

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

Betsy needs a lot of guidance on basic plant care, a lot of the Internet research is helpful but sometimes confusing.

Betsy aspires for the “indoor jungle” aesthetic, and thus would like to get better at taking care of houseplants.

Betsy would like to find a new plant for her apartment.

PHASE

Go to plant shop

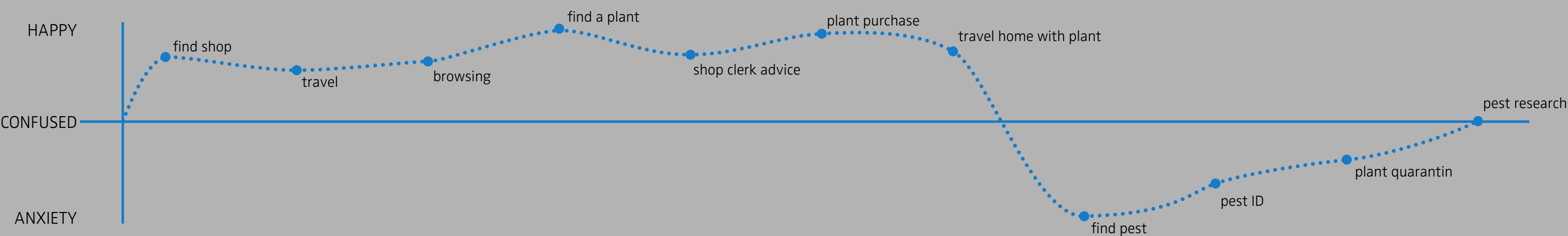
TASKS

- find a plant shop
- travel to sho
- (optional) travel to 2nd plant shop to compare prices & selection

THOUGHTS

“ it’s nice to see and touch the plants in person before deciding on one”

EMOTIONAL EXPERIENCE



OPPORTUNITY

- a conslidated list of local/nearby plant shops & nurseries
- with an inventory summary of plants available at shops

PHASE

Find suitable plant of interest

TASKS

- find a plant
- talk to shop clerk about plant needs
- consider potential locations for plant inside apartment
- (optional) debate between multiple plants
- purchase plant(s)

THOUGHTS

“I want to find a plant that can thrive under my care”

OPPORTUNITY

- plant species identifier with general plant care guides

PHASE

New plant at home

TASKS

- check plant for pest
- identify found pest (!!!)
- quarantine plant
- research pest prevention & treatment

THOUGHTS

“oh no oh no! this bug better not kill my new plant!”
“ I hope it doesn’t get on my other plants!”

OPPORTUNITY

- pest identifier
- guides for pest treatment

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

Ivan needs a comprehensive digital catalogue system to track his plant collection, so that he can better attend to all of this plants.

NEEDS & GOALS

SCENARIO

Ivan is going through his routine plant care for his collection, and documenting his actions and plant health on his Excel spreadsheet

PHASE

Check plant collection

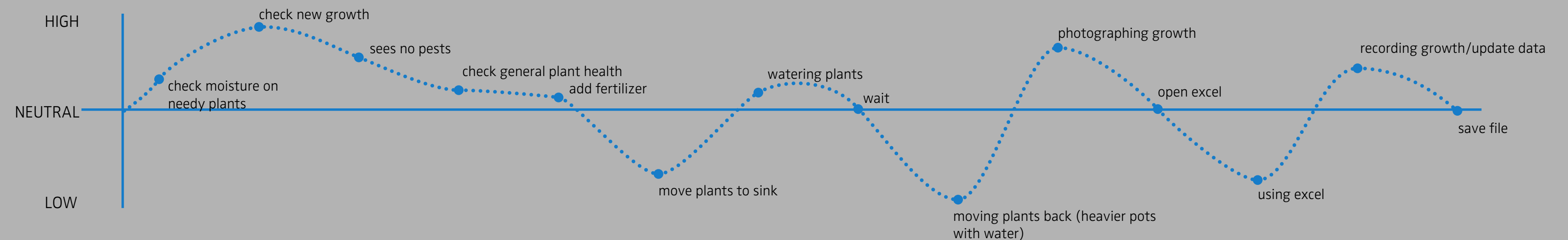
TASKS

- check plants' moisture level
- check for pests
- check for new growth
- check for ailments

THOUGHTS

“ how are the rare plants doing? I hope they don't get any pests”

EMOTIONAL EXPERIENCE



OPPORTUNITY

- easy overview of entire plant collection
- actively updated list/ranking of plants that needs the most/ immediate attention

PHASE

Watering

TASKS

- add fertilizer to water
- move plants to sink
- water plants
- wait for water to drain from plants
- move plants back to place

THOUGHTS

“all of the moving plants around the house is a good workout, I suppose.”

OPPORTUNITY

- some kind of auditory/sensory feedback for encouragement
> NYC public trashcan videogame sounds

PHASE

Documentation

TASKS

- take pictures of plants
- open computer & spreadsheet
- find plants/areas to update
- save

THOUGHTS

“the spreadhseet is pretty tedious to scroll around and manually update”

OPPORTUNITY

- simple data entry interface for common & custom actions
> e.g. watering, pruning, fertilization, repot, pest, photos, growth, location/ relocation, aquisition