

| DEMOGRAPHIC/SESSION DETAILS  |   |  |   |  |   |   |
|--|---|--|---|--|---|---|
| Participant  | P1  | P2   | P3  | P4   | P5  | P6  |
| Name   | Tim   | Kristina   | Sabine  | Catia  | Jessica   | Britta  |
| Gender   | Male  | Female   | Female  | Female   | Female  | Female  |
| Age Range  | 25-34   | 25-34  | 35-44   | 25-34  | 35-44   | 25-34   |
| Occupation   | Teacher   | Sales Coordinator  | Student   | UX Designer  | Editor  | UX Researcher   |
| Scheduled Session  | March 28, 15:00   | March 28, 18:30  | March 29, 16:00   | March 29, 17:30  | March 30, 13:00   | March 30, 15:00   |
| Location of Session  | Tim's Home  | Kristina's Office  | Café  | Café   | Remote  | Remote  |
| PRE-INTERVIEW QUESTIONS  |   |  |   |  |   |   |
| Do you currently use an app/website to track and/or care for your houseplants? If so, which ones. If not, why?   | Uses Google for all plant related questions; nothing to track. Works from home; observes what plants need. Has plant hobbyist friend he asks questions to         | Uses Google to search for all plant related questions. No plant care tracking is used  | Uses Google to learn about plant care, disease related questions. No plant care tracking is used  | Lots of guesswork= results in plant death. Uses the plant care instructions that come with plant when you buy it, but often gets lost                                | Uses Google; no site she frequents/trusts. Opens many tabs and compares info; finds so much conflicting info. Doesn't know much about plants, just has a lot        | No apps, but always wanted to use app to take a picture of plant and identify species. Sometimes uses Google for info but generally knows what her plants need          |
| Are there any specific aspects of a plant care app that you would find useful for your personal use (e.g. plant inspiration, learning how to care for your plants, reminders)?                                       | Inspiration for low-light plants for his flat. Unsure of what soil/fertilizer to use/how much. Has no plant source he can trust; all sites have inconsistent info | Reminders would be useful; forgets to water. Moved in with partner and needs help identifying his plants. Wants to know which plants can live in low-light environment | Reminders would be useful. Guide for pest treatment, how much water to give, repotting, and when to bring indoor plants outdoor/ starting a garden) | Plant inspiration; which plants purify air/emit CO2 at night, best plants for each room, good for allergies. Taking a picture to know species and how to care for it | Someone to look at plant and tell her how to treat it. Struggle to find low-light plants in nursery to survive her living conditions and not just buy trendy plants | Ability identify species with picture and give info about how to care for plant (how much water, where to put it in flat). Want to identify pest problems and treatment |
| FIRST IMPRESSIONS  |   |  |   |  |   |   |
| Can you tell me what your first impressions are? What do you like and don't like, what you think about the information displayed, or any other thoughts you might have? What do you think is the purpose of the app? | Seems minimal. Clear it's for plants. Accidentally scrolled page otherwise would not have. Some feature desc. stand out, others overlap                           | Really likes text - witty, funny, and smart. It's a clean design and easy to read/see all the buttons. Didn't scroll down  | Likes the tagline a lot, but thinks the supporting copy is small and a lot of text; she wouldn't read it. Didn't scroll down                        | First thing said: "I really like the logo, name and font. 'Get Started' button could mean sign up or something else. Didn't scroll down                              | Appeals to her - not good at knowing her plants needs. So used to native apps she didn't scroll at first especially with sign up until saw the scroll bar           | Clarify some features. Not attracted to Your Nest, but likes Find a Plant/Ask a Botanist. Wants to know if this is a free service - would get suspicious                |