Plant2Go



PERSONAS

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Personas
How Might We
Moodboard
Actant Mapping





Personas



Humane Persona

EMPATHY MAP **SAYS** THINKS · "I'm not sure where to • "The app is difficult for start" me" • "I would like to "Am I using the digital digitalize the classes functions correct?" more but at the • "I'm glad I don't have beginning it's hard" to bring a flowerpot to "The product makes school anymore" transferring the plant so much easier"

Susanne, 46 Lehrerin

- Asks her students to help with the app
- Checks manually multiple times if the blooming lamp works
- Checks manually if the plant is actually healthy

DOES

 Relieved - Her plants are easier to carry

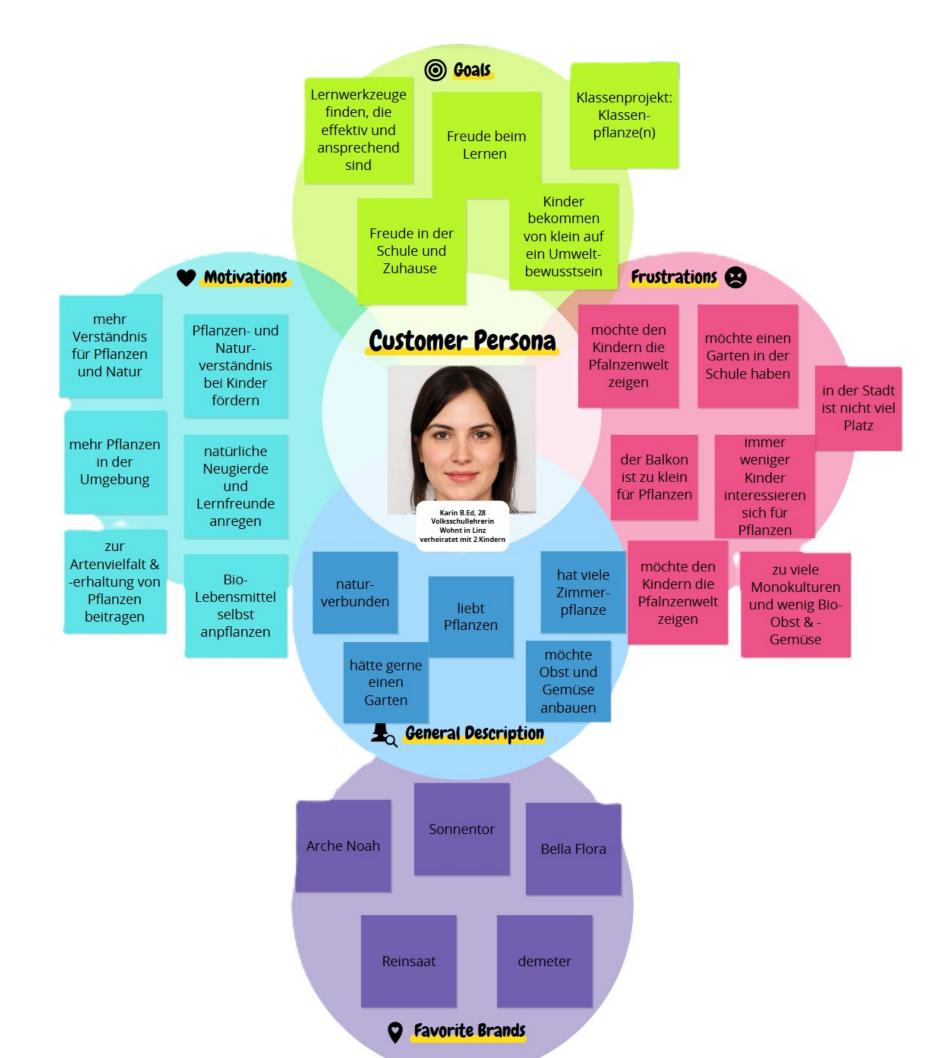
- Confused When using the app, because she's not experienced with technic
- Excited she is excited about the automatised functions

FEELS





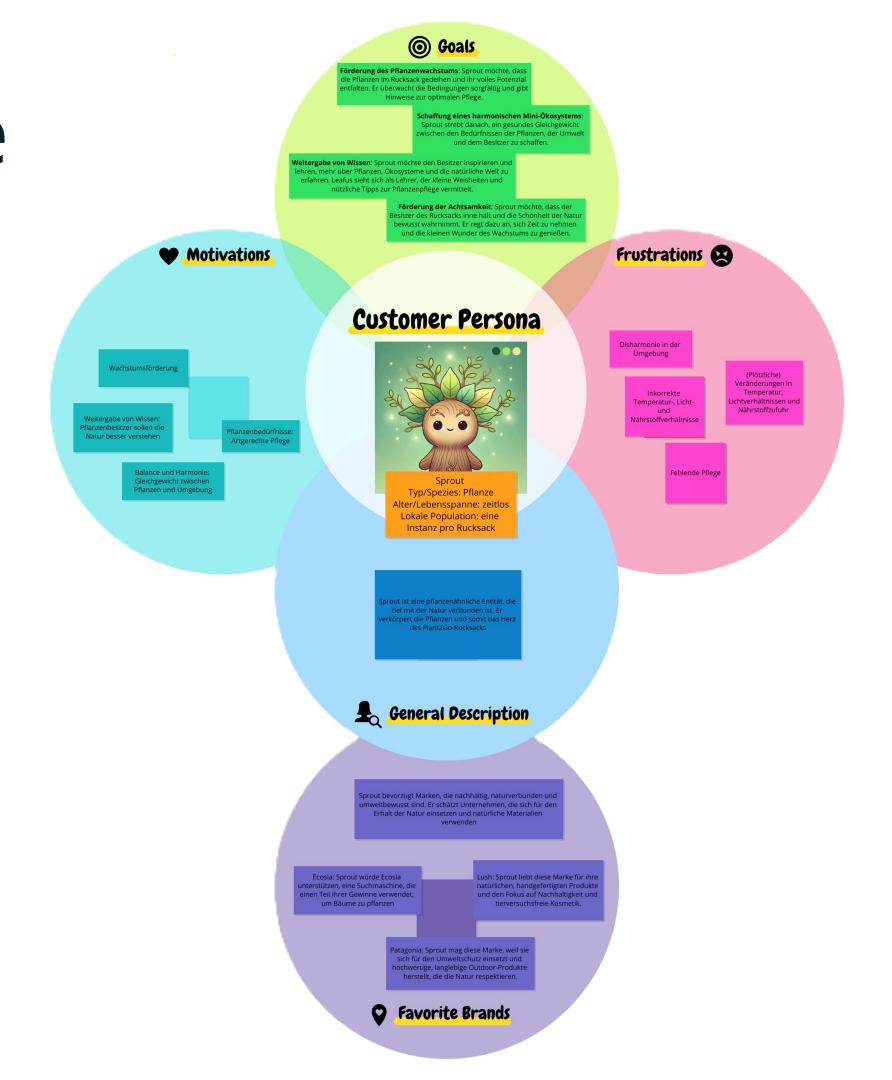
Humane Persona







Non-humane Persona









How Might We



Moodboard







Actant Mapping

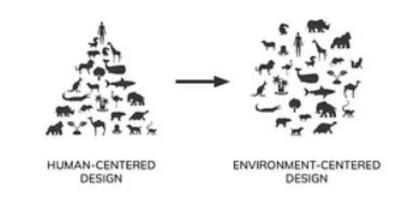


Fundamentals

 Think about each stage of product / service lifecycle.



2. Think about everyone.



3. Get inspired by:



PLANET



& CIRCULAR ECONOMY



DOUGHNUT



FRAMEWORK FOR INNOVATION

