

Research & Discovery

The feasibility of the Planter to have broad environment grow capabilities was desirable to ensure widespread geographic usability. We relied heavily on user data from UrbnEarth's first product, the UrbMat, and polled existing and potential customers who had signed up on a landing page. Through interviewing 112 potential customers that covered USDA hardiness zones with at least three growing seasons, we crafted a rubric with requirements that touched the following categories: brand, features, assembly, shipping, and manufacturability.



Design Iteration

After conducting an in-house study on design preferences with potential growers, touring homes in urban and suburban locales, and engaging likely users throughout the sketching process, we finalized the direction of a circular design that was symbolic of something that many American families already have on their patios – a grill. Many of the potential customers interviewed were so excited about the idea of the Planter that they continued to participate throughout the prototyping phase and into a formal beta program.

