
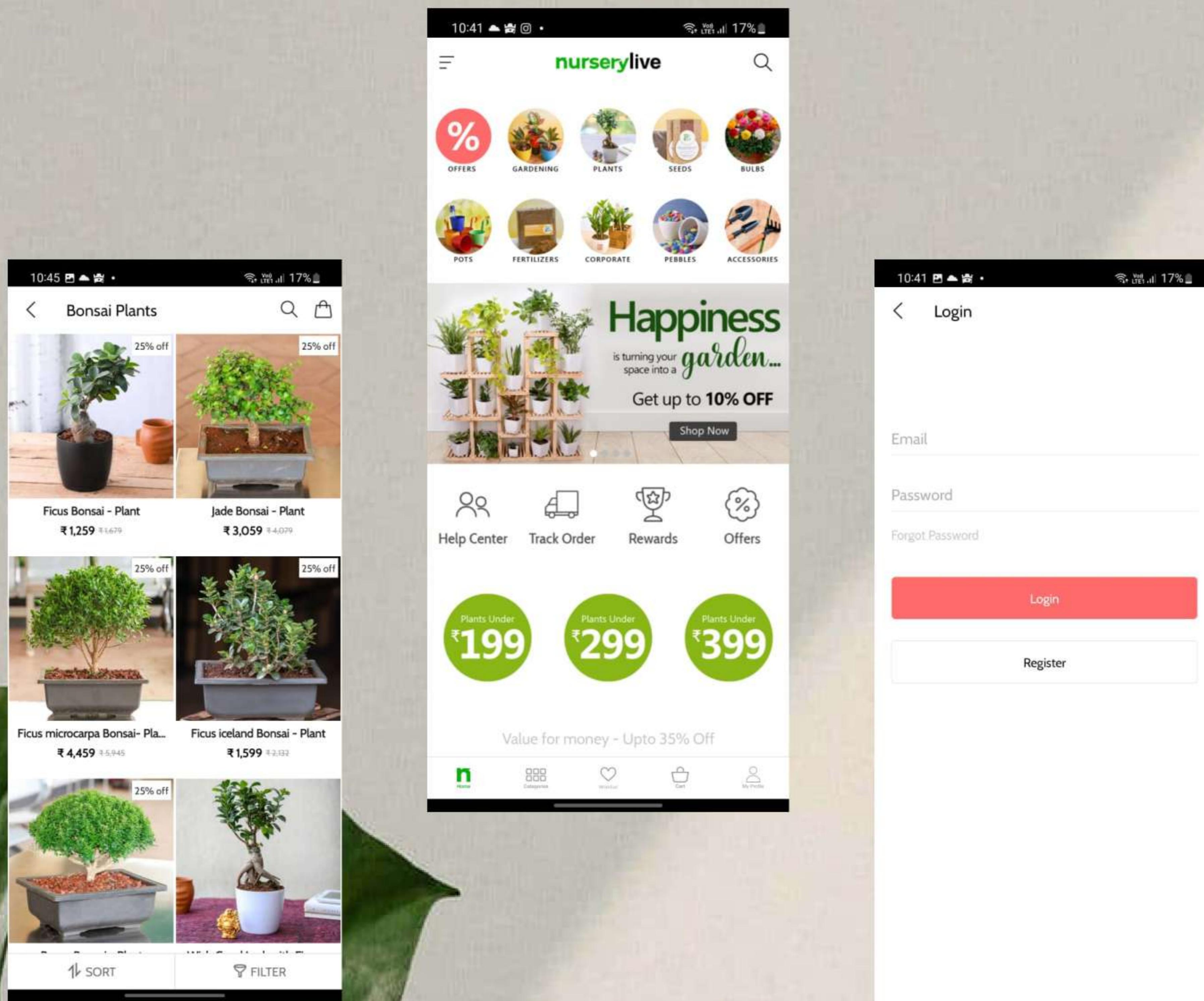


REDESIGNING NURSERY LIVE



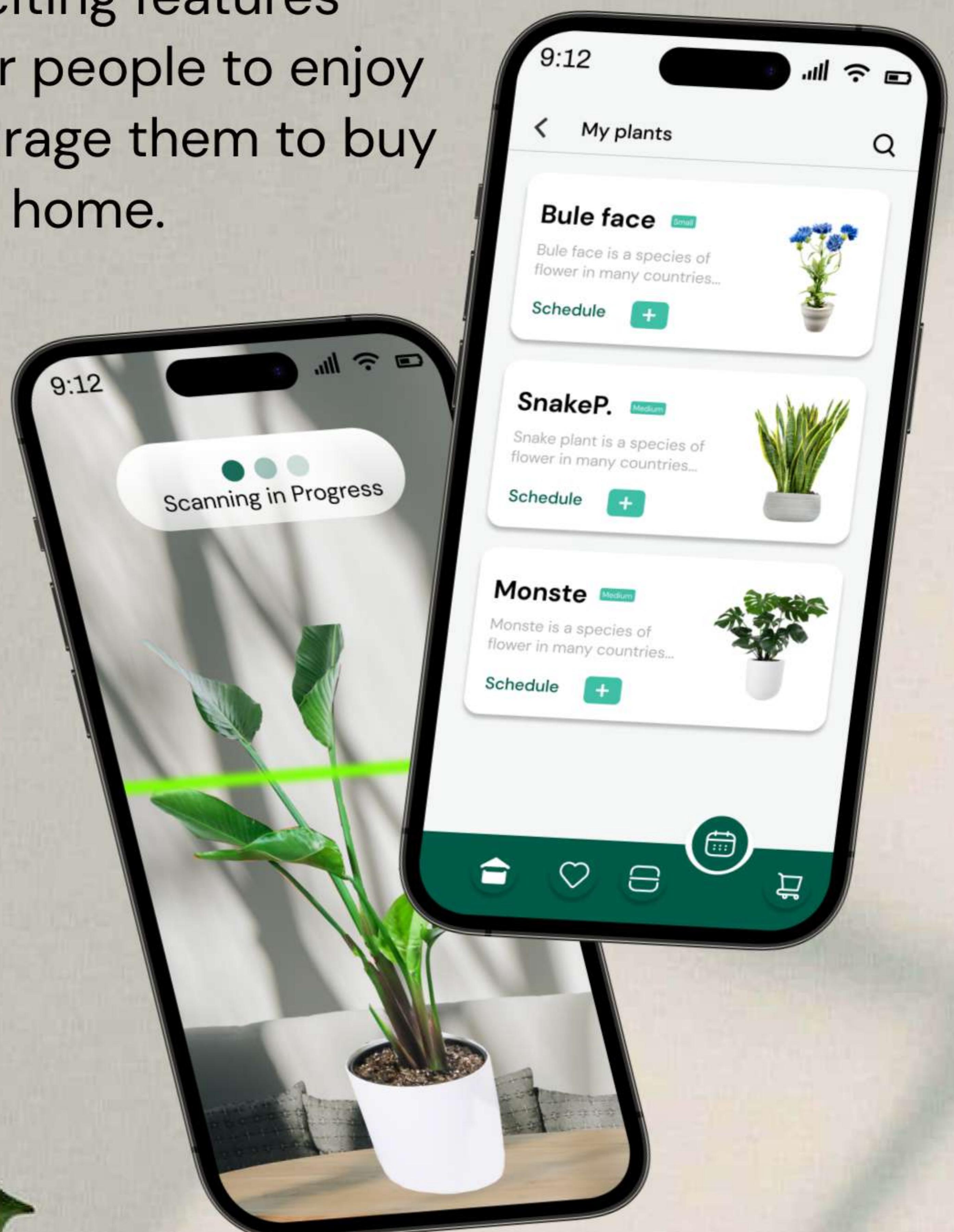
ABOUT NURSERY LIVE

Nurserylive germinated in 2014 from a promise to make 'green and healthy'. Having plants in our homes or in our offices doesn't just look good, it also boosts our mood, makes us more productive, and cleans the air around us by absorbing toxins. Most of us being urban dwellers spending their days in apartments with limited access to parks and ecological reserves, have no way of feeling close to nature and experiencing the benefits of being around plants. We cater to all kinds of gardening needs ranging from plants, pots, tools, to curated plant-scaping solutions. Our ever-growing platform integrates nurseries and customers across India.

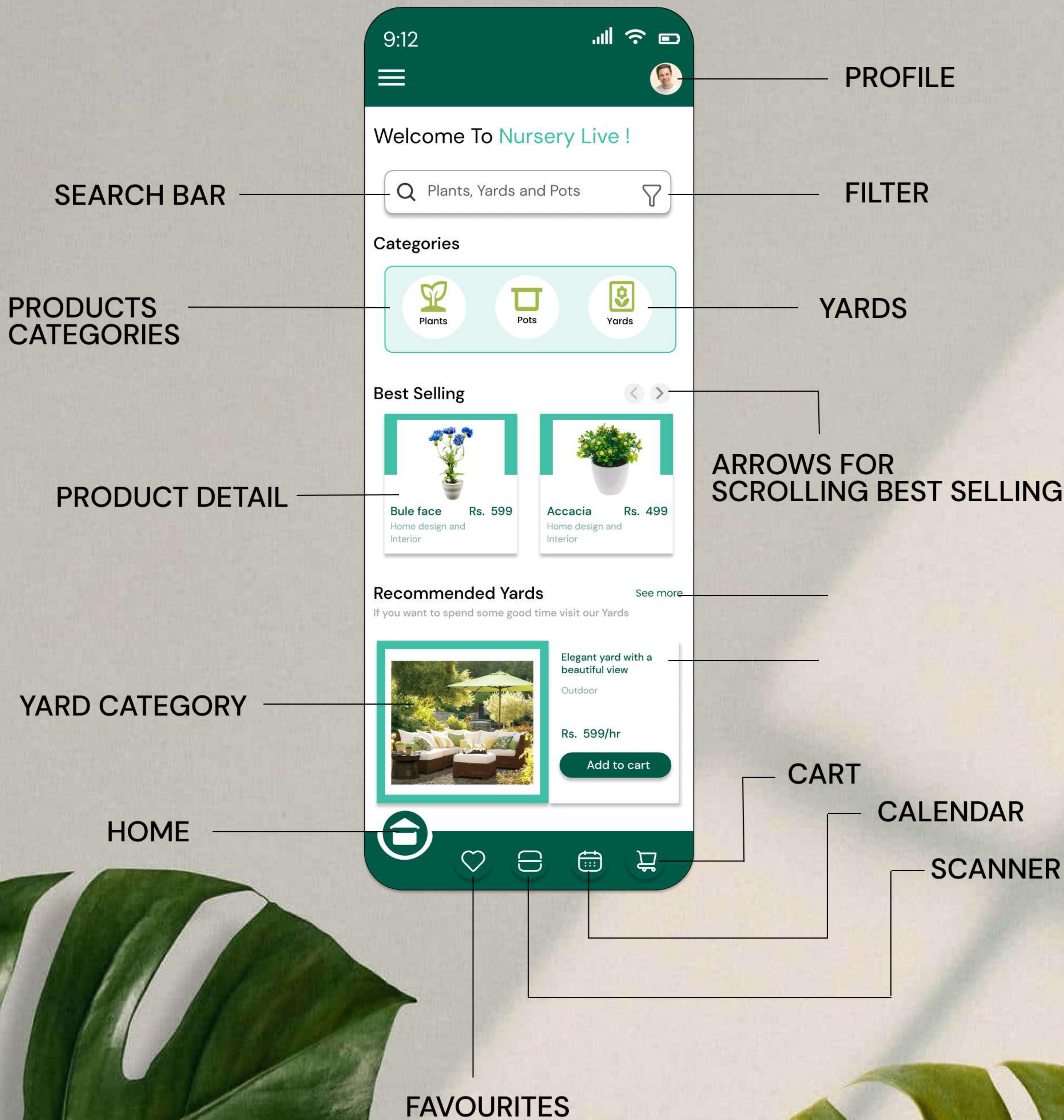


WHY RE-DESIGN NURSERY LIVE ?

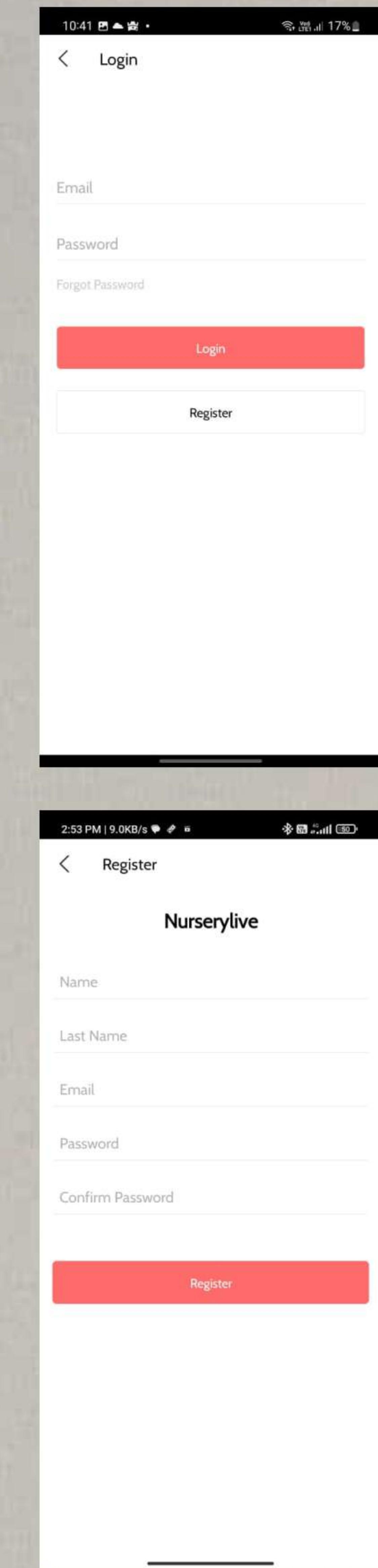
The original Nursery Live allows users to buy plants through the app but the app lacks clear instructions, is not personalized and has a boring interface. We wanted to provide an overall superior user interface as well as provide many exciting features through which we aim for people to enjoy the app as well as encourage them to buy plants which suites their home.



Home screen ANATOMY

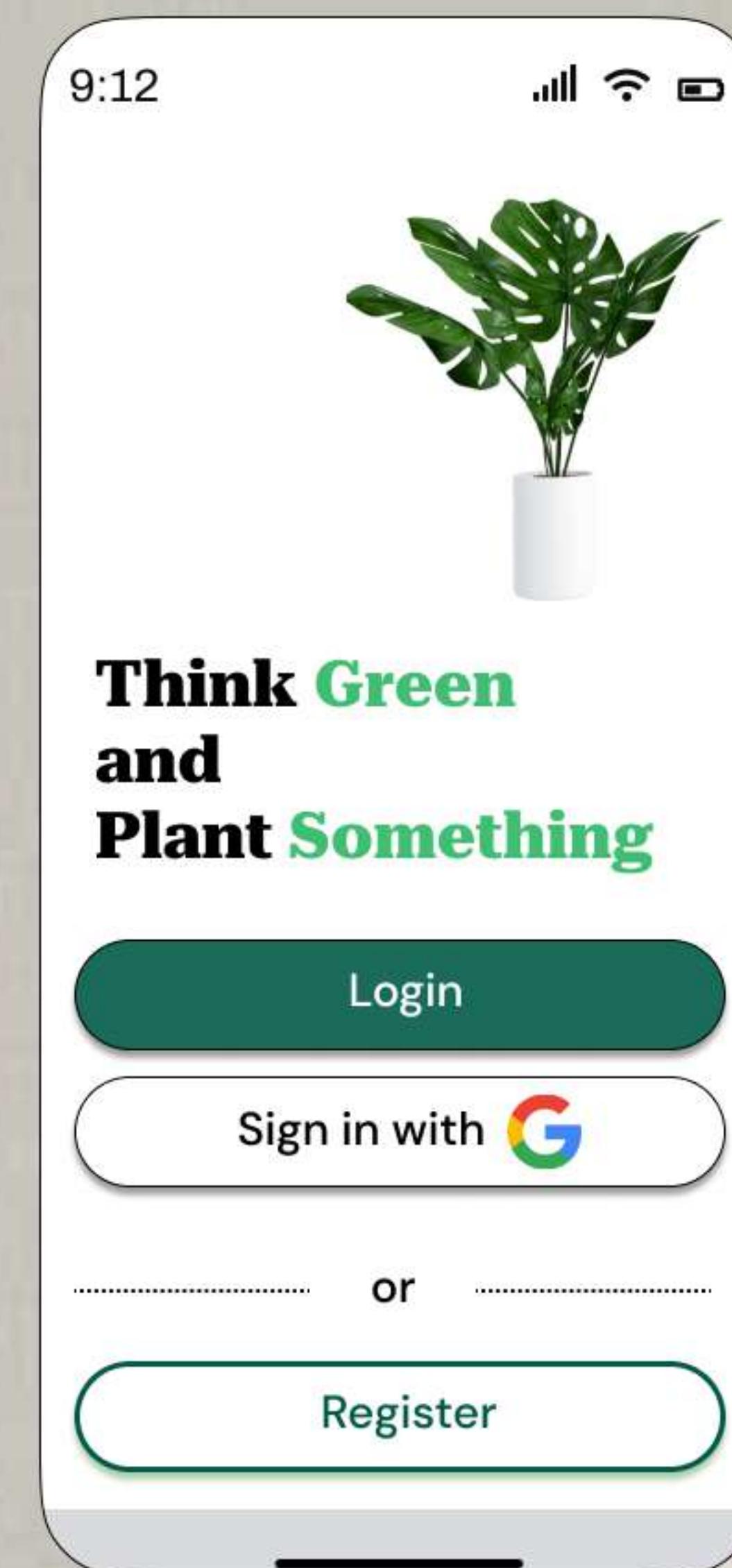
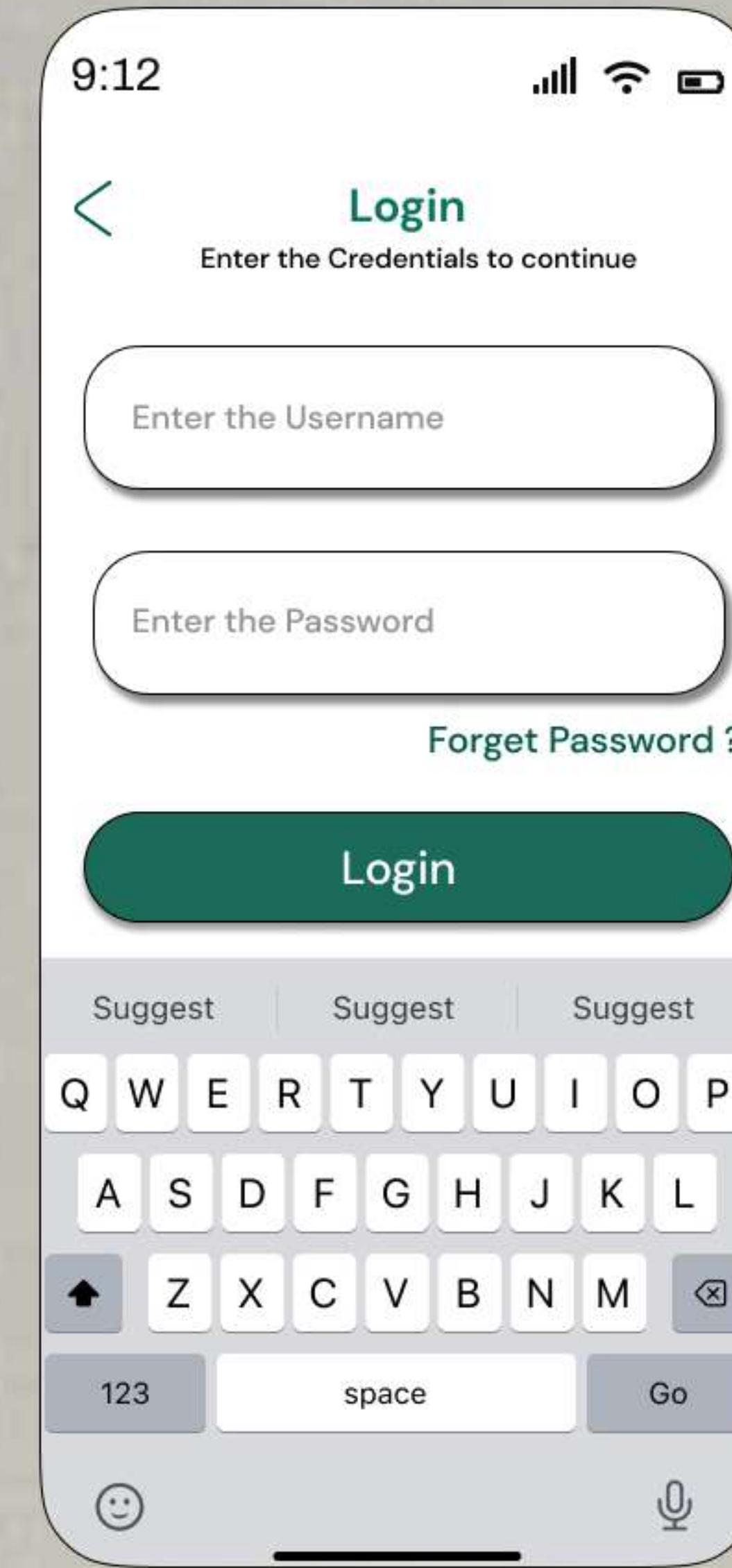


EXISTING LOGIN PAGE



User engagement may suffer as a result of sign-up pages since they may be viewed as obstacles to access. Users might not want to spend the time filling out a form or could be reluctant to divulge personal data. Nursery Live's login page is pretty plain and uninteresting.

THE PROBLEM

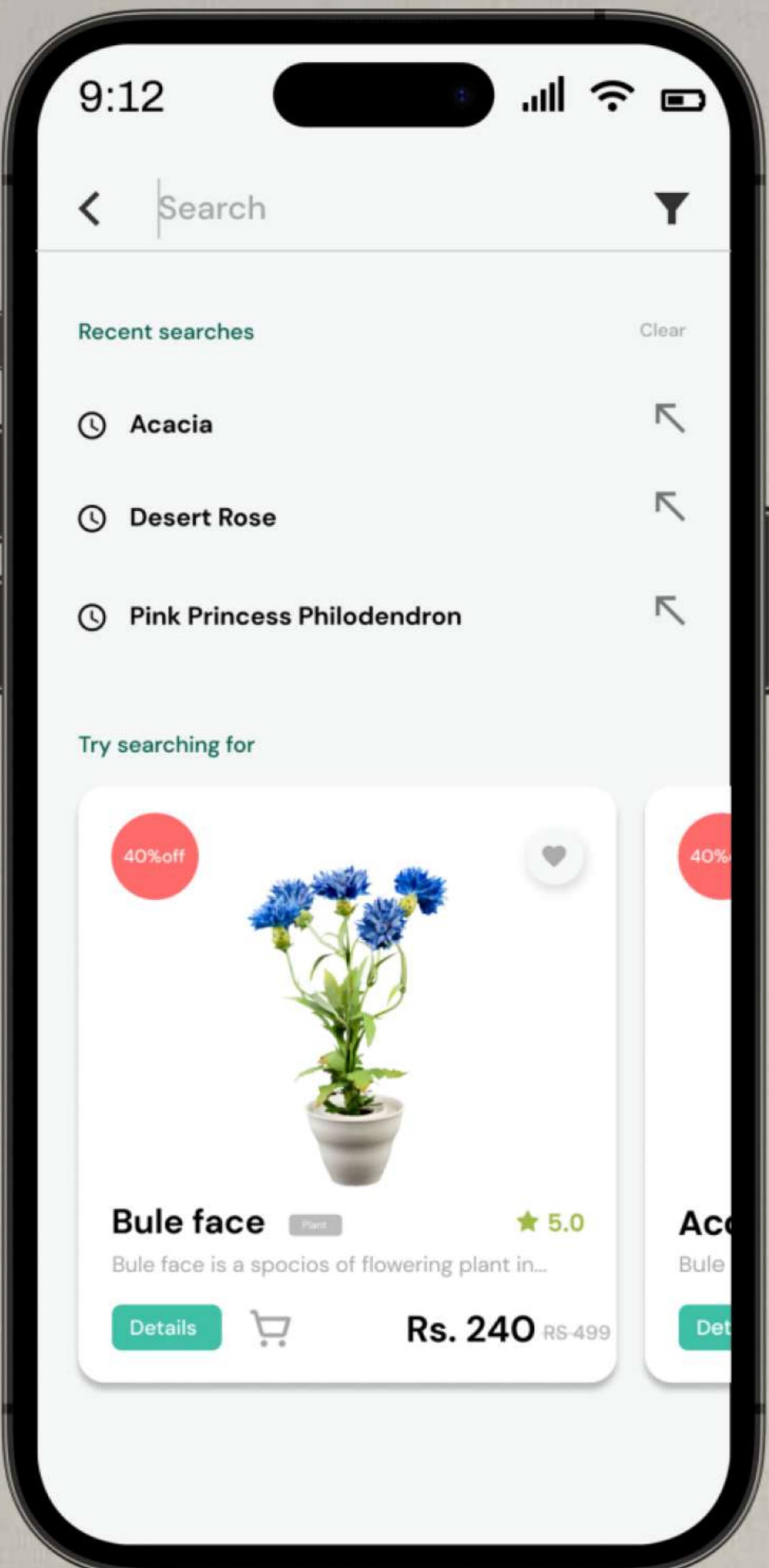


NEW LOGIN PAGE

THE SOLUTION

It is commonly accepted that aesthetically appealing design can aid in building trust with customers and increase their likelihood of subscribing to a service or purchasing a product. This can be accomplished by using a straightforward layout, consistent branding, and graphics that appear good. Using top-notch photos and videos can also contribute to the appearance of reliability and dependability.

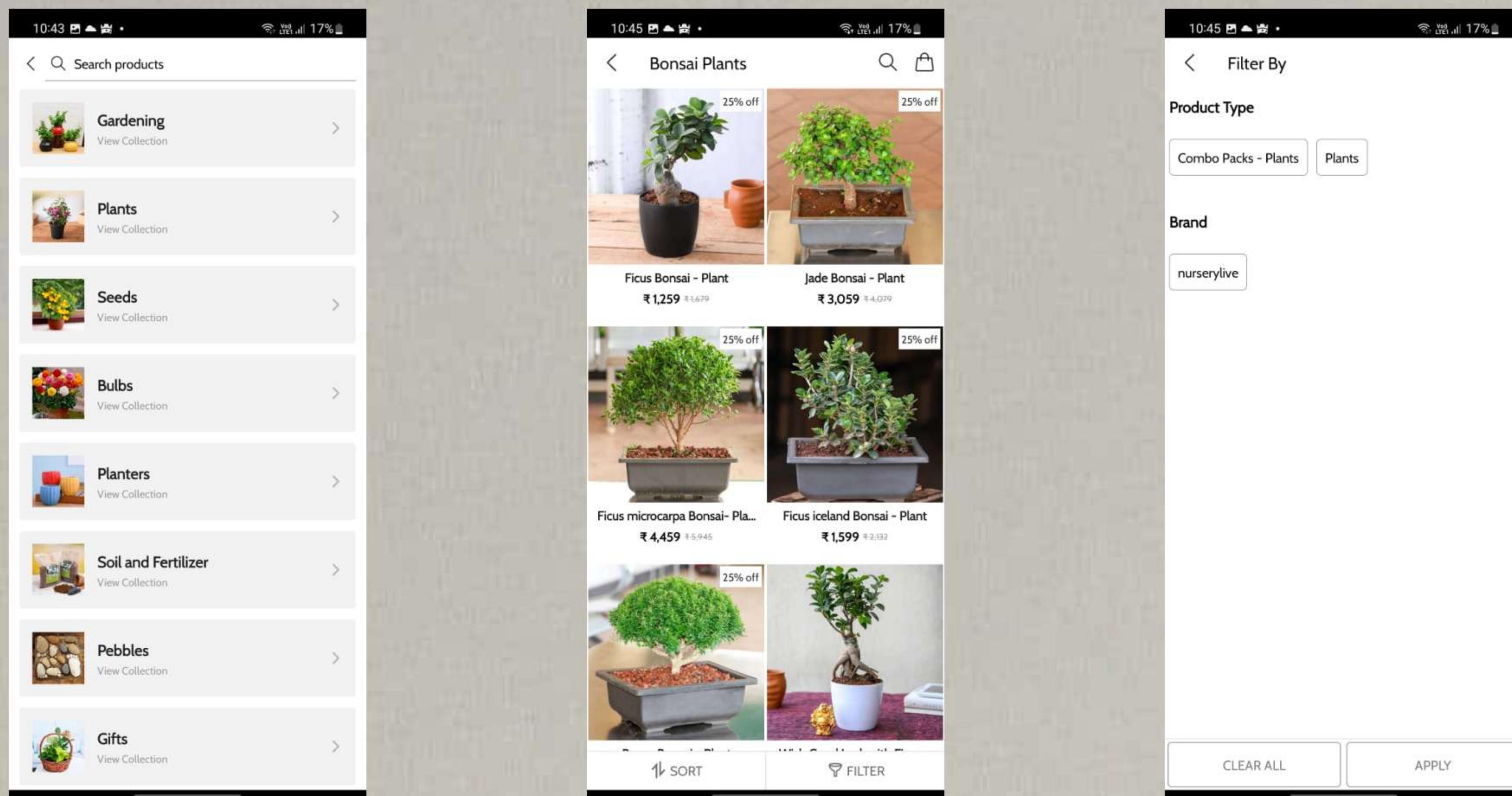
THE PROBLEM



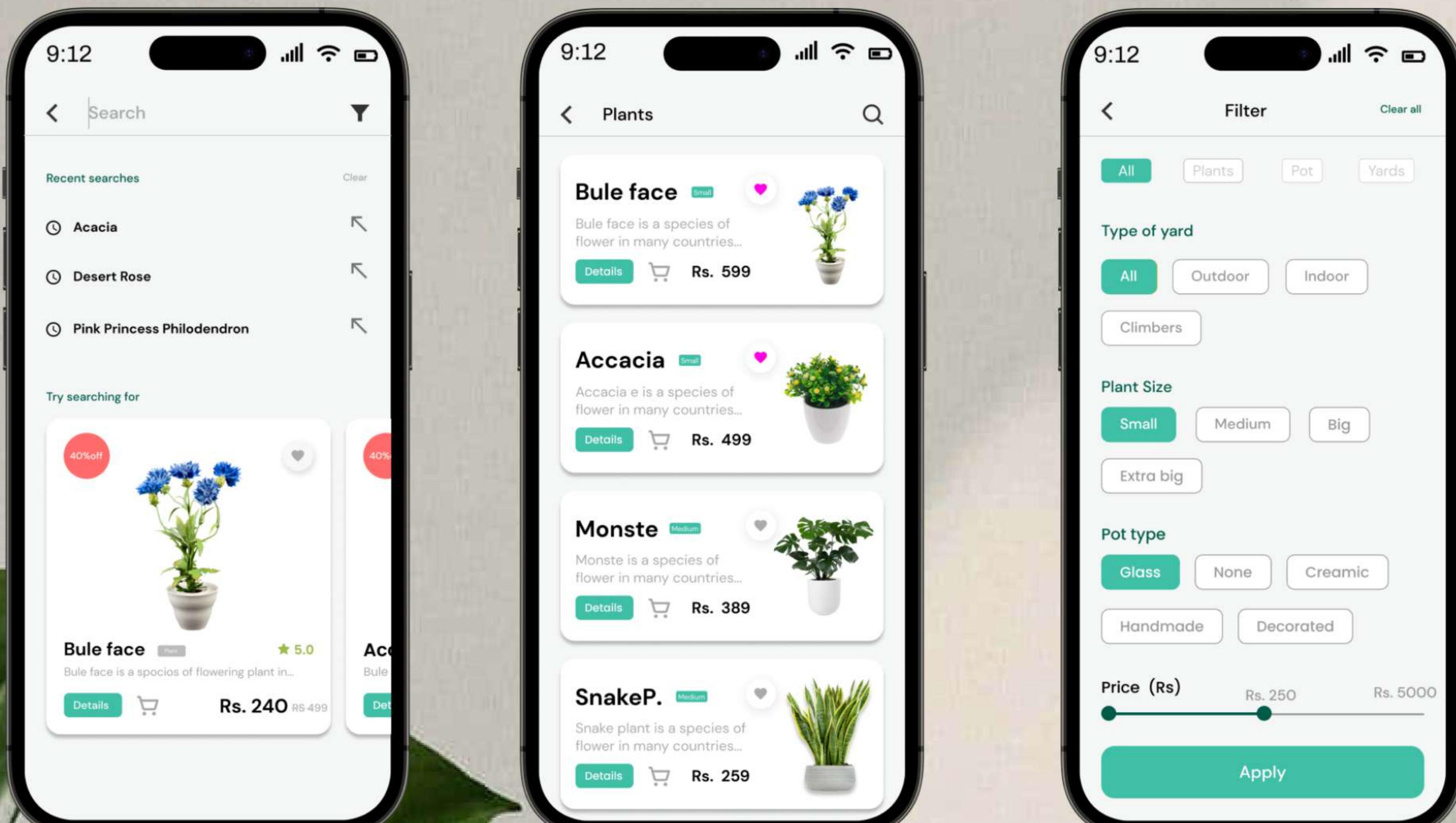
THE SOLUTION

We brought a smart search filter to the table to solve their problem. It improves usability, better organization, increased engagement, a more personalized experience and improved accuracy

EXISTING SEARCH AND FILTER



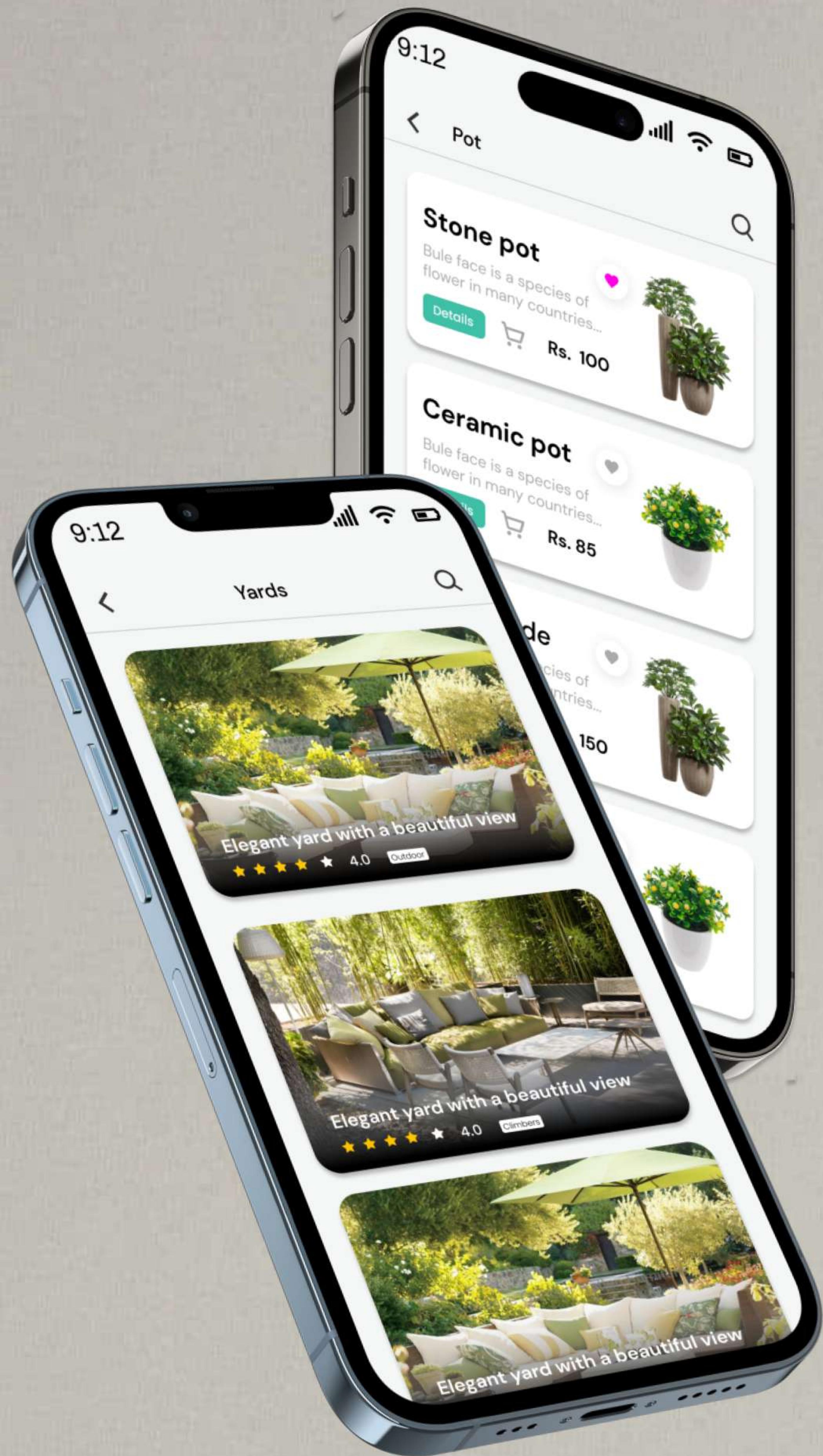
WE REDESIGNED IT !!!



POTS AND YARDS

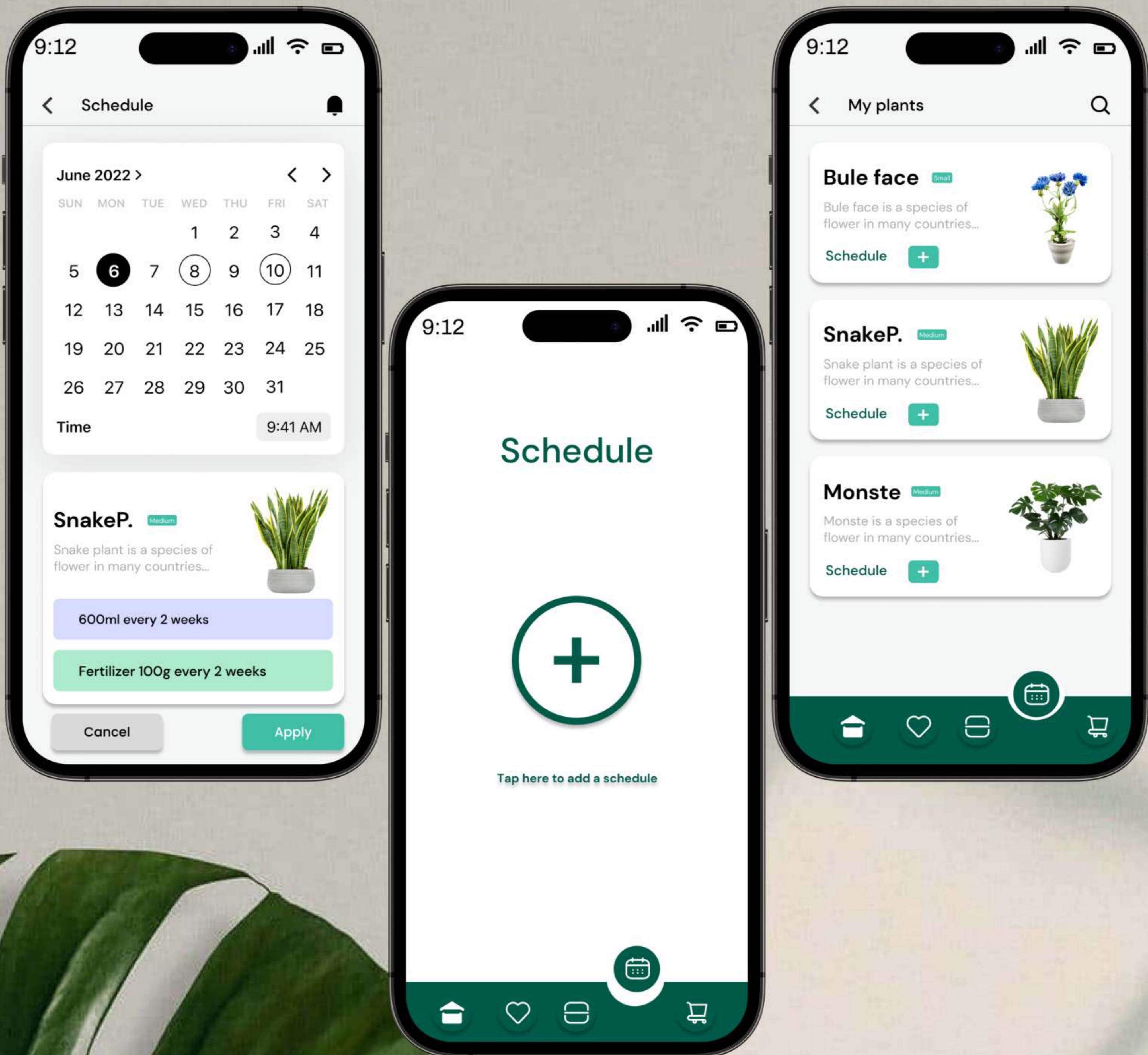
Users can select their preferred pots in which they want to grow their plants. We will provide you Pots at your doorstep.

In addition, we provide the service of Yards, now user can spend time in their favourite yards.



Adding Tasks and Plants

You can easily add Plants, fill in the name and description, and add care task by setting the date and cycle. Or the AI will automatically do it for you after scanning the plant.



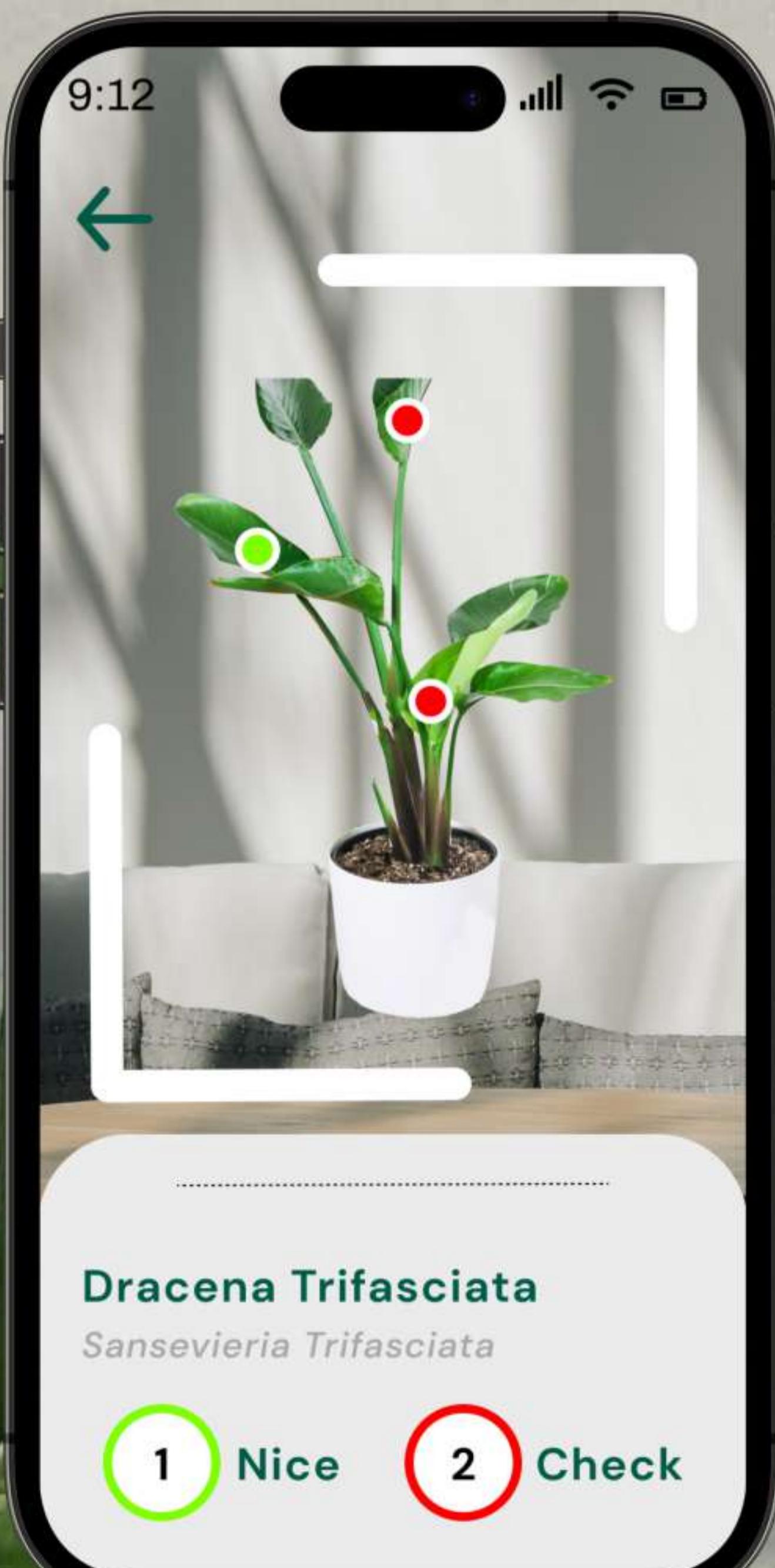


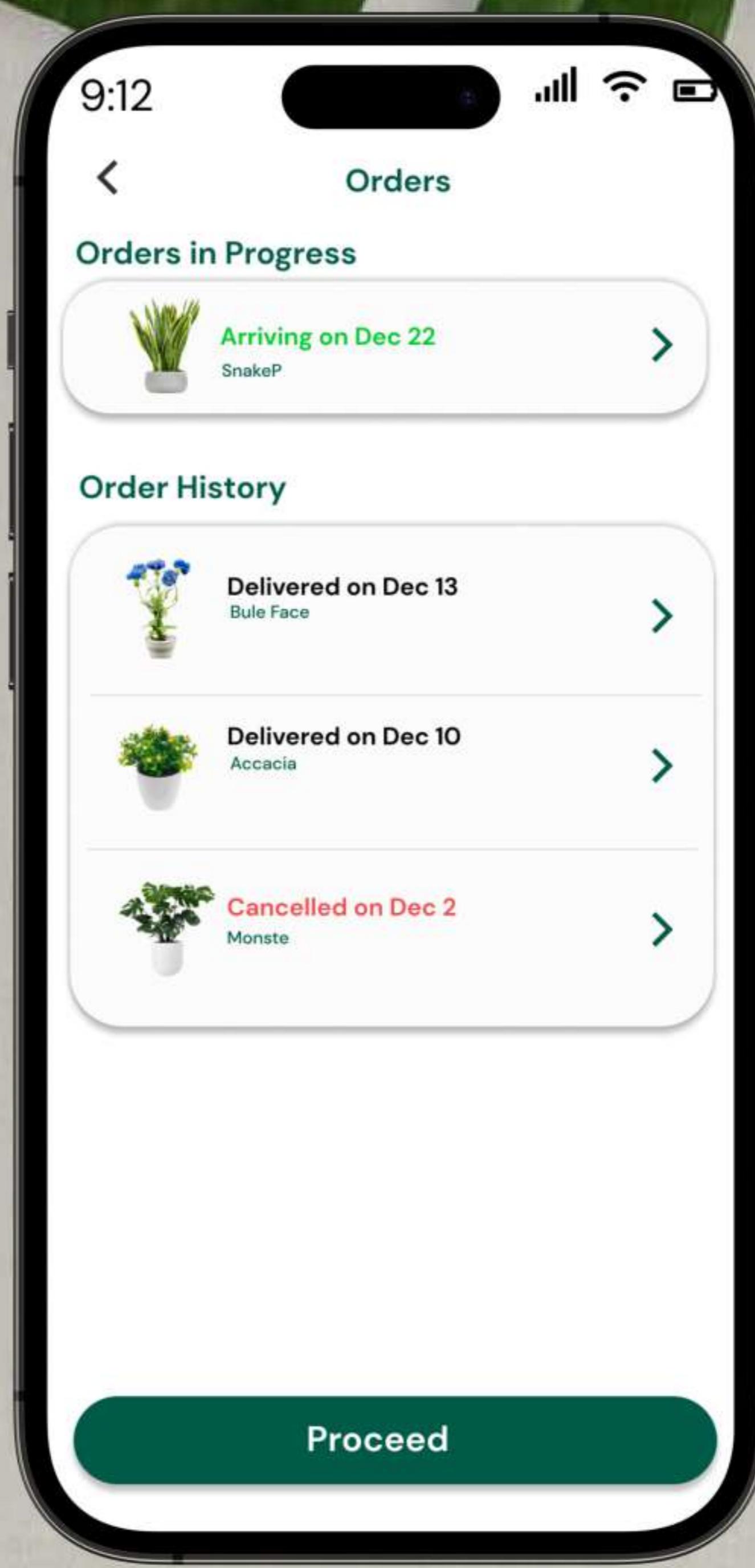
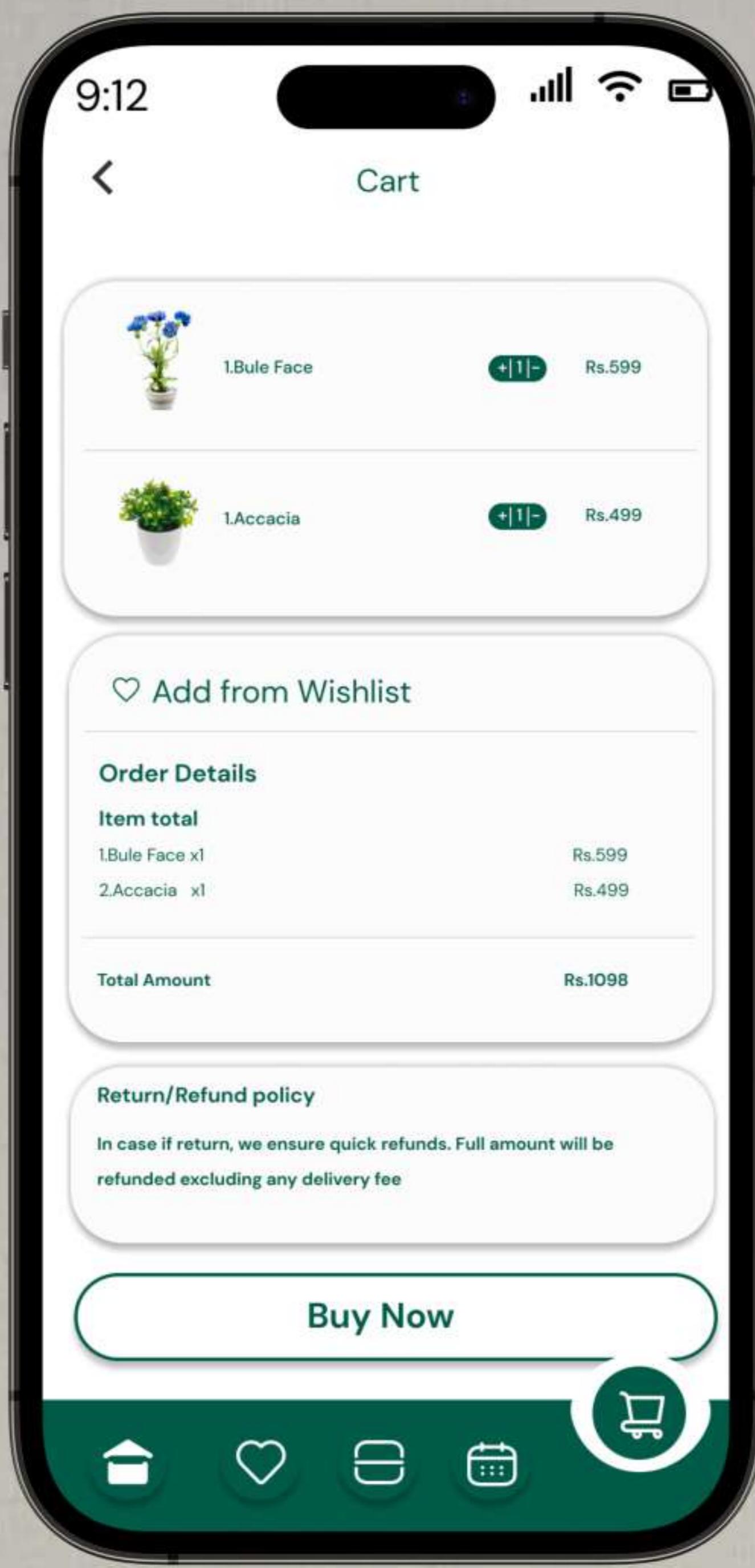
AR-OBJECT VIEW

You can easily add Plants and see how it looks as a object and in your home. This gives users a whole experience view of their plants in home.

SCANNING

AI quickly scan your plants with automatic problem detection and remedial recommendations.





PAYMENT GATEWAY AND ORDERS

