

Digital Production Project

Sproutly: Gamifying Urban Farming

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25 October 2024



Agenda

1 What is Sproutly

2 How it was made

3 Concepts

4 Full walkthrough

5 Buffer

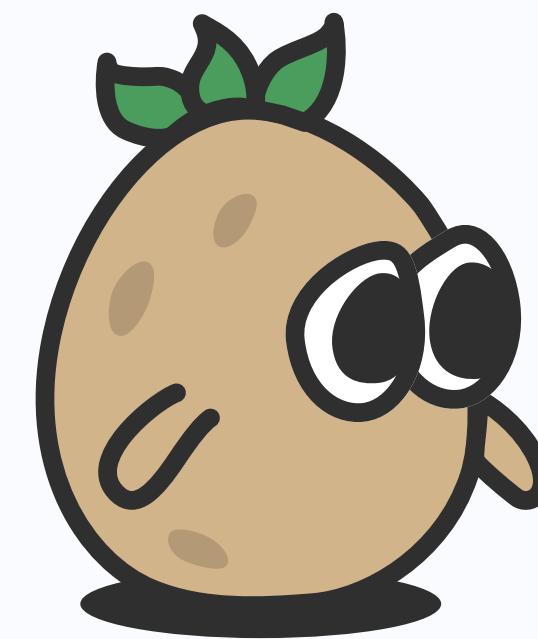
What is Sproutly

Sproutly is a highly visual and interactive first app for learning how to grow simple kitchen crops.

Sproutly's offerings are two fold:

1. Learn through mini games designed to keep you engaged.
2. Grow by planting seeds in real life, while tracking them on the app.

Like Duolingo, for urbaning farming



What is Sproutly

The idea stemmed from an idea about simplifying urban farming resources.

For that I conducted a 29 person survey and found that people mostly farmed for fun, did so by themselves and relied heavily on online resources.

The task was to flip these resources from textbook-style encyclopaedias into digestible concepts.

Why stop there? **Lets make it fun!**

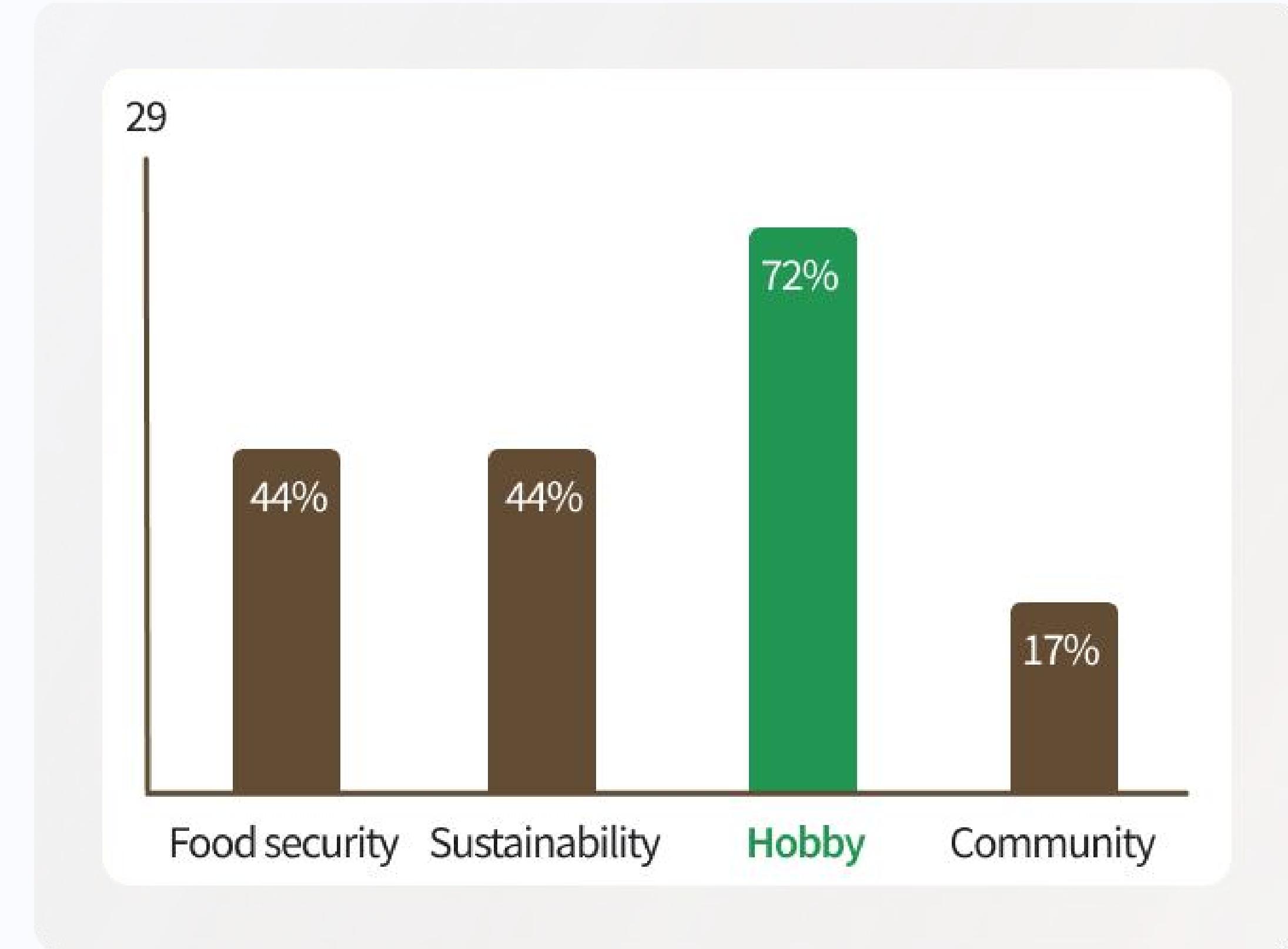


Figure 3.2 Results a **checklist** question on motivation

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How it was made

Main tools



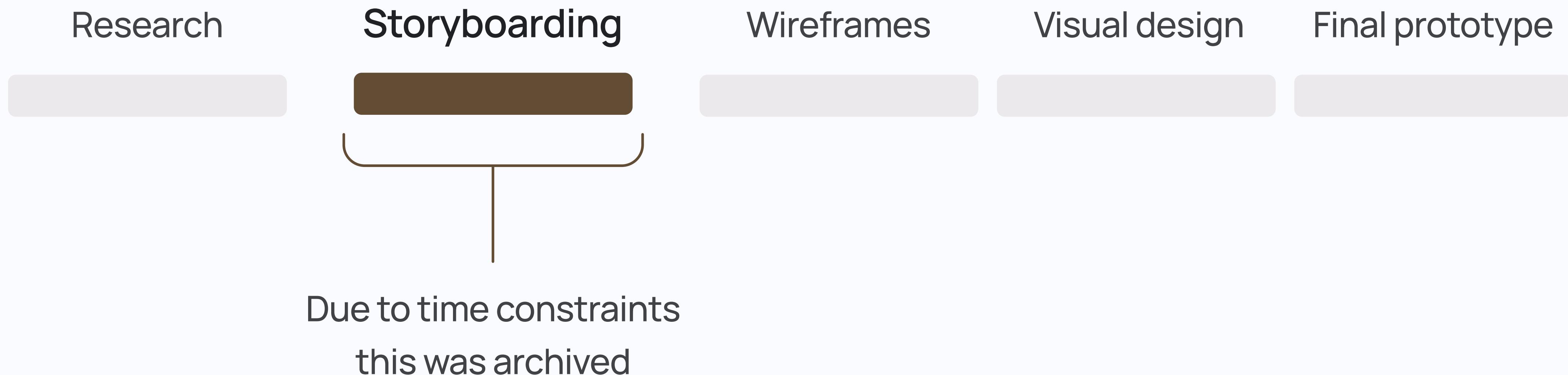
Figma
(visual and interaction design)



Garageband
(sound design)

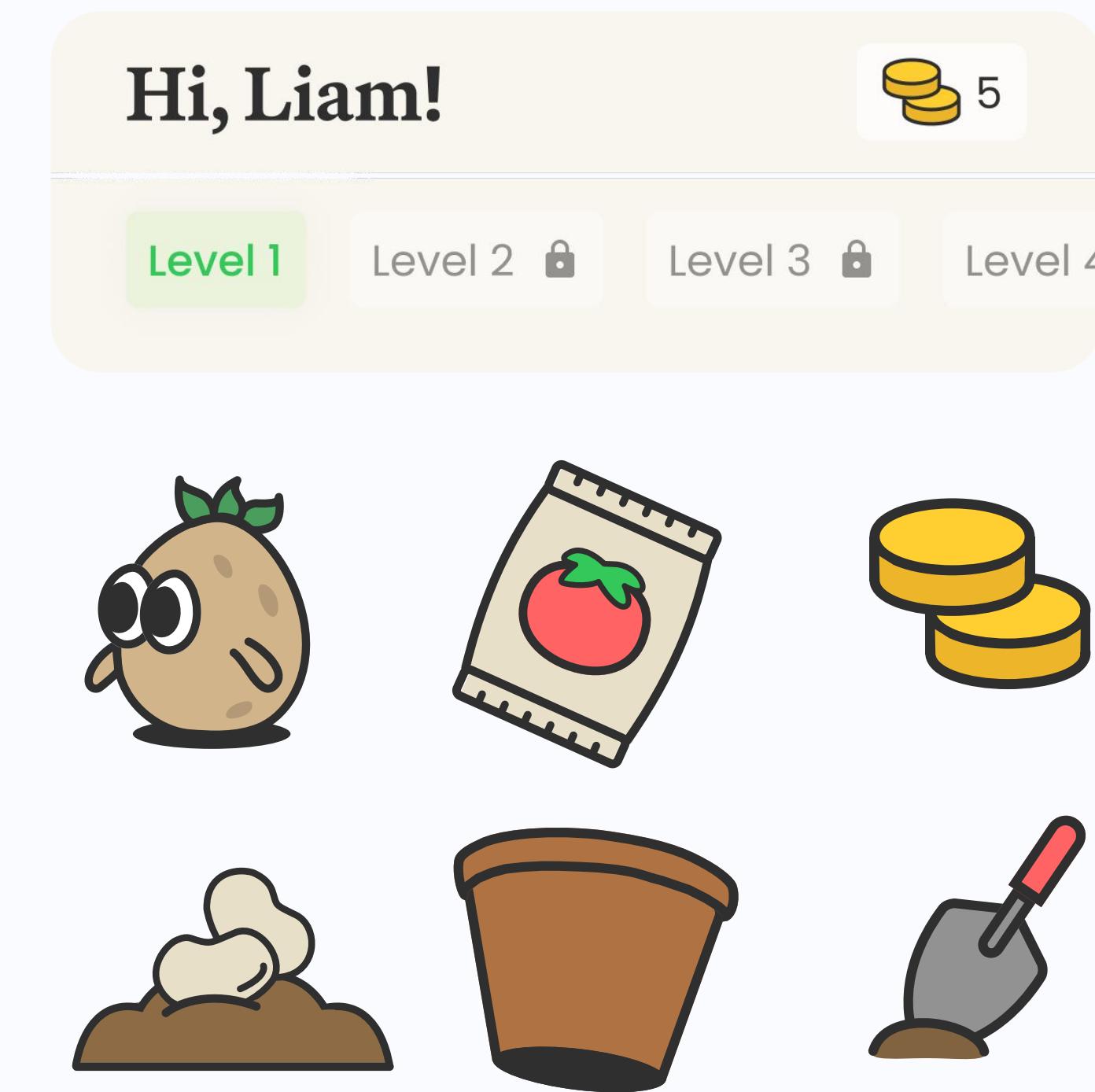
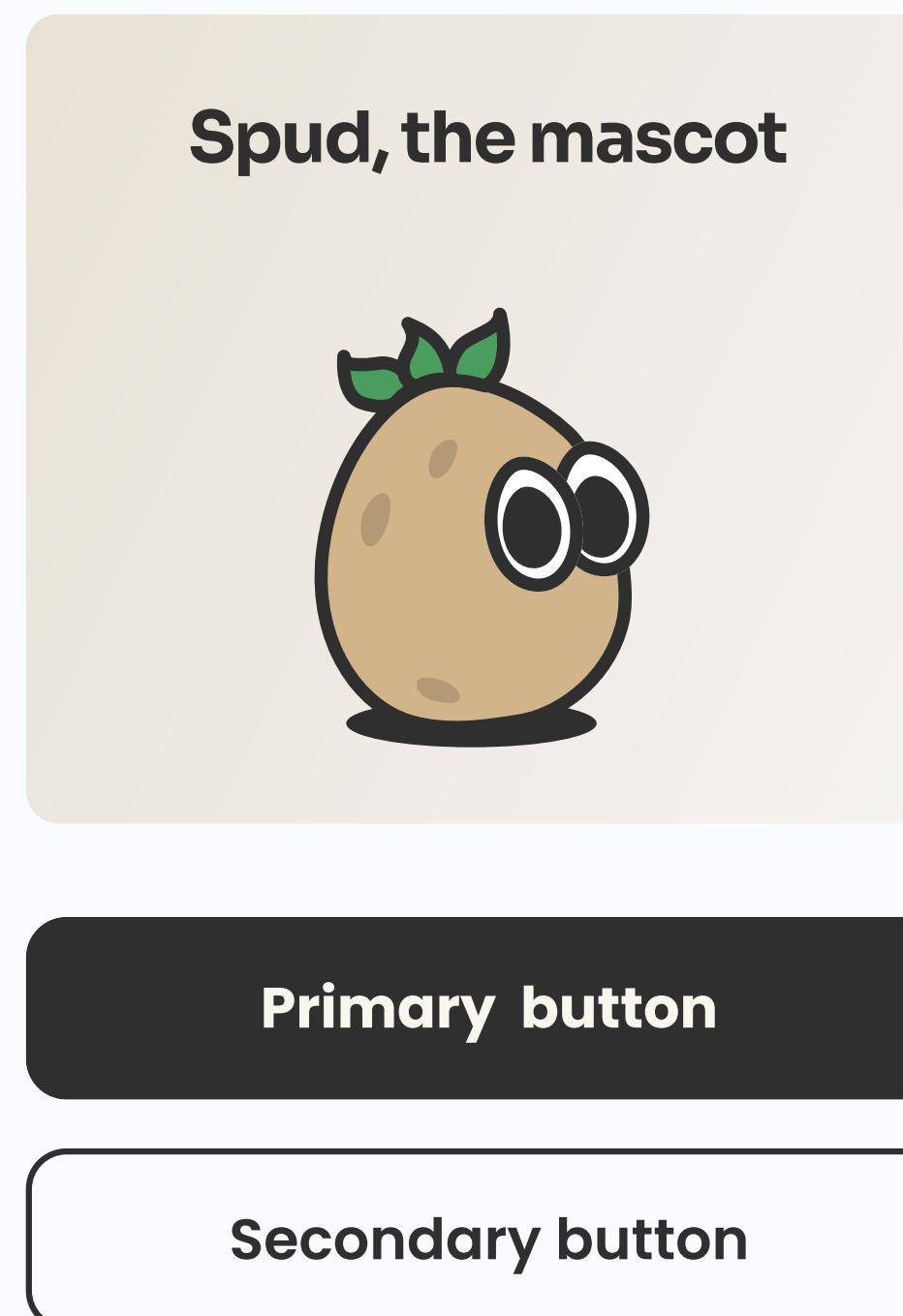
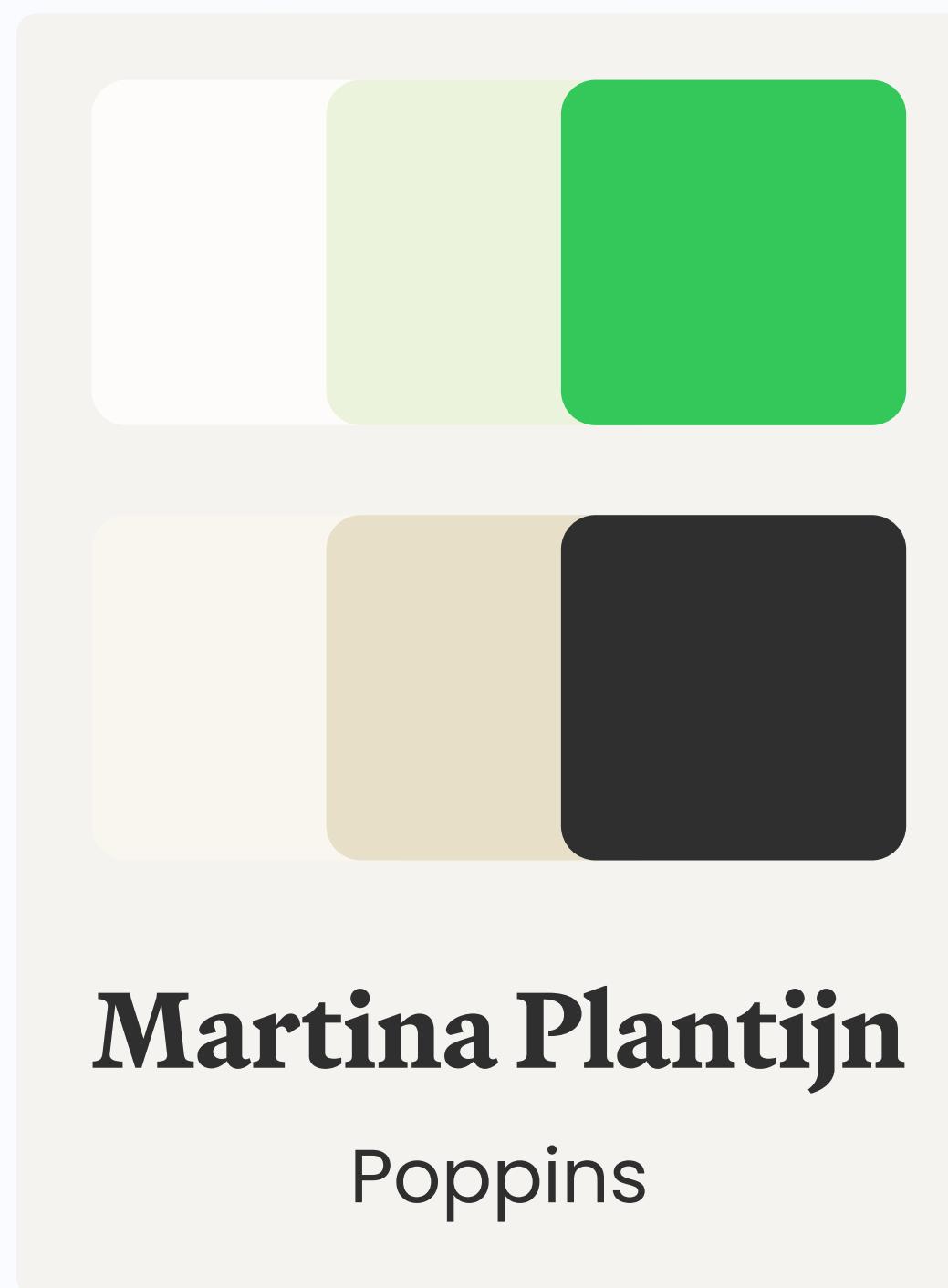
How it was made

Project plan



How it was made

Visual Design



Playful
Inviting
Natural
Wholesome
Educational
Simple

Start/Finish

Start/Finish

User action

User action

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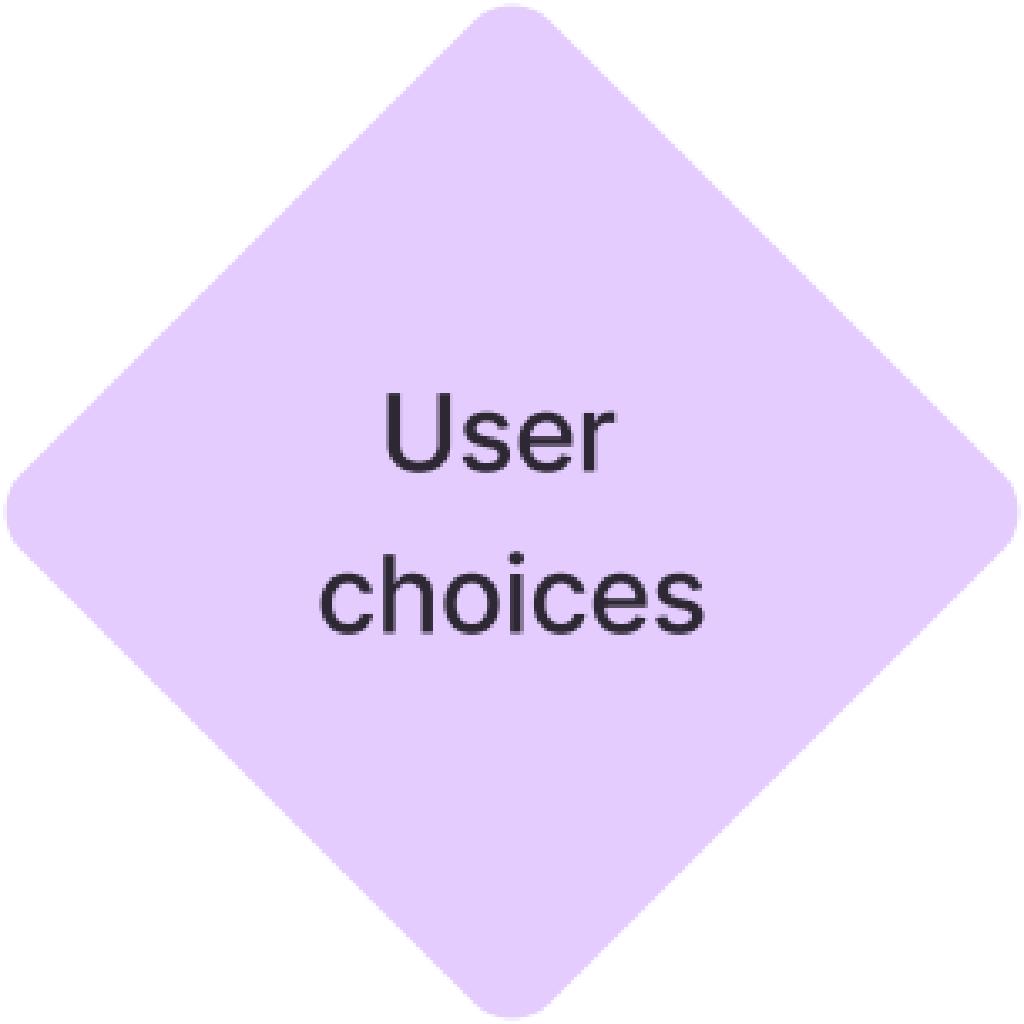
3 Concepts

4 Full walkthrough

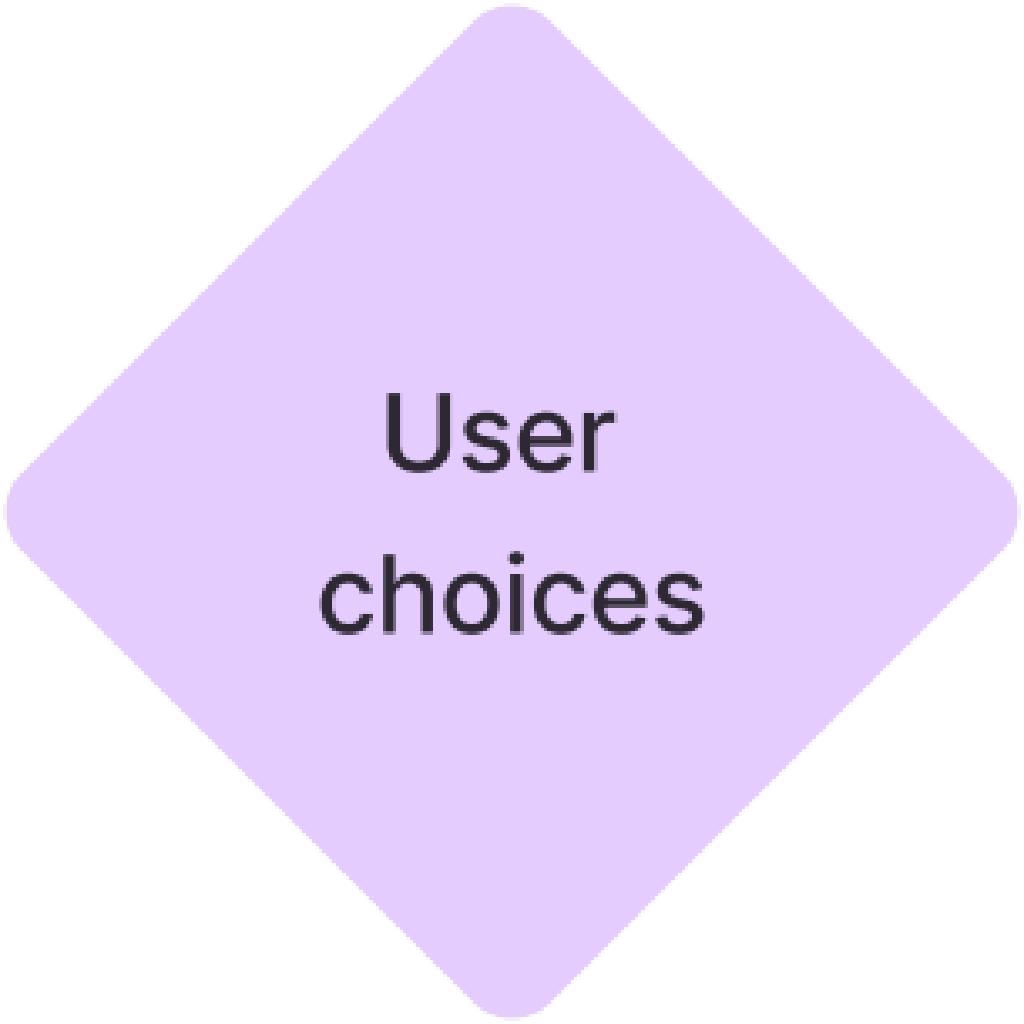
5 Buffer

App page

App page



User
choices



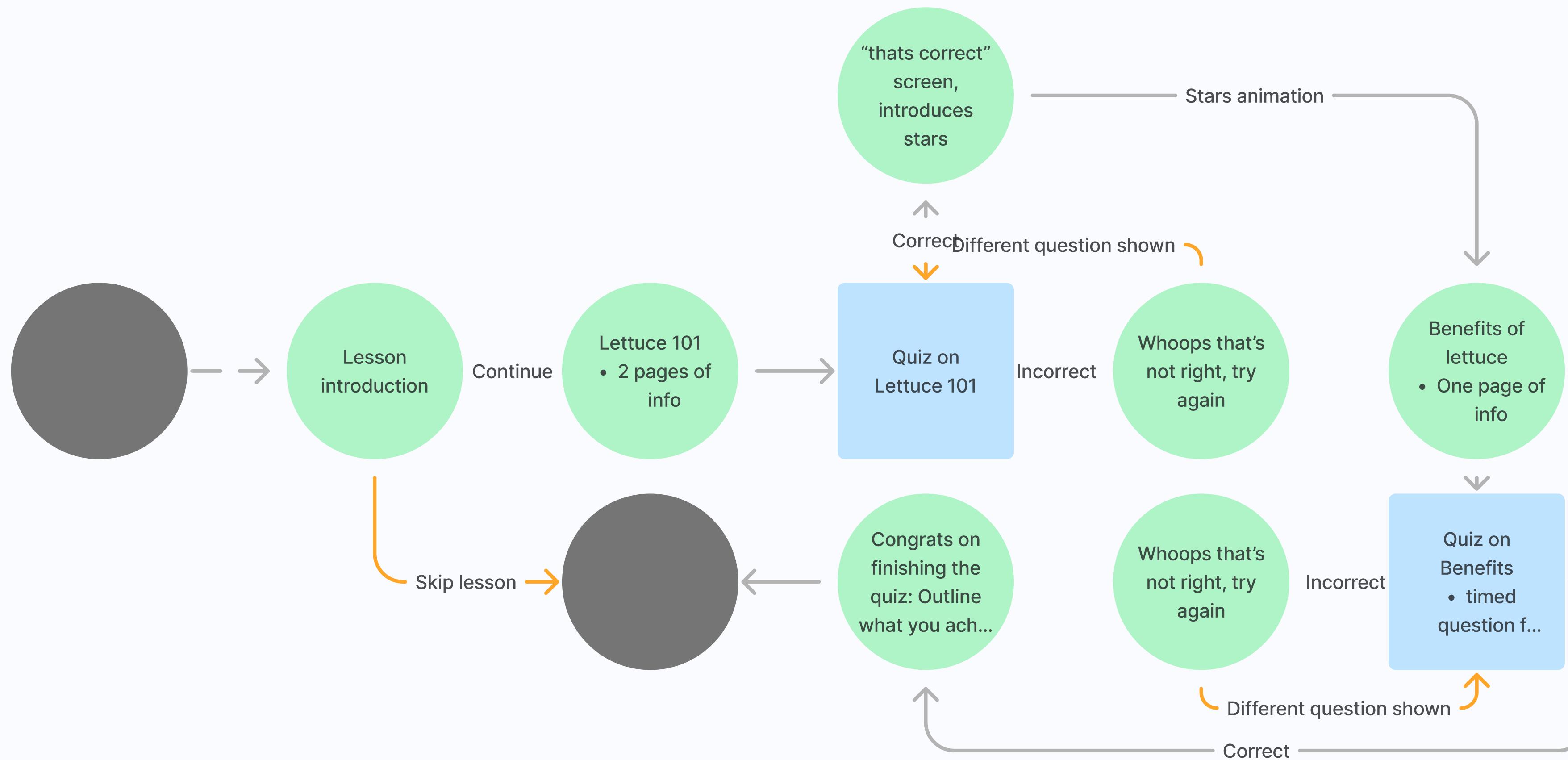
User
choices

Flow

Flow

Concepts

User Journey: Lessons

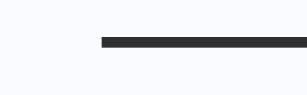


Concepts Lessons

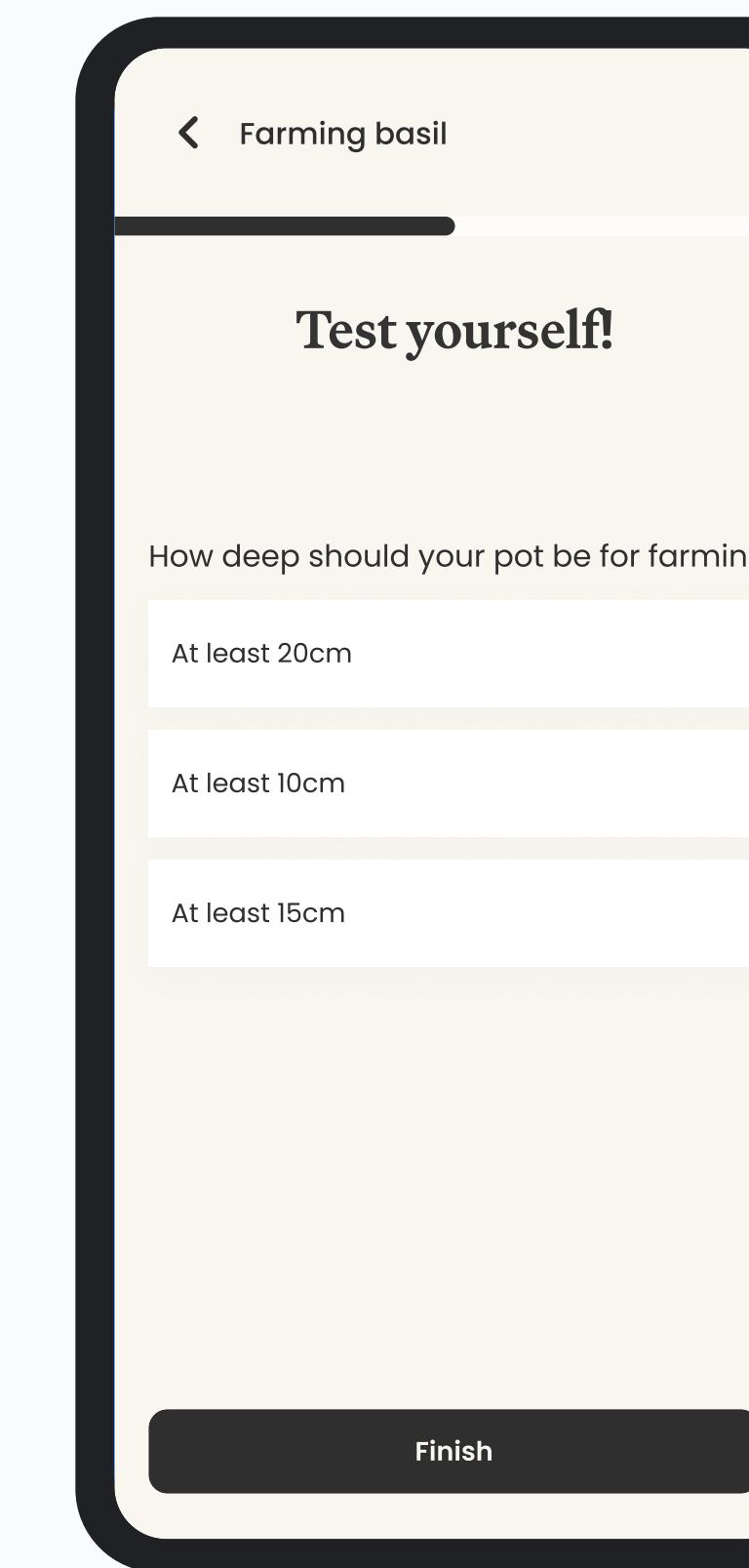
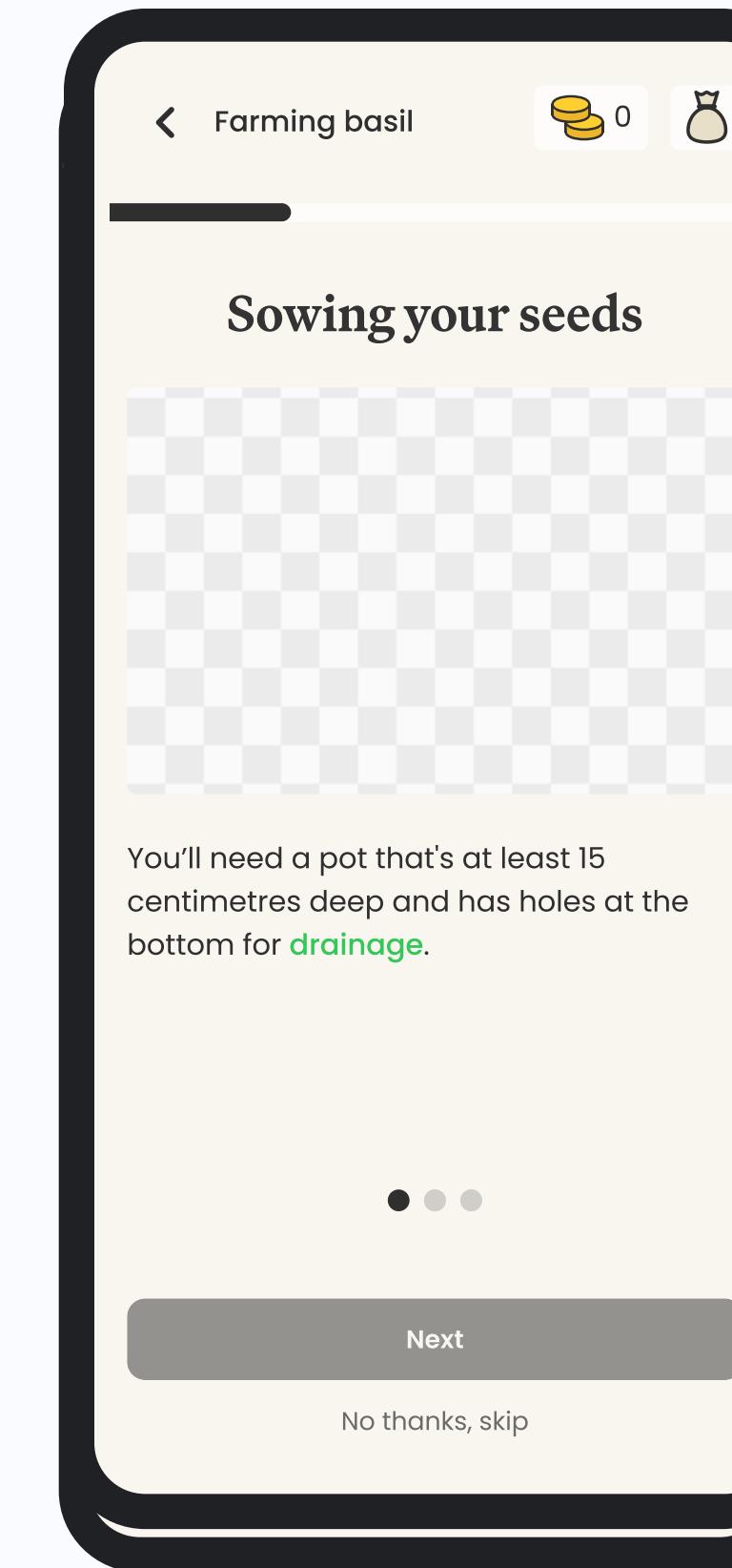
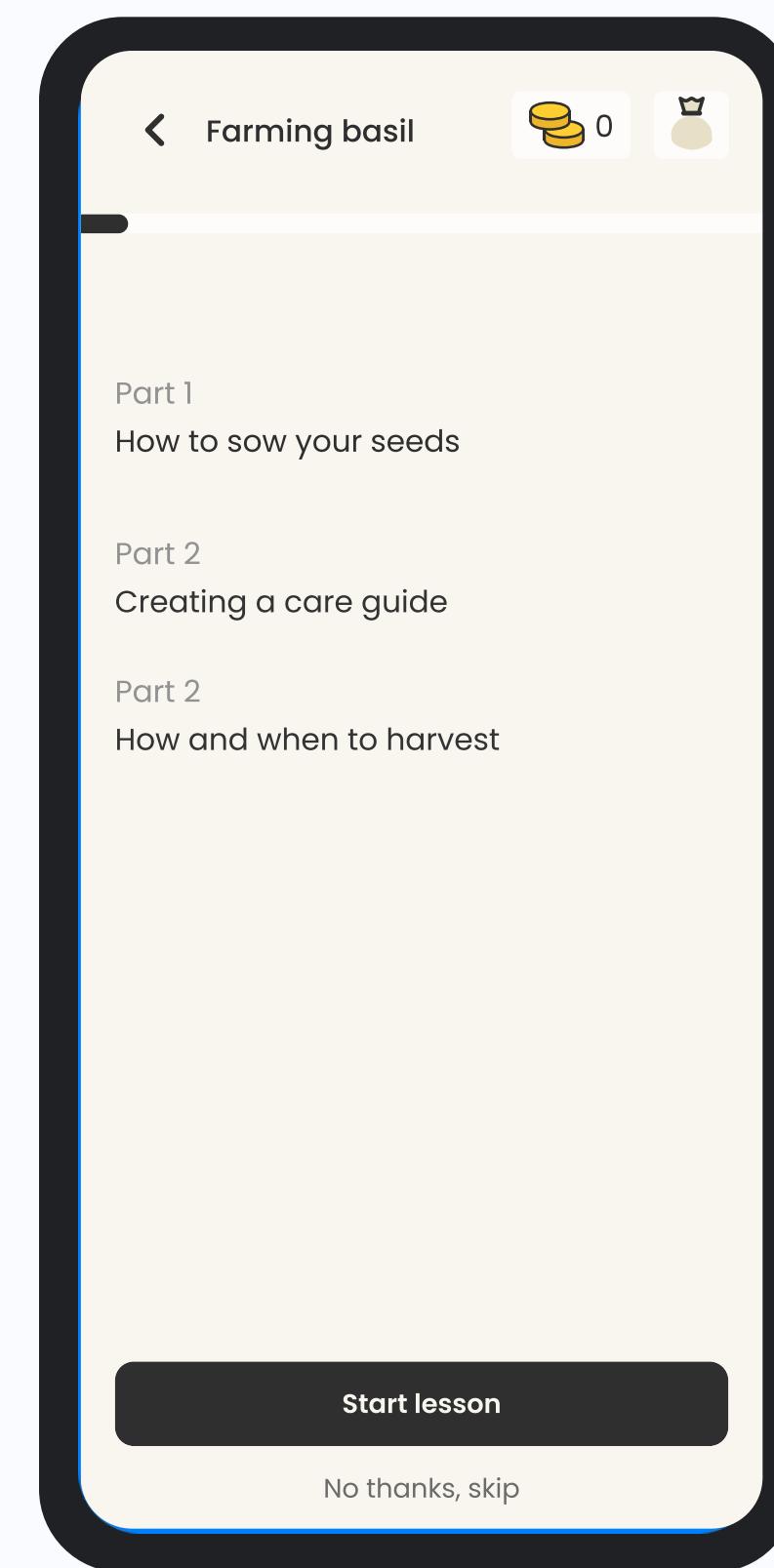
Lesson intro



Visual info content



Knowledge Test



Concepts

Challenges and feedback

Engagement

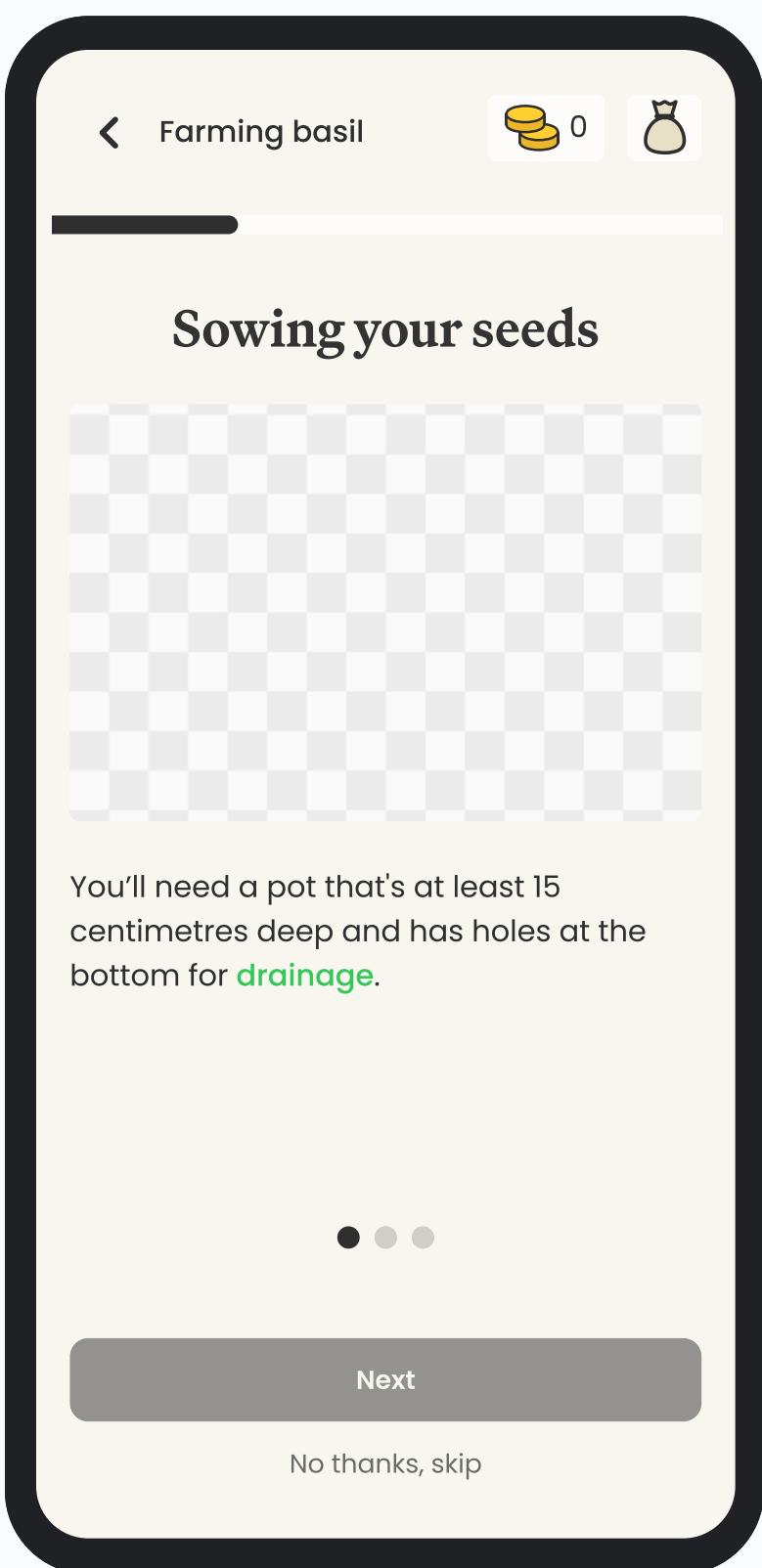
The initial lesson concept was not engaging, participants hit skip a lot and were not taking the quiz.

Clarity of Onboarding

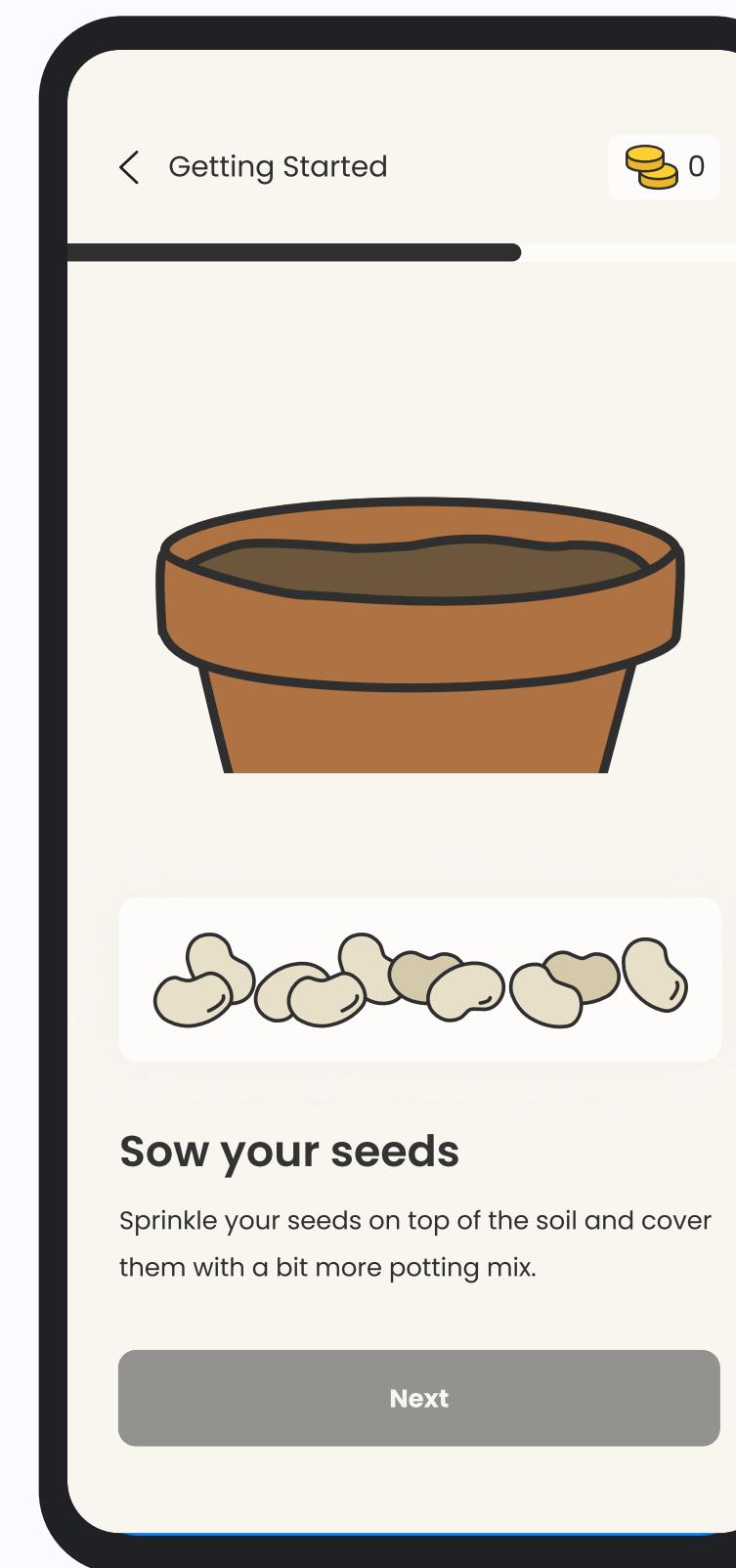
Participants struggled to explain the apps core offerings (lessons, games, and plant tracking) after onboarding.

Concepts Solutions

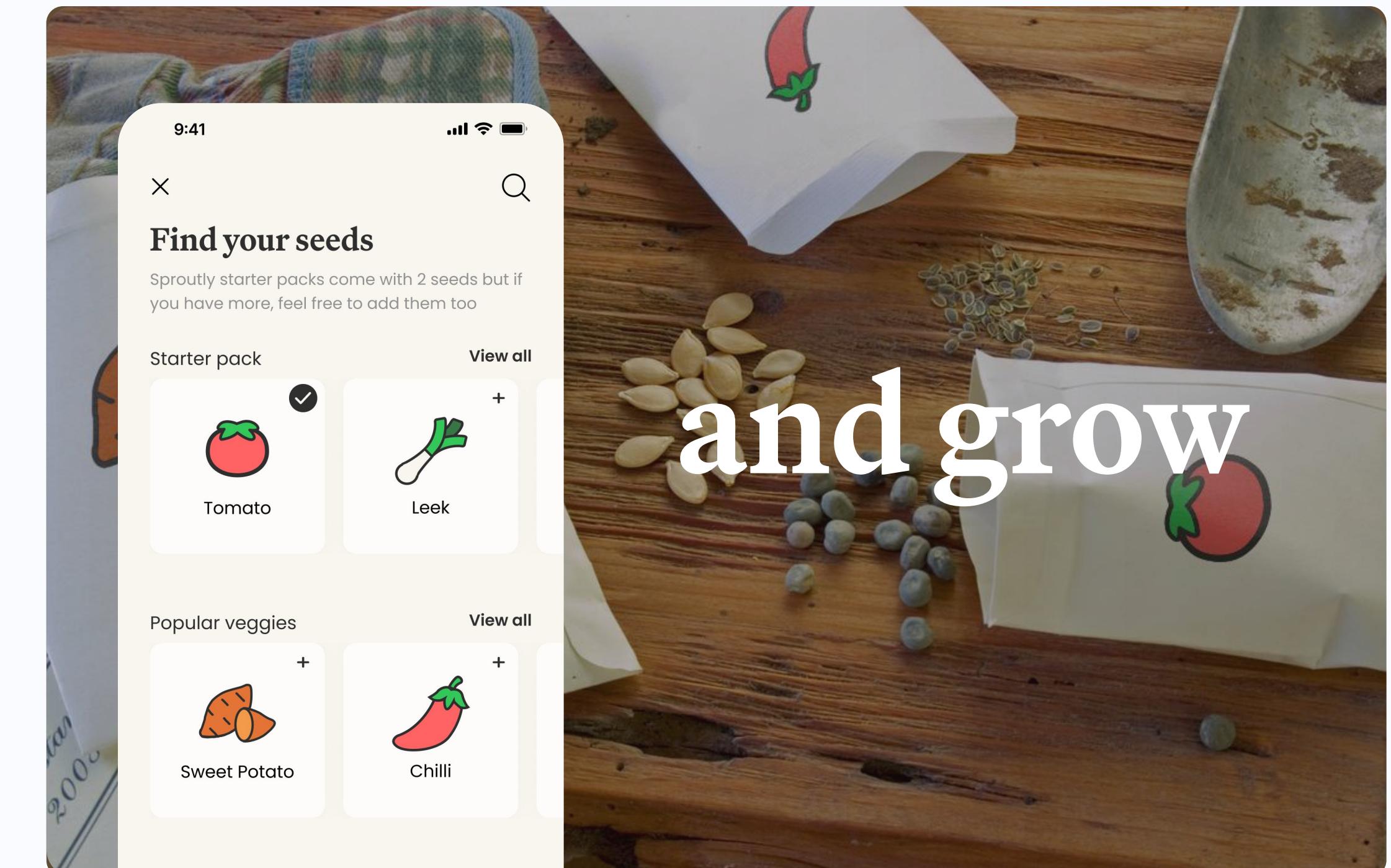
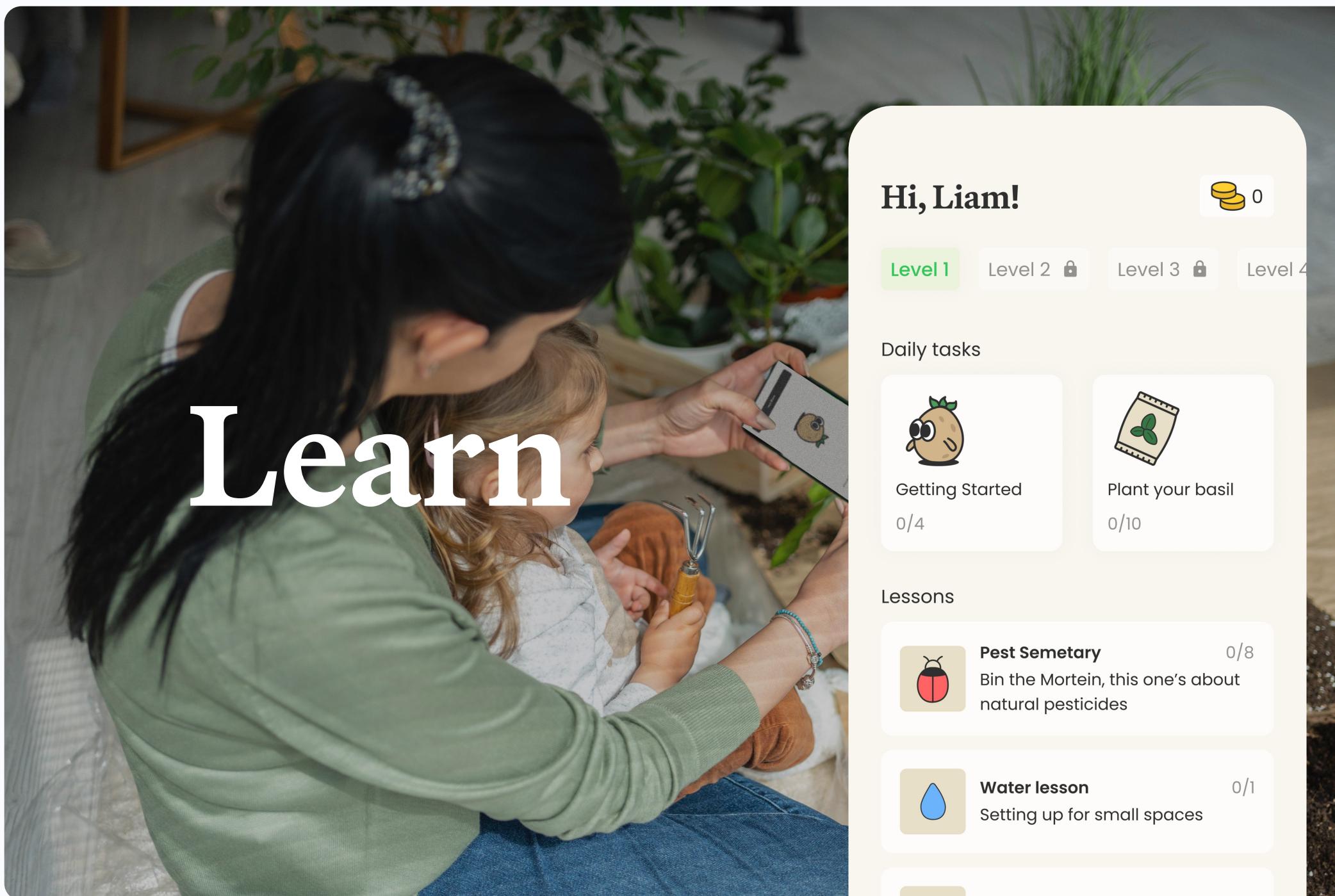
Old lesson



New lesson

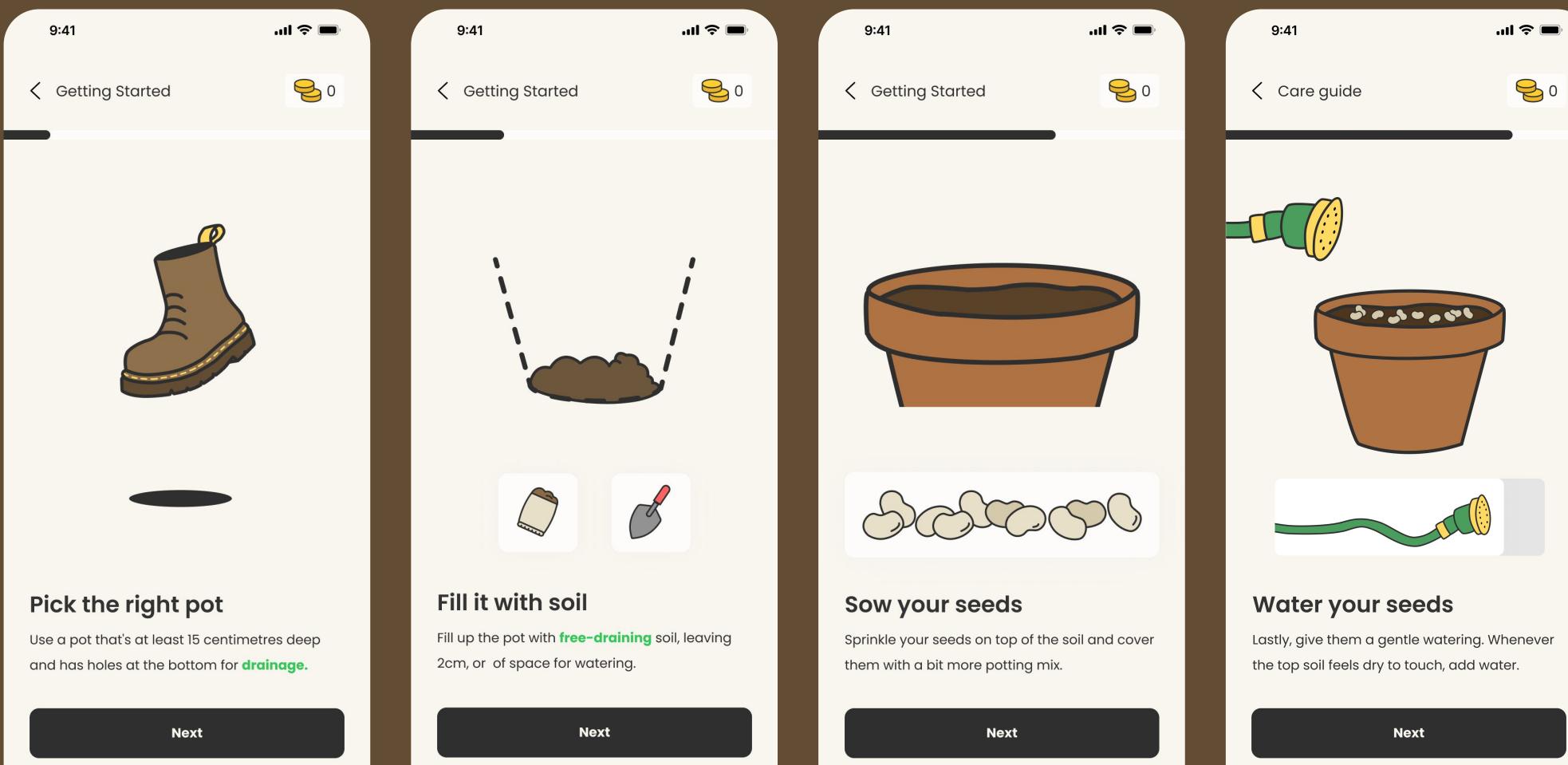


Concepts Solutions

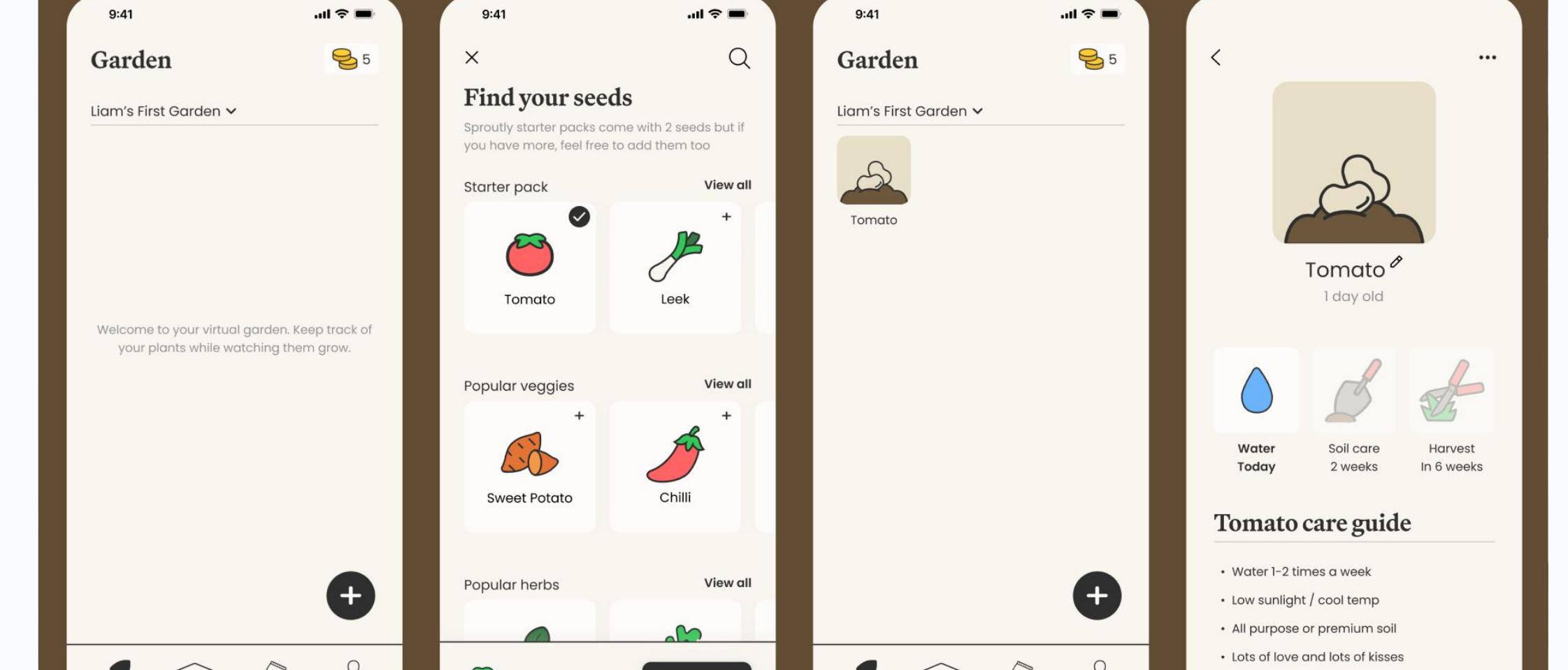


Concepts Solutions

Through bite-sized mini games designed to keep you engaged



By planting seeds in real life, while tracking them on the app



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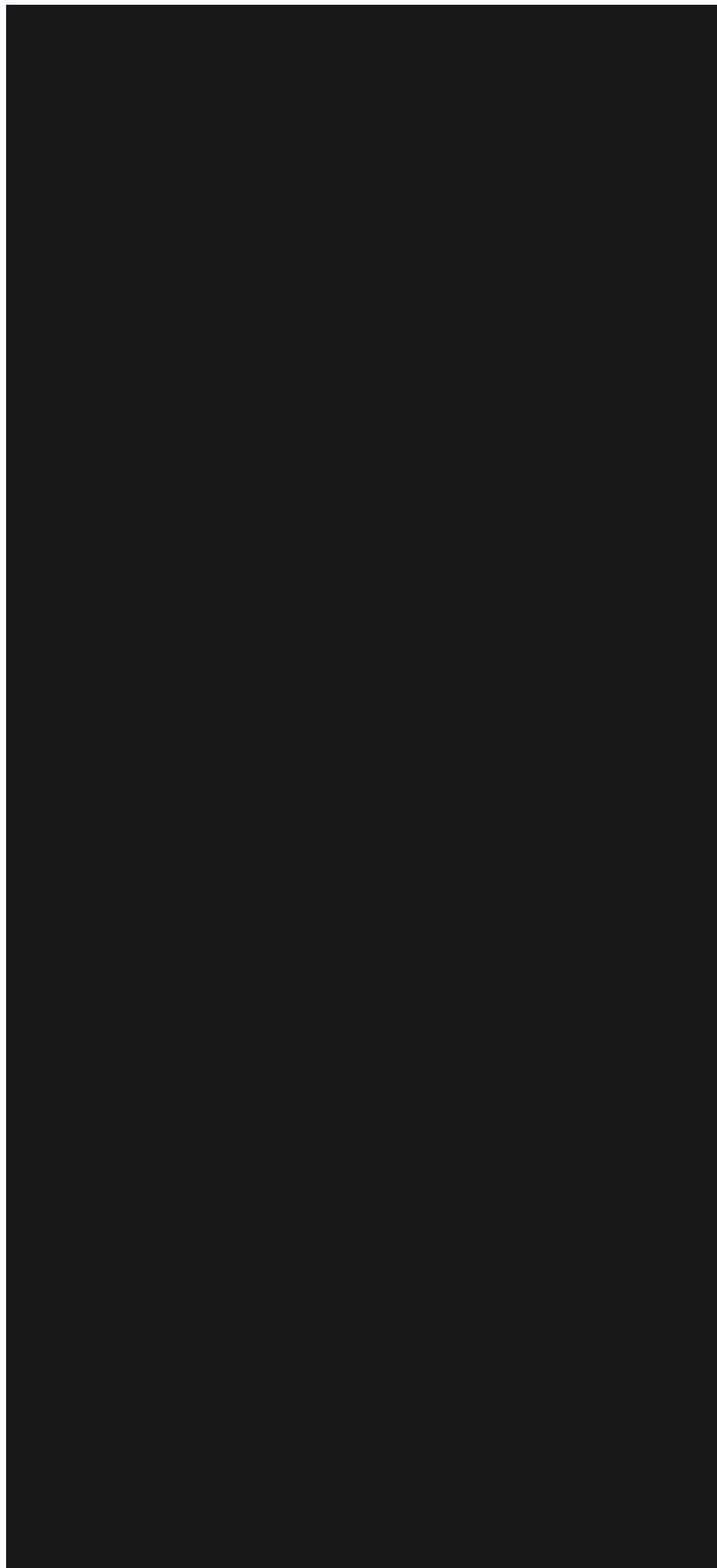
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Full Walkthrough





Sproutly

Thank you

