

Legacy Fig Tree Mobile and Tablet App

Project Proposal

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Project Vision and Scope

The Italian Garden Project is a nonprofit organization aimed at preserving and documenting Italian customs in the realms of old world food and gardening tradition. As described on their website, the Italian Garden Project's mission "is to celebrate the joy and wisdom inherent in the traditional Italian American vegetable garden, preserving this heritage and demonstrating its relevance for reconnecting to our food, our families, and the earth" ([Italian Garden Project](#)). It is such an honor to be entrusted to develop an application for one of their coming operations, the Legacy Fig Tree Collection.

The fig tree serves as a prominent symbol for Italian immigrants as they have been passed down for several generations. The act of "growing a fig tree when they arrived in the US was a way for [their] uprooted ancestors to have a small piece of the Old World in the New" ([Italian Garden Project](#)). The Legacy Fig Tree Collection will exhibit a variety of fig trees from around the world and a plaque will be placed in honor of their gardeners; each tree will be assigned an unique QR code for identification. It is our goal to showcase the living heirlooms through a mobile or tablet application on the user's personal device and convey the significance of the garden by creating a pleasant virtual experience.

The envisions for this application is to provide visitors of the Legacy Fig Tree Collection with resources they may need throughout the walking tour and after. Visitors will be instructed to download the application upon arrival and the application will then guide the guest through the story of each fig tree displayed.

The application should allow the visitor to easily identify each fig tree in the garden and navigate through the information in a timely manner. The objective is for the visitor to view the pre-recorded oral commentary on their own electronic devices. The user will be informed of the tree's story and the gardeners who nurtured it and proceed with a similar procedure when they move on to the next tree.

The application should be usable even upon leaving the garden.

Our intention is to interest the user while they are exploring the garden and inspire more people to practice traditional Italian heritage. In consideration of such, an ecommerce section will be incorporated to welcome those who would like to support their cause. With the Italian Garden Project being non-profit, the secondary objective is to promote donations and sales of fig tree saplings. All earnings are reserved to maintain and expand on the Italian Garden Project.

The goal of this project is to deliver an effective application design that will both satisfy the client and user needs. In addition to the content and functions, we highly value design appeal, memorability, and usability. Our solution is expected to be friendly to users of all age groups and backgrounds and relay the client's message to anyone who downloads the application. We will try our best to make the product simple, intuitive, but also aesthetic to interest users with visuals while accommodating those with fewer internet experience.

With the project only spanning over five weeks, the final deliverable will only be a working prototype, not a fully functional application. The final presentation will encompass a mid-to-high fidelity wireframe that will demo the user interface and experience. The wireframe is a template for the application envisions that will demonstrate all the pages needed with animations and interactions. In addition, we will create 2-4 pages of the web application using HTML, Bootstrap, CSS, and JavaScript to model a condensed version of the application.

Using feedback from the clients and user testing sessions, we will continue to refine the pages until the project deadline (12/1/2022). Our team will be developing a responsive mobile-first design as it is the most common and portable device used during outdoor tours. Our development will also be happening simultaneously to the setup of the Legacy Tree Collection which will make the process susceptible to changes.

Existing Knowledge

In order to get a better understanding of the problem and desired solution, we met with Mary Menniti, the founder and director of the Italian Garden Project, and Barbara DeRiso, a board member of the Italian Garden Project who currently maintains the Legacy Fig Collection in Pittsburgh. Through our initial meetings, we received updated clarifications and gathered more specific requirements beyond what was provided in the project description provided to us.

Current website

We have existing knowledge on the Italian Garden Project's current website which has a single page dedicated to the Legacy Fig Tree Collection. The page has a description of the Legacy Fig Tree Collection that includes information about the history and importance of fig trees as well as the origin and goal of the project. It also describes what the Legacy Fig Tree Collection plans to do with the trees they have and how people can learn more about the different trees. The website also explains how people can download a mobile app to accompany their guided walking tour experience.

The Italian Garden Project Foundation
Legacy Fig Tree Collection

The Italian Garden Project Foundation is pleased to announce that we are the recipients of a grant from the Francesco and Mary Giambelli Foundation for our Legacy Fig Tree Collection! We are excited to partner with Growers Grange of Corbett, Oregon who will manage the care and propagation of these priceless heirlooms.

Read our grant proposal below:

The fig is a revered fruit to Italian Americans. It adapts and thrives in a land not its own, much like the immigrants themselves. Growing a fig tree when they arrived in the US was a way for our uprooted ancestors to have a small piece of the Old World in the New. Many of their American born children and grandchildren now proudly associate the fig with their immigrant heritage. The fig tree has become a symbol of these hard-working immigrants who lived in close connection with the earth and brought with them a lifestyle of self-sufficiency and a reverence for growing and preparing food. This increasingly relevant and timely aspect of our heritage serves to engage and excite a new generation who can look to these voices of the past to guide them into a brighter, more sustainable future. The

brighter, more sustainable future. The fig trees planted and cared for by our immigrant ancestors are the true treasures of all Italian Americans. The Legacy Fig Tree Collection will preserve these living heirlooms and honor the humble heroes who grew them.

The Legacy Fig Tree Collection will be grown and exhibited in a garden composed of 10 to 12 fig trees acquired from Italian Americans across the country, selected to represent major areas of emigration from the Italian peninsula and the two major waves of immigration, late 1800s - early 1900s and Post WWII. The Collection will include trees grown by Italian Americans in the United States for at least 25 years, most with known origins in Italy. We will collect at least one tree from each of the following

areas: Boston, New York, Philadelphia, Pittsburgh, New Orleans, Chicago, Kansas City, San Francisco/Bay Area, Los Angeles, and St. Louis. To ensure that these heirloom trees are not lost to natural causes, especially in the harsh growing conditions of the Eastern US, we will propagate new trees from each tree in the Collection. This duplicate collection will be grown on the West Coast where they can grow larger and can thrive in a more hospitable climate.

For each tree in the Collection, we will record an oral history, documenting the tree's story and, most importantly, the story of the gardener who nurtured it. Plaques honoring these gardeners will label each tree. A five-minute video about each tree, accessible via a mobile phone app, will be developed

to allow for a guided walking tour experience of the garden collection. The archival material generated by the project in the form of oral histories, photographs, and video will be housed by a research and educational institution such as the Calandra Institute at CUNY, the Heinz History Center Italian American Program, or a major Italian American cultural organization such as National Italian American Foundation.

Learn more about the Francesco and Mary Giambelli Foundation [here](#)

Need for mobile application

We know that our clients currently do not have the mobile app they described above on the Legacy Fig Tree Collection page. As described on their site, the clients envision

having a mobile app that people can download and then access a five-minute video about a tree they come across.

From course lectures, readings, and initial research, we have an understanding on what makes a mobile app successful and enjoyable to use. Users in the digital domain spend 90% of their time on apps and only 10% of their time on the Internet (“[11 Must-have Features in User-Friendly Mobile App for Better Success-rate](#)”) so the design and development of a mobile application can greatly benefit a business and make it more competitive. A good mobile app should minimize a user’s cognitive load by maintaining simple designs and avoiding clutter. For instance, techniques like progressive disclosure can be used to hide less important information while still giving users the option to view more detailed information if they want to learn more. A good mobile app should also break tasks into “bite-sized chunks” or smaller subtasks to avoid complexity, use familiar screens and icons, minimize user input as it’s often error-prone on small devices, maintain consistent design choices, have simple navigation, and provide ways to easily go back and forth between pages (“[A Comprehensive Guide to Mobile Design](#)”).

Meeting with Barbara and Mary

After talking with Barbara and Mary, we understood more about the type of information and content they have and would like to be included on the application. We gathered that the clients want the application to have:

- A map showing where the tree originated from in Italy and where the tree is in the U.S.
- A way for users to access the Italian Garden website in order to explore more information there
- A section where people can learn more about how to take care of fig trees
- A way for users to learn more about donations and make donations
- An ecommerce page where people can buy fig saplings

We know that the Italian Garden Project currently doesn’t have any maps, information about taking care of fig trees, or an ecommerce page on their website. Barbara and Mary

also clarified that they would like to have a tablet version of the app as it's possible that some users may be using a tablet during their tour of the garden.

From our meetings, we also know more about the videos that will be associated with the trees. In regards to the videos, we know that:

- Not all of the videos have been created yet, but the Legacy Fig Tree Collection intends on creating more in the future
- The five minute videos will showcase the origins of the tree with the owner or donor talking about the tree and possibly also clips of the owner digging up and relocating the tree
- Barbara and Mary will have access to the final videos created and will either upload them to YouTube or another service in order for us to embed them
- Users would access the videos by using a scanning function to scan a QR code associated with each tree

Barbara and Mary also explained how the app should be usable for people who haven't gone through the guided tour or for people who have already completed the tour.

Knowing all this information helped us better understand the intent behind the app and how Barbara and Mary intended for it to work. This helped us decide how to go about distributing the content across the app.

Importance of fig trees

As we learned more about the Italian Garden Project and their mission, we also learned more about the importance of fig trees in Italian culture. From the Italian Garden Garden Project Foundation Legacy Fig Tree Collection grant proposal, we learned that:

- Figs are associated with the Italian heritage and they have become a symbol for the Italian immigrants and their lifestyles of "self-sufficiency and a reverence for growing and preparing food" ([Italian Garden Project](#))
- Many Italian immigrants often grew fig trees in the U.S. as a way to keep a part of their culture and ancestors with them

- Fig trees planted and cared for by our immigrant ancestors are the true treasures of all Italian Americans

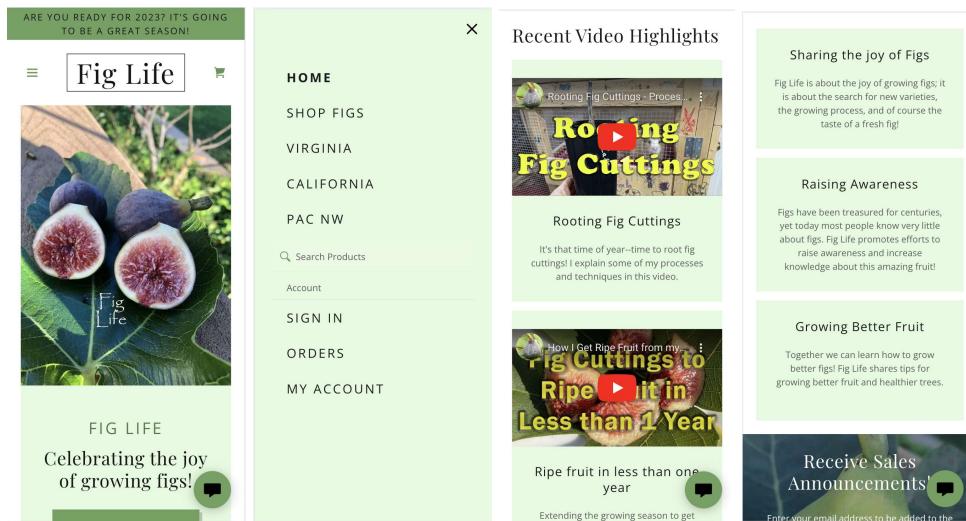
From additional research, we also learned that ([Britannica: fig](#)) and ([Dig the Fig](#)):

- Fig trees naturally grow in most Mediterranean countries, but can be grown in warm climates
- The Mediterranean region commonly uses fig trees in food
- There are hundreds of fig tree varieties that grow in different parts of the world
- Fig plants can range from 3 feet to 39 feet tall
- The fruiting cycle for fig trees are between 120-150 days and trees can live for up to 200 years

Competitive Analysis

We researched other similar websites and mobile apps to better understand the strengths and weaknesses of potential competitors for the Legacy Fig Tree Collection. Not all of the other sources we found have the same topic or goal as the Legacy Fig Tree Collection, but they may still share similar features to what we plan to include.

Fig Life (website): <https://figlife.com/>



Strengths:

- Cohesive color scheme
- Clear distinction between different sections, good use of card components
- Featured the same banner at the top of every page to remind users of important information

Weaknesses:

- Website had a lot of scrolling as there was just a lot of content stacked on top of each other
- Can't easily navigate to certain parts of the Home page, such as the About section or the section with the videos, without scrolling a lot since they weren't linked in the menu bar

PictureThis - Plant Identifier App



Strengths:

- Camera functionality is easy to use
 - Good use of intuitive icons
 - Bottom navigation dashboard makes it easy to navigate to different sections
 - Minimal color scheme helps the app to look clean even with all the different colors of the plants
 - Consistent design for displaying all the plants

Weaknesses:

- Not much contrast between text on specific plant pages
 - Display of images on the specific plant page is inconsistent with the shapes, sizes, and opacities of the images

A Tree Garden (website): <https://atreegarden.com/>

A Tree Garden

BLOG

PLANT LIST

ABOUT

RESOURCES

MORE

Grading System

Garden Locations

Before and After

Plant Graveyard

A Tree Garden

PLANT LIST

This is a sortable list of (almost) all plants in the garden. Filter the list below or search.

Search here...

PLANT TYPE	LOCATION
LIGHT NEEDS	SHADE GRADE

Annual

Cup and Saucer Vine
Cobea scandens
TBD

Bamboo

Sunset Glow Clumping Bamboo
Fargesia rufa
TBD

Conifer

'Fire Chief' Globe Arborvitae
Thujopsis dolobrata 'Congolee'
TBD

Bamboo

All Gold Shore Juniper
Juniperus chinensis 'All Gold'
TBD

Alpine Fir
Abies concolor var. lowei
TBD

Baby Blue Sawara Cypress
Chamaecyparis pisifera 'Baby Blue'
B

Cup and Saucer Vine

Cobea Scandens

TBD

Grew these from seed at the end of February, and planted them out after first frost. I really had my doubts about these for the next couple months, but I think they're floundering due to our very wet and cold spring. They really didn't start taking off until August, and first started to flower only in late September. Luckily our October (2022) has been unseasonably warm so we've been graced with at least a few flowers. I'm going to try and dig these up and bring them inside to overwinter and plant them back out next spring. Hopefully this will provide a head start so the plants will mature faster and flower early next year.

PLANT TYPE

Annual
Vine

SHADE GRADE

TBD

LIGHT REQUIREMENT

Sun

NURSERY TAG

Perennial vine (typically grown as an annual). Zones 9-11. 10-20 ft. long, 3-6 ft. wide

Strengths:

- Option in the menu bar to see more categories that are initially hidden, less important categories don't need to be always displayed
- In the plant list view, the use of categories helps organize plants and the display of the image and plant name next to each other gives users a better idea of what they're looking at

Weaknesses:

- On the plant list, it's unclear what the tags mean
- Description for the individual plant feels a little too text heavy

Locatify (app): <https://locatify.com/>



Strengths:

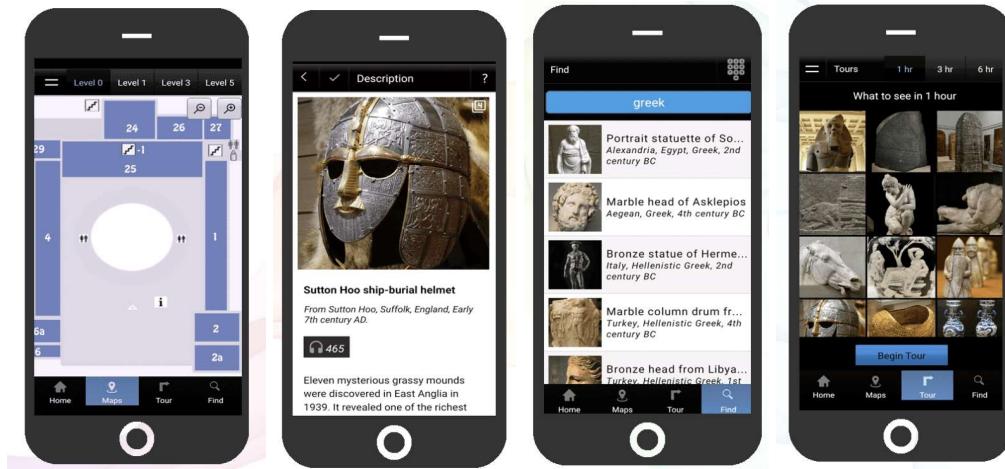
- Map that displays multiple important locations helps users have a broad overview of where places are
- Map page is not text heavy or cluttered
- Text on the screens is clear and simple

Weaknesses:

- Space at the bottom of the screen could be better used for more important features or navigation components
- Some icons are not that clear in terms of what they represent

Museum Buddy (apps): tour for the British Museum

<https://www.museum-buddy.com/App/British-Museum-Tour-Guide>



Strengths:

- Map that displays multiple important locations is useful for navigating around the museum
- Can view all exhibits or get more information on specific exhibits
- Dashboard on the bottom of the screen allows users to easily navigate between different sections

Weaknesses:

- Could utilize more white space to make text more readable
- Add more distinctions between exhibits when there are many of them being presented together in a list

Strategies for competitive advantage

After analyzing several potential competitors to the Legacy Fig Tree Collection, we identified trends we observed from their strengths to determine patterns we would like to replicate to help us stand out from competitors. We will:

- Minimize unnecessary text for users to avoid clutter and decrease cognitive load
- Maintain consistent design patterns to have a more attractive layout
- Have a more user-centered design by including features that we know will be useful to users, incorporating clearer visual hierarchy, and using icons or text that is easy to interpret and meaningful

Target Audience/User Research

Target Audience

We identified that the target audience includes people that are both Italian or want to learn about Italian culture. These people may or may not already be familiar with the Italian Garden Project's Legacy Fig Tree Collection and are not limited to the visitors on site.

Additionally, we identified more specific potential user groups that our application would target, including people who:

- Have some knowledge of the significance that a fig tree has in Italian culture
- Are children and grandchildren of Italian immigrants
- Are avid gardeners, enjoy gardening, or are interested in gardening
- Interested in learning more about fig trees, even if they are not already familiar with the importance of fig trees in Italian culture

Given that users will have some connection or interest to Italian culture or fig trees and that they will need to be able to interact with a mobile application, we estimate that our target audience will also be in the age range of 18 to 65 years old and live near one of the locations where the Legacy Fig Tree Collection has a tree planted. As we continue to work with Barbara and Mary and learn more about the Legacy Fig Tree Collection, we may expand or narrow down the circle of our target audience.

To ensure that the solution will meet user needs, we have identified how the exact segments of the application will address the goals of the users of the application. In the tables below, we have described how specific features of our application will be used but the use cases are not exclusive to a single user group as there may be overlaps in interests and goals between user groups. For instance, users who are on-site at a fig tree can also have the same interests/goals as users who are not on-site at a fig tree location.

User Group:	Individuals on-site at a fig tree location
Interests/goals:	<ul style="list-style-type: none"> • Learn more about specific trees
How we will address their goals:	<ul style="list-style-type: none"> • “Scan QR Code” button makes it easy to identify how users can learn more about a fig tree • Pictures, short description, and map on an individual tree’s page provides brief overview about the tree • 5 minute video on an individual tree’s page provides more in depth information about the tree

User Group:	Individuals not on-site at a fig tree location
Interests/goals:	<ul style="list-style-type: none"> • Learn more about fig trees • Learn more about how to support Italian culture
How we will address their goals:	<ul style="list-style-type: none"> • “View All Trees” page shows all the trees in the collection • Ecommerce page allows users to purchase a sapling and individual tree pages provide information of the tree the sapling is from • Donate page describes how to support the Italian Garden Project

User Group:	Individuals who want to learn more about Italian culture
Interests/goals:	<ul style="list-style-type: none"> • Learn more about fig trees • Learn more about the Italian Garden Project or the Legacy Fig Tree Collection
How we will address their goals:	<ul style="list-style-type: none"> • About page describes the mission and purpose of the Italian Garden Project and the Legacy Fig Tree Collection and the importance of fig trees • Link to original site allows users to view more information about the Italian Garden Project

User Research

We currently do not have access to many users or personally know many users in the target audience we identified. However, through our initial meetings with Barbara and Mary and through conducting initial user research on who we believe would be included

in the Legacy Fig Tree Collection's target audience, we have developed a better understanding of who the users of our mobile application might be.

From our initial research, we found that:

- Approximately 5.1% of Italians of the U.S. population are Italian ([Statista](#))
- In Pennsylvania, there are roughly 1.4 million people of Italian ancestry and in western Pennsylvania, roughly 15% of the population identifies as Italian-American ([Italian Americans in Western Pennsylvania](#))
- There are over 2.7 million Italians in New York and 1.5 million Italians in California. These locations are important because New York and California are where the Italian Fig Tree legacy gardens are. ([National Italian American Foundation](#))
- Most Italians migrated to the US in the 1920s ([Library of Congress](#))
- Italians have a strong connection with the fig tree and it's important to their heritage ([Italian Tribune](#))

We will continue to build upon our understanding of our users through our meetings with Barbara and Mary. We will also ask Barbara and Mary for potential users of the application they know that can participate in our user testing sessions.

Personas Development

Riley Chapman

About:

Age: 21 years old
Career: Student at UCLA,
Business major
Located: Los Angeles, CA
Technological proficiency: advanced

Interests:

Cooking
Cycling
Fashion design



Goals:

My grandparents on my mom's side are Italian, but they live in Italy so I don't get to see them often. I've visited Italy twice to visit my grandparents and my experiences there made me really appreciate Italian culture and my heritage. I want to learn more about my Italian Heritage to be able to feel more connected to my grandparents.

Painpoints:

I don't feel like I have a strong connection to my Italian heritage and I don't know how to learn more about Italian culture. I don't know about the significance of fig trees, but I have heard about it before from my grandparents. I live in an area where there are many diverse cultures, but I still struggle to find ways to connect with my Italian roots. I'm worried that I won't be able to connect with Italian culture, but I want to find ways to deepen my knowledge of Italian culture so that I can better relate to and understand my grandparents.

Antonio Russo

About:

Age: 77 years old
Career: retired,
formerly worked as a sales rep.
Located: Long Island, NY
Technological proficiency: Moderate

Interests:

Chess
Watching baseball games
Reading



Goals:

I want to reminisce and engage in activities that remind me of my time back home in Italy. I want to reconnect with my Italian roots and find a way I can keep my heritage alive in my daily life. I want to find in-person ways to celebrate my heritage and culture near where I'm living.

Painpoints:

I had to move to the United States about 40 years ago after my job relocated me. I was so hurt by the fact that I had to leave the rest of my family back home in Italy. I remember growing fig trees in my family's backyard. It's been difficult for me to stay in touch with my Italian roots and find an Italian community near where I live. Sometimes, I feel like I'm losing touch with my roots and I don't want to forget my Italian heritage. I tried to learn more about Italian culture and events online, but I miss being able to experience things in person.

Sofia Romano

About:

Age: 66 years old
Career: Gardener at the Italian Fig Tree Project
Located: Los Angeles, CA
Technological profieciency: Moderate

Interests:

Veganism
Plants
Italian Culture



Goals:

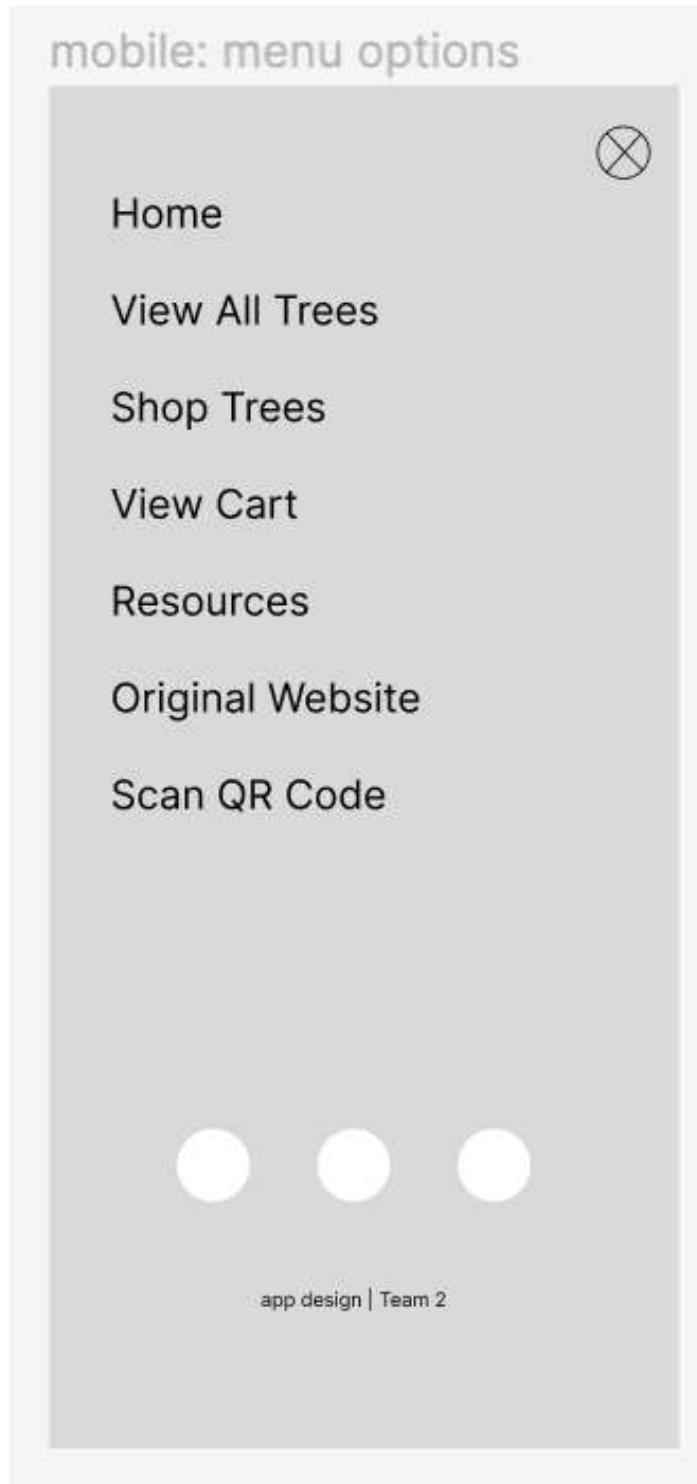
I want to plant the fig trees of my youth. Helping with tending the garden is fulfilling to me as my mother used to have fig trees in my family's garden. I really want to help with the garden and help with the organization's legacy and mission. I love being able to see different people from different backgrounds stop by the garden and learn what they can about the significance of the fig tree in Italian culture.

Painpoints:

I miss my mother so much, she passed away five years ago, and the fig trees that I tend to in the legacy garden remind me of her. I used to go to Italy every Spring and Summer to visit family, but ever since covid-19, I haven't been able to visit in the capacity that I used to. Regardless, the Legacy Garden has kept me connected to the country. I'm just worried that the people that visit the garden won't appreciate the hard work that goes into tending the garden and conveying the story of Italian heritage.

Wireframes

Mobile:

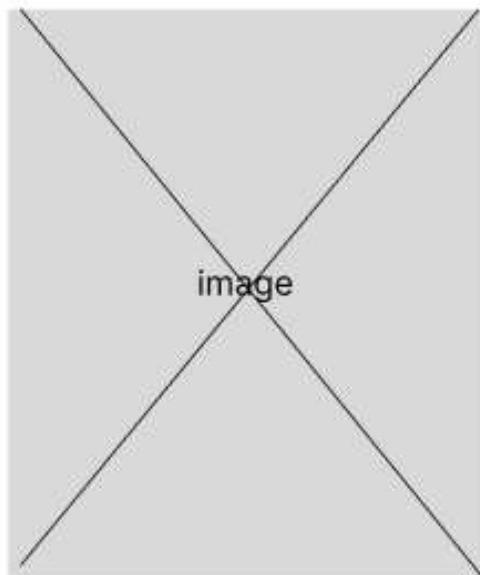


mobile: home page



The Italian Garden Project Foundation

Legacy Fig Tree Collection



scan qr code

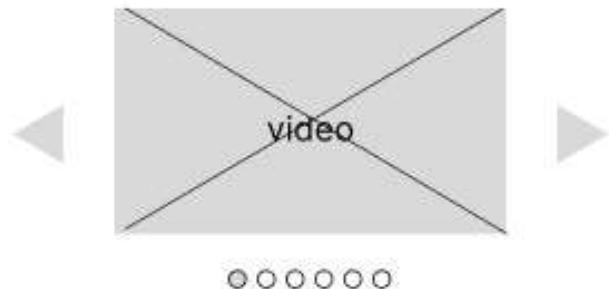
Use the button above to scan the QR Codes
and start your Virtual Tour

mobile: how to care page



How to Care for Fig Trees

- section 1
- section 2
- section 3



Video Name:

One to two sentence
description of the video.

mobile: view all trees



All Trees



Name of Tree



Name of Tree



Name of Tree



Name of Tree

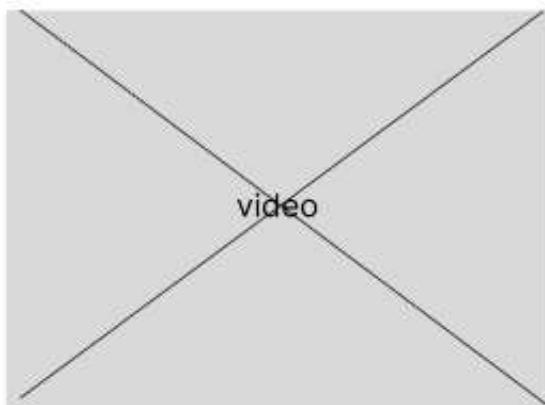


Name of Tree

mobile: individual tree pa...



Tree Name



Owner: first last

Birthplace: location

Year brought to the US: 2020

Now grown in: locations

Year given to us: 2020

Fig variety: common fig tree

map

scan qr code

mobile: ecommerce page



Shop Trees Saplings



Name of Tree
\$ price

[View Details](#)

[Add to Cart](#)



Name of Tree
\$ price

[View Details](#)

[Add to Cart](#)



Name of Tree
\$ price

[View Details](#)

[Add to Cart](#)



Name of Tree
\$ price

[View Details](#)

[Add to Cart](#)



Name of Tree
\$ price

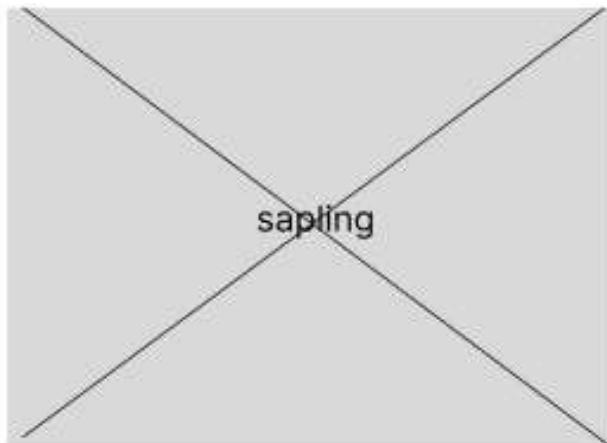
[View Details](#)

[Add to Cart](#)

mobile: individual item p...



Shop Tree Name



Tree Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Scelerisque eu ultrices vitae auctor eu augue ut lectus.

Quantity:

Add to Cart

mobile: view cart page



View Cart

A placeholder icon for an item, featuring a large 'X'.

Name of Tree
\$ total item price
quantity: 1

[Edit](#) [Delete](#)

A placeholder icon for an item, featuring a large 'X'.

Name of Tree
\$ total item price
quantity: 1

[Edit](#) [Delete](#)

A placeholder icon for an item, featuring a large 'X'.

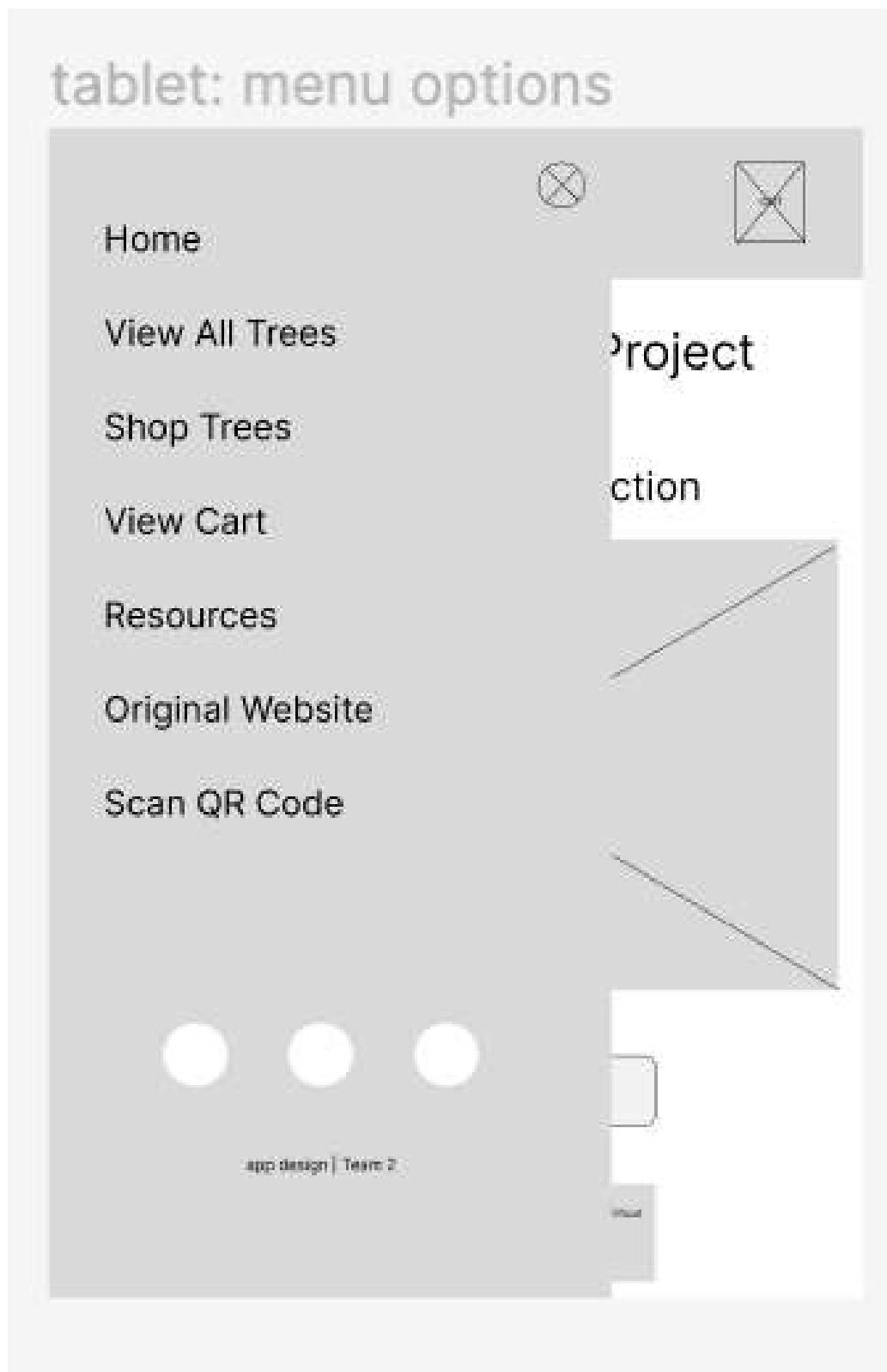
Name of Tree
\$ total item price
quantity: 1

[Edit](#) [Delete](#)

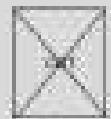
Total Cost: \$ price

[Checkout](#)

Tablet:

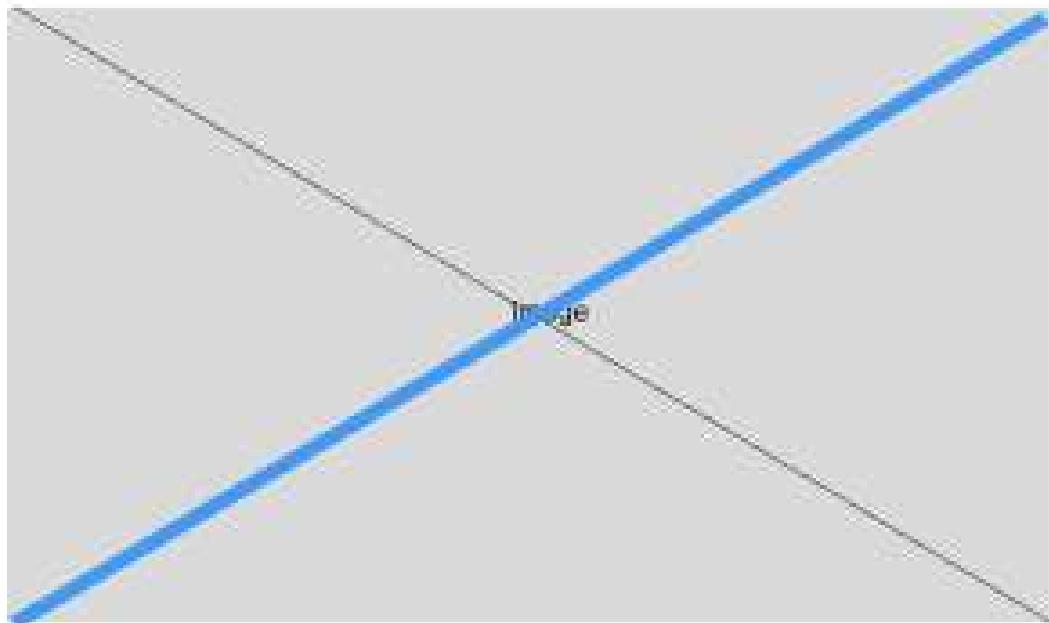


tablet: homepage



The Italian Garden Project Foundation

Legacy Fig Tree Collection



scan or code

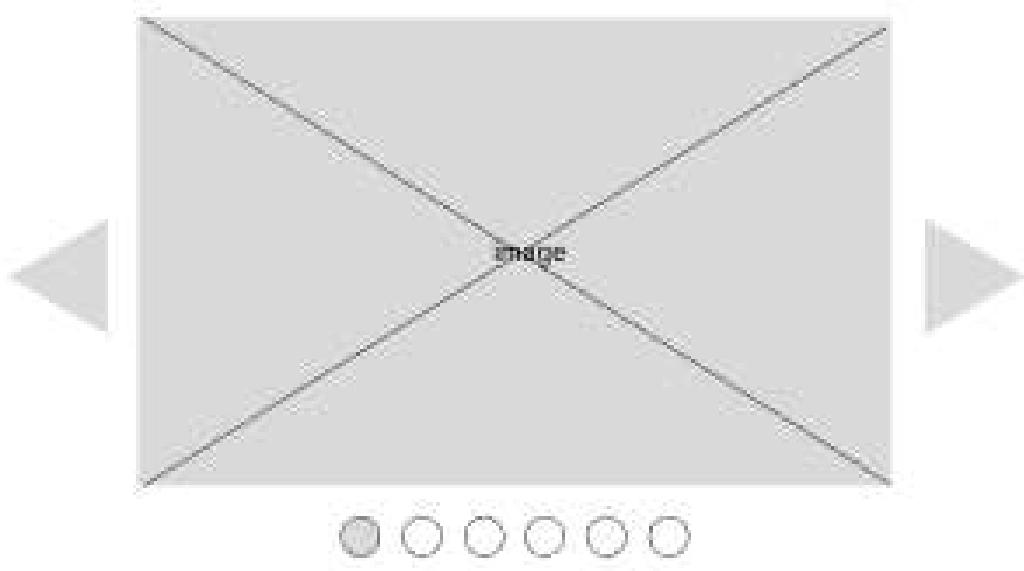
Open the camera app to scan the QR Code and claim your virtual
Tree.

tablet: how to care



How to Care for Fig Trees

- section 1
- section 2
- section 3

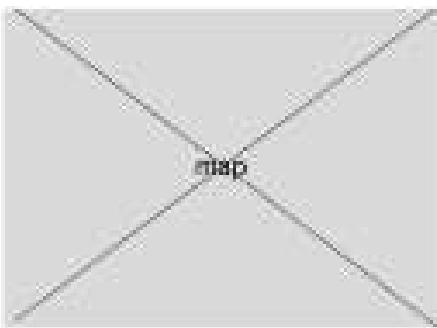
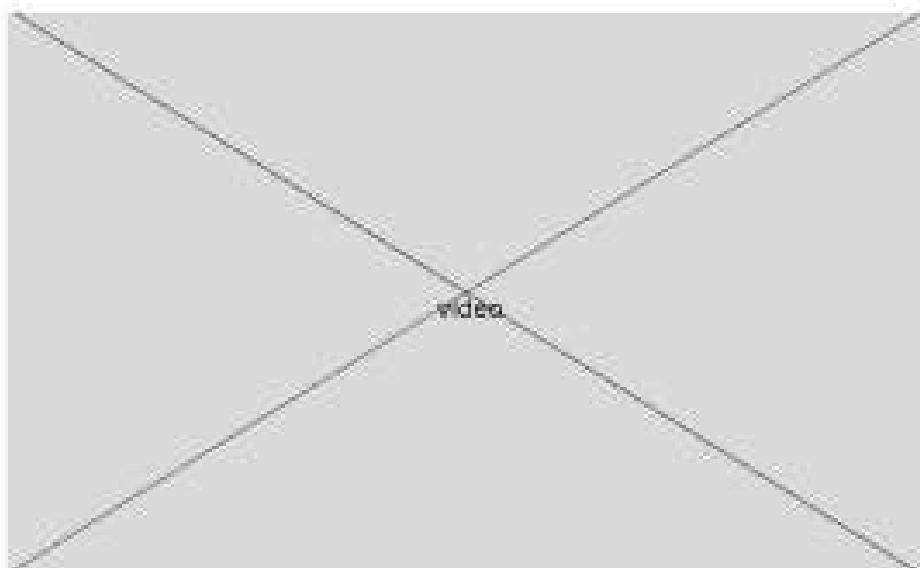


Video Name:

One to two sentence description of the video.

~~tablet: individual tree page~~

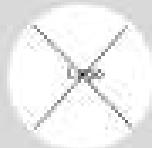
Tree Name:



Owner: first last
Birthplace: location
Year brought to the US: 2020
Now grown in: locations
Year given to us: 2020
Fig variety: common fig tree

Scan QR code

iPad Pro 11" - 1



All Trees



Name of Tree



Name of Tree



Name of Tree



Name of Tree



Name of Tree



Name of Tree



Name of Tree



Name of Tree



Name of Tree



Name of Tree

tablet: ecommerce page



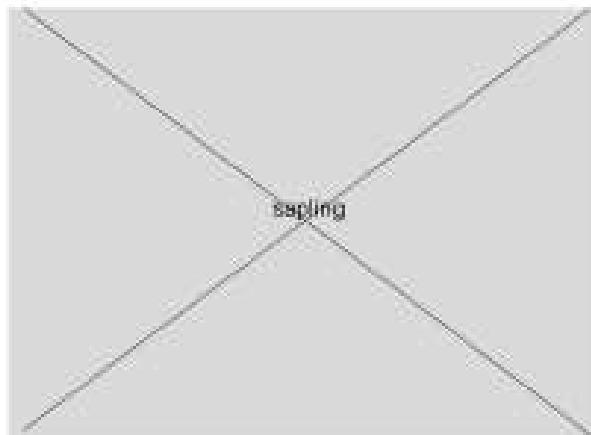
Shop Tree Saplings

 Name of Tree \$ price View Details Add to Cart	 Name of Tree \$ price View Details Add to Cart
 Name of Tree \$ price View Details Add to Cart	 Name of Tree \$ price View Details Add to Cart
 Name of Tree \$ price View Details Add to Cart	 Name of Tree \$ price View Details Add to Cart
 Name of Tree \$ price View Details Add to Cart	 Name of Tree \$ price View Details Add to Cart
 Name of Tree \$ price View Details Add to Cart	 Name of Tree \$ price View Details Add to Cart

tablet: individual item page



Shop Tree Name

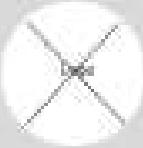


Tree Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Scelerisque eu ultrices vitae auctor eu augue ut lectus.

Quantity:

[Add to Cart](#)

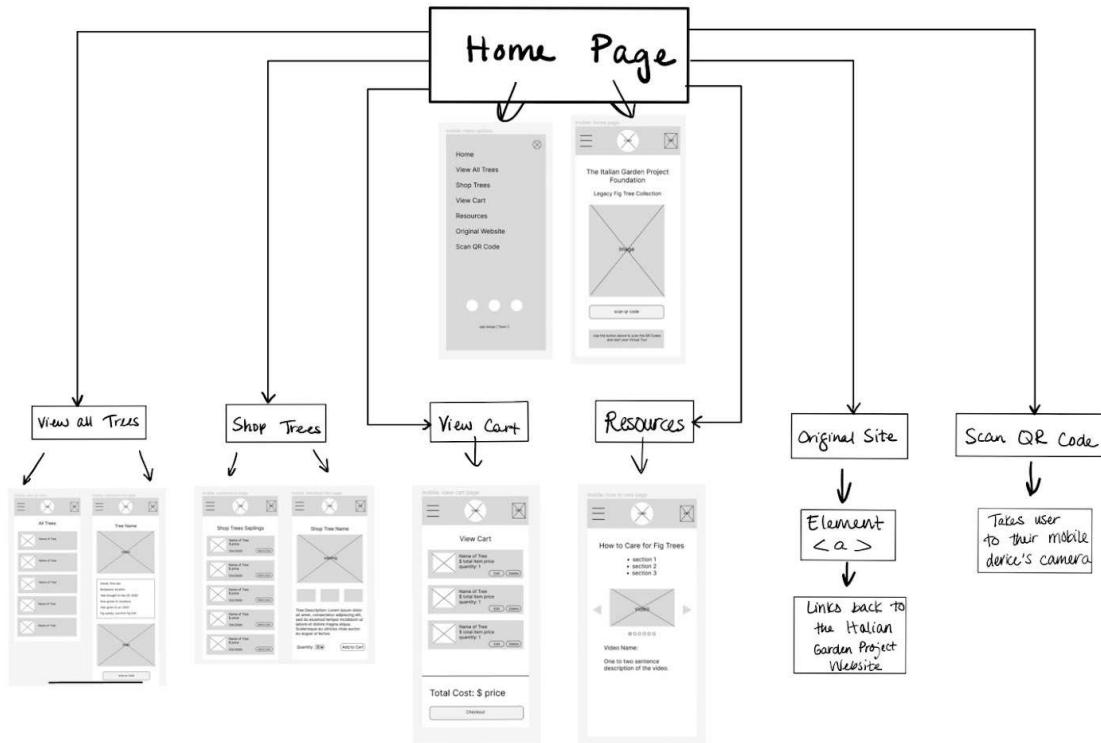
tablet: view cart



View Cart

 <p>Name of Tree: \$ total item price: quantity: 1</p> <p>Edit Delete</p>	<p>Number of Items: 5</p> <p>Total Cost: \$ price</p> <p>Checkout</p>
 <p>Name of Tree: \$ total item price: quantity: 1</p> <p>Edit Delete</p>	
 <p>Name of Tree: \$ total item price: quantity: 1</p> <p>Edit Delete</p>	
 <p>Name of Tree: \$ total item price: quantity: 1</p> <p>Edit Delete</p>	
 <p>Name of Tree: \$ total item price: quantity: 1</p> <p>Edit Delete</p>	

Tree Diagram



Site Content

Walking Tour:

- Individual pages for each tree that contain a description of important details about the tree and a video of the donor explaining the origin and story behind the tree
 - Videos and data provided by the Italian Garden Project
- Map of where the tree originated from in Italy and where it is currently (USA)
 - Locations provided by the Italian Garden Project
 - Maps will be created using iframe in HTML and edited with CSS
- A directory/gallery that contains all the trees at the garden
 - Images and provided by the Italian Garden Project

Fig Tree Information/Resources:

- Videos on How to Care for Fig Trees
 - Filmed by the Italian Garden Project

Ecommerce:

- Pricing and merchandise images will be provided by the Italian Garden Project

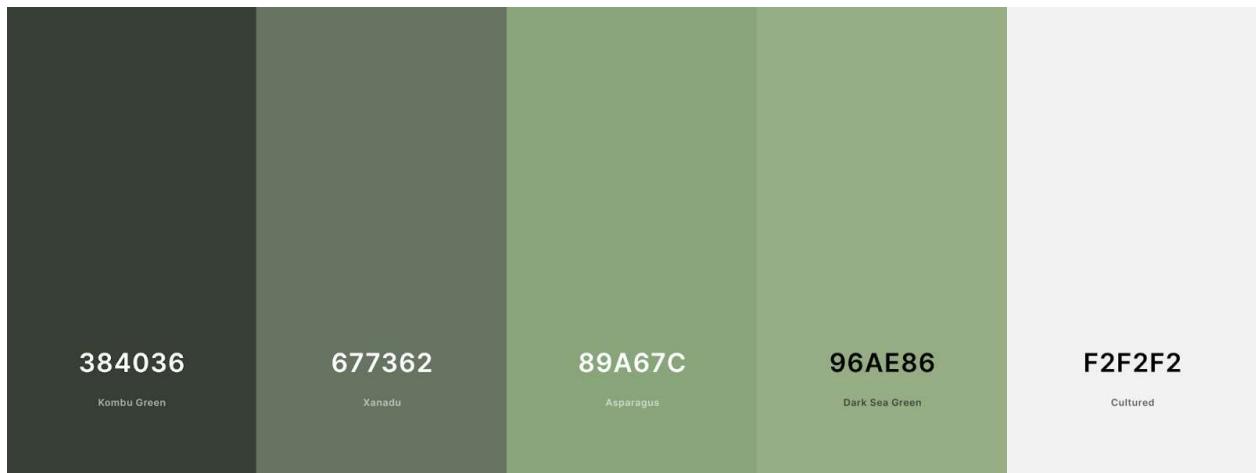
Italian Garden Project Foundation / Site Appearance:

- Link to the Italian Garden Project's website
- The Italian Garden Project Logo will be taken from their website
- Font choices will align with the Italian Garden Project Website for a more harmonized branding

Color Scheme

To stay consistent with the Italian Garden Project's existing website, we will use the same color scheme that the website uses. The existing website uses a monochromatic green color scheme that helps tie all of the different elements together while also creating contrast between sections when needed. Using the same colors as the website will help establish a clear relation between the Italian Garden Project's website and the app for the Legacy Fig Tree Collection. The green colors will also help represent the fig trees while also evoking a calming and serene feeling for users as they interact with the app.

The proposed color scheme will be:



Project Plan

Due Date	Tentative Schedule & Deliverable	Notes & Responsibilities
10/25	Client Meeting 1 (In Class)	All: Meet and introduce ourselves to the client All: Understand and clarify the expectations of the project All: Set up future/recurring meeting
11/2	Low Fidelity Wireframes 1	All: Identify and create and initial design the necessary pages on Figma
	Client Meeting 2	All: Present Lo-Fi Wireframe All: Take notes on client feedback, comments, and concerns
11/4	Project Proposal	Yuki: Project Scope & Vision, Site Content, Project Plan Emilie: Existing Knowledge, Competitive Analysis, Color Scheme Cydney: Target Audience/User Research, Personas Development, Low Fidelity Wireframes & Tree Diagram All: Review rubric and proposal for errors All: Distribute roles of Team Responsibilities

11/7	Mock User Testing	Yuki: Host Emilie & Cydney: Note Taker
	Finalize User Testing Questions	All: Analyze data from the mock user testing and fix any potential errors found
11/8	Feedback & Proposal Refinement	All: Revise proposal
11/9	Low Fidelity Wireframes 2	All: Make changes to wireframes according to previous client requests and prepare iterations on Figma for User Testing 1
	Client Meeting 3	All: Present changes made to low-fidelity wireframe and explain the plan for user testing. All: Ask for reference to target audience we can perform user testing on
11/13	User Testing 1	Emilie: Host Yuki & Cydney: Note Taker
11/15	Mid- or High-Fidelity Wireframes	All: Make changes to wireframes according to finding from User Testing 1 and prepare iterations on Figma for another round of User Testing
	User Testing 2 (In Class)	Cydney: Host Yuki & Emilie: Note Taker
11/16	Client Meeting 4	All: Present findings from both rounds of user testing

		and how it reflects on our wireframe
11/17	Code Writing Plan	All: Issue roles and divide sections for the coding portion of the project
11/22	Client Meeting 5 (In Person)	All: Report progress
	Solution Progress Update	
11/29	Refine Final Presentation	
12/1	Project Presentation	All parts of the project should be complete

Team Responsibilities

To ensure that we meet the different deadlines and can create the best prototype for our clients, we will follow the project plan described above and follow good communication practices to keep everyone in the team updated on individual contributions and keep our clients updated on the work we do. We will all be present at team and client meetings and keep each other informed if we are unable to make it to a meeting, given that we have a valid excuse. We will also use a text message group chat to communicate with each other as a team and use email to communicate regularly with our clients.

More individual team responsibilities will include:

1. **Communicating with the clients (Cydney)** - This person will be the main point of contact with the clients. Other team members can also send out emails to clients if it's more reasonable and easier for them to do so, but trying to have one person primarily responsible for contacting the clients will help avoid confusion on the clients' end. For instance, if all emails are sent from one team member, the clients can easily just search for that person's name in their inbox to see all the emails that have been sent from our team, instead of having to search for three different names to find all the emails. This person will also be responsible for weekly contact with the clients to remind them of upcoming meetings, update them on weekly design changes made, and recap previous meetings. Specific tasks include:
 - Scheduling meetings with clients
 - Sending out meeting reminders to clients
 - Emailing clients when we have questions or have updates
2. **Evaluating team deliverables (Emilie)** - This person will be responsible for putting together team deliverables. Whether it's compiling content together, such as different frames from Figma, or proofreading deliverables, such as this project proposal, this person will evaluate the team's work to make sure that everything is consistent. This individual will also make sure that the team is meeting all the

requirements needed for deliverables and including everything when submitting assignments to Canvas. Specific tasks include:

- Make deliverables cohesive and sound like they're written by one person
- Make sure deliverables follow instructions and align with project proposal
- Compiling content from different sources into one document
- Submitting to Canvas assignments
- Updating the shared Google folder after deliverables are complete

3. **Planning (Yuki)** - This person will be responsible for making sure the team is on track and that the team is working toward the project goals. They will remind the team of deadlines for deliverables and make sure the team is making consistent progress on tasks. This person will also create agendas for client meetings to make sure that we will cover everything that we need to without running out of time. They will also keep track of all the questions we need to ask clients during our meetings. This individual will also be the main point of contact with the professors and advisors to have a more streamlined process for communication. Specific tasks include:

- Make sure the work being done aligns with the project proposal and what has been agreed upon with the clients
- Make agendas for the meetings
- Compiling questions to ask clients at meetings
- Ensure team is on track with the the project plan schedule
- Sending out team reminders
- Communicating with professors

Outside the scope of general team dynamic tasks, we will not be assigning specialization roles to our team members. Instead, we will alternate leadership positions to allow each member a fair opportunity to vocalize their ideas and apply skill sets from various dimensions. During meetings, we will alternate between who leads the discussion with the clients and who takes notes about the feedback given. A similar format will be

applied to the user research and testing sessions with a different team member presuming the role of a host/interviewer.

As we transition into the design and technical phases of the project, we would like to assign tasks to members based on interest and proficiency: We will never force anyone to perform tasks they are uncomfortable with. In consideration of the tight deadlines, each deliverable on the project plan will be divided into three smaller assignments, equally distributed to the members. The assignments will be completed during a weekly group meeting where we express concerns and provide each other with feedback accordingly. If needed, these assignments can be worked on individually with the files accessible to the other members. The workload should be fair in time and commitment.

We want to involve the team members and clients in all stages of the project and make our efforts as transparent as possible. This final project will be a collaborative effort of all team members.