A. **Define Your Product**
1. **What problem does your product website solve or address?** My app will solve the problem of knowing what to plant when, understanding the specific needs of each plant, and keeping track of all the things that need to be done to maintain a garden.
2. **What is your product idea? How does your website support this idea and help solve the problem?** It is a garden app that helps people better manage their garden and plants with features including: Smart planning, meaning it can suggest the best garden space layout based on space and crops. Gives a calendar of what to plant when. Whether a plant should be started inside or outside, care guidelines for each plant. Task lists that can be checked off Section to record notes like a journal to look back on in the coming years. I am taking the complex idea of managing a garden and all its components, which is done over 6+ months, and simplifying it for the users by centralizing the information and making garden planning and maintenance easier.
3. **What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)** It will be a web application/app, making it a functional platform for a user to interact with.
4. **What is your mission statement? Summarize what your product does, who it's for, and why it matters.** Sproutly simplifies the complex process of gardening by centralizing planning, care, and tracking into one easy-to-use platform for people who want to add gardening to their lives. Users can design virtual gardens, get smart layout suggestions, follow personalized calendars, manage tasks, and keep journals. The key benefits are time savings, beginner-friendly guidance, seasonal reminders, and progress tracking across years. With the growing interest in sustainability and homegrown food, now is the perfect time for a smart, all-in-one gardening solution.

B. **Profile Of the Target Audience**
1. **Who is the primary audience that your product is trying to reach? Include the following details about your target audience:**
   ○ **Demographics**
      ■ **What is the age range of your target audience?** 25 - 65 years old
      ■ **What is the gender distribution?** Fairly even, though maybe slightly more towards women
      ■ **Which country do your visitors live in?** US, Canada, UK, and Australia
      ■ **Do they live in urban or rural areas?** Mostly in Urban/Suburban areas for small space or hobby gardeners, with a fair amount in rural areas for homesteaders or larger gardens
   ○ **Socioeconomic Details**
      ■ **What is the average income of visitors?** 40k - 90k
      ■ **What level of education do they have?** From a high school diploma to a college degree, it's for everyone
      ■ **What is their marital or family status?** Many are parents or retirees, or singles in cities growing small gardens for sustainability/health
      ■ **What is their occupation?** Mix of teachers, nurses, IT professionals,

retirees, stay-at-home parents, and hobbyists
- **How many hours do they work per week?** 30–50 hours for working professionals; retirees/families have more flexible schedules
- ○ **Web Behavior**
  - **How often do they use the web?** Daily to multiple times per day
  - **What kind of device do they use to access the web?** Smartphone (primary) quick access to planting calendars, task lists, and reminders. Tablet (secondary) preferred by older users for larger visuals. Laptop/Desktop mainly for initial garden planning with the visual layout tool.

2. **Create a chart with at least three fictional visitors from your target audience.**

Persona	Emily Green 🌱	James Rivera 🌿	Linda Thompson 🌸
Name	Emily Green	James Rivera	Linda Thompson
Gender	Female	Male	Female
Age	28	42	63
Location	Portland, Oregon	Austin, Texas	Suburban Ohio
Occupation	Elementary Teacher	IT Manager (Remote)	Retired Nurse
Income	$48,000/year	$95,000/year	$30,000/year
Web Use	Moderate – laptop & phone for planning/lifestyle apps	Heavy – online for work & hobbies	Light–Moderate – tablet for browsing & hobbies
Reasons for Visiting	• Beginner gardener, wants step-by-step help • Needs planting calendar & visual garden layout • Loves checklist/task features	• Experienced gardener, wants optimization • Needs crop rotation & yield planning • Interested in premium/journal features	• Lifelong gardener, forgets planting times • Values reminders & centralized tasks • Wants to share notes with gardening club

3. **Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created.**

🌱 **Reasons People Come to the Site**
1. Plan a garden layout visually (adjust size, shape, crops).
2. Learn what to plant and when.
3. Get reminders for garden care (watering, fertilizing, pruning, etc.).
4. Track tasks with a checklist.
5. Access care guidelines for each plant.
6. Record notes in a garden journal for future seasons.
7. Optimize crop rotation and maximize yield.
8. Reduce time spent researching plant info.
9. Share knowledge or progress with friends/family/garden groups.

10. Use beginner-friendly tools to make gardening less overwhelming.

👩‍🦰 Emily Green (Beginner Gardener, 28, Teacher)
Tasks Emily would use the site for:
- Plan her **first garden layout** visually to fit her small backyard.
- Learn **when to start seeds indoors vs outdoors.**
- Use **step-by-step care guides** since she's new to gardening.
- Set up a **task list with reminders** so she doesn't forget key steps.
- Record **notes for next year** about what worked and what didn't.

👨‍💼 James Rivera (Experienced Hobbyist, 42, IT Manager)
Tasks James would use the site for:
- Optimize **crop rotation** and layout for his raised beds.
- Track **planting and harvest dates** for multiple crops.
- Use the **digital journal** to compare year-to-year results.
- Access **advanced tips** on maximizing yield and soil health.
- Try premium features like **customized smart planning**

👵 Linda Thompson (Retired Gardener, 63, Nurse)
Tasks Linda would use the site for:
- Set **reminders for planting and care tasks** so she stays on schedule.
- Use the app's **simple, beginner-friendly interface** on her tablet.
- Record her **gardening notes** to share with her local garden club.
- Quickly check **care guidelines** without flipping through books.
- Plan a **seasonal planting calendar** that fits her Ohio climate.

Part III: Planning & Designing Your Product Website
  A. **Website Requirements**
    1. **Purpose & Goals**
       ○ **What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?** Educate and assist users in planning, managing, and maintaining their gardens through a centralized, easy-to-use digital platform. Also, promoting the product to get new users to sign up.
       ○ **What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?** Sign up and create an account

    2. **Content & Features**
       ○ **What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).** Essential pages: Home, Features, a personalized Dashboard for users, and a contact form. Main features: drag-and-drop garden builder, smart planning algorithm, plant database, calendar, task checklist,
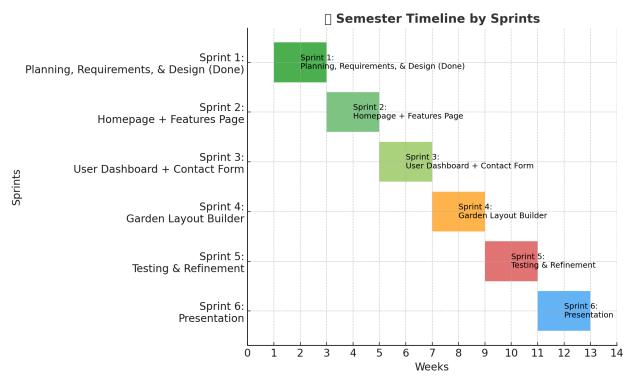
journal, and user profiles.

- **What will your homepage highlight? Think about the first impression and what visitors need to see right away.** A key feature overview of what the app offers and what value the app brings, a mission statement, while also making sure to say it is for beginners or experienced gardeners

3. **Look & Feel**
   - **Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).** [Garden Tools, Planters, Raised Garden Beds +More | Gardener's Supply](#) - I love the natural colors, greens, browns, whites, and orange for a pop of color. It is very simple and organized
   [Free Online Food Growing Course - Thrive™](#) - I love the scrolling layout with the call to action, the first thing a user sees, and then the key features are listed if the user wants to browse them. The hierarchy is well done, and the page isn't too busy while also appearing professional
   - **How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?** I would like it to be modern but at the same time playful, as this is for a hobby, so it should be fun to look at, but with clean layouts, no clutter, and easy navigation
   - **Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?** I would like greens, earth tones, and then some brighter colors like orange if I need a pop of color, like a garden palette with appropriate images
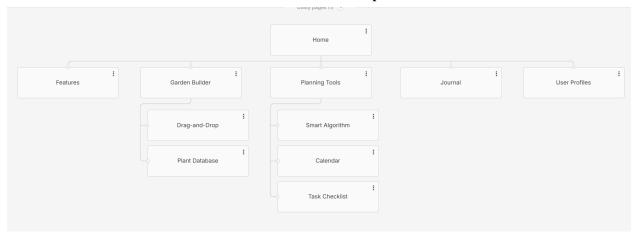
B. Design & Prototyping
   1. SDLC Approach & Timeline
      - **The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).** Agile
      - **A clear timeline of phases and milestones.** This will be done using sprints
        - **Sprint 1:** Planning, requirements, and design (done)
        - **Sprint 2:** Development of home page + features page
        - **Sprint 3:** Develop user dashboard + contact form
        - **Sprint 4:** Develop garden layout builder
        - **Sprint 5:** Testing and refinement
        - **Sprint 6:** Presentation
      - **A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).**

📅 Semester Timeline by Sprints

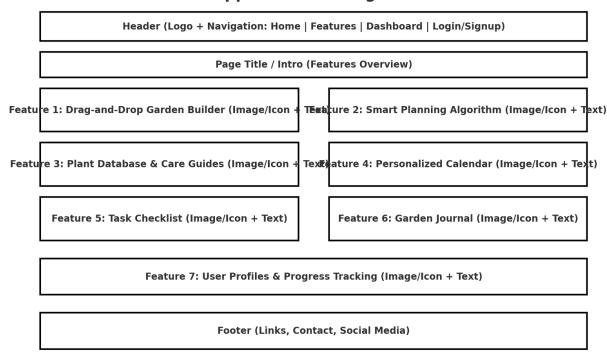**2. Original Logo**

Sproutly

3. Site Map

4. Wireframes

Garden App - Home/Welcome Page Wireframe

Header (Logo + Navigation: Home | Features | Dashboard | Login/Signup)

Hero Section (Intro Text + Call to Action Button)

Key Features Overview (Icons + Text: Garden Builder, Smart Planning, Calendar, Checklist, Journal)

Benefits Section (Personalized Onboarding, Seasonal Reminders, Beginner Guides, Progress Tracking)

Footer (Links, Contact, Social Media)

Garden App - Features Page Wireframe

Header (Logo + Navigation: Home | Features | Dashboard | Login/Signup)

Page Title / Intro (Features Overview)

Feature 1: Drag-and-Drop Garden Builder (Image/Icon + Text)	Feature 2: Smart Planning Algorithm (Image/Icon + Text)
Feature 3: Plant Database & Care Guides (Image/Icon + Text)	Feature 4: Personalized Calendar (Image/Icon + Text)
Feature 5: Task Checklist (Image/Icon + Text)	Feature 6: Garden Journal (Image/Icon + Text)

Feature 7: User Profiles & Progress Tracking (Image/Icon + Text)

Footer (Links, Contact, Social Media)

5. Accessibility

- **Screen reader compatibility:** Use semantic HTML (e.g., <nav>, <main>, <footer>) and ARIA labels for all non-text elements.
- **Alt text:** Provide descriptive alternative text for all images, including plant icons and layout diagrams.
- **High contrast mode:** Offer a toggle for higher-contrast color palettes to improve readability.
- **Scalable fonts:** Ensure text can be resized without breaking layouts.
- **Captions and transcripts:** All instructional videos (e.g., planting tutorials) will include captions and downloadable transcripts.
- **Visual notifications:** Use visual indicators (icons, text alerts) in addition to sound-based cues for reminders and tasks.
- **Keyboard navigation:** Full site functionality (forms, buttons, garden builder) will be operable with a keyboard.

- **Large click areas:** Buttons and task checkboxes will be large and well-spaced for ease of use.
- **Voice input support:** Ensure compatibility with voice recognition software (e.g., Dragon NaturallySpeaking).

To ensure compliance and user-friendliness, the following tools will be used throughout development:

- **WAVE Web Accessibility Tool** – for quick checks of alt text, labels, and ARIA compliance.
- **axe DevTools** – browser extension to detect WCAG compliance issues.
- **Lighthouse (Google Chrome DevTools)** – automated audits for accessibility, performance, and best practices.
- **NVDA + VoiceOver** – screen reader testing on Windows and Mac.
- **Keyboard-only testing** – manual checks to confirm all interactive elements are operable without a mouse.

Link to chat conversation if needed: https://chatgpt.com/share/68c76a2a-ac98-8001-a231-08c6c2e4acce