

## Introduction

Sproutly's mission is to show young citysiders how easy it is to grow your own food.

It was developed in response to the rising cost of living, in particularly substituting the cost of kitchen-friendly crops. By targeting the next generation, Sproutly aims foster long-term farming habits and ease the barrier to entry.

To do this, I've leveraged gamified learning. This fundamental principle of instructional design is already demonstrated in apps like Duolingo. Sproutly takes this approach by using mini-games that rewards users for learning.

## Challenge

Urban farming is not a walk in the park, but it's not rocket science either. While there's are resources out there, they're dense with information, making it difficult for beginners to engage.

Surveys I conducted at Pocket City Farms showed that 72% of urban farmers farmed for fun, with saving on groceries being a by product. I also learnt that most people relied heavily on online resources and hand's on learning vs asking for help or growing in groups.

The task, then, was to flip these online resources from textbook-style encyclopaedias into easy to understand, digestible concepts that supports the enjoyment of farming.

## Solution

The result is a highly visual and interactive first app that emphasises the fun in farming. Its friendly approach creates engagement and learning across all ages.

At its core, Sproutly's offerings are to summerized as Learn & Grow:

1. Learn through mini games designed to keep you engaged. This simplifies gardening tasks, guiding users step-by-step to plant, care, and grow food.

