



## INTRODUCTION



## About

# Succulent

PLANT

In botany, succulent plants, also known as succulents or sometimes fat plants, are plants that have some parts that are more than normally thickened and fleshy, usually to retain water in arid climates or soil conditions. Now, it is very popular in China. Almost everyone has one on their desk. But the succulent is not very easy to be growed. And some succulents are very expensive.

This project is focus on solve the problem of growing succulent and present a innovative smart pot to help people to take care of their plants.

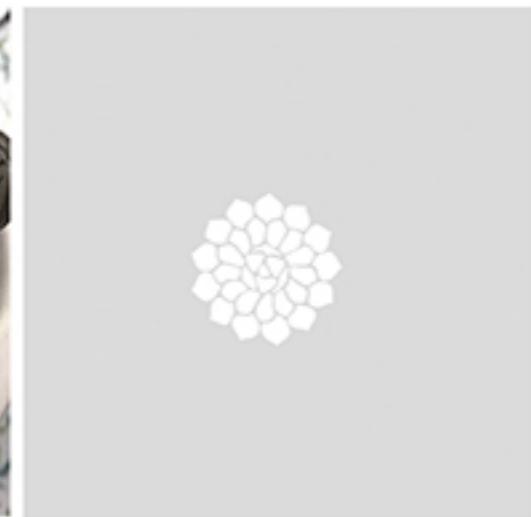
After many research, the author came up a product to complete this project.



## BACK GROUND



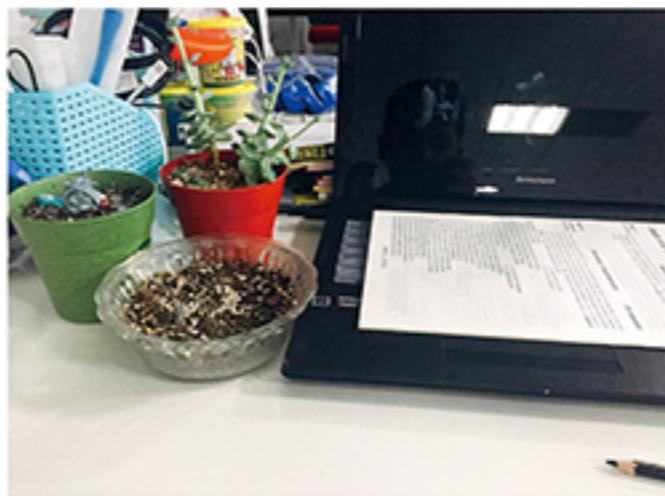
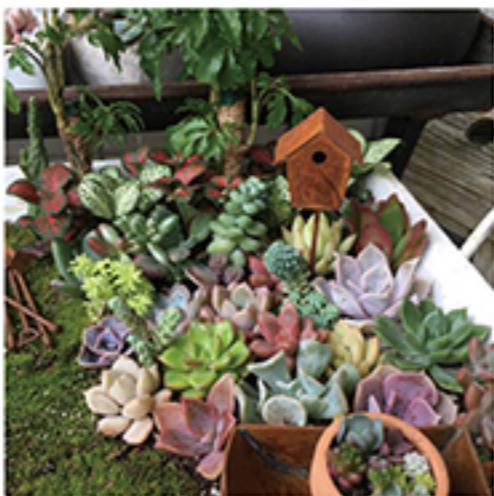
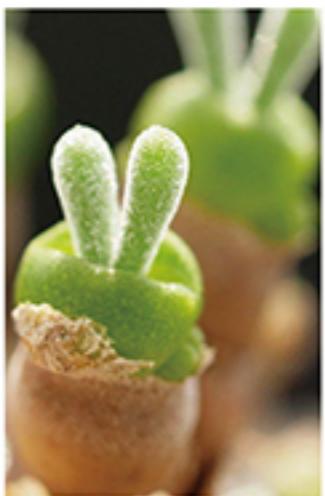
A friend of mine once has bought a very expensive succulent plant which called Yulu, and costed 850 yuan. But because he didn't know this kind of plant well and been negligent. This plant died soon after. He has grown succulent for a long time, and there are dozens of plants in his home. But because there are many kinds of succulent and they all have different characteristics, such an experienced grower as my friend still can't grow all the succulent well.







RESEARCH



Succulent plants are very popular in China right now. Almost everyone has it. They plant a lot of it and show their plants on the social network. And they will buy very expensive succulent without hesitate.



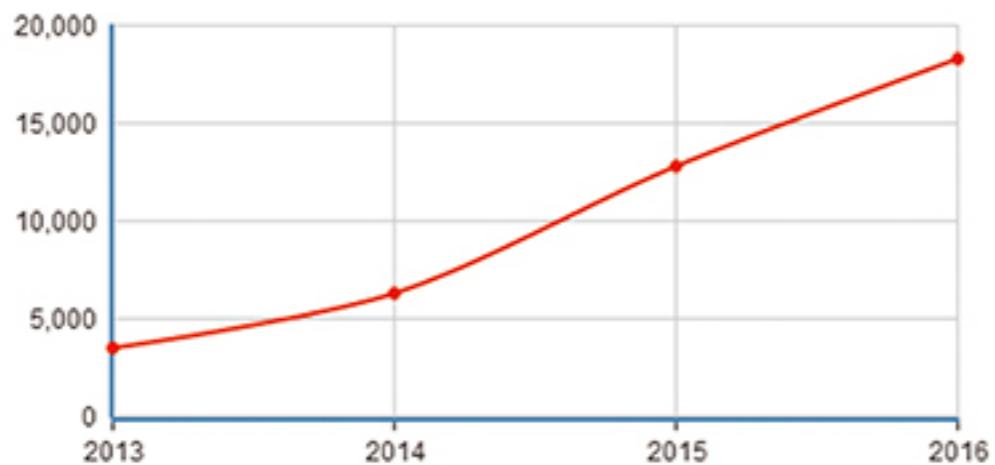


## The Heat of Succulent

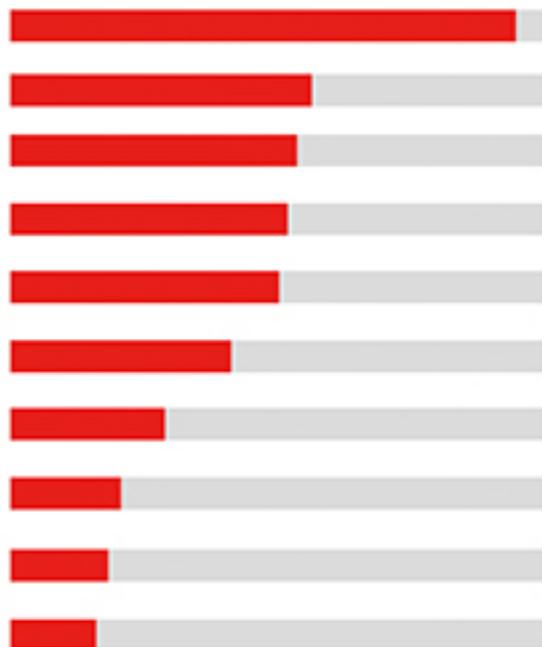
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Heat on the Internet

-●- Searches



1. How to grow succulent
2. Picture
3. Picture of succulent
4. Succulent in the summer
5. The price of succulent
6. Succulent flower
7. How often watering the plant
8. Water and succulent
9. leaf of succulent
10. Aquatic



DATA from Baidu.com

Bai  
百度



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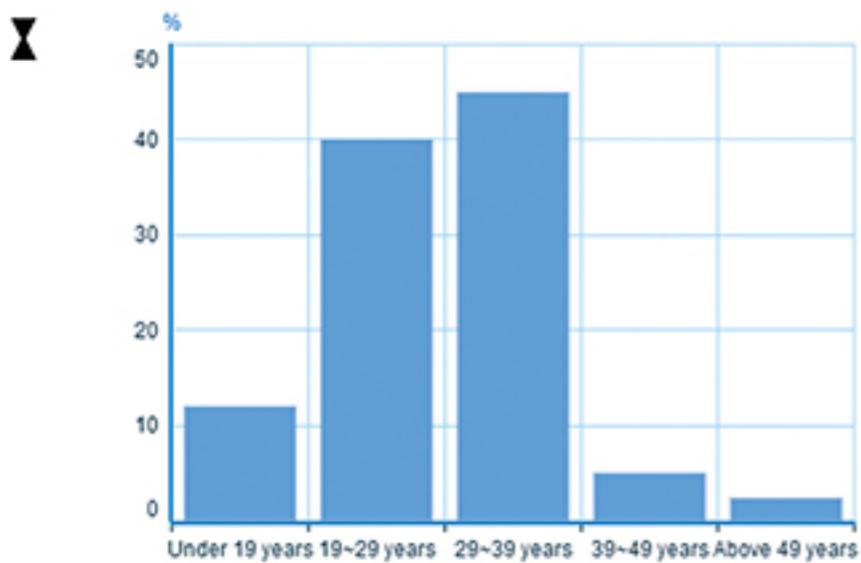
According to the data which is collect from the Baidu.com, the succulent is more and more popular from 2013 ~ 2016. And it has a rapid increase.

But, the most confused problem is people do not familiar with grow succulent and it is the NO.1 search key words on the baidu website.

It is an obvious pain point.

☒

The age distribution



The Features of  
Grower — •

The areal distribution



The gender distribution



## Conclusion



From the data, we can tell the succulent grower most are young people. And most of them live in the south of China where the weather is wet. It is not suitable for the plants grow. So there has more problems for them.



The grower .



## Pain Points



In conclusion, this project should focus on grower who are young and have more ability to accept new things.

What is more, this project should deal with the environment where is less sunshine and wet.



**IDEO**

## Role-Playing

I went to the flower fair and bought two different kinds of succulents. I used the same way to cultivate them. Try to find the pain point during the process. In the end they have the different results.



Go to the flower fair



X      X      X



Cultivate the succulent



The result

# Brain Storming .

▲▲▲

who grow succulents?

Normal people

Only a few plants

Expert

Dozens of plants

Problem

Lack of experience and knowledge.

Don't have enough energy to take care of all the plants

Price

1 10,000

More than 10,000 different succulent in the world

80,000

NOTICE

water

sun

soil

worm

bird



### TARGET USER

Who is 19 ~ 39 years old, can accept new things .  
Who is live in the area where is lack of sunshine and the air is humid.



#### Amateur Grower

Lack of experience and knowlage of plant succulent.  
Only grow one or two plants.



#### Aficionado Grower

Has a lot of succulent  
Do not has enough energy to take all the plant.

# Research of Target User .

SUCCULENT GROWER

Finding two target users to do the research. One is an amateur grower and the other one is an aficionado. Through interview, understanding the pain points during the whole process of grow succulent plants, including buying plant, grow plant, died or get ill.

Aim at these pain points, presenting solutions and get feedback from target users.



# Problems of target user



**Karen**

Amateur  
25 years old

Have 2 pots of  
succulent  
plants

1

TARGET USER

△ ▽

## Shopping



The grower dose not know which kind of succulent plants they bought, and unfamiliar with the habit of these plants, just chose them by appearance.

## Growing



The only care grower can take of these plants is watering, and they do not know when or how much water the plant should be watering.

They usually put plants on their desk where is lack of sunlight. Because the plants do not have enough light for a long time, they became very and ugly.



Because the succulent plant is growing very slow, so that, it is hard to judge that whether they are health or not by their look.



## Ending



Usually, when we found the problem, the plant is going to die. And we do not know how to save it.

# Problems of target user

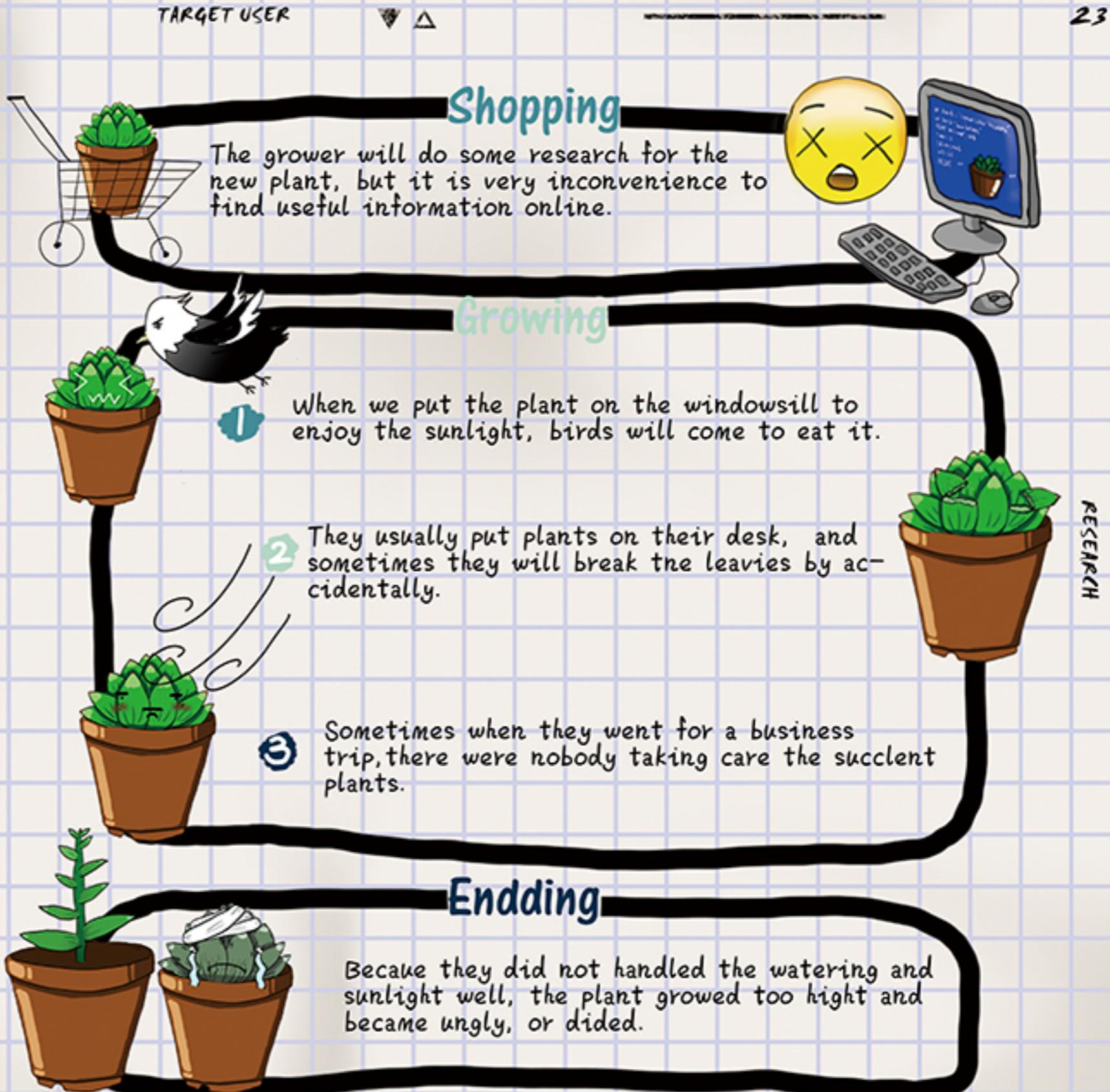
# 2



Faye

Aficionado  
24 years old

Have 32 pots  
of succulent  
plants



# Solutions of target user's problems

RESEARCH



## Shopping



- A device can recognize the type of succulent plants and automatically give information about this plant to the user.

## Growing



- A device can remind users when to watering these plants and how much water should be prepared.
- Simulating the sunlight
- A device can supervise the conditions of plants and tell the user.

## Endding



- A device can figure out whether the plant is health or not and find the precise problem. Then it will give the solution to the user.

- A device can guide users to take care of succulent plants and according to the different types of them offer different scheme.

**IDEO**

# Five Whys?



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## 1. Why you like to grow succulent plants?

Because I think the succulent plants are very cute, they like the pets of me. And these plants can eliminate the radiation and clean the air of my desk.

## 2. Why you collect so many kinds of succulent?

Because there are so many kinds of succulents in the world, and they all have the different look, and they all have their own beauty, so I like to collect different plants as much as possible.

## 3. Why you think growing succulent plants is difficult?

Many conditions should be considered when we cultivate succulent. Like the temperature, water, sunlight and soil. We also need to keep the worm and birds away.

## 4. Why will such an experienced grower as you still make the plant die?

Because I have grew so many succulents and they all have different features. I am busy with work, it is hard to take good care of them all.

## 5. Why you want help to grow succulents?

Sometimes I don't have enough energy to look after them, but I don't want they be injured, and some succulents are very weak. So that I want some device to help me to take care of them when I am busy.