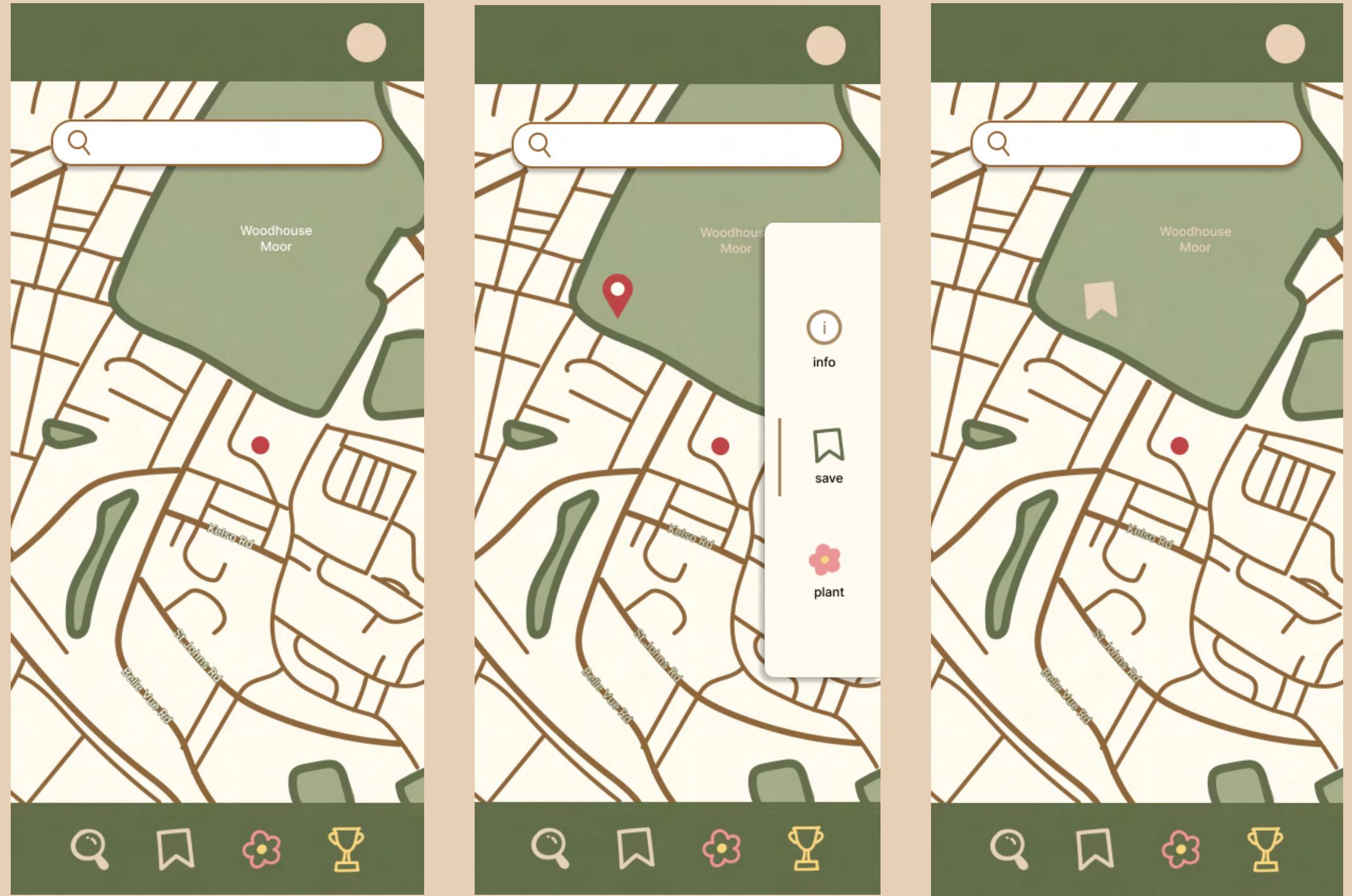
Bottom Row:

- Plant Description:** A form for adding a plant entry. It includes fields for Name, Plant Type, Date Planted, Notes, and an Add Image section with a done button.
- Your Impact:** A summary section showing a flower icon and the number 6.
- Your Plants:** A gallery showing four potted plants, each labeled "Lily" and dated "10/24/23". A search bar and filter button are at the top.
- Map View:** A detailed map view focusing on the Woodhouse Moor Allotments area, showing the location of the previously saved place.

High-fidelity Wireframes

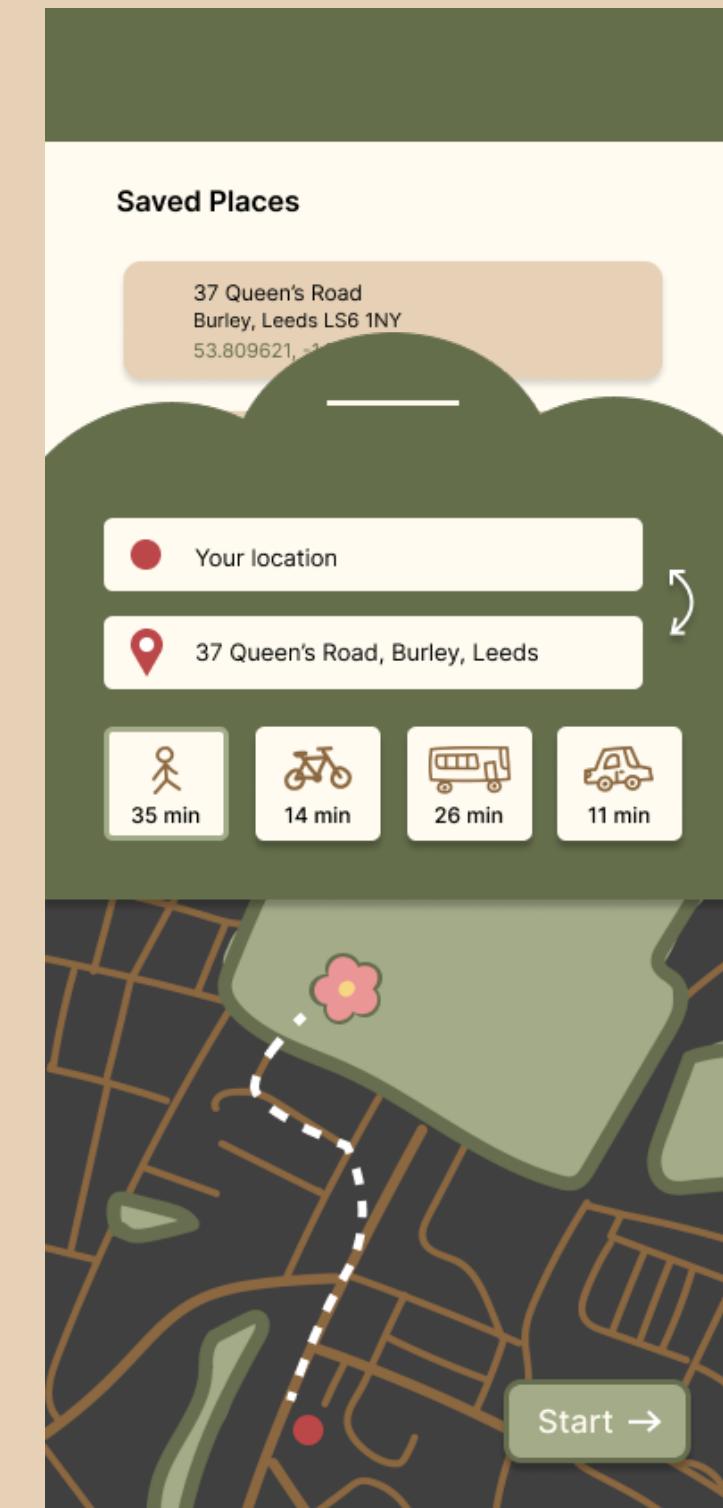
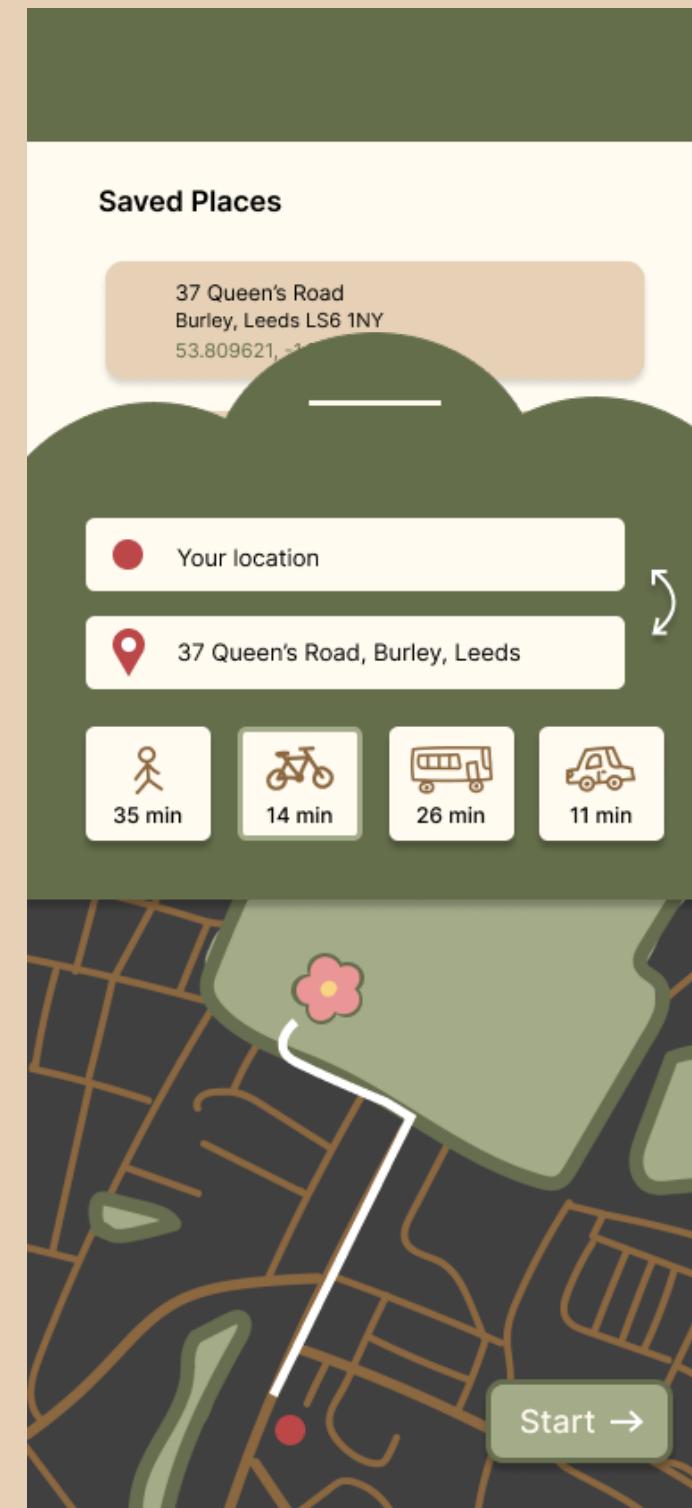
Home Page

Users open the app to a map and are able to tap on an area to either save the location or add a plant to their gallery with the indicated location.



Bookmark icon Saved Places

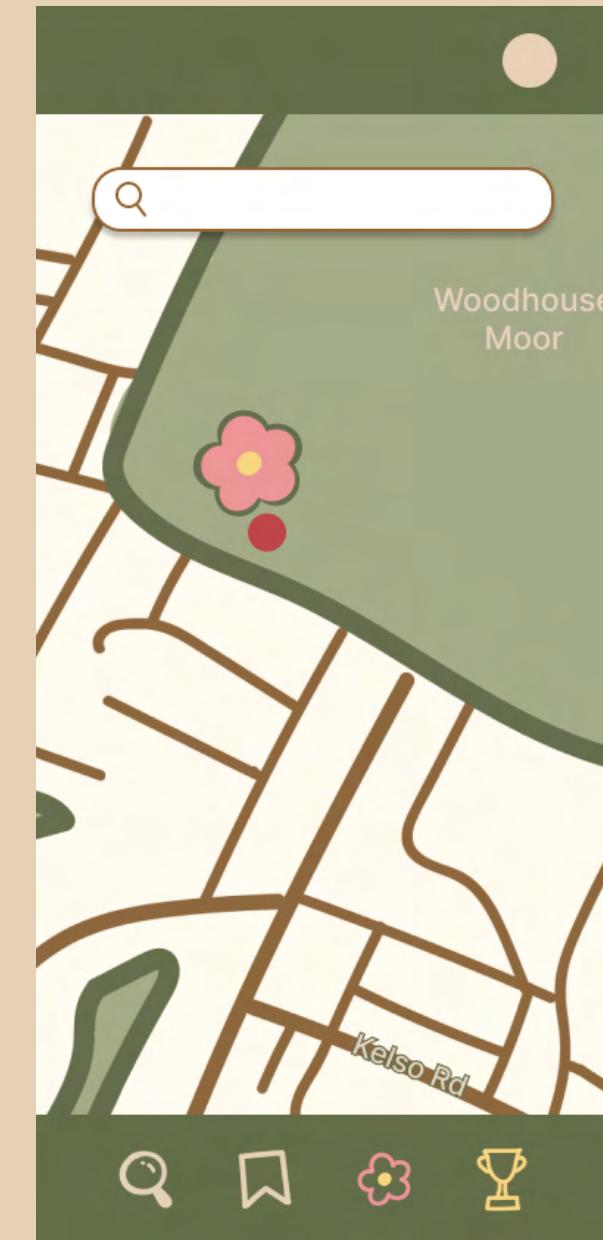
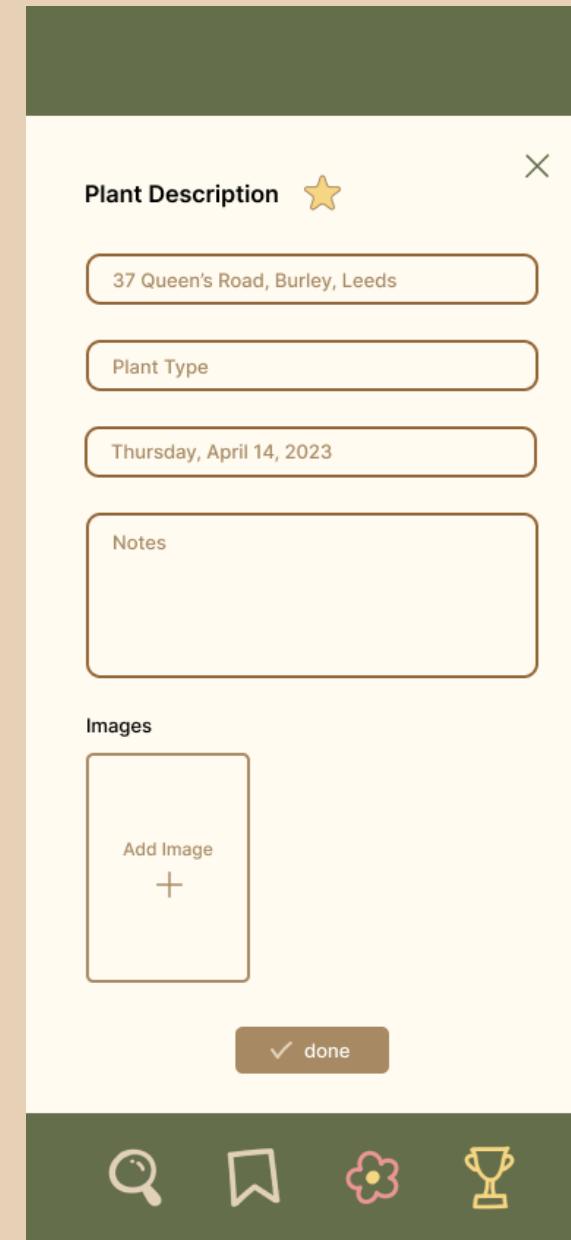
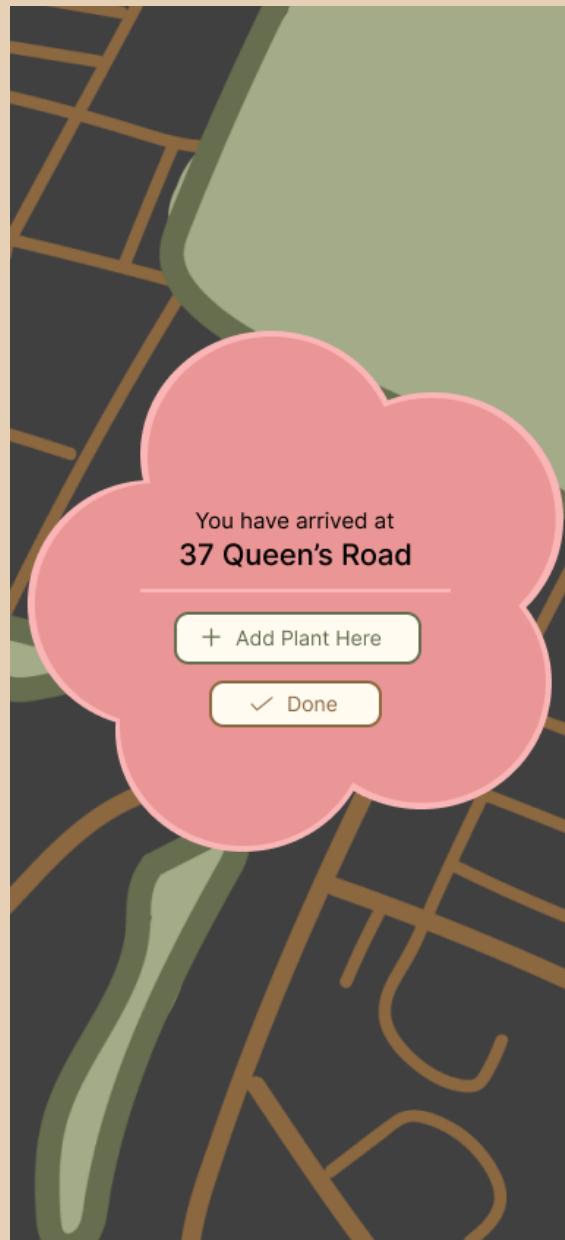
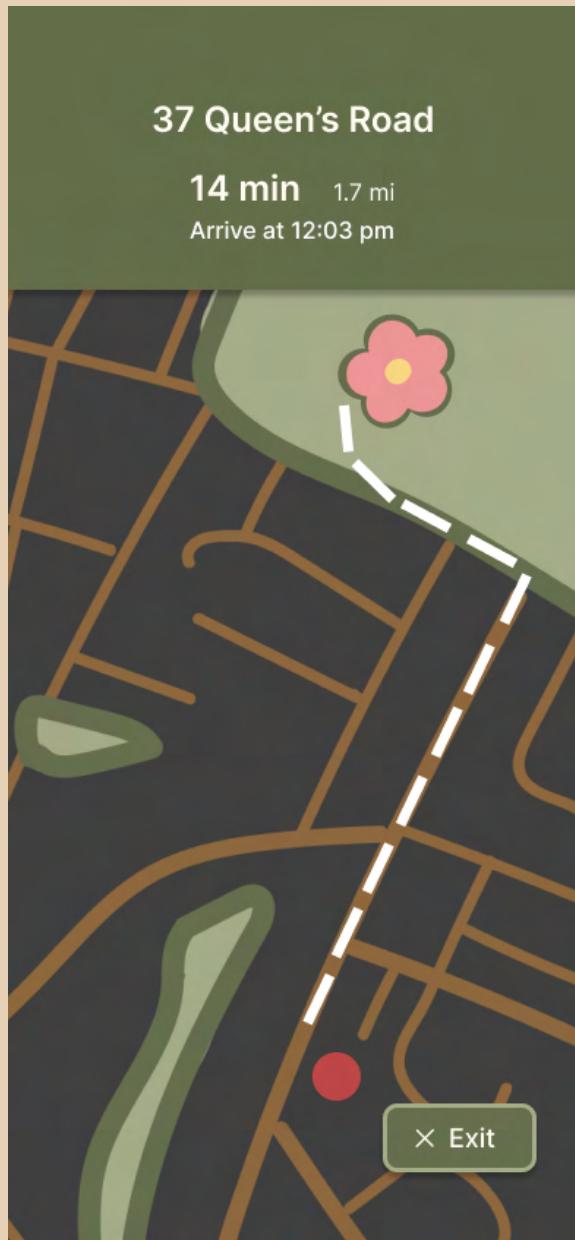
Users can save locations they want to plant in the future and find them again later in their Saved Places



Users can click their saved location to then start their guided navigation.

Navigate & Plant

Users can navigate to their chosen destination and plant a flower there in the app.



After Planting



After you planted a plant, a little icon will show on the saved location you planted at and your plant will be displayed in your plant gallery. The app keeps track of how many plants you've planted and approximately how much oxygen your plants have produced.

Saved Places

- 37 Queen's Road
Burley, Leeds LS6 1NY
53.809621, -1.569364 
- 12 Marshall Avenue
Woodhouse, Leeds LS6 2AT
53.802780, -1.522407
- 23 Devon Crescent
Headingly, Leeds LS6 2PG
53.833235, -1.572912
- 65 Maryland Road
Weetwood, Leeds LS6 7EM
53.831885, -1.584701



Saved Places

- 37 Queen's Road
Burley, Leeds LS6 1NY
53.809621, -1.569364  
- 12 Marshall Avenue
Woodhouse, Leeds LS6 2AT
53.802780, -1.522407
- 23 Devon Crescent
Headingly, Leeds LS6 2PG
53.833235, -1.572912
- 65 Maryland Road
Weetwood, Leeds LS6 7EM
53.831885, -1.584701



Your Impact

 6

 10 kg

Your Plants

filter ▾



Tulip
04/14/23



Chamomile
04/10/23



Lily
04/09/23



Royal Fern
04/07/23



Rose
04/01/23



Royal Fern
03/24/23



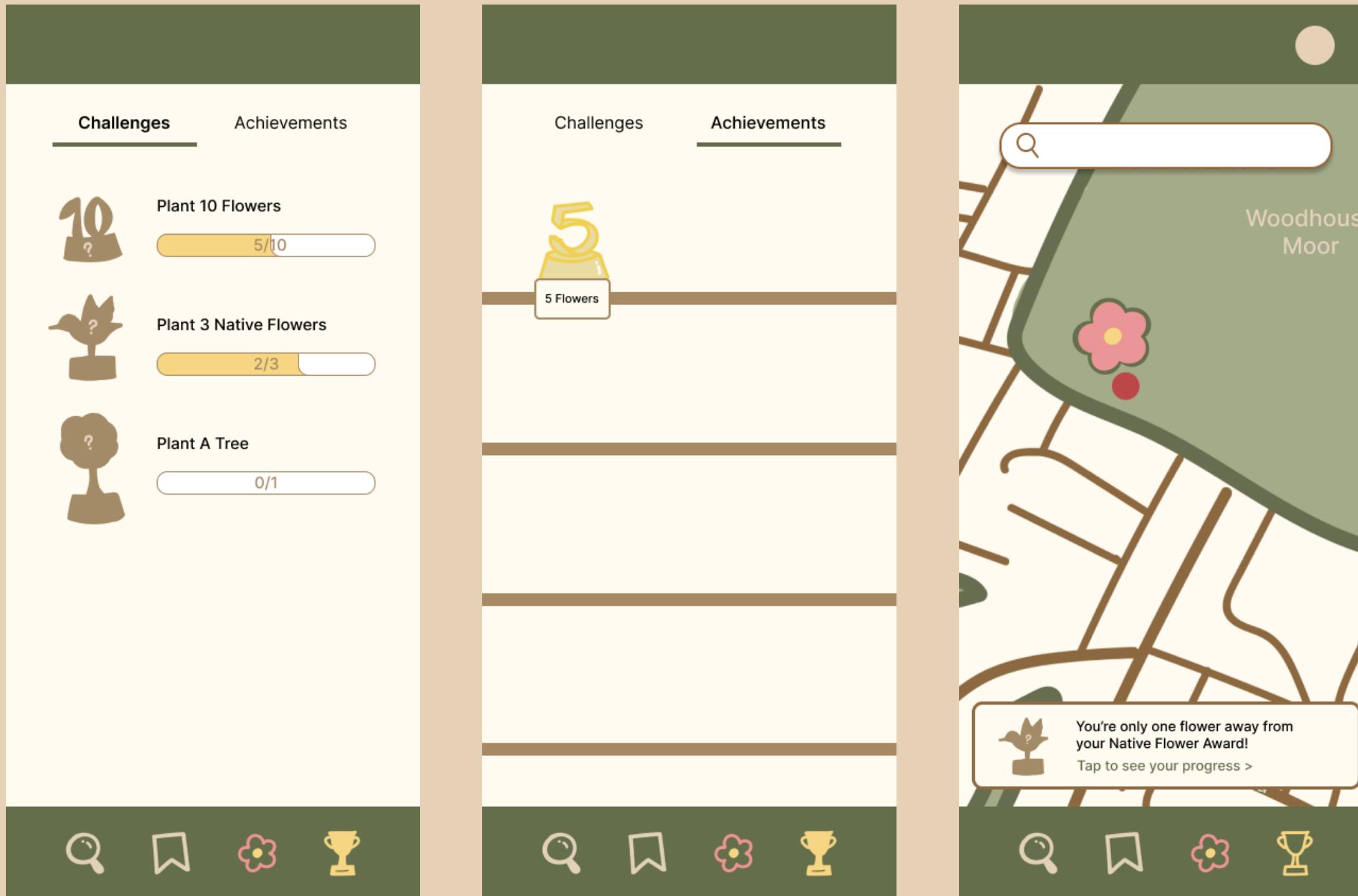
Lavender
03/24/23



Tulip
03/21/23







Challenges & Awards

Users are given challenges to complete and receive rewards for their accomplishments.

Where will you plant your flowers?
Where will you leave your mark? 