TEAM NEXGEN

TASK-02

ANALYTICAL THINKING DRIVEN BY DESIGN THINKING

SMART PLANT CARE SYSTEM

Product Overview:

A smart device that monitors the health of houseplants, providing care recommendations based on real-time data. It integrates with a mobile app to notify users about watering schedules, light exposure, and even potential pest problems.

User Research Need:

Understanding the diverse needs and preferences of plant owners to ensure the product meets their expectations and provides real value.

User Persona:

Name: **Emily Chen**

Age: **29**

Occupation: **Graphic Designer**

Location: **Urban apartment in a busy city**

Background:

- Lives alone in a small apartment with limited natural light.

- Has a passion for plants but has struggled to keep them alive due to a busy work schedule and lack of gardening knowledge.

Goals:

- To maintain healthy plants that enhance her living space.

- To learn more about plant care without feeling overwhelmed.

- To automate plant care as much as possible to fit her lifestyle.

Frustrations:

- Often forgets to water her plants or over-waters them.

- Confused about which plants thrive in low-light conditions.

- Wants a simple solution that doesn't require constant attention or deep knowledge of botany.

Technology Usage:

- Frequently uses her smartphone for various apps (social media, design tools, reminders).

- Comfortable with technology but prefers user-friendly interfaces.

- Engages with plant care communities online for tips and advice.

Product Expectations:

- Easy-to-use mobile app with clear, actionable recommendations.

- Notifications that fit her schedule (e.g., reminders to water plants based on her calendar).

- Integration with smart home devices (like voice assistants) for seamless interaction.

- Educational content that makes learning about plant care enjoyable rather than daunting.

1. **Surveys and Questionnaires:** To gather data on plant ownership, care habits, and preferences.

2. **Interviews:** Conduct in-depth interviews with potential users like Emily to explore their needs and pain points.

3. **Observation:** Shadowing plant owners during their care routines to identify common challenges.

4. **Usability Testing:** Prototyping the app and device to get feedback on design and functionality.

JOURNEY MAPPING:

	Awareness	Consideration	Purchase	Onboarding	Advocacy
User actions	Sees an ad on social media	Visits the product website	Decides to buy the product	Unboxes and sets up the device	Shares experiences on social media
Touchpoints	Social media, plant care blogs	Website, product reviews	E-commerce platform	User manual, mobile app	Social media, word of mouth
Emotions	Curious but skeptical	Hopeful and intrigued	Excited but anxious		
Pain points			Address any initial confusion during setup with an interactive tutorial or customer support chat.		