Sproutly

A product pitch by Meghan Andrews

The Problem

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.

Your Solution

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 calender of what to plant when

- If a plant should be started inside or outside, care guidelines for each plant

- Tasks 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 is components that is done over 6+ months, and simplifying it for the users by centralizing the information and making garden planning and maintenance easier.

Website Type

It will be a web application/app making it a functional platform for a user to interact with

Software Development Process

This product will be done using Agile methodology as I plan to have development done in incremental sprints and releases with user feedback along the way for what features to add

Target Audience

🌱 Persona 1: Emily Green

- **Name:** Emily Green
- **Gender:** Female
- **Age:** 28
- **Location:** Portland, Oregon
- **Occupation:** Elementary School Teacher
- **Income:** $48,000/year
- **Web Use:** Moderate – uses her laptop for lesson planning and her smartphone for lifestyle and productivity apps.
- **Reasons for coming to your site:**
  - Wants to start her first backyard garden but feels overwhelmed by the amount of online information.
  - Looking for a simple step-by-step way to know what to plant, when, and how to take care of it.
  - Attracted by the visual "virtual garden" feature to map out her small backyard space.
  - Likes the task checklist feature to stay organized and motivated.

🌿 Persona 2: James Rivera

- **Name:** James Rivera
- **Gender:** Male
- **Age:** 42
- **Location:** Austin, Texas
- **Occupation:** IT Manager (remote worker)
- **Income:** $95,000/year
- **Web Use:** Heavy – spends much of his day online for work, enjoys tech solutions for hobbies.
- **Reasons for coming to your site:**
  - Already has some gardening experience but struggles with timing and crop rotation.
  - Wants a smart planning tool to optimize his raised beds and maximize yield.
  - Interested in keeping a digital journal of what worked in past seasons.
  - Drawn to premium features (e.g., personalized layouts, advanced care tips).
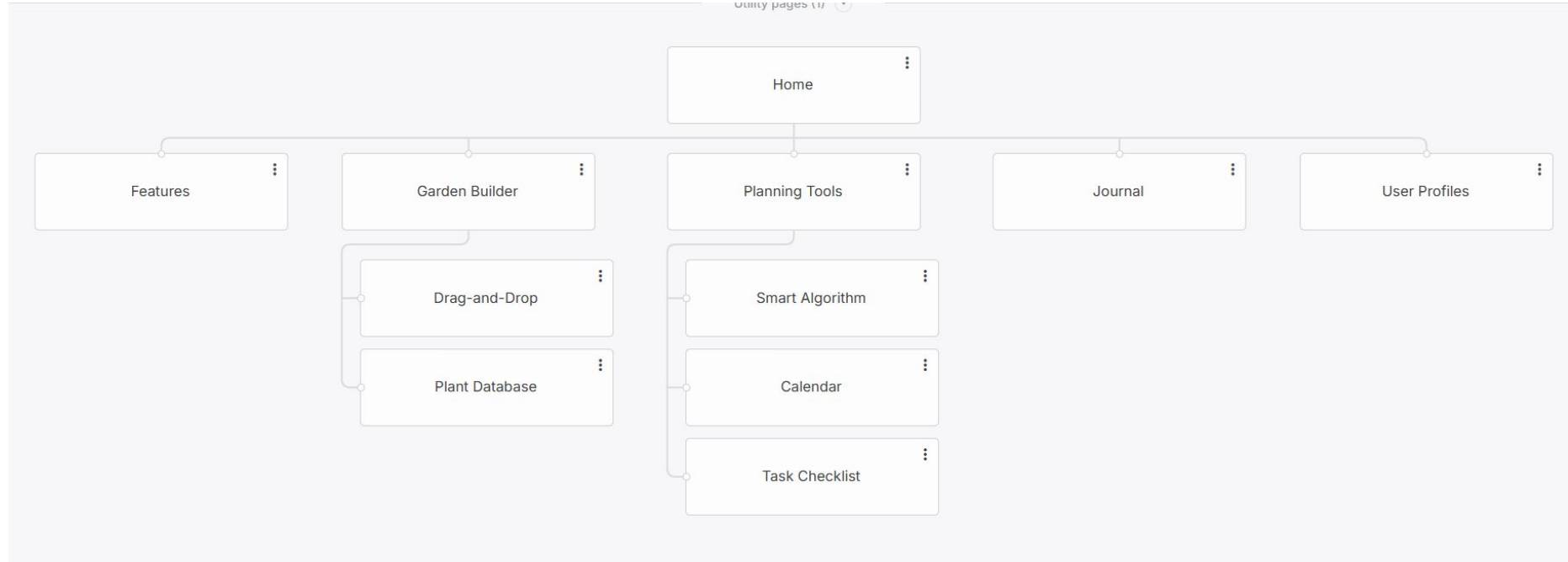
Key Content & Features

Visitors can: design virtual gardens, get smart layout suggestions, follow a personalized planting calendar, use task checklists, access care guides, and keep a garden journal.

Essential pages: Home, Features, and a personalized Dashboard for users.

Main features: drag-and-drop garden builder, smart planning algorithm, plant database, calendar, task checklist, journal, and user profiles.

Key benefits: personalized onboarding, seasonal reminders, beginner-friendly guides, progress tracking across seasons, and an all-in-one platform simplifying gardening.

Site Map

Home

Features

Garden Builder

Planning Tools

Journal

User Profiles

Drag-and-Drop

Plant Database

Smart Algorithm

Calendar

Task Checklist

Wireframe

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)

Pitch Summary

Sproutly simplifies the complex process of gardening by centralizing planning, care, and tracking into one easy-to-use platform. 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.

Feedback Questions

- Is the solution clear?

- Are the features too much/little?

- Is the target audience well-defined?

- Any suggestions?