

USER JOURNEY



MING MICHELLE CHEN
MAY 2021

Beginner Betsy



- mid 20s
- early career/adulthood independence
- high digital device usage
- recently started collecting houseplants as home decor, is eager to learn about plants and dig deeper into the hobby

OBJECTIVE

as a new plant enthusiast, I want to easily find local plant shops and find plants that are suitable for my taste and environment and skill level, so that I can sustainably expand my collection

INFORMATION GATHERING

What is it that's prompted Betsy to begin the task?

- Betsy wants to find new plants for her apartment.

What will tell Betsy that their task is finished?

- Betsy has acquired a new plant that is suitable for the environmental conditions inside her apartment that she likes.

What information does Betsy already know about the process?

- Betsy knows that there are a lot of varieties of plants with unique care requirements. Betsy is willing to learn to provide the best care possible. If we give Betsy an easy way to find out the needs of the plants that she's interested in, she can make informed decision on her plant acquisition.

What additional information does Betsy need to know to complete the task?

- Betsy needs to know what is at various local plant shops, so she can compare prices, and research plant care.

Finally, what tools will Betsy need to complete the task?

- Betsy needs a way to view the available inventory at plant shops, and see the prices of plants.

Beginner Betsy

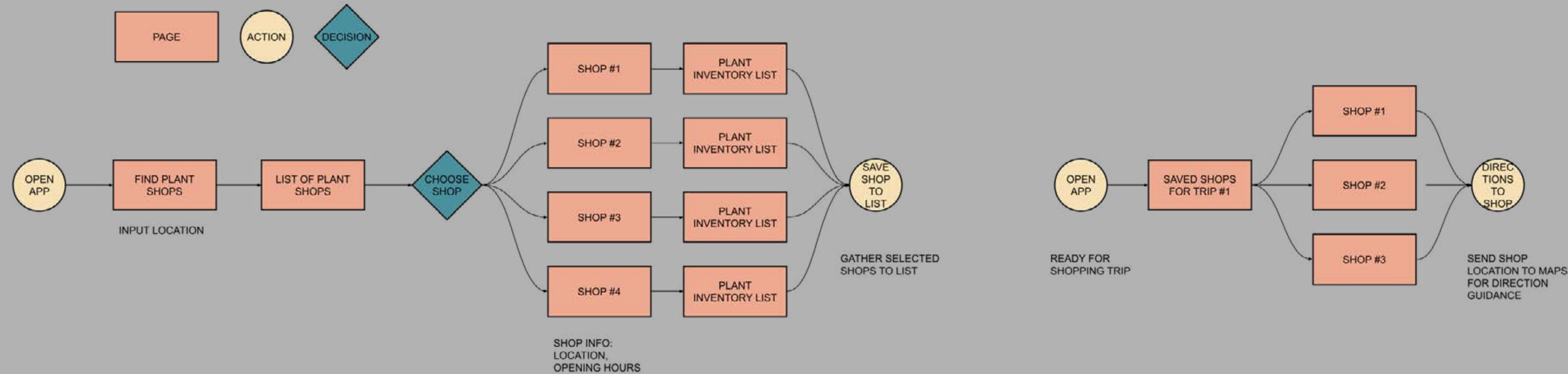


OBJECTIVE

as a new plant enthusiast, I want to easily find local plant shops and find plants that are suitable for my taste and environment and skill level, so that I can sustainably expand my collection

TASK FLOW

1. open app
2. input current location/desired location to look for plant shops
3. review plant shop inventory & pricing
4. compare plant shops
5. save favored plant shops to a list
 - later -
6. review plant shop list during travel



Intermediate Ivan



- mid to late 20s
- mid career
- high digital device usage
- started caring for plants from a teenage, is interested in collecting more rare/unusual plants

OBJECTIVE

as a busy plant parent, I want to have an easy overview of all of my plants, and can easily identify the ones with the most urgent needs, so that I can tend to their needs promptly.

INFORMATION GATHERING

What is it that's prompted Ivan to begin the task?

- Ivan has a routine to maintain his plants

What will tell Ivan that their task is finished?

- Plants that require urgent needs are taken care of, and the rest of the plants are at a stable/ healthy condition

What information does Ivan already know about the process?

- Ivan has basic intuition about what plants are due for care, but the mind is limited when it gets to a large number of plants. If we can provide a reliable list that accounts for environmental changes and specific plant's growing rate and conditions, then no plant will be left behind or forgotten.

What additional information does Ivan need to know to complete the task?

- Ivan would need a database that accounts for accumulation of environmental changes between plant waterings, and adapts the watering frequency to compensate for those changes.

Finally, what tools will Ivan need to complete the task?

- Ivan need an easy to view interface to see which plants require the most urgent care.

Intermediate Ivan

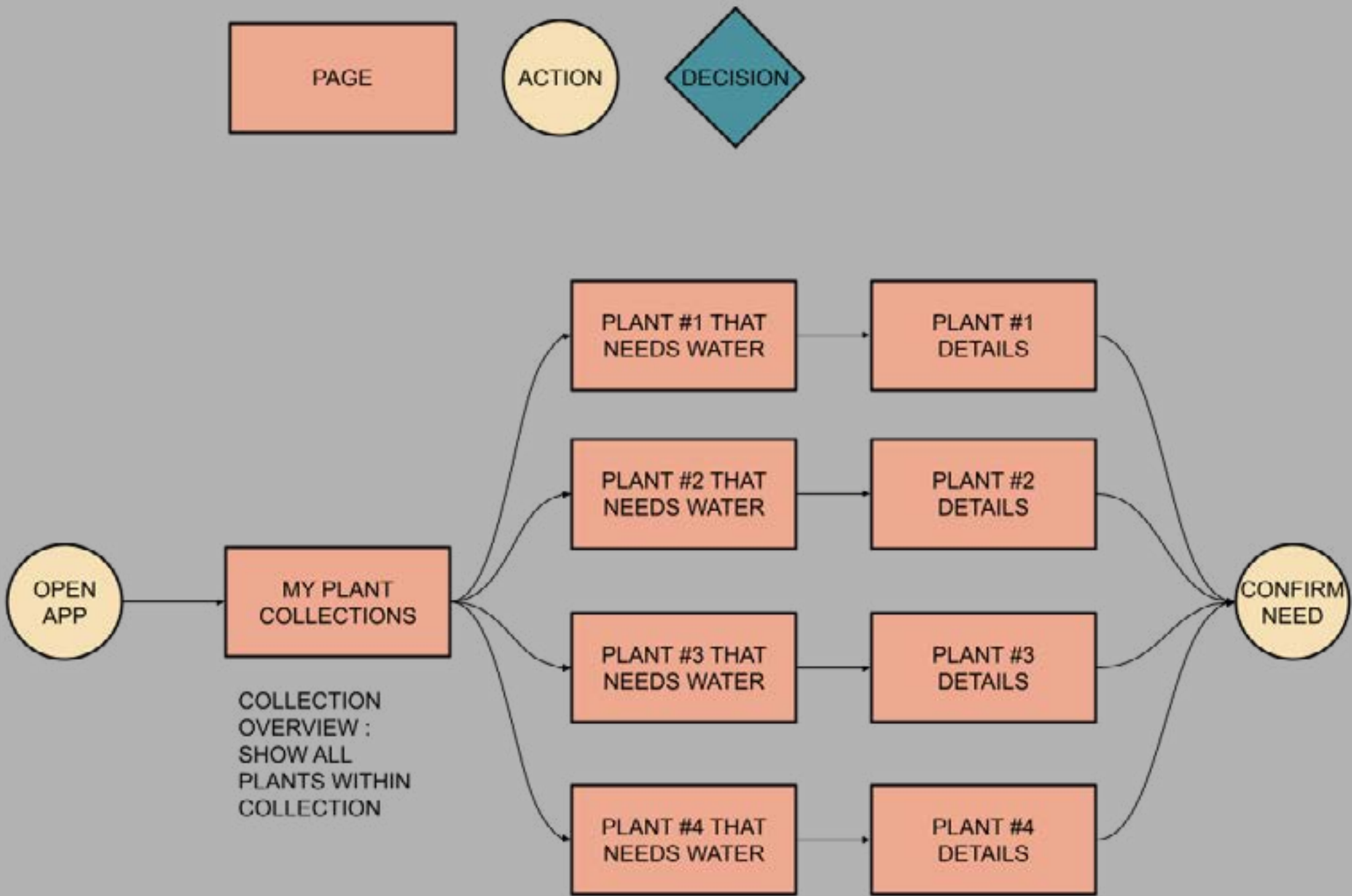


OBJECTIVE

as a busy plant parent, I want to have an easy overview of all of my plants, and can easily identify the ones with the most urgent needs, so that I can tend to their needs promptly.

TASK FLOW

1. open app
2. check overview of plant collection
3. review plants in need
4. confirm plant needs/conditions & record



Intermediate Ivan



- mid to late 20s
- mid career
- high digital device usage
- started caring for plants from a teenage, is interested in collecting more rare/unusual plants

OBJECTIVE

As an attentive plant parent, I want to have an easily accessible, updatable view of all of my plants' data, so that I have a better understand of my plants' histories and needs.

INFORMATION GATHERING

What is it that's prompted Ivan to begin the task?

- Ivan is annoyed at the tedium and visual unpleasantness of keeping up an Excel spreadsheet of plant care.

What will tell Ivan that their task is finished?

- Ivan's tasks for plants are easily updated each time he performs plant care.

What information does Ivan already know about the process?

- Ivan knows that there will always be some level of data entry involved in the process. If we provide an easy data entry experience, Ivan will be happier to document his plant care.

What additional information does Ivan need to know to complete the task?

- Ivan needs to know what/if any plants that also need supplementary care, like pruning or fertilizing.

Finally, what tools will Ivan need to complete the task?

- Ivan will need an interface that allows routine data entry that is universal across all plants, and also custom data entry for special occurrences. Since the app also uses the recorded data to improve the calculations of reminder frequencies, Ivan will need to use the app for a while for the app to gather the data and habits to provide help.

Intermediate Ivan



OBJECTIVE

As an attentive plant parent, I want to have an easily accessible, updatable view of all of my plants’ data, so that I have a better understand of my plants’ histories and needs.

TASK FLOW

- 1. open app
- 2. select plant
- 3. document one plant’s standard care
- 4. document one plant’s specialized care
- 5. view next plant & repeat

