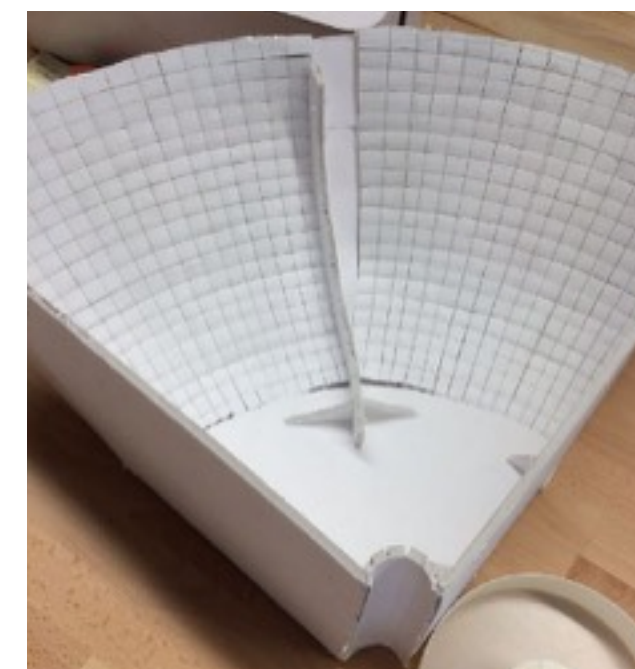
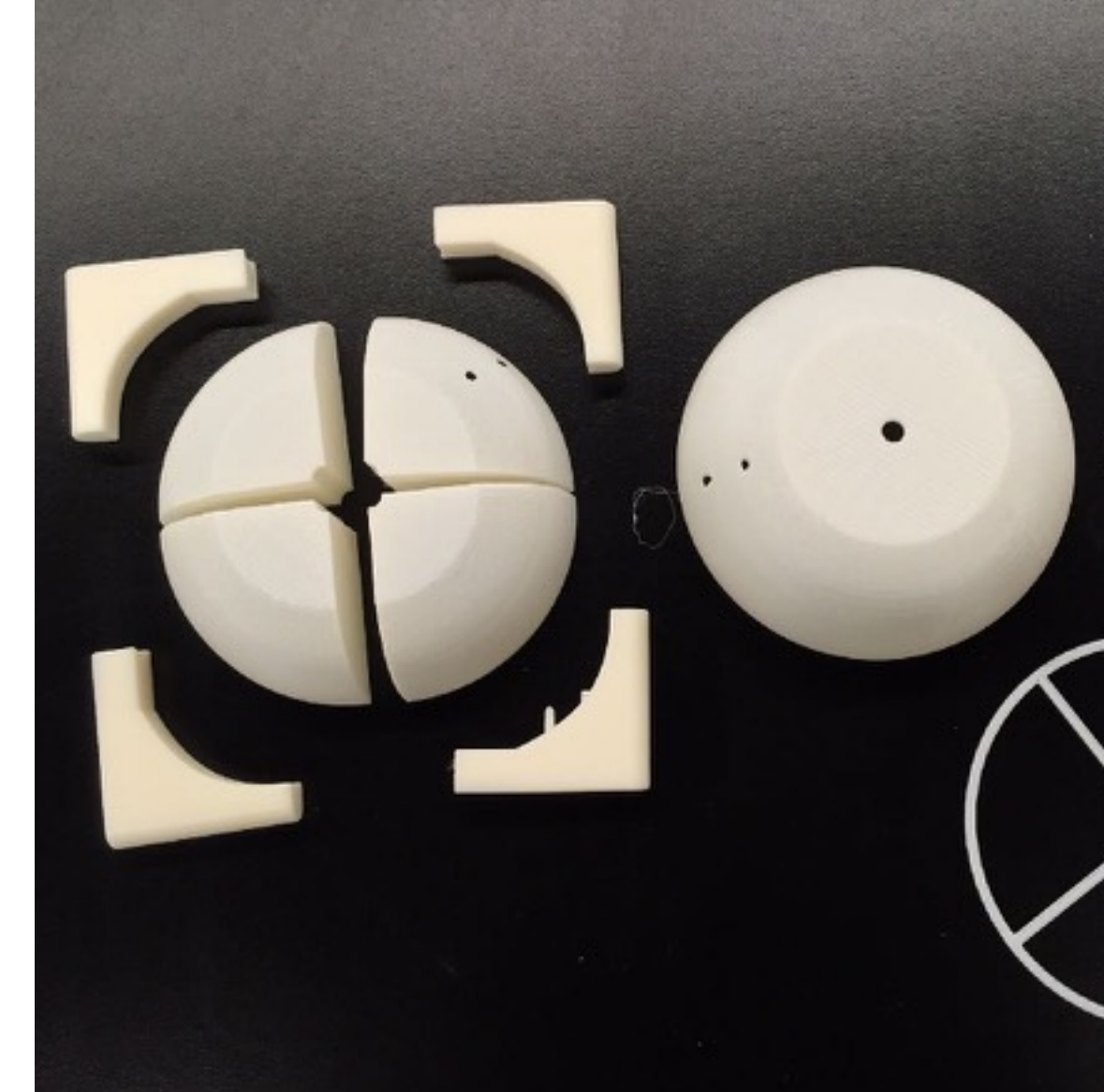


Design Iteration

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.





Design Details

Cultural Tension

At UrbnEarth, we incorporated this cultural tension into the design challenge and set out to design an experience that had a minimal impact on the user's lifestyle and would provide consistent, manageable access to safe, fresh salad greens for people who have limited time, lack gardening expertise, and desire organically grown fresh greens at a lower cost.

User Experience & Functionality

In addition to an ideal user experience, we had many plant-based requirements that shaped the physical system design. Using the concept of biomimicry, we drew inspiration from the planet's very own evolutionary design. Biodiversity promotes plant health, but too many plants can overwhelm the user; thus, we designed four identically molded modules to house the plants and keep lower tooling cost. Each module is removable to ensure simple post-harvest composting, and in case the user moves houses, they can take apart the Planter and easily take it with them.