

Made by -



THE CREATORS

TASK - #02

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USER RESEARCH

Objective:

To understand the needs, preferences, and pain points of users interested in plant care.

Methods:

- Surveys: Distributed to plant enthusiasts and casual gardeners.
- Interviews: Conducted with a diverse group of users, including beginners and experienced gardeners.
- Observations: Analyzed social media groups and forums dedicated to plant care.

Key Findings:

- User Demographics: Majority of users are between 25-40 years old, live in urban areas, and own multiple indoor plants.
- Common Pain Points:
 - Difficulty in knowing when to water plants.
 - Lack of knowledge about specific plant care needs.
 - Fear of overwatering or underwatering.
- Desired Features:
 - Real-time notifications for watering and light needs.
 - An app that provides care tips based on plant type.
 - A community feature for sharing experiences and advice.

PERSONA CREATION

Persona Name: Emma Green

Demographic Information:

- **Age:** 32
- **Location:** San Francisco, CA
- **Occupation:** Marketing Specialist
- **Education:** Bachelor's Degree in Environmental Science
- **Income Level:** \$70,000/year
- **Living Situation:** Apartment with a balcony

Goals and Objectives:

- To maintain a thriving indoor garden with minimal effort.
- To learn more about plant care and improve her gardening skills.
- To create a calming environment at home.

Psychographic Information:

- **Interests:** Sustainability, home decor, cooking, and wellness.
- **Personality Traits:** Curious, environmentally conscious, tech-savvy, and social.
- **Lifestyle Choices:** Prefers eco-friendly products, enjoys exploring farmers' markets.

Behavior and Preferences:

- **Shopping Habits:** Prefers online shopping for convenience; values brands that prioritize sustainability.
- **Tech Usage:** Regularly uses apps for personal organization and wellness tracking.
- **Social Media:** Active on Instagram and Pinterest, often shares plant-related content.

User Journey:

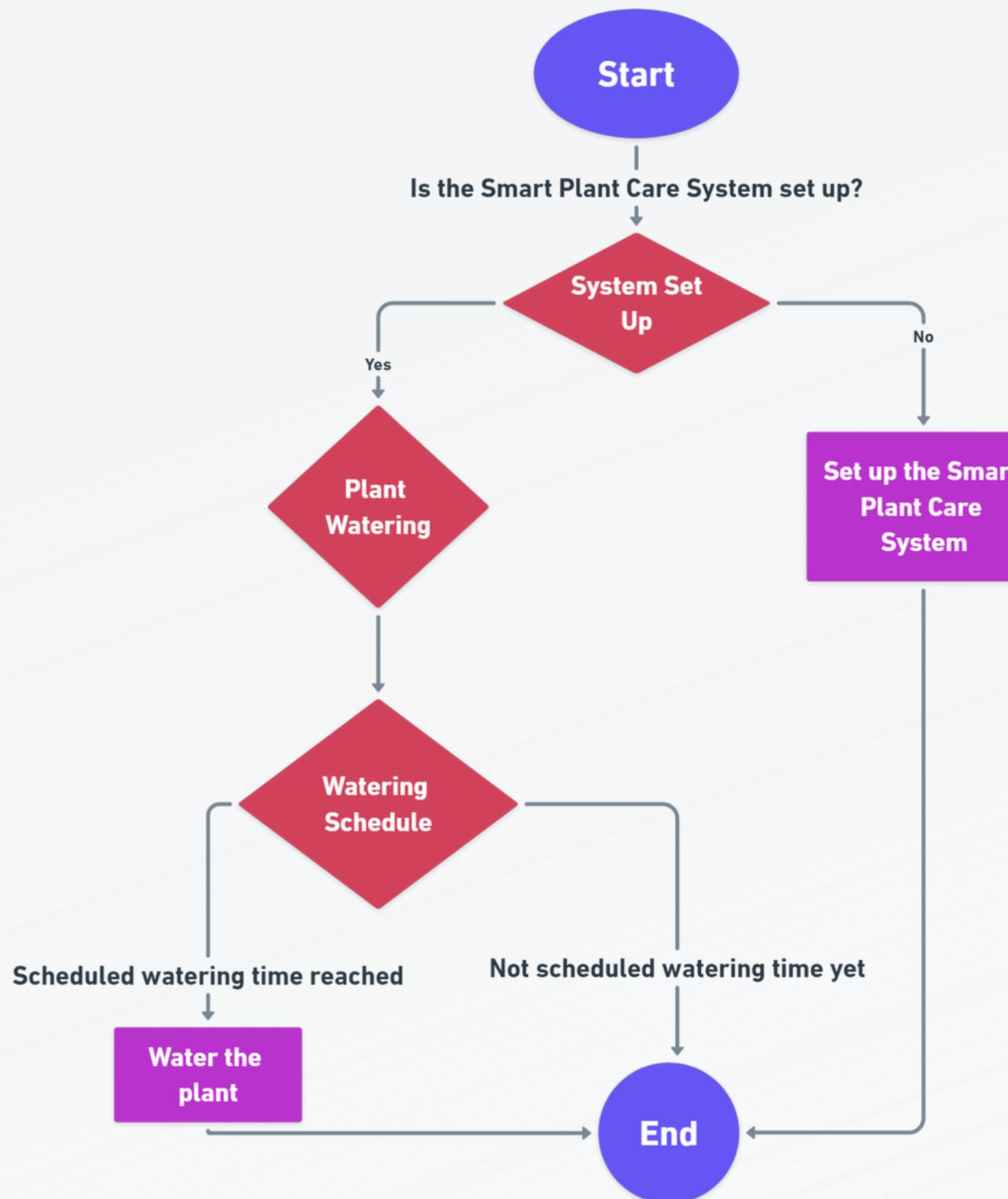
1. **Discovers the Smart Plant Care System via social media.**
2. **Researches and compares products before purchase.**
3. **Sets up the system and connects it to her phone.**
4. **Receives personalized care tips and notifications.**
5. **Engages with the community feature for advice and sharing.**

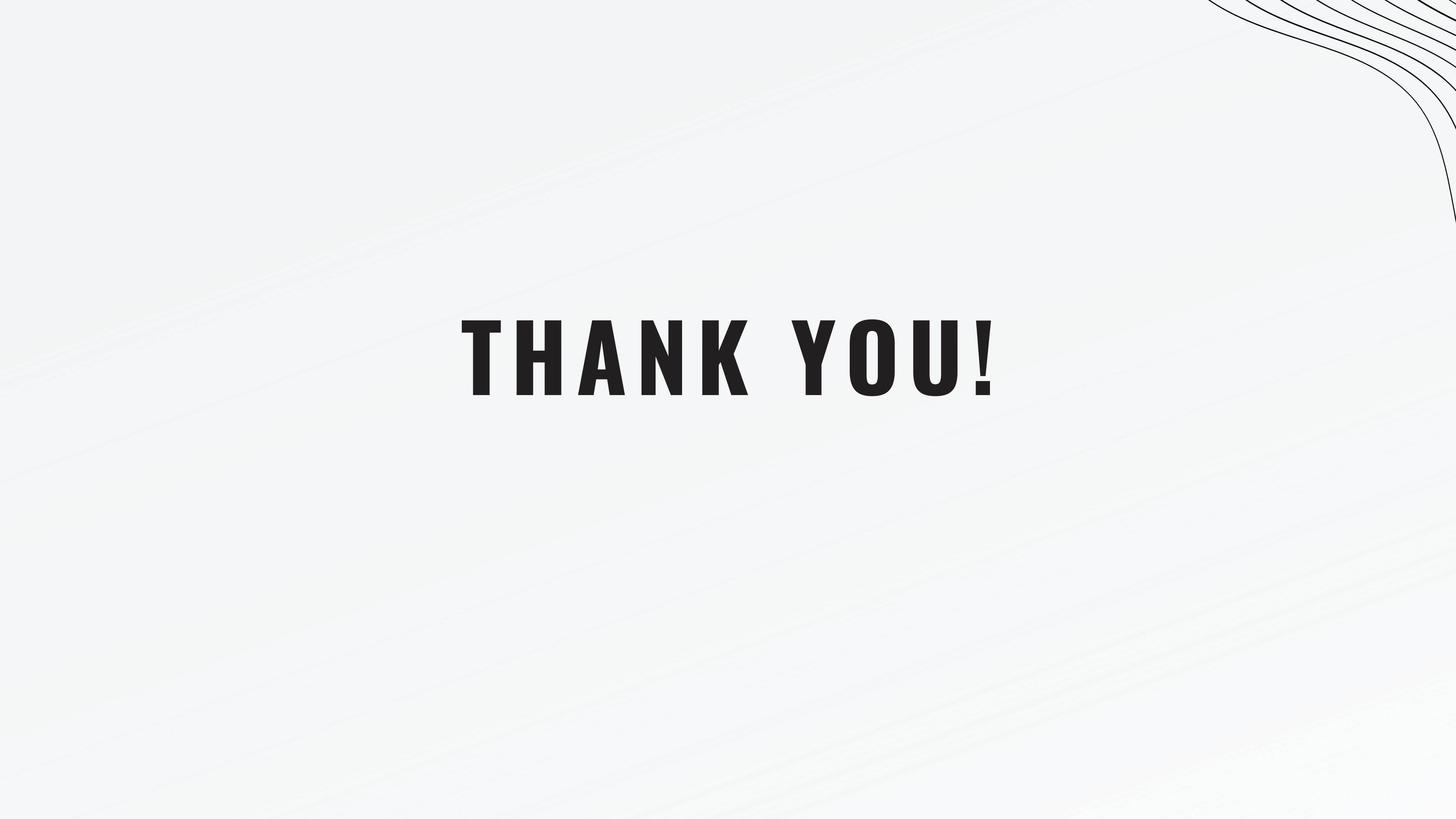
Challenges and Pain Points:

- **Struggles to keep track of multiple plants' care requirements.**
- **Frustrated with inconsistent results despite her efforts.**
- **Needs a user-friendly solution that fits her busy lifestyle.**

JOURNEY MAPPING

=> Here's a user journey map in a flowchart format for Emma Green using the Smart Plant Care System:





THANK YOU!