



Overview

Background

The organic salad you buy today is anything but fresh. With the amount of chlorinated washing, the associated waste, the risk of bacteria spread, and the time it actually takes to get to your plate, pre-packaged salads are a poor choice. But unfortunately, alternatives are hard to come by making pre-packaged salads just about the only choice. UrbnEarth is on a mission to change that.

The Planter

The Planter is a beautiful, intuitively designed, at-home system for growing fresh organic salads outdoors. Each Planter comes with compostable seed trays pre-filled with nutrient-rich planter mix that snap right into place. Fill up the reservoir, drop in the trays and voila. Your greens are ready to grow! Refills are automatically delivered right to your door via a subscription service. Not only is the Planter self-watering, its four discreetly placed sensors learn what plants can thrive in your home environment based off of sunlight, soil

temperature, and location. The Planter app then personalizes each salad subscription to your patio. The Planter distinguishes itself from other growing systems by producing enough greens to enjoy a salad every couple of days throughout the year. Depending on where you live, you can grow kale, tomatoes, mixed greens, spinach, basil, radishes, and more. Not only does it deliver the best growing experience, but the straw-based compostable seed trays and peat-free planter mix take full advantage of cradle-to-cradle principles.

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.

