

MUĞLA



ROOT TEAM

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# PRODUCT VISION

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# PRODUCT VISION

FOR PLANT ENTHUSIASTS AND HOMEOWNERS, WHOSE CHALLENGE IS MAINTAINING HEALTHY AND THRIVING PLANTS EFFICIENTLY, THE FLORAHEAL IS A SMART, USER-FRIENDLY WEB PLATFORM THAT HELPS USERS FIND THE BEST PLACEMENT FOR THEIR PLANTS, TRACK ESSENTIAL CARE ROUTINES, AND PROMOTE SUSTAINABLE PLANT CARE THROUGH TECHNOLOGY. DIFFERENT FROM TRADITIONAL PLANT CARE GUIDES OR GENERIC REMINDER APPS, OUR PRODUCT INTEGRATES SMART INSIGHTS WITH NATURE-FOCUSED DESIGN, MAKING PLANT CARE EASIER, SMARTER, AND MORE SUSTAINABLE.