



The Plant Project

By Krithika Govind



What is the Plant Project?

A website where you can track your sustainable activities and grow your own virtual plant. You can also participate in a Community Garden and see the other plants people have grown.



Problem Statement

In our busy and fast-paced lives, we often don't have time to think about how much we impact the environment. This website is a way for people to make a conscious effort in helping the environment, while getting positive reinforcement in the form of a virtual plant.



Key Components

Add Activity Form

Form for users to log the daily activities that they did to help the environment. Allows the selection of multiple activities.

My Plant

The main page where the user's plant grows. Provides positive visual feedback for each activity the user completes.

Community Garden

A place for users to publicly display their plants. Provides a sense of community to see other people participating in sustainable efforts.



Users and Audience

Working Adults

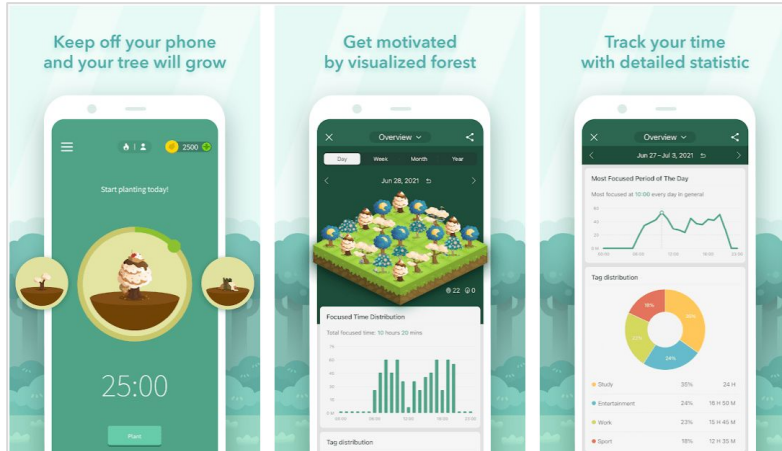
Adults who are busy but want to make an effort to help the environment.

Students

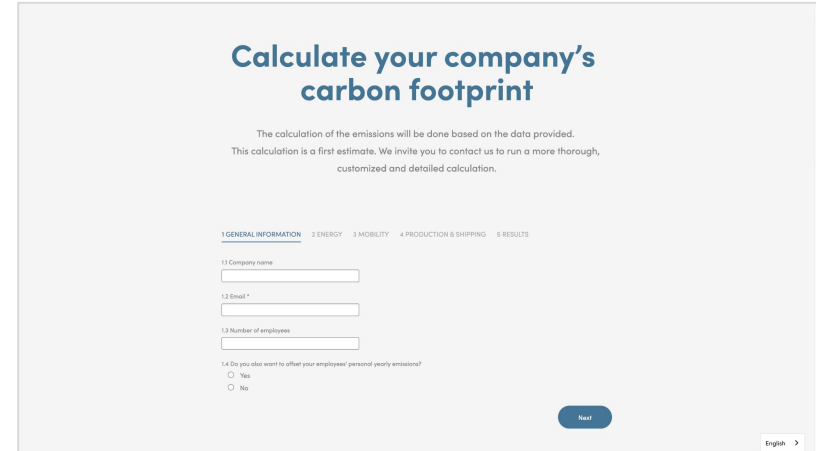
Students who learn about environment conservation, but need the reinforcement and structure to track their efforts.



Comparative Analysis



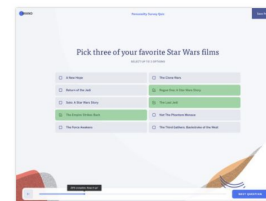
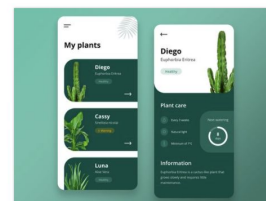
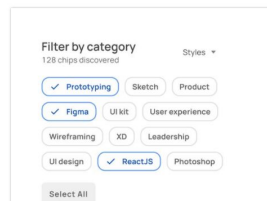
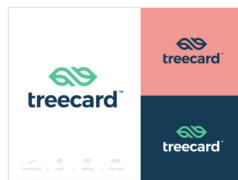
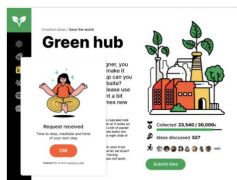
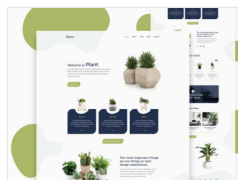
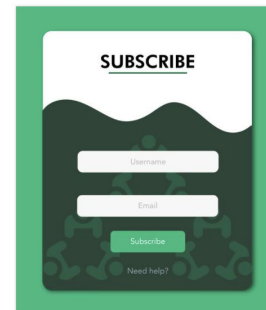
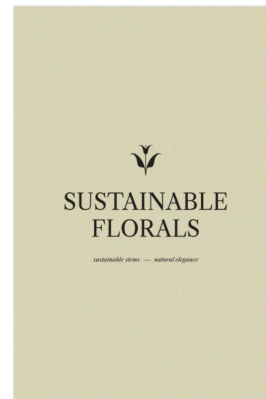
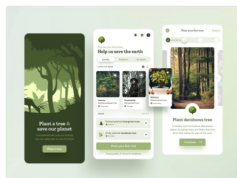
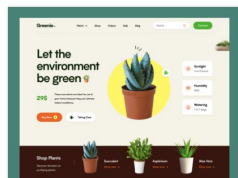
Forest Mobile App by Seekrtech



Carbon Footprint Tracker by On A Mission

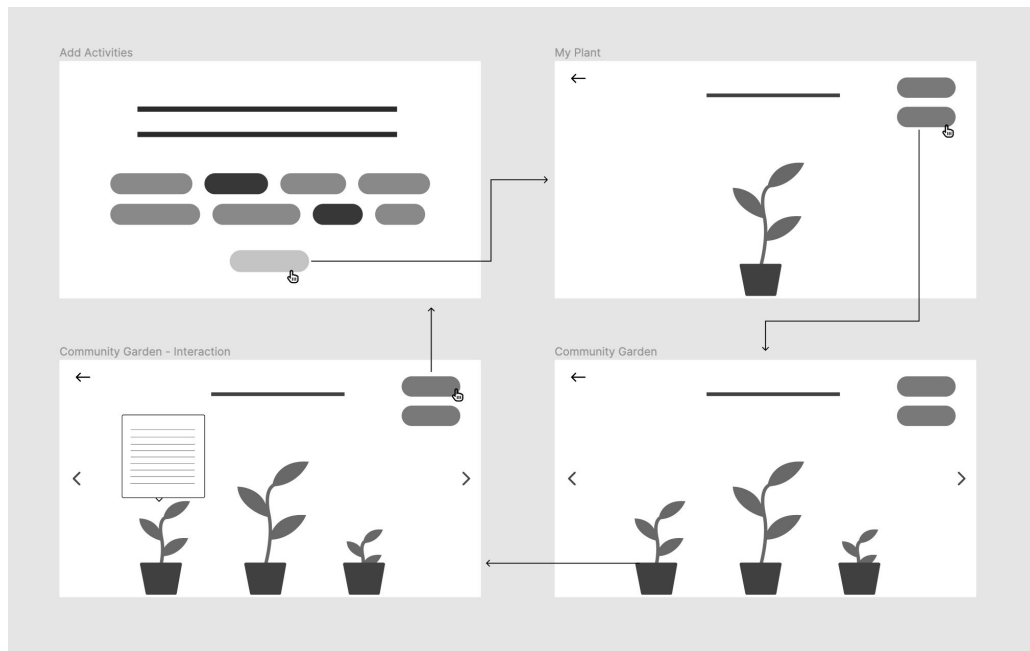


Visual Research



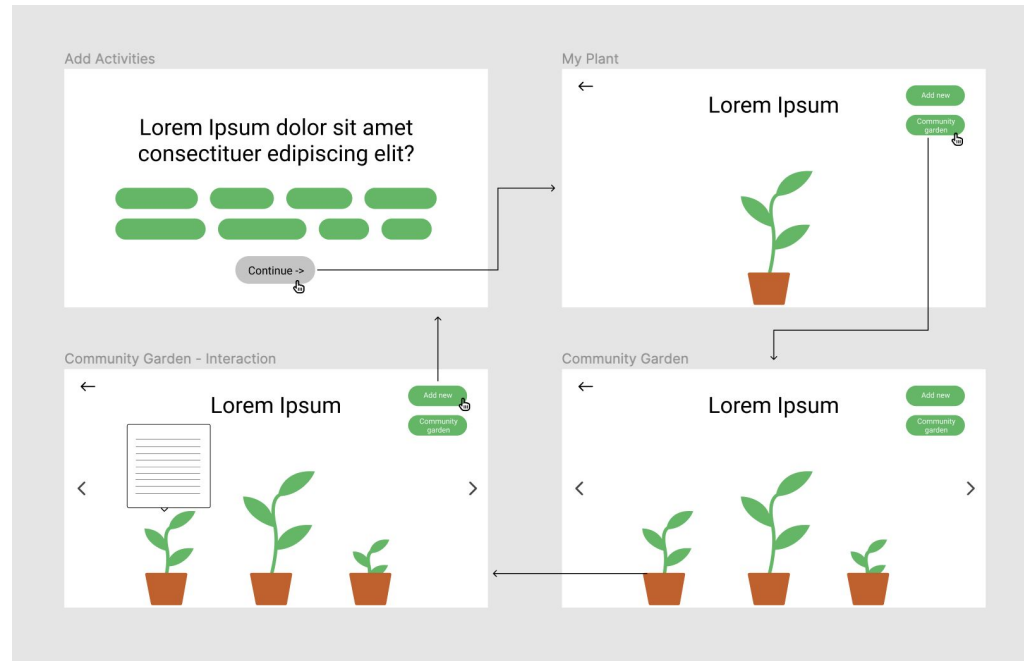


Initial Wireflow





Refined User Flow





Development Process



Version 1

A basic form UI with chip selection that leads to a main page with the plant. Plant displays at full height.

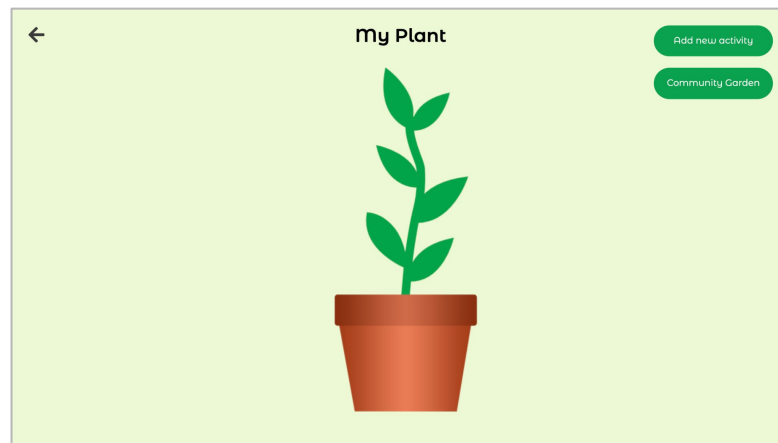
Project name here

What **Green Activity** did you take part in today?

Recycling Composting Donation Using fuel-efficient transport

Using environmentally safe products Other

Continue →



Version 2

Improved form UI, plant gets its height from the number of activities selected. 'Add Activity' button leads back to form page. Added another middle page to input activity details, to give users more flexibility.

The image displays three sequential mobile app screens for 'the plant project'.

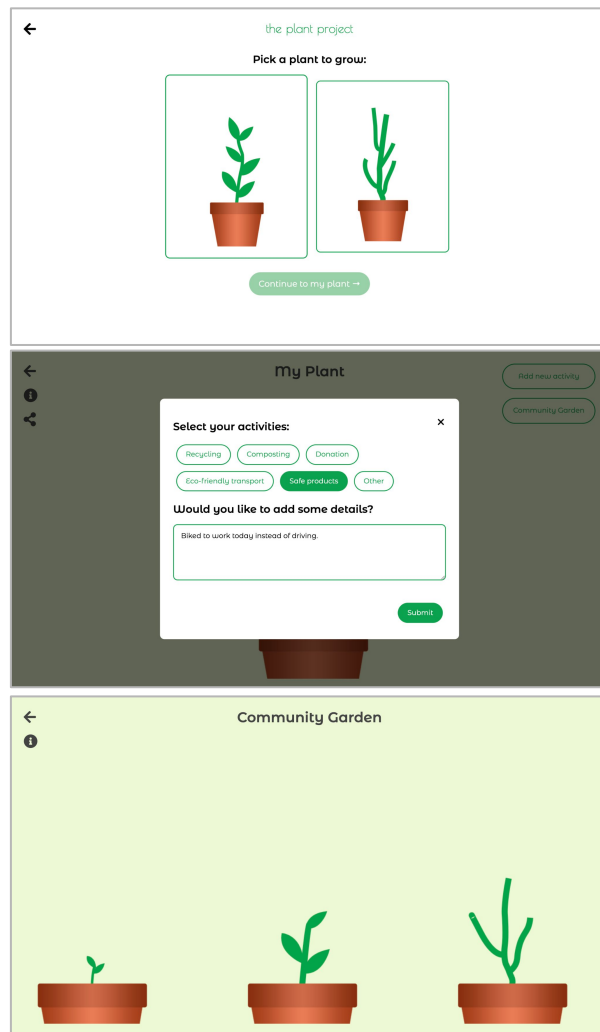
Screen 1: Titled 'What Green Activities did you take part in today?'. It features a grid of seven activity buttons: Recycling, Composting, Donation (highlighted in green), Using fuel-efficient transport, Using environmentally safe products, and Other. A 'Continue →' button is at the bottom.

Screen 2: Titled 'Elaborate on what you did...'. It contains a text input field with a placeholder example: 'Ran to work today instead of driving'. A 'Continue to my plant →' button is at the bottom.

Screen 3: Titled 'My Plant'. It has a light green background and a small potted plant icon at the bottom center. In the top right corner, there are two buttons: 'add new activity' and 'Community Garden'. A back arrow is in the top left corner.

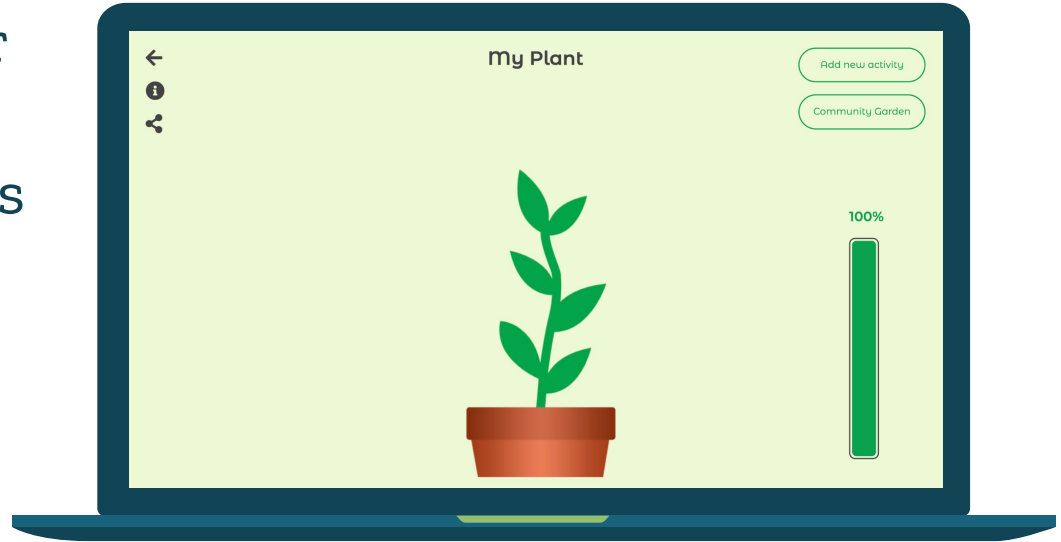
Version 3

Added a page to choose a plant, improved 'Add Activity' interface, created Community Garden page. Also added an info overlay and an option to share plant to Community Garden.



Final Version

Added a progress bar for the plant height.
Also sorted the plants in the Community Garden by most recent and made the activity forms more accessible.





Design Strategies

the plant project

What **Green Activities** did you take part in today?

(Select one or more activities)

Recycling

Composting

Donation

Eco-friendly transport

Safe products

Other

Continue →

Foreground/background relationship

The chips get highlighted when selected, giving the impression that they are moving to the foreground. This gives them more importance.



Design Strategies

the plant project

Would you like to add some details?

Continue →

Separation/Categorization

The form UI is separated into three sections and each section deals with a different kind of input from the user. This reduces cognitive overload and modularizes the flow of the website.



Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Visual research images: [Dribbble.com](#), [Colorhunt.co](#) and [Pinterest.com](#)
- Forest App image from [Google Play Store](#)
- Carbon footprint tracker image from [On A Mission website](#)