

Pwaer Gardening Solutions

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Purpose

The purpose of the Pwaer Gardening Solutions new web development initiative is to create a preorder form for its automated plant care sensors. The goal is to find what users are looking for, what prices they are interested in, and to overall gauge consumer interest in a sector that is currently dominated by business to business sales.

Objectives

The objectives of this web form are to minimize the barrier to entry for users to input their data (time and fields) and to generate the following sets of data : which products out of a list are they interested in, which product are they most interested in, what amount of time do they spend taking care of their plants each week, what their budget range is on this investment, and a date by which they will be able to commit funds for this pre-order.

Primary Audience

The primary audience for the site is home gardeners and indoor plant owners who spend a significant amount of time taking care of their plants each week and could free up a sizable amount of time by having the process automated. More specifically, those home owners who are interested in perfection in plant care will be our targeted audience as the automated system senses and adapts to each individual plant for optimal health.

Secondary Audience

The secondary audience is businesses who keep plants in their public spaces and in their offices so that they do not require hiring a gardener for maintenance besides trimming and their foliage does not risk preventable deaths.