

Summary of the meeting::

Former ideas

GoodSoup - Volunteer scheduling

DormSwap - selling dorm furniture

Popup - events around campus

New ideas, etc.

Deciding to look back at a previous idea: **GreenThumb** to further refine it

(Change your brown thumb into a green one with personalized plant care advice and reminders tailored to your gardening style.)

What “job” does the product do for the customer?

- ★ This product will help plant owners keep their plants alive and well by helping them keep track of things such as watering and sunlight
- ★ Assistance and tips custom to their situation, location, and their plant

What domain expertise can you bring to bear?

- ★ Have taken care of plants before and understand the frustration of keeping them alive

How big a pain does the product relieve?

- ★ This helps plant owners who struggles to keep their plants alive despite their best efforts
- ★ This helps with inconsistent care such as forgetting to water or over/underwatering
- ★ Conflicting advice on how to care for any given plant
- ★ Adds to the human element by having experts available to answer questions consistently

Can the product or service make money?

- ★ Yes, as the pain is big for those in the demographic
- ★ This can make money if users decide to upgrade to a premium model
- ★ Could be a one time fee or subscription based

Is there a way to reach these customers?

- ★ Farmer Forum
- ★ People buying plants @ places that sell plants

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- ★ Ads up on Tiktok/Instagram
- ★ People buying plants online (ex. etsy)

Features:

Will the experts be available real-time or by query?

What if user puts in wrong information:

Automate process: take a picture of the plant to determine and use GPS space to approximate temperature and other conditions.

How much water, specifics, - confusing care

Log of the plant and specifics of plant status through the months/years

Different levels of advice, onboarding perhaps(quiz form)?

Pricing:

Free model vs subscription - faster responses...

One-time fee after free model...free trial first

\$9.99 one time vs 1.99 monthly

Betting the the user will use our app for at least 5 months

User retention?

Gifting option to friends/family/co-workers who would use or need it

Demographic: Varying levels of plant caretakers from succulent lovers to farmers

People with money to spend and time to grow plants

Any conclusions?

We are trying this idea moving forward!

Attendees: Jason Yang, Promise Adeliyi