

	PictureThis	Planta	Gardenia	Dog Scanner	Shroomify	Youtube (Planterina & Crazy Plant Guy)
<b>Description &amp; Links</b> <i>(For easy access)</i>	<p>App Store Description: "Encounter a beautiful, unknown plant during your walk? Want to inspire your children? Need advice on how to care for your plants? Simply take a photo of the plant and PictureThis will complete a plant identification to answer all your questions about it!"</p> <p>Source: <a href="https://apps.apple.com/us/app/picturethis-plant-identifier/id1252497129">https://apps.apple.com/us/app/picturethis-plant-identifier/id1252497129</a></p>	<p>Let Planta help you to get impressive, thriving plants:</p> <ul style="list-style-type: none"> <li>- Smart Care Reminders</li> <li>- Step by step guides</li> <li>- Light meter will help you find plants for every corner of your home</li> <li>- Plant recommendations - based on your skill</li> <li>- Plant identification</li> <li>- Dr. Planta</li> <li>- All the info - just to be sure</li> <li>- Plant Journal</li> </ul>	<p>Gardenia is an app that helps you manage your garden with care tips. You can use this app to organize tasks, set smart gardening reminders, and browse a vast species database to get gardening tips on sun exposure, watering, and more.</p>	<p>Dog recognition as easy as it gets! Despite the small app size you will get all features and be able to identify a dog's breed or get access to our extensive database at any time! Before you consider getting an expensive DNA test, simply scan your dog with the app and the dog breed will automatically be determined within seconds!</p> <p><a href="https://apps.apple.com/us/app/dog-scanner/id1447489158">https://apps.apple.com/us/app/dog-scanner/id1447489158</a></p>	<p>Mushroom Identification made simple! Quick and easy to use, you simply select the characteristics of the fungi you would like to identify and the in-app algorithms work out the most likely matching mushrooms. Your position is used to load a relevant dataset to show mushrooms that occur in your country or region. Graphs for growth and cultivation tools are also provided.</p> <p><a href="https://apps.apple.com/us/app/shroomify-mushroom-id-usa/id1490594716">https://apps.apple.com/us/app/shroomify-mushroom-id-usa/id1490594716</a></p>	<p>Indoor plant care tips sourced from community individuals (aka they don't have actual expertise, just experiential)</p> <p>Planterina: <a href="https://www.youtube.com/c/Planterina/videos">https://www.youtube.com/c/Planterina/videos</a></p> <p>Crazy Plant Guy: <a href="https://www.youtube.com/c/CrazyPlantGuy/videos">https://www.youtube.com/c/CrazyPlantGuy/videos</a></p>
<b>Strengths</b> <i>(What did this medium do well? What are your first impressions?)</i>	<ul style="list-style-type: none"> <li>- Very comprehensive and functional. Users who download the app to use the automatic plant identification feature may be pleasantly surprised by the amount of other useful features for new and old plant parents alike.</li> <li>- After identifying a plant, users are automatically directed to an easy-to-navigate guide on plant care info about that plant.</li> </ul>	<ul style="list-style-type: none"> <li>- The app is very straightforward in how you should use each feature, making it easily navigatable. As you walk through the app, they let you know one step at a time, what the following steps are.</li> <li>- There is a very organized division of categories on the bottom navigation bar, which makes finding different features a lot easier</li> </ul>	<ul style="list-style-type: none"> <li>- App colors are easy on the eye and add to its simplicity</li> <li>- Onboarding is very straightforward and easy</li> <li>- App structure is very simple and easy to navigate</li> <li>- App is completely free to use</li> </ul>	<ul style="list-style-type: none"> <li>- The architectural hierarchy of the app is intuitive and sensible. The main feature (camera scanner) is the landing page once you sign in to the app. The rest of the main features are outlined in the nav bar: History, Search, Feed, and Profile.</li> <li>- Targets user retention by including features that users would want to go back to / keep track of (e.g., unlocking achievements, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- Easy user interface and design to introduce complex fungi characteristics to new users through intuitive UX</li> <li>- Initial setup and navigation is easy, no need to sign up</li> <li>- Free to use application</li> <li>- Provides up to date information based on geographical location and seasons</li> </ul>	<ul style="list-style-type: none"> <li>- Easily accessible, Youtube is a popular video-sharing platform that has over 2 billion active users (<a href="#">Global Media Insight: Youtube User Statistics</a>)</li> <li>- Advice from average/common people (Ethos), establishing sense of "anyone can tend for plants" idea</li> <li>- Video format with specified topics (less reading!)</li> </ul>
<b>Weaknesses</b> <i>(What are the major gaps or flaws in the medium overall?)</i>	<ul style="list-style-type: none"> <li>- Many elements have options to leave a thumbs-up/thumbs-down but it's unclear how this information is used, and who else can access it. Since users cannot even comment on things in the app to discuss why they do/do not like something, this minor interaction element seems to lack purpose.</li> <li>- Home tab just seems to be a bunch of blog posts.</li> </ul>	<ul style="list-style-type: none"> <li>- Searching for plants can be very overwhelming; their browsing options are so large that it makes a simple search for a plant challenging</li> <li>- A lot of their features are premium use only; only the most basic features are available to the users in the free option</li> </ul>	<ul style="list-style-type: none"> <li>- Plant species details is very broad ("average")</li> <li>- Many buttons are unclear and thus make it difficult to use</li> <li>- The app sometimes prioritizes aesthetics over function</li> </ul>	<ul style="list-style-type: none"> <li>- Interface design is a bit cluttered / unrefined. Ads that come with the free version distract users from the app's functionality and make navigation less intuitive. Some features are embedded in pages, making it harder to access the app's full functionality.</li> <li>- In the dog breed description pages, information is written out in long paragraph form instead of bullet points.</li> </ul>	<ul style="list-style-type: none"> <li>- Groups of images displayed in a cluttered manner</li> <li>- Search feature indexing issues with no user "help" i.e. does not support misspelled words, important for novices</li> <li>- No internet connectivity for blogging or chat features</li> <li>- No notetaking/monitoring features</li> </ul>	<ul style="list-style-type: none"> <li>- Users must sift through videos and channels on their own to determine what information is relevant/credible (as opposed to a platform that is credible specifically for plants, like a botanist)</li> <li>- Decentralized: will likely have to reference multiple channels to find information you would need</li> </ul>
<b>Interface Design</b> <i>(Visually, did they make good choices for the intended audience? Are icons done well? Illustrations on point? How's the overall typography?)</i>	<ul style="list-style-type: none"> <li>- Branding is simple and functional; nothing really stands out but it's very clean and easy to navigate for the most part.</li> <li>- Consistent design elements (mid medium green and white colors, rounded elements, 1-2 main sans serif font choices, header style) for most pages</li> <li>- Pairs most main elements on each page (such as blog posts/articles, features, items in the marketplace, etc.) with icons.</li> </ul>	<ul style="list-style-type: none"> <li>- The interface is very minimalist; black background and complimentary colors for buttons and icons</li> <li>- The images are simple plant images, non-distracting images that can add to the page by making it look more interesting</li> <li>- The interface is personalized to show your weather at the very top of the home page and your choice of plant in the my plants section</li> </ul>	<p>Interface is simple but buttons are confusing. Lacks indication of what certain buttons do, and, as a result, makes the user experience difficult to navigate.</p>	<ul style="list-style-type: none"> <li>- Icons are consistent design and are good indicators of what they lead to</li> <li>- Interaction design of the nav bar is interesting, expanding the navigational icon to include a title of the page (ex. Camera icon expands to say "Scanner") when selected</li> <li>- Interface is cluttered with ads, making it hard to access the app's feature touch screen</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent colorscheme with appropriate details and typography</li> <li>- UX "flow" easy to navigate for new users</li> <li>- Interaction design not modernized, lack of rich text and graphics in favor of web2 concepts</li> <li>- Information categorized appropriately i.e. edibility and poisonous characteristics</li> </ul>	<ul style="list-style-type: none"> <li>- Not uniform across different channels; varying video and photo editing styles, as well as different ways of presenting information</li> <li>- Some channels might have sponsored content where they'll talk about products that may be irrelevant to the viewer</li> <li>- On Youtube itself, ads cause lag times between users clicking on a video and actually watching the content, interrupting the experience</li> </ul>
<b>Item Identification</b> <i>(How do they vary/include this feature of identifying the plant/item?)</i>	<ul style="list-style-type: none"> <li>- Plants can be identified by taking or uploading a picture of the plant (use in-app camera or upload from camera roll); can also take pictures from different angles and distances for better accuracy</li> <li>- Also offers identification for trees, weeds, insects, birds, pet toxicity (plants)</li> <li>- Also offers identification and diagnosis for plant diseases of the whole plant, in leaves, stems, flowers, fruits, roots, and caused by pests</li> </ul>	<ul style="list-style-type: none"> <li>- Plants can be identified through browsing the different plant categories; there categories are very general and broad but can be narrowed down using the filter option based on light, difficulty, toxicity, misting, flower color, leaf color, edible, and size</li> <li>- With the premium version, users can identify their plants by using their camera to scan it</li> </ul>	<p>Gardenia contains a plant database that requires you to look up the species you own. There is no picture identification technology.</p>	<ul style="list-style-type: none"> <li>- App's landing page is the camera scanner, which strategically prioritizes the main feature of the app / action of the user</li> <li>- Has ability to take a photo while on the app, or browse your phone's photo library to scan a dog</li> <li>- When first setting up an account, includes onboarding screens that include visuals &amp; instructions for optimal image quality for accurate identification of dog breed</li> </ul>	<p>Users are able to select attributes of mushrooms both visual and sensory in order for the app to search a built in preloaded database of over 500 common fungi and 1000 images. Regular app updates allow for seasonal accuracy and geopositioning features allow users to see local varieties of species they see on the app.</p>	<ul style="list-style-type: none"> <li>- Does not support item verification, reliance on users to input relevant words into search query to bring about relevant videos</li> </ul>
<b>Habit Tracking</b> <i>(How do they track plant care/habits?)</i>	<ul style="list-style-type: none"> <li>- Users are able to make entries into a "Plant Diary" for each of the plants in their garden that can include text and photo updates, which are organized chronologically</li> <li>- Users can set reminders for plant care (i.e. water every day, fertilize every 30 days) but do not have a designated tracker to record whether they followed through on reminders</li> </ul>	<p>After inputting all your plant's information (what plant it is, when it was last watered, it's location), the app generates a care schedule. The schedule has three main subsections: Today's tasks, upcoming tasks, and history. Today's tasks shows any tasks needed for that day and instructions on how to do so. The Upcoming tasks section shows future tasks and the date in which they should be completed. The History section shows a record of past tasks.</p>	<p>Each "plant" you own has its own habits that you can set. However, these are hard to view because they are under each individual plant and so you need to tap into each plant one at a time to view or edit habits.</p>	<ul style="list-style-type: none"> <li>- Doesn't have habit tracking capabilities of a specific dog</li> </ul>	<p>Graphs help you see how common it is and when in the year it is most common, along with growth cycle diagrams illustrating when edible fungi are "ripe" for eating. App frequently provides "further reading" links with credible scientific journal articles as well as specialized information depending the family of fungi and specific mushrooms</p>	<ul style="list-style-type: none"> <li>- Does not have specific features to support habit tracking, but some videos will tell users how frequently they should be watering, changing soil, fertilizing, etc.</li> </ul>
<b>Education</b> <i>(How do they educate the user about specific plants?)</i>	<ul style="list-style-type: none"> <li>- Identification: Once a plant has been identified, information pops up about how to care for it (conditions, care guide, pests and diseases, and gardening tips), as well as information about the plant itself (name and scientific classification, frequently asked questions, descriptions, name story, symbolism, characteristics, and uses)</li> <li>- Diagnose: Users can diagnose, find information about, and learn more about</li> </ul>	<ul style="list-style-type: none"> <li>- The care schedule lists any specific information needed in order to properly care for the plant.</li> <li>- When finding your plant via browsing each category, you will be able to see each plant's care information as well as characteristics of the plant and articles related to that specific plant's care schedule</li> </ul>	<p>Under each plant you have, there is a details section that shows info on water, fertilization, and soil needs amongst other details. However, these are incredibly broad and do not give specifics ("average" fertilization and soil. What does that even mean??)</p>	<ul style="list-style-type: none"> <li>- After scanning a dog, can view details/data about the dog breed (ex. summary, photos, description, history, recognition rate, also known as etc.)</li> <li>- Has a search functionality to search a dog breed and view details about the dog breed (doesn't require scanning the dog to learn more about it)</li> </ul>	<p>You can view the "Top 20" of the month which lists all the common Fungi growing in the month you are in. Information is provided in a digestible manner, with key attributes highlighted (habitat, cap shape, cap color/width, stem size, edibility, poison characteristics) with additional information available for users wanting more in depth reading.</p>	<ul style="list-style-type: none"> <li>- These two particular Youtube channels have videos that aim to educate viewers on plant care based on their personal experience, such as: how much water is required, what level of sunlight is needed, etc.</li> <li>- Can educate users of what kinds of plants exist, what kinds of planter pots/fertilizers/etc. are best for certain kinds of plants, how to take care of them, etc.</li> </ul>

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<b>User Personalization &amp; Customization</b> <i>(How is the user able to personalize their experience?)</i>	<ul style="list-style-type: none"> <li>- Users can customize their garden by adding notes, inputting diary entries, creating plant type collections/folders, and setting plant care reminders for themselves. However, that is the extent of user customization whether or not they have made an account on the app.</li> </ul>	<ul style="list-style-type: none"> <li>- Users can share their location in order to find comatible plants with the weather</li> <li>- Users can choose their plant, name it, and upload pictures of it</li> <li>- Users can also add notes in their progress update, which serves mostly as a plant journal</li> </ul>	<p>There are sufficient customization options for plants; you may name your plant and add a picture of it. However that is the extent of customization.</p>	<ul style="list-style-type: none"> <li>- After scanning a dog / dogs, the app creates a summary of the user's history, where they can access dog breeds that have been scanned by the user in the past. This creates a personalized feed of past dog breeds the user has scanned.</li> <li>- The profile feature allows the user to select a profile picture, username, and description. It also shows the number of breeds the user has scanned (as of 2/27, displayed)</li> </ul>	<ul style="list-style-type: none"> <li>- Users can share their location in order to find relevant local entries</li> <li>- App retains user search history for easy re-lookup</li> </ul>	<ul style="list-style-type: none"> <li>- Can subscribe to channels to stay updated on content</li> <li>- Can like or dislike videos to personalize what Youtube videos get recommended</li> </ul>
<b>Reminders</b> <i>(How does the medium including notifications or making use of reminders?)</i>	<ul style="list-style-type: none"> <li>- Users can set reminders for plant care (i.e. water every day, fertilize every 30 days) but do not have a designated tracker to record whether they followed through on reminders</li> <li>- Reminders are sent out through push notifications to users' devices</li> <li>- Users can customize how often reminders are sent out for each plant in their garden</li> </ul>	<p>Reminders, if allowed, will be set to help users remain on track with their plant's care schedule. These reminders are sent as a notification on your device. In addition, each time users open the My Plants section and navigate to their plant, they will be able to see upcoming tasks</p>	<p>You can set reminders for each individual plant, but customization also makes it a hassle if you have lots of plants. Additionally, there is no way to view all your actionables for today which makes it tedious to view all your reminders or edit them at once.</p>	<p>No reminder features.</p>	<p>No reminder features.</p>	<p>No reminder features</p>
<b>Advice / Chatting / Social Features</b> <i>(Can users communicate with each other on this medium?)</i>	<ul style="list-style-type: none"> <li>- Offers one-on-one consultations with experts to diagnose and treat plant and gardening problems, but only for members on the premium (paid) version</li> <li>- Users are able to "like" topics and blogs/articles posted by the app and share them (to other platforms), but users themselves are unable to make posts or interact with each other on the app</li> </ul>	<p>No social features.</p>	<p>No social features.</p>	<ul style="list-style-type: none"> <li>- The feed feature allows users to browse an Instagram-like feed that shows photos other users have posted of their dogs. Users are able to like, comment, and share these posts. Users are able to toggle between new posts, posts from friends, top posts, and active posts.</li> <li>- Can share posts with friends by sending a picture directly from the app</li> </ul>	<p>No social features.</p>	<ul style="list-style-type: none"> <li>- Commenting feature allows viewers to comment on the video that the video publisher can see and reply to, as well as other viewers who might want to reply</li> <li>- More credible source for advice since users are able to see how the plant is thriving in the video, thus establishing ethos for the video publisher -&gt; more likely to ask and believe in the advice given since they are able to see results</li> </ul>
<b>Journaling</b> <i>(Can users document their progress with this medium?)</i>	<ul style="list-style-type: none"> <li>- Users can take notes on plants in the app's garden (<i>user flow</i>: take photo of plant --&gt; snap history --&gt; user adds the plant to "My Garden" --&gt; open plant profile to access notes, care, and plant info)</li> <li>- <i>Features</i>: Timeline ("20 Jan, 22 — Plant Added"), Plant Diary where users can type notes about their plant's progress and add up to 3 images per update (with dates for each entry in the plant diary)</li> </ul>	<p>Users are able to document their plant's progress in a monthly progress update task. This task serves as a plant journal where user's can write notes, take pictures, update plant health levels, and overall see any progress made.</p>	<p>No journaling features.</p>	<p>No journaling features</p>	<p>No journaling features.</p>	<p>No journaling features</p>