

Plant Care Pop

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Web Design

MCAD MAGWD

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The Brief

The Plant Care Pop is a yet-to-be-released (and theoretical) plant monitoring system based out of Philadelphia, PA. This Internet of Things (IoT) design aims to provide easy-to-understand plant monitoring and plant owner directives based on carefully navigating the greatly fluctuating temperatures of the four seasons experienced in the East Coast Mid-Atlantic state of Pennsylvania. Aesthetically, the Plant Care Pop aspires to be as non-descript and simple as a popsicle stick, so as not to detract from the naturally occurring beauty of the plants that we want to help you—help thrive.

What

It can be confusing to know what care to provide many different varieties of plants on a regular basis. The Plant Care Pop will monitor outdoor temperatures as well as interior soil and send notifications through an accompanying Applications to the plant owner with guidance on how to best care for the plant that is being monitored. Many Plant Care Pops can feed into one “Daily Digest” for ease of planning your day.



Who

The audience for the Plant Care Pop is, first and foremost, the client's hometown population of Philadelphia, PA. A primarily-walking city, and the sixth-largest city in the US, Philadelphia's residents take pride in brightening the sidewalks with planters and window boxes of many varieties of plants.

Why

In addition to the typical fluctuation in temperatures and weathers of a four-season region, because Philadelphia adjoins two rivers (West Philadelphia is beyond the Schuylkill River and, on the other side, is next to the Delaware River), temperatures throughout the city can vary.

How

Equipped with Temperature Sensors, Sunlight Sensors, Plant Nutrient Monitors, and a Soil Moisture Detector, the Plant Care Pop tracks many layers of data, and only notifies the Plant Owner when certain Care is needed.

Plant
Care
Pop



Local Precedents

via Google Maps



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Pop Set-Up

*Understated
Accompaniment*

We let your plants do the talking.



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Pop Set-Up



As simple as this:
but more robust than any other IoT
plant health device of this kind.



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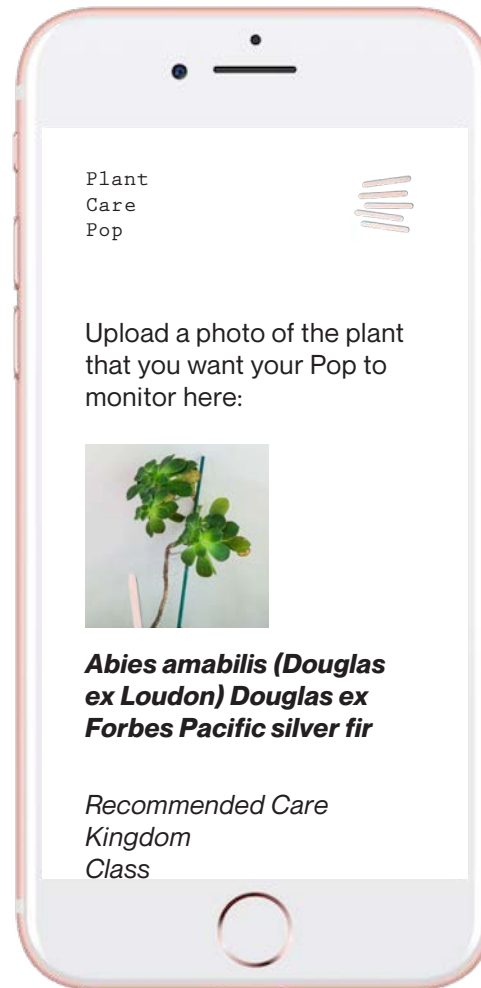


Pop Set-Up

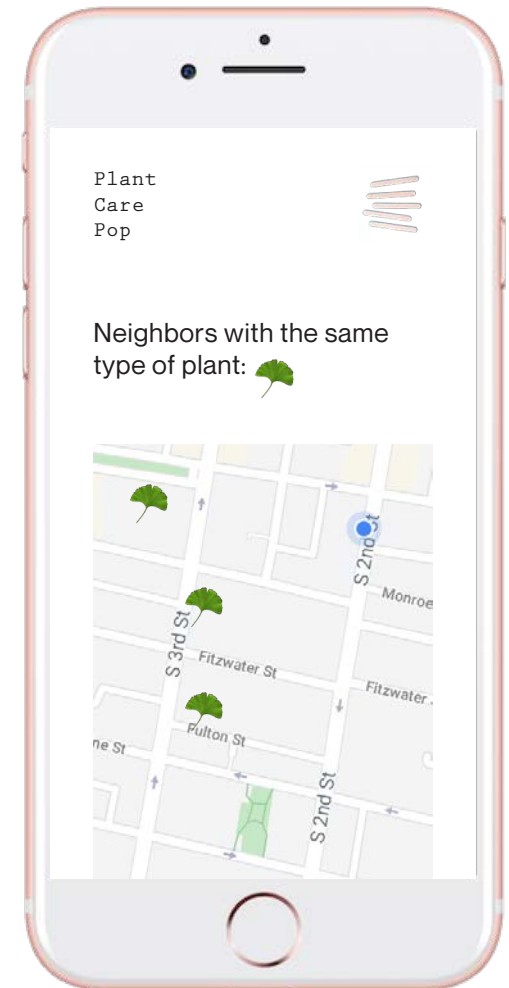
*Plant your Pop &
let your phone connect.*



PLANT IDENTIFICATION



LOCAL PLANT COMMUNITY





*Plant your Pop &
let your phone connect.*



Plant
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Solar diagramming &
directives based on the exact
coordinates of your Plant:

leaves and overhangs to seasonally regulate solar gain

ex glazing at south wall

SOUTH

deciduous trees provide seasonal shading for south-facing glazing

seasonal sun diagram

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Local weather updates & directives based on the exact coordinates and readings from your Plant:

The chart displays a 24-hour weather forecast. The x-axis shows time in 2-hour increments from 12 to 20. The y-axis represents temperature and precipitation. A red line indicates the temperature, which starts at 21, drops to 18, and then rises to 20. Blue bars represent precipitation, with values of 0.7, 0.4, 0.7, 0, 0, and 0.4. Weather icons include clouds, rain, and sun. Wind direction and speed are indicated by arrows at the bottom of the chart.

Time	Temperature	Precipitation	Weather	Wind
12	21	0.7	Cloudy	↗
14	18	0.4	Cloudy	↗
16	18	0.7	Cloudy	↗
18	19	0	Cloudy	↗
20	20	0	Cloudy	↗
22	20	0.4	Cloudy	↗



User Persona 1

*Local Hair Salon – Queen Village
near the Delaware River
15 outdoor plants*

“The wind from the Delaware cuts directly through to our corner, and in the summer this is lovely, but in the late Fall, we never know when to bring our plants inside. Because we’re a business, it’s easy for us to get distracted by taking care of our clients until it’s too late. Last Fall we lost 6 of our best plants. They had seemed to be doing really well!”



Proposed User Flow





User Persona 2

*Amy, 21 – UPenn Student
living off-campus in West
Philadelphia. First apartment;
first time owning a plant;
2 desk plants.*

“I feel the same way about taking care of the two plants that I bought at Ikea recently as I do about cooking. When I read the instructions that came with the plant, it’s the same as reading a recipe: I only have a million other questions! I really don’t want to kill my plants. If I kill my plants, I don’t think I should get a puppy, and I really want a puppy.”

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User Persona 2

Proposed User Flow





User Persona 3

*Ed, 72 – Recent widower & recent retiree living in a large home with a yard in Society Hill (near Independence Hall);
45 outdoor plants*

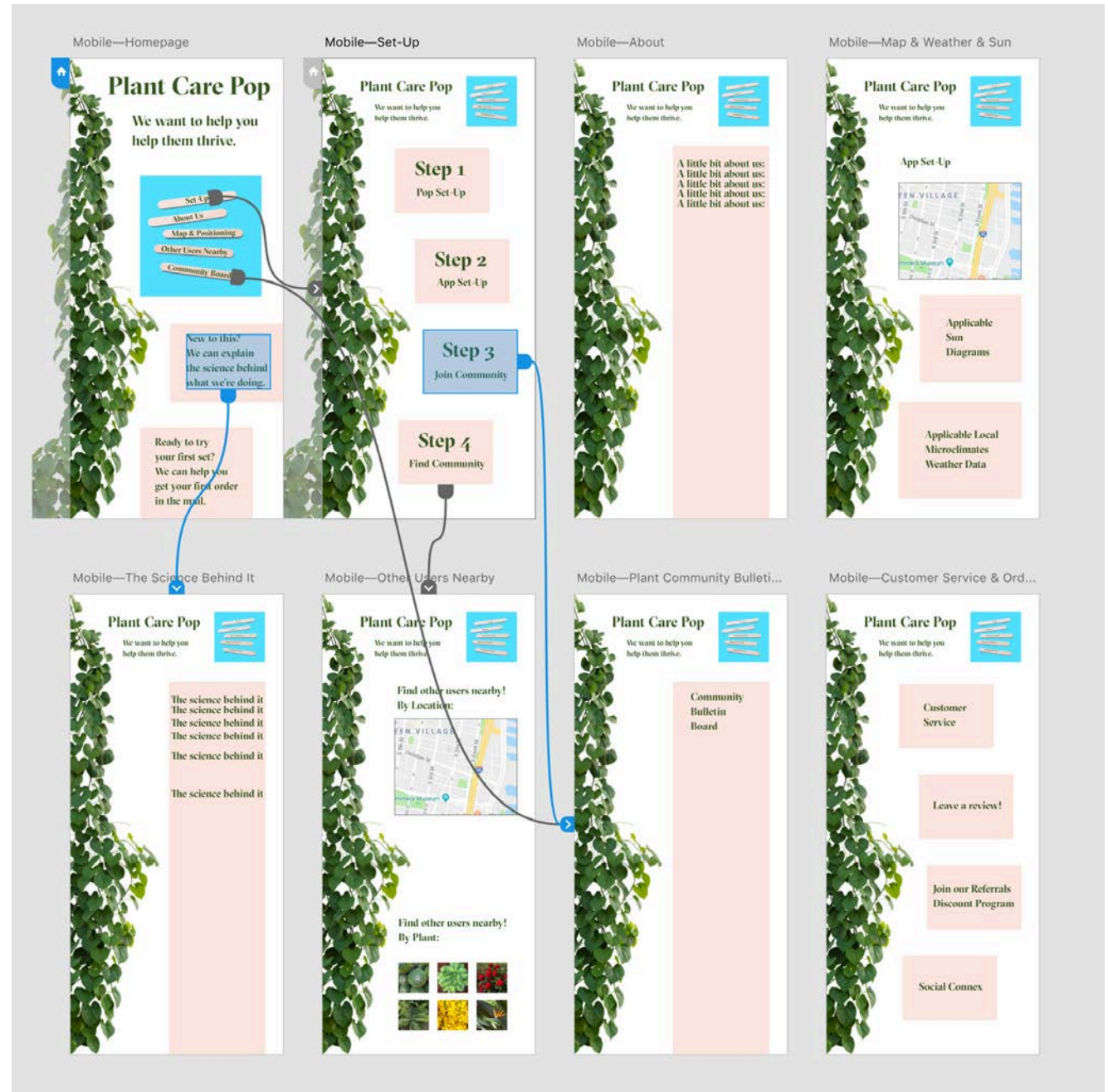
“The wind from the Delaware cuts directly through to our corner, and in the summer this is lovely, but in the late Fall, we never know when to bring our plants inside. Because we’re a business, it’s easy for us to get distracted by taking care of our clients until it’s too late. Last Fall we lost 6 of our best plants. They had seemed to be doing really well!”

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User Persona 3

Proposed User Flow



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*We want to help you
help them thrive.*



Homepage

*Desktop
Wireframe*



Set-Up

About Us

Map & Positioning

Other Users

Community Board

Ready to try
your first set?
We can help you
get your first order
in the mail.

New to this?
We can explain
the science behind
what we're doing.

Read our
terms & conditions
here.

Footer Copyright & Social Icons

Plant
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Set-Up Home Base

*Desktop
Wireframe*

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Step 1

Pop Set-Up

Step 2

App Set-Up

Step 3

Join the Community

Step 4

Find Community

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Pop



Map & Position

*Desktop
Wireframe*

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help them thrive.*



Map

Maps

Sun

Diagrams

Weather

Forecasts

Plant
Care
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The Science

Desktop
Wireframe

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*We want to help you
help them thrive.*



The science behind

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Find Nearby Users

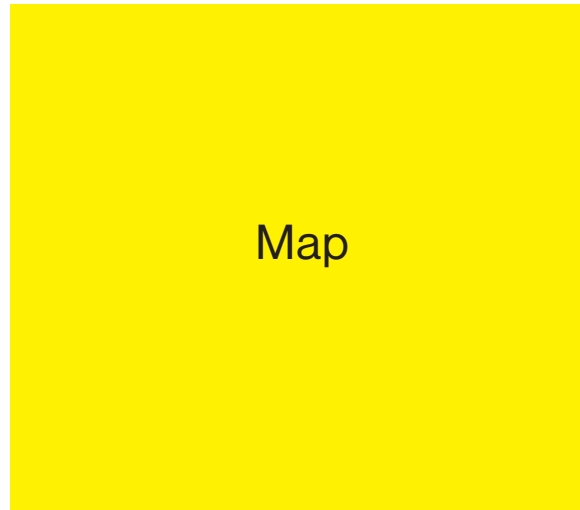
*Desktop
Wireframe*

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*We want to help you
help them thrive.*

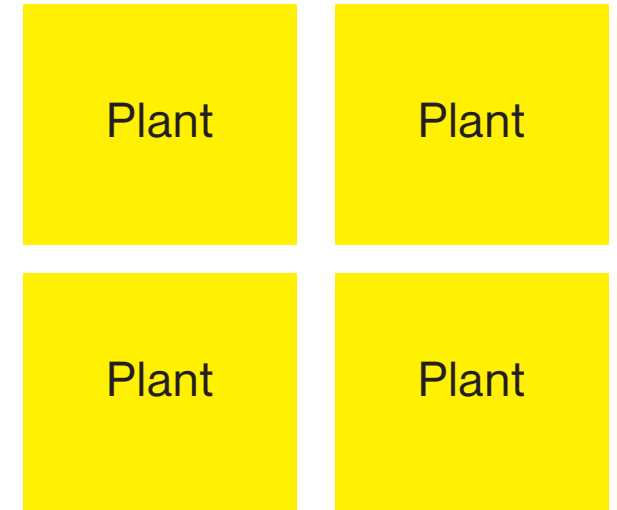


Find other
users nearby
by map:



Map

Find other
users nearby
by plant:



Plant
Care
Pop



Community Bulletin

*Desktop
Wireframe*

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*We want to help you
help them thrive.*



User

Listserv Entry

User

Listserv Entry

User

Listserv Entry

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Plant
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Customer Service

*Desktop
Wireframe*

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*We want to help you
help them thrive.*



Customer
Service

Leave
a review!

Join our
Refferrals
Program

Read what
the press
is saying

Footer Copyright & Social Icons



Heading

Prestige Elite

Standard Bold

TIER 2 HEADING
NEUE MONTREAL
BOLD ITALIC

Body Text

Prestige Elite Standard

Bold Slanted

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

A B C D E F G H I J K L M N O P Q

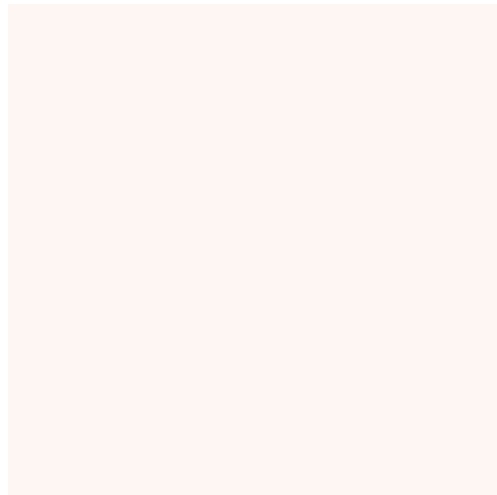
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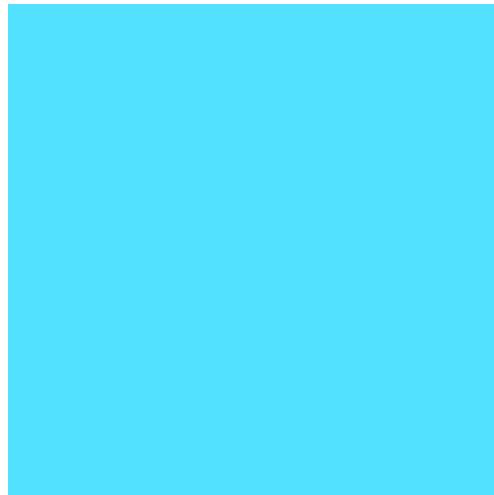
r s t u v w x y z

1 2 3 4 5 6 7 8 9

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Happy
planting!