

Solution (cont)

2. Grow by planting seeds in real life, while tracking them on the app. This creates a virtual garden that mirrors your actual one, where you can practice your skills and visualise your progress.

Impact

While it's only a conceptual project, Sproutly aims to create lasting impact by making urban farming engaging for young citysiders, measurable through:

1. Long-Term Engagement: By introducing a rewarding hobby to the next generation, Sproutly hopes to foster a lifelong interest in gardening among young audiences.
2. Positive Learning Experience: For beginners, Sproutly's structured mini-games offer a smooth learning curve, while advanced users can troubleshoot and improve harvest.
3. Quantifiable Savings: Users can track produce growth to calculate their monthly harvest. Substituting kitchen-crops could save up to 10% on groceries each month.

Together, these impacts support a new generation of hobby farmers who find value in both sustainability and savings.

