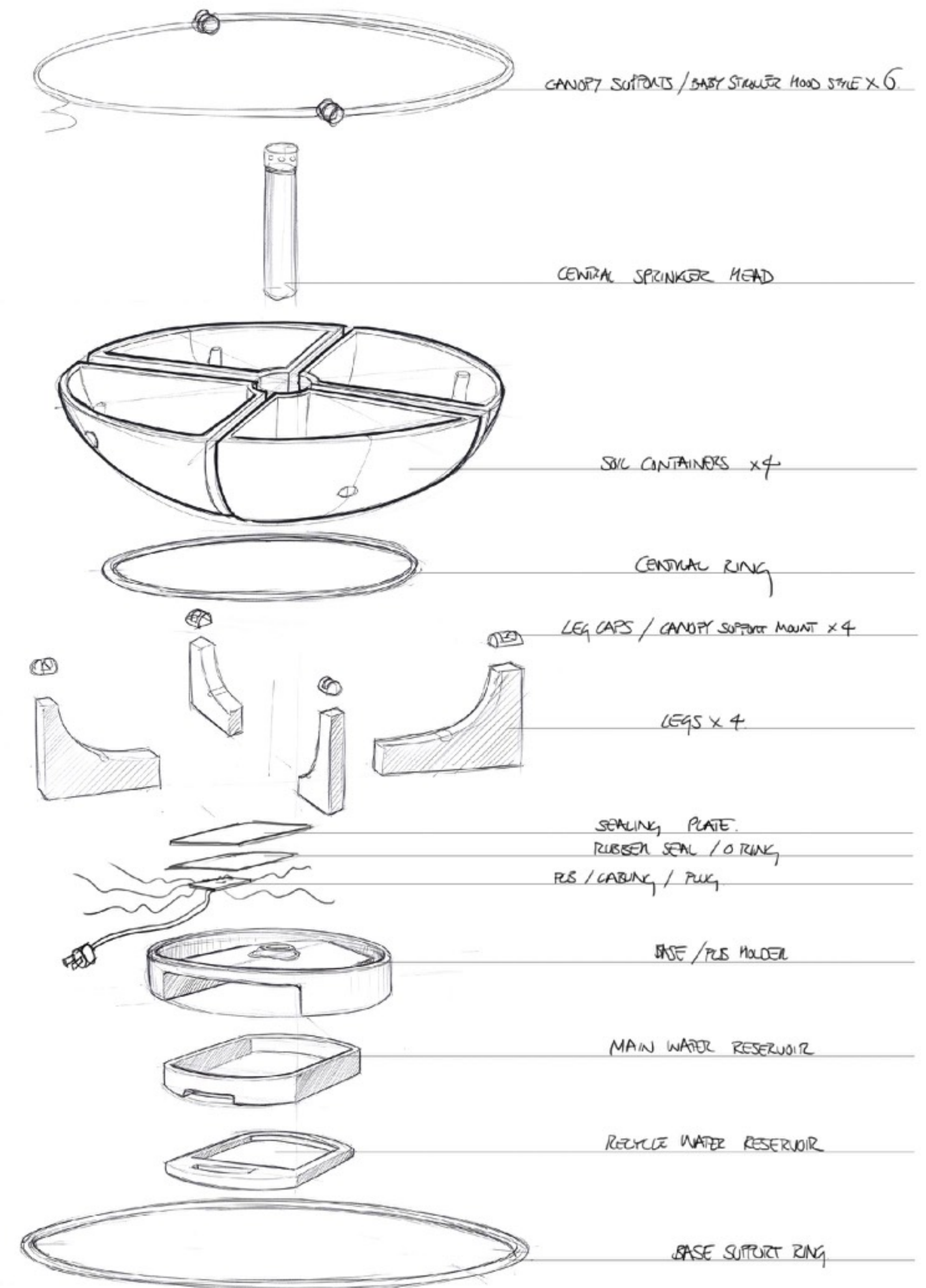# Design Challenge

The principal challenge of creating the Planter was developing a system that grows the greens in a variety of outdoor conditions, maintains an elegant yet iconic aesthetic, and produces enough salads for a family to enjoy throughout the year with minimal labor. And to do so with a value proposition that would meet 99% of Americans' needs – instead of just 1% of early tech adopters. A fun and educational way to provide a steady supply of organic greens that are fresher, safer, and stay fresh longer.

CANOPY SUPPORTS / BABY STROLLER HOOD STYLE X 6.

CENTRAL SPRINKER HEAD

SOIL CONTAINERS X4

CENTRAL RING

LEG CAPS / CANOPY SUPPORT MOUNT X4

LEGS X 4

SEALING PLATE.
RUBBER SEAL / O RING
PCS / CABLING / PLUG

BASE / PCB HOLDER

MAIN WATER RESERVOIR

RECYCLE WATER RESERVOIR

BASE SUPPORT RING

Why Salads?

Context

Salads are a staple in most health-conscious diets. However, maintaining a supply of fresh greens can be a struggle. Unbeknownst to most consumers, how salad makes its way through the supply chain is far from fresh and safe. Salad greens hold the record for most wasted produce and are the leader in foodborne illness. The very processes intended to clean, remove, and prevent contamination (triple-washing) creates a cesspool of germs that then makes its way home to the consumer. This chain of events induces 10 million health cases annually and allows 1 billion pounds of salad to end up in the landfill each year in the US.

Growing at home is becoming a more and more desirable solution for many Americans due to rising food prices, food safety concerns, and heightened interest in eco-friendly living. However, current solutions for growing at home don't take into account that users' lack of gardening experience, the amount of space required, and aesthetic preferences. Furthermore, they do not guarantee a positive return-on-investment based on the amount of food produced, the effort, and upfront purchase price.