

Inspiration

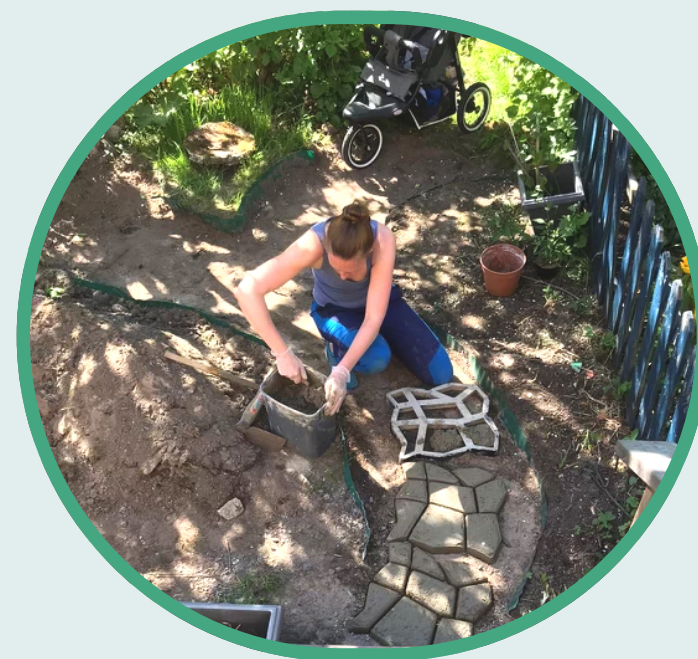
Spending time with friends and family in their gardens, I was inspired by **the complexity of problems** that arise in a garden and **gardeners' passion for problem-solving to save their gardens**.

Competitor Analysis

To see how gardening apps are meeting gardeners' needs, I downloaded **two of the most popular mobile apps** and read online reviews. I analyzed their strengths and weaknesses and found opportunities to design a unique solution for people who garden.

Gardener Interviews

To determine **gardeners' wants, needs and pain points when using gardening apps**, I conducted 30-minute interviews with two gardeners with 10+ experience and one gardener with <1 year experience.



« Gardener with 10+ years of experience ... and questions!

Interview Learnings

1. **Gardeners can't always solve their problems by themselves.** They often need specialized help which they cannot find on gardening apps, the internet or at plant nurseries.
2. Gardeners would like consultations with experts in their area who understand their unique local conditions.
3. **Today's gardening apps do not give gardeners the help and community they need!**