

Waterspout App Exercise

Introduction

Name of app

- Waterspout

Elevator Pitch

Why have plants if you aren't going to take care of them?

Waterspout removes the hassle of tedious scheduling to take care of all your plants, making plant owning fun, not stressful!

functionality

- countdown
- visual rep. of your timeline, with progress bar.
- fact sheet/ data sheet:
- shows plants (large picture) and info about them
- how much water

checklist after you are done watering the plants!

problem statement

rushed/busy people not scheduling in time to water their plants. Gentle reminder/encouragement to make it part of their day

//ensure users to use the app

fast start up, quick info, small in app reward systems.

- no login required

Do people actually need the app?

yes.

Are there other people that need an app like this that you're not thinking of?

Yes, the idea can be adapted to other topics. quick and easy, same framework.

Time saving while educating.

Pricing Plan

Two plans involved in the app.

Free plan:

- only the timer, can't save plants to your phone.

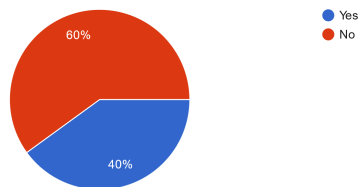
paid plan:

- - save plants
- - personalized timers for plants
- - detailed plant data.

Results of Survey

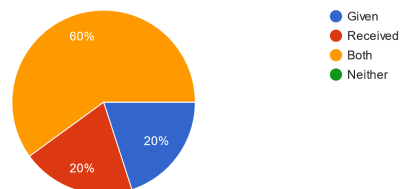
Do you own plants?

5 responses

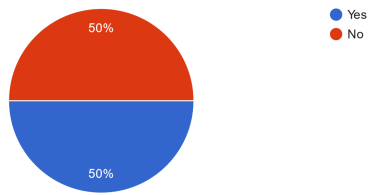


Have you given or received plants as a gift?

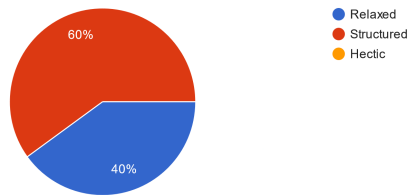
5 responses



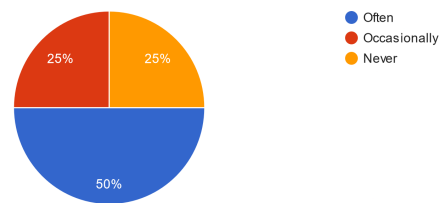
If you own plants (gifted or bought), do you ever wonder what type of plants you have?
4 responses



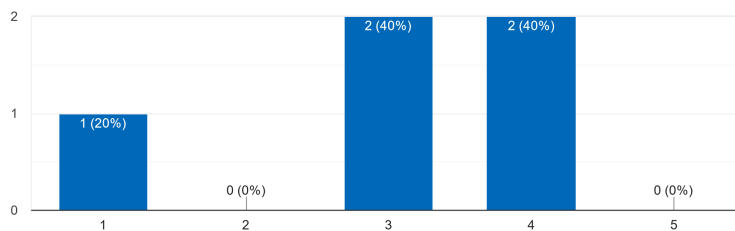
How would you classify your daily life schedule?
5 responses



How often do you water your plants?
4 responses



How likely would you use an App that reminds you when to water your plants?
5 responses



Conclusion

After receiving our survey responses, we believe there is a market for this app. Our intention for this app was to help create a schedule to easily take care of plants in your house. From the survey response, 80% of people own some sort of plants. Looking

back at our survey, we could have added more questions with a more complex logic to it. Some questions were taken out or reformatted that could have been an appropriate question to leave in, but in turn we reviewed our survey to make sure that it was straightforward and simple to understand.

This was a great exercise to partake in, especially for preparation in creating a real life product. The collaboration aspect was key, and I think it really built confidence in our team.