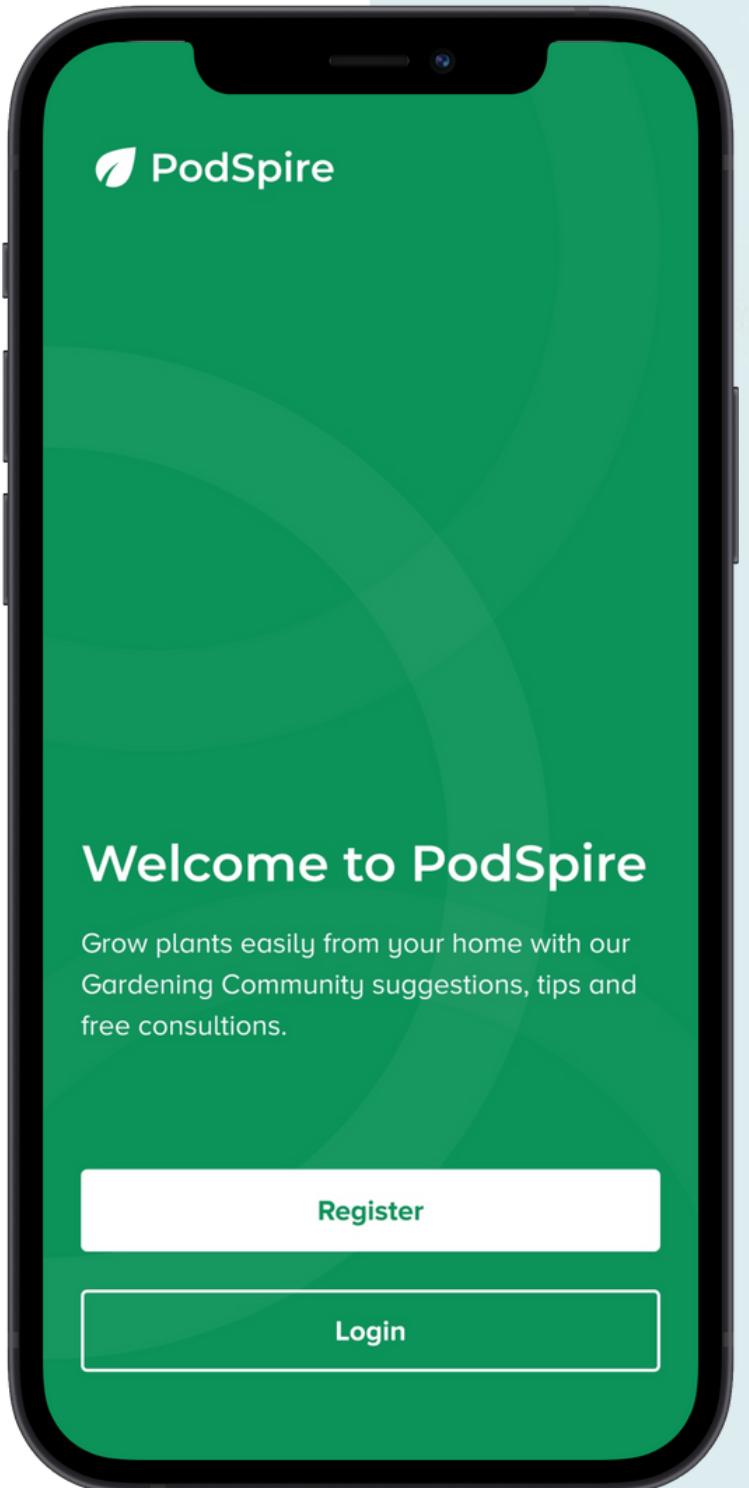




Garden Community App

PodSpire



What is PodSpire?

It is a community-based gardening application, which allows users to **meet with local nearby gardeners and related services along with the global outlook** of the same. It focuses on four main domains: Plant Identification, Plant care, Building a community and connecting local gardening services with the home gardens. **One can share the experience as an answer to the question, by contributing in a discussion, by posting about their journey in the form of photos, videos, or blogs.** Actively participating in community activities.



Logo & App Icon

Typography

Montserrat
Extra Bold

Colour

#0C9359



Inspiration:

PodSpire = Pot and Spire



Problem Statement

During the Covid-19 pandemic, Bablu finally gets the time to try his hand at gardening. However, his plants soon start dying out and he combs through the net for advice. Create an app (or website) which connects an online community of gardeners and provides them with reliable resources on gardening.

- Focus on enabling the user to correctly identify the plant
- Provide a few do's and don'ts based on the plant because prevention is better than cure
- Connect to an experienced gardener or reliable database and figure out what went wrong.



Solution- PodSpire

From the problems that users encounter, the application offers the following solutions:

- **Build an online ecosystem of gardening on the application itself**, which provides useful information for the users who are willing to try their hand at gardening.
- It would majorly **focus on regional grouping as every region has its own set of practices which are derived by considering the climate and type of soil**. The local nurseries, gardeners, etc. will be part of our app.
- It also **integrates the gardening influencers and bloggers to the local audience**.

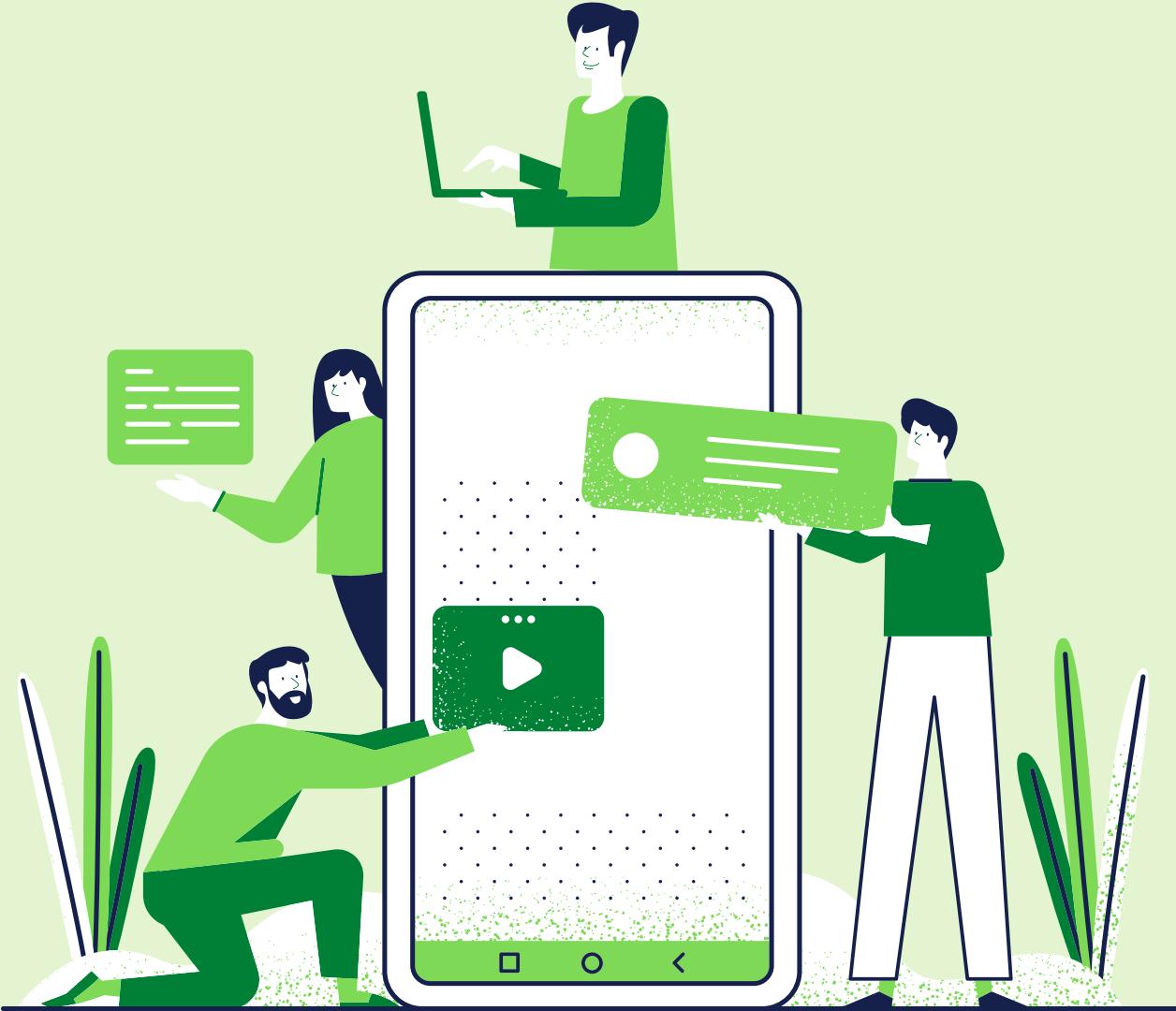


Target User

We defined the target users as **people who are interested in gardening and are not afraid of trying new activities and meeting new people**. This app is targeting people who would like to share their knowledge and experience, have high community cohesion, discover and conquer and can get motivated by others' experiments along with the flair of technology and internet.

This app is for all the Tier1, Tier2 and Tier3 cities as people in lockdown are working remotely and trying new activities at home.

There is **no bar for age** as well because as per our research, old people love to spend their time with the plants.



- Propose a suggested plant care schedule based on the database and the information provided by the users, or based on the highlights of the same direction.
- Building Chat features in the app, and integrating Chatbot technology to find information, such as enlarging your understanding.
- Build a quiz based chatting system, Pfound to let people meet and greet new people.
- People relate gardening as a mindful and peace-giving activity. Hence providing them with the required music and other soothing services.



Creating Value for the User



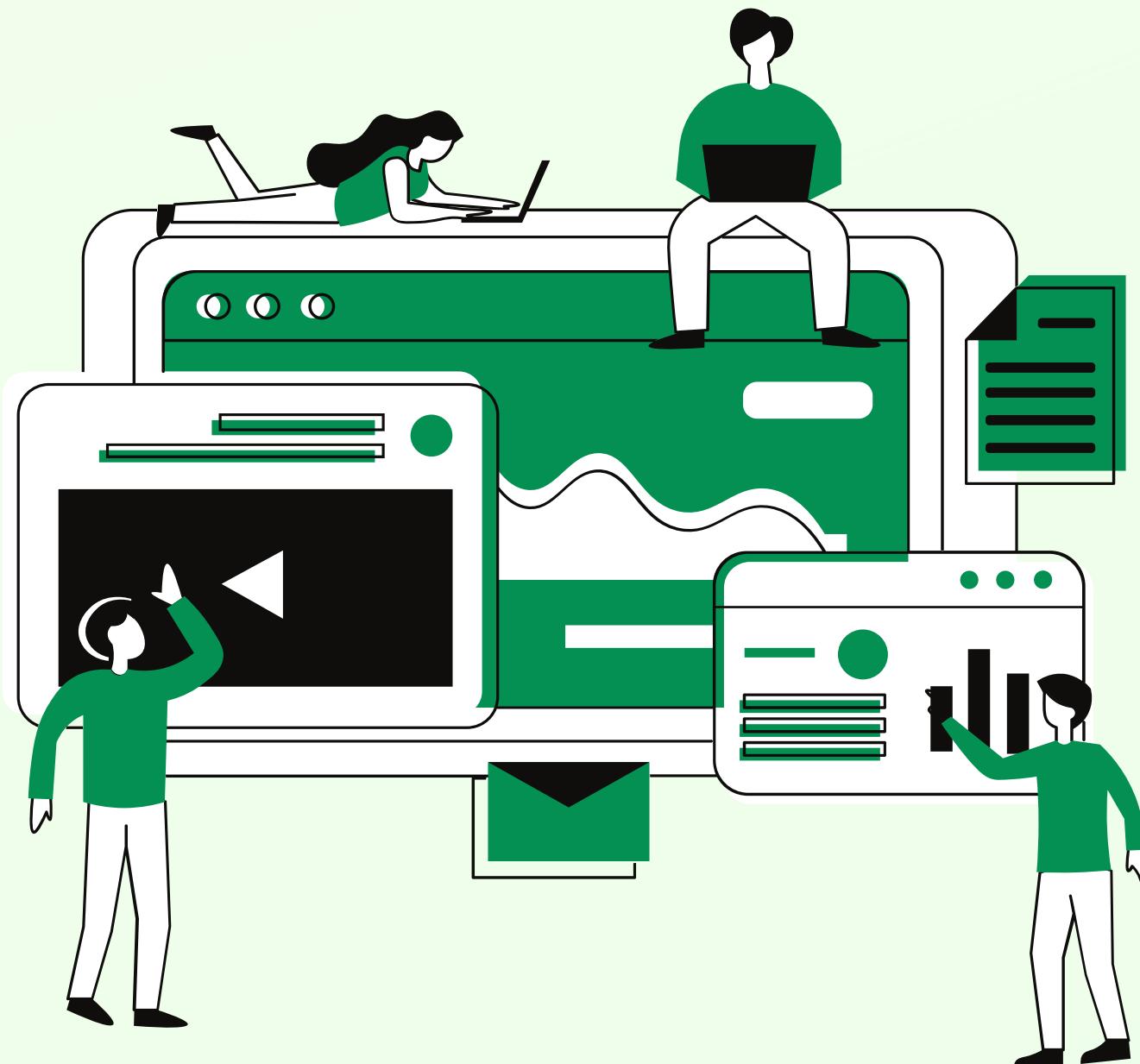
- There is **one community with the same interest i.e, gardening**. Have more knowledge, experience about the plants, gardens and people.
- This app **sincerely tries to overcome a social norm of looking maalis and local gardeners as lower status people** and tries to **promote them in a very authentic way** amongst the locals and global community.
- It also **promotes the vocal for local campaign by integrating all the local services for gardening** in the app. Eg: You can get the organic manure and give them their biodegradable waste and diminished plants in return.



Research Process

Before starting the development process, in-depth research was conducted.

- Talked to some local gardeners.
- Went to a nursery for understanding the needs of the people.
- Thoroughly checked the Instagram profiles of the influencers.
- Researched about already available apps and websites.
- Watched gardening vlogs & blogs and thoroughly read their comments to understand the mindset of the people.



Intelligent Assumptions



- The basic app algorithm will have a bias factor of the **regional location and regional language**.

- All the **users** will get a title for their profile such as Planters, Caretakers, Mentors, etc.

- All the app users who use the "**Your Garden**" section of the app are known as planters.



Unique Product Thinking

Graveyard

- Connecting local biogas plants to gardeners.

Pfound

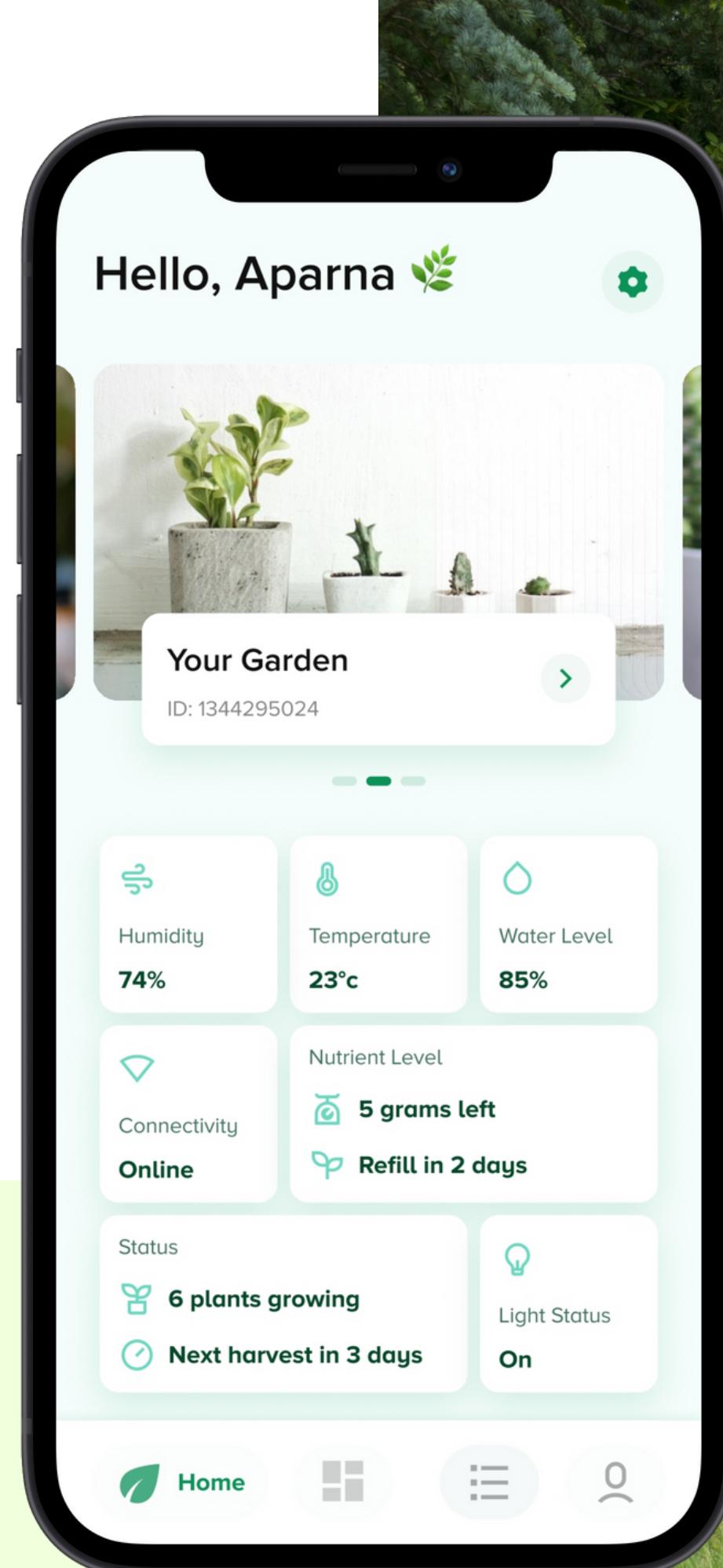
- An opportunity to connect with like-minded or interesting people by playing a simple quiz.



Personalization :

We have a devoted space in the app for "**Your Garden**" where one can manage all of their plants and the accessories required for the same.

It also has a feature which generates an **AI-generated Cover photo** of your garden for the profile, once you select the plants and location for the same.



User Story.

During the lockdown, Bablu finally gets the time to try his hand at gardening. However, his plants soon start dying out and he combs through the net for advice. While surfing the internet he founds about the app, known as PodSpire, which can connect him to experienced gardeners and manage his garden. He could discuss his doubts with the community around and seek advice from them. Since he is new to gardening, he may not know about all the plants or even do not recognize some of them. For that, we have integrated a plant identification feature in the app.

