USER RESEARCH ANALYSIS







MING MICHELLE CHEN APRIL 2021

Marcel, 27, Germany

BEHAVIORS & ATTITUDES

have been responsible for plants since a young(er) age

plant care makes him feel productive and happy

shovels snow to capture fresh rainwater for plants very casual with daily plant care, does not keep any journals or trackers

enjoys sharing hobby with friends

NEEDS & GOALS

needs parents'
financial
support to
continue
growing hobby

sometimes need
external
reminders for
plant care (for
when not feeling
the best)

FRUSTRATIONS

established poor habits learned from misinformation that was hard to correct

QUOTES

"[plants] provide that serotonin boost when I see them thrive under my care.

"At times when I'm not feeling my best, I don't make the effort to make sure everyone is doing ok...I'll only look at the ones that are more sensitive or needy."

miro



Cedrick, 17, UK

BEHAVIORS & ATTITUDES

generally neglectful of plants that are unthoughtfully acquired at the start of plant parenthood

attentive/ more attached to prized plants

buys distilled water weekly for 3 humidifiers (for the plants) propagates (rarer/more elusive) plants to sell

subscribes to scientific plant journals for detailed knowledge

NEEDS & GOALS

needs to maintain/prune plant growth on a weekly basis

needs more light during winter

FRUSTRATIONS

plants purchased from big box stores are not well cared for and have pests

QUOTES

"I don't stress cause I figure that plants in nature can thrive without me in nature."

miro



Valerie, 29, USA

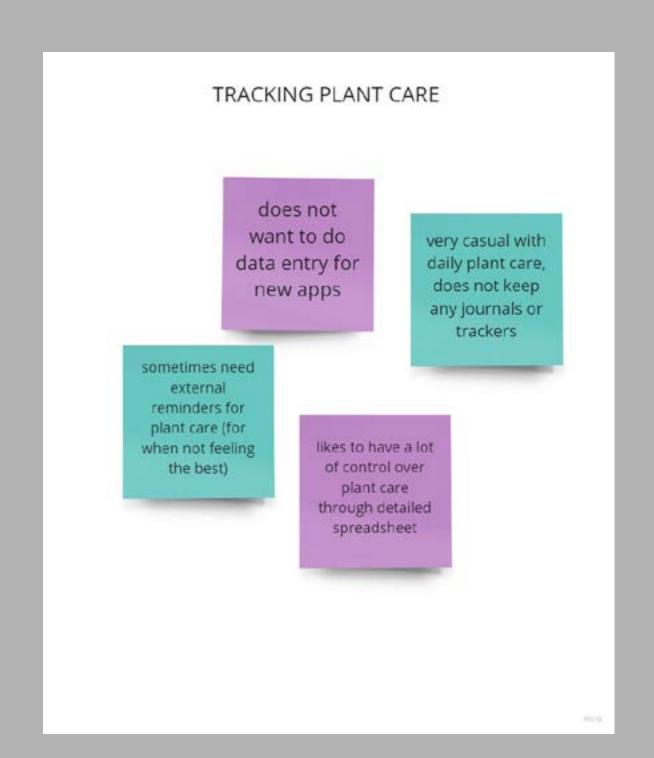
NEEDS & GOALS FRUSTRATIONS QUOTES **BEHAVIORS & ATTITUDES** fungus needs to see gets gnats and progress for plant care apps tried in the past "I overwhelmed don't want to pay for the premium by an influx of and growth common versions [without knowing their full likes to have a lot information capabilities], and I'm a little scared of the on plants pests of control over free ones. So I don't want to start the plant care process of entering in all of my plants' through detailed information, and then I find the limit of the free version. And I didn't want to only spreadsheet do a portion of the plants just to test things out. So that's why I made my goal is to spreadsheet. difficulty/lack of willing/wanting to knowledge and explore different have a lot experience with and new plant of healthy does not species/genus/ troubleshooting cultivars plants plant ailments want to do data entry for new apps would like to have a lot of plant likes to immediate experiment/learn jargon in feedback from with different plants (slightly research for tools, accessories difficult) and beginners and equipment communities miro



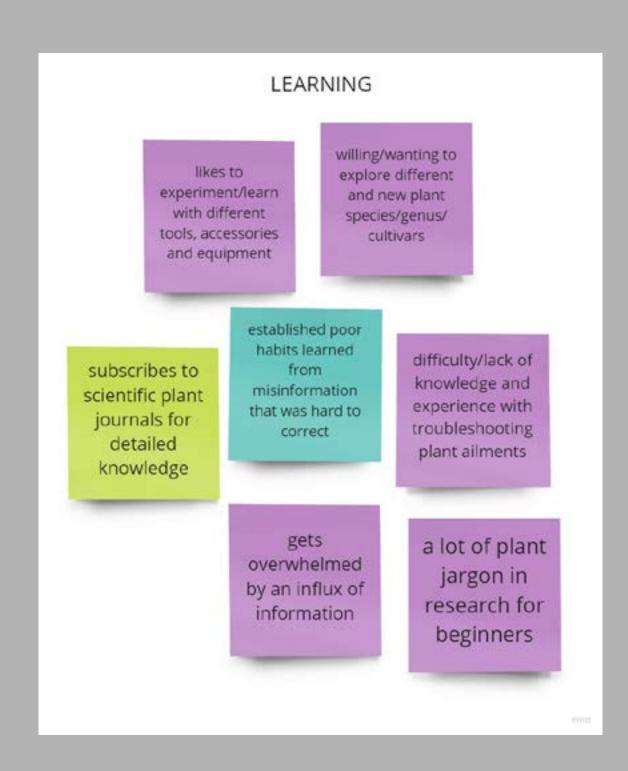
AFFINITY CLUSTERS



People get very emotionally attached to their plants, which is a source of comfort and stability, especially during the pandemic



There is a range of specificity when it comes to documenting plant care



People are open to new knowledge and information to improve

AFFINITY CLUSTERS



People have a wide range of habits to maintain the best conditions for their plants, but shows dedication to the wellbeing of plants

FINANCE needs parents' financial for plant care apps tried in the past "I support to don't want to pay for the premium continue versions [without knowing their full capabilities], and I'm a little scared of the growing hobby free ones. So I don't want to start the process of entering in all of my plants' information, and then I find the limit of the free version. And I didn't want to only do a portion of the plants just to test propagates things out. So that's why I made my (rarer/more spreadsheet. elusive) plants to sell

There are various financial factors contributing to level of care, the hobby is not bound by income

PESTS fungus gnats plants purchased and common from big box stores are not well pests are a cared for and constant have pests frustration

A common source of frustration for a lot of plant parents