

COMPETITOR PROFILES



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PLANTA - OVERVIEW

Planta is a plant-care app which helps you look after all your houseplants. By following our care schedules, we'll make sure you never kill another plant!

KEY OBJECTIVES

The app's main feature is to guide users in their plant care schedule, the free version is simply for watering, the paid version also advise when to mist, fertilize, & etc.

Planta has integrated a large plant database within their app, giving users a wide range of plants to learn about.

OVERALL STRATEGY

The database in Planta is really their key selling point, it relieves a lot of research and mental space for the users.

There are no ads in the app, so their revenue must all come from the premium subscriptions, which boasts a lot more advanced features.

MARKET ADVANTAGE

This is one of the more popular plant apps, due to it's large database of house plants. Users can simply find their plant, and the app provides the accompanying information and care guide that tailors geographic location.

Planta also allows users to create a wishist from their plant database, and the plants on the wishlist can easily move to a location list and be given care reminders to once the user acquires the plant.

There is also a built-in plant identification tool that searches through their wide database.



PLANTA - MARKETING PROFILE

Planta's main advertising presence is on Instagram, where they share very aesthetically pleasing photos of plants with give a brief description, and direct the audience to their app for more information. Planta re-posts photos from other plant-related accounts, giving smaller accounts boosts while drawing more audience from an already self-selected crowd.

Planta does not have a web-based platform, their website is simply a landing page to download their app and show off their Instagram account. They do have a brief FAQ section, and contact informatoin.



PLANTA - SWOT

STRENGTH

The extensive database of plants and careguides sets Planta apart from many other similar apps. The database also adjusts to specific factors for the user, thus making plant care more helpful and personalized.

OPPORTUNITIES

This app is built for individual users, however, there is a growing plant community where people can pool and share their knowledge.

The app's mechanics also requires a lot of user involvement in the beginning. Especially for new users to the app who have a large collection, the experience of the app is front loaded with a lot of data entry, which could be tedious and frustrating.

WEAKNESS

The app's revenue stream seems to be based off of their premium subscription, however, based on the reviews, the premium subscription's features do not meet the users' expectations.

Their free version is robust enough for most plant parents, that on the occasion that more support is needed, users could just do research online instead of using the premium option.

THREATS

Although Planta's database is extensive, for individual plant care, there could be more details, or there are areas where the algorithm could be more adaptive (that may or may not be technically feasible)

The app also does not cover any pests or ailments for plants, which is a common occurrence for plant parents, and could be especially stressful for new plant parents.



PLANTA - UX ANALYSIS

USABILITY

The app is well organized into 5 main sections, each with clear intent. There is strong visual contrast (in dark mode), the solid orange and green icons dictates priority and importance.

It fits well into the ‘no-brainer plant care’ aspect that the app advertises, the app covers a lot of basics of plant care.

A lot of feedback from users are the extensive amount of data entry required to make the app useful.

The app allows users to upload their own photos of their plants, which on one hand personalizes the experience, but on the other hand, adds to the data entry burden.

Some ‘bells and whistle’ features insists on participation from the user (taking photos of their plants) to be useful, which also feels like a burden.

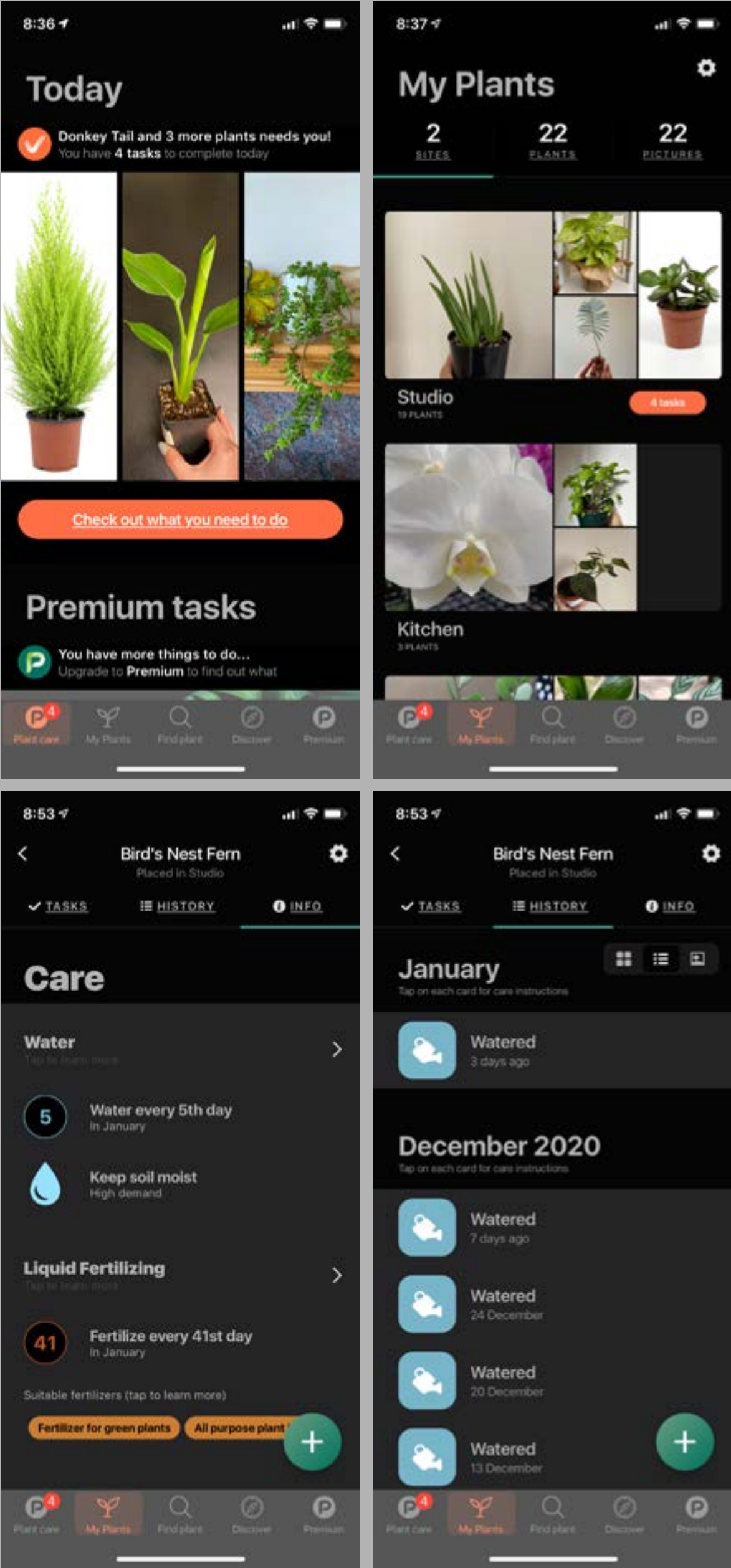
LAYOUT

The app has a very structured layout with the main sections, the app also record a lot of information on top the existing database, so sometimes it takes a minute to find specific information.

NAV STRUCTURE

For the main features (data entry, marking watered plants, overview of plant collection), the user flow is very simple and clear.

All of the areas are clearly marked with text instead of icons, which reduces the guessing game for the user.



PLANTA - UX ANALYSIS

COMPATIBILITY

Right now there is only iOS and Android versions available, the website is simply a landing page.

CALL TO ACTION

The app has a tab just for advertising the premium subscription (unsure of what that will display after the user subscribes).

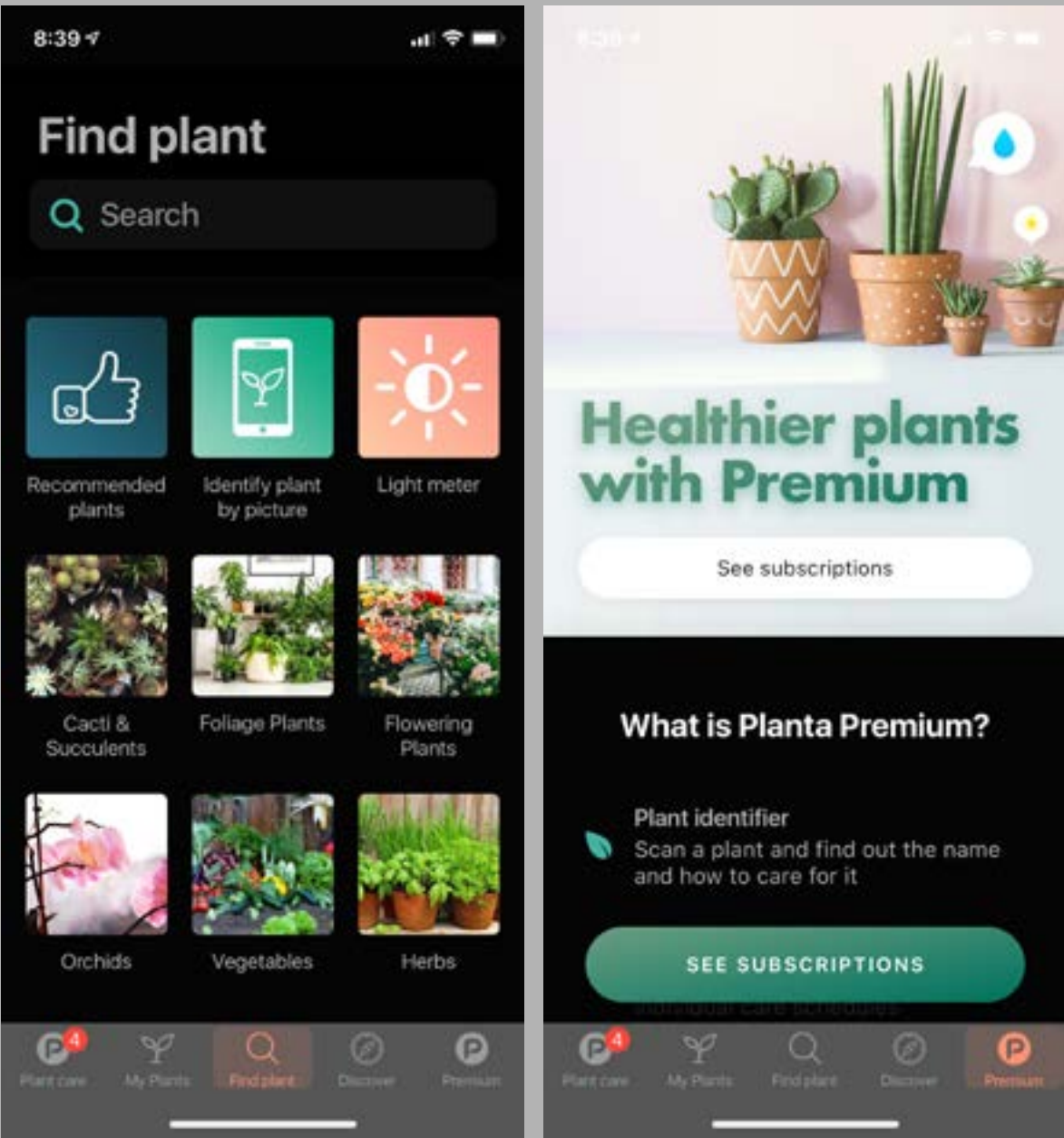
In the plant info tab, some more specific features (like soil type, or life cycle) is behind the premium subscription paywall, prompting users.

DIFFERENTIATION

After the data entry, the system ‘automates’ plant care, and adjusts the reminders based on a variety of factors rather than just a static interval sets Planta apart from competitors.

One of the factors is local weather conditions, which the developers are working on. While the algorithm takes into account the pot material, it does not ask about pot size, which also greatly affect the watering schedule.

Due to the large database, it is very easy to search a plant and see all of the relevant care guide in one place.



CANDIDE - OVERVIEW

Candide is a buzzing hub of inspiration, knowledge and plants for gardeners and plant enthusiasts. Whether it’s houseplants, veg, or [...] you just want to visit a garden for the day, Candide aims to be the most useful gardening tool you’ll have in your pocket.

KEY OBJECTIVES

Candide is more community/information exchange oriented, they prompt users to share images and use them for discussion.

The app relies on common knowledge to support users in their plant care, rather than a database and algorithms.

OVERALL STRATEGY

The app relies on individual user contribution to form a global community.

The app invites bloggers with a following to write articles for them, attracting an existing audience.

MARKET ADVANTAGE

The community interaction makes Candide different from other plant apps.

The developers also have a plant identifying feature that analyzes users’ photos, and is more accurate than the competitors.



CANDIDE - MARKETING PROFILE

Candide markets itself as a gardening tool, so it caters to not just the houseplant community, but more so/also towards outdoor floriculture.

Candide uses instagram and twitter to promote their blog posts that prominent bloggers in the gardening community write. They also have a dedicated plant identification bot Twitter account to help all users, not just the ones with their app, recognize plant species.

Candide has also partnered with gardens in the UK to host virtual/audio tours of the plants, to also promote their app on the gardens' websites.



CANDIDE - SWOT

STRENGTH

Community building and interaction is a strength for this app, it bypasses the large data gathering that Planta does, and uses people's knowledge and willingness to support users instead.

OPPORTUNITIES

The app made strides to connect users to physical locations for touring experiences. They could also connect with local plant shops or community gardens as well.

WEAKNESS

Due to the overall concept of the app being more community based and less of a social competition, the visual aesthetics of the app isn't very attention-grabby, and is on the more minimal side.

With the community-based knowledge, sometimes there's a lag between posting questions and getting answers, and the answer may not always be satisfactory.

THREATS

There are a lot of discussion platforms online, reddit, discord, facebook, with more active users and an interface that they are already familiar with. But that could be a draw to the app, that it is isolated and purely focused on plants.



VERA - OVERVIEW

The App that Helps You and Your Plants Thrive

KEY OBJECTIVES

Vera is a plant app developed by Bloomscape, an online plant retailer. They aim to aid in daily plant care through reminders. They allow users to enter their own watering and fertilizing schedules, while providing background information on individual plants.

OVERALL STRATEGY

With their established online store, Vera has a group of users who are already into house plants, and are already looking online to purchase specific plants (rather than just picking one up at a store)

The company has a support team that will respond to users’ questions. The team is accessed through a contact form or email, and is not behind a paywall like Planta.

MARKET ADVANTAGE

Vera starts the user off with a custom schedule, unlike Planta that tries to guess at the optimum frequency, which could appeal to more advanced users who are already familiar with their plants’ needs.

Vera’s care guides offers more descriptive suggestions, that offers users signs and clues to how to best care for their plants.



VERA - MARKETING PROFILE

Bloomscape, a popular online plant retailer, has a dedicated page advertizing Vera, which may be their primary source of users. The app is also featured in blogs and articles.

They have instagram and twitter accounts, but neither are very active.

Otherwise, it does not appear to have a large marketing presence.



VERA - SWOT

STRENGTH

The app does not assume to know better than the users about their specific plant care, and relies on the users' knowledge and experience with their own plants to drive the reminders.

OPPORTUNITIES

The app is not very connected to their online store. Users can open to the Bloomscape website through the app to track their orders, but there is some friction between the app and getting to their website to browse plants and make purchases.

WEAKNESS

Due to the reliance on user knowledge, there is also a lot of manual data entry at the start of the user experience.

The app also has several mandatory fields during the data entry that adds perhaps too much specificity to the process (e.g. a personalized name for each plant).

THREATS

A 'smart' app that calculates care guides can make the data entry process easier for the users.

