

# UX Design Brief: Planty (Plant Care App)

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## UX Brief:

This user experience design project is for a mobile plant care app named Planty. Planty hosts many features for its users, from setting reminders for your plants, having an easy to read water level of your plants right on the home page, customizable profiles, a plant identifier, achievements to go after, as well rewards in the form of plant customization. Each plant profile can be named whatever you'd like, as well as giving you the option to pick any of the plant icons you'd like. If you'd like to take a photo of your plant, you can keep them in a photo album located on each individual profile.

The deliverables for this project include a UX design proposal, organization practices, drafts of page layouts, design roughs and drafts, page designs, and interactive website for mobile.

## Best-At Statement:

Planty strives to be the best-in-category mobile plant care app for reminding users to water their houseplants. It will focus on its essential features and user interface simplicity. A plant photo library will be provided, or users may upload photos of their plants.

Planty aims to provide a friendly and simple user experience, making it easy to know when your plants need to be watered. The app hosts a slew of features, most notable being able to set notifications for each plant, seeing your plants water level, and being able to take a picture of your plant to identify it. Planty wants to make plant care feel easy, relaxing, and fun, and the user interface has been specially designed in a way to reflect that.

## Scenarios:

- User is forgetful, needing reminders when to water plants
- User is new to caring for plants, and doesn't know how often plant needs to be watered
- User wants a way to tell which plants are which to easily tell what needs to be watered and when
- User is worried about over/underwatering a plant, and needs to know how much it really needs
- User isn't sure how much sunlight a plant may need
- User often lacks motivation to take care of plant(s)

## Features:

- A way to create plant profiles, allowing you to input which type of plant it is, how often it needs to be watered, the sunlight needed, and other necessary information
- Allows users to set reminders/notification when plants need to be watered
- Allow users to take a photo of their plant to help determine what type of plant it is and how to care for it, including how much water it needs and when
- Allow the plant identification system to autofill information on the plant profile

- Plant profiles are customizable, allowing you to give them names and choose between icons
- Includes a reward structure to keep users engaged with the app, gaining little badges and achievements for keeping plants alive + watering them on time

### Matrix of Personas:

| Demographic Variables | Type of Residence            | Experience with Houseplants         | Lifestyle Factors                   | Number of plants | Types of house plants |
|-----------------------|------------------------------|-------------------------------------|-------------------------------------|------------------|-----------------------|
| Youth                 | Single-family home           | Novice                              | Busy Lifestyle                      | 1                | Wide Variety          |
| Young adult           | Multi-generational household | Little experience                   | Busy work schedule                  | 2                | Succulents            |
| Adult                 | Apartment                    | Some experience                     | Busy school schedule                | 3                | Cacti                 |
|                       | Condo                        | Relatable experience                | Primary caregiver of young children | 4                |                       |
| Middle-aged Adult     | Mobile home                  | Much experience                     | Desire for consistency              | 5-7              | Tropical              |
| Senior                | Townhouse                    | Lifetime of experience              | Travels                             | 8-10             | Semi-Tropical         |
| Colorblind            | Senior living community      | Intimidated by caretaking of plants | Many plants to care for             | 11-20            | Mix of 2 categories   |
| Housebound            | Duplex                       | Confident caretaker                 | Primary caregiver for many children | 21-30            | Mix of 3 categories   |
|                       |                              | Previous plants have perished       | Forgetful                           | 31+              | Unknown varieties     |
|                       | Townhouse                    |                                     | Poor memory                         |                  |                       |

## Personas:

### Persona 1: Pearl A. Finnigan:



Pearl lives with her Grandma and loves house plants. Pearl currently has five already and is saving up to get more! Her Grandma, Cece, wants Pearl to learn responsibility and gain the ability to take care of another living thing.

Pearl is so busy with school and sports activities that she needs a reminder to make sure she doesn't forget to water her plants.

Pearl has spent her hard-earned money on these plants, and she doesn't want them to die! Her Grandma suggested looking into getting an app to set reminders. The app needs to be fun and user-friendly so both Pearl and her grandmother can use it. Pearl also loves having mini photoshoots with her plants, so a gallery option with the ability to take photos in the app would be great!

### Persona 2: Betty Leonard & young family:



On most days, Betty Leonard finds that her schedule is quite busy: each week, she divides her time between her family and activities with them, and her work as the owner of a local craft store. While she has always loved having tropical plants around the house, life with her family has grown busier in recent years. As a result, she often forgets to water her tropical plants as much as she should and would benefit from a simple houseplant watering app to help her remember to do so.

### Persona 3: Russell Hazelton & large family:



Russel Hazelton is an account manager at an investment firm, meaning he is out of the house early in the morning and usually home around 6-6:30pm every night. He does have his wife and kids, 2 boys and 1 girl. Children ages range from 6-12, so they could be given the chore of water plants. Their single-family home has 5 succulents and 4 tropical plants that would require opposite watering cycles. Because of their busy schedule, they need to be reminded to water due to their busy lives and minimal experience with plants. They are not known for having a green thumb.

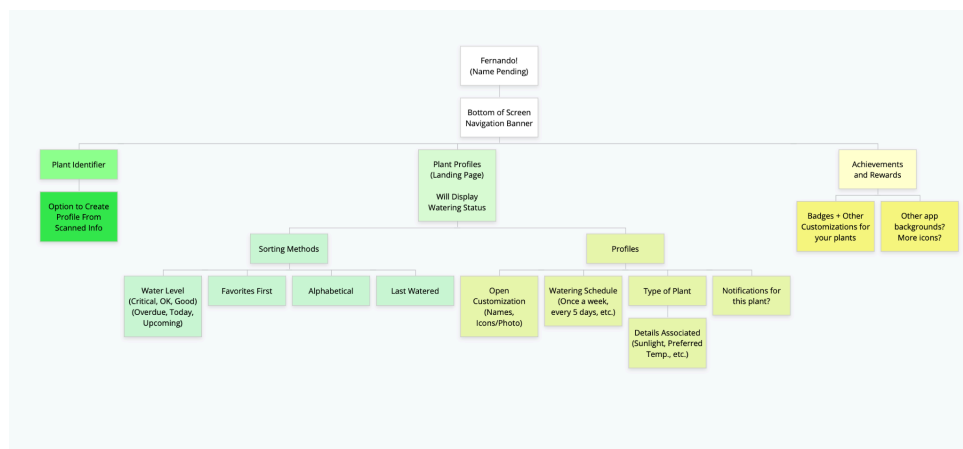
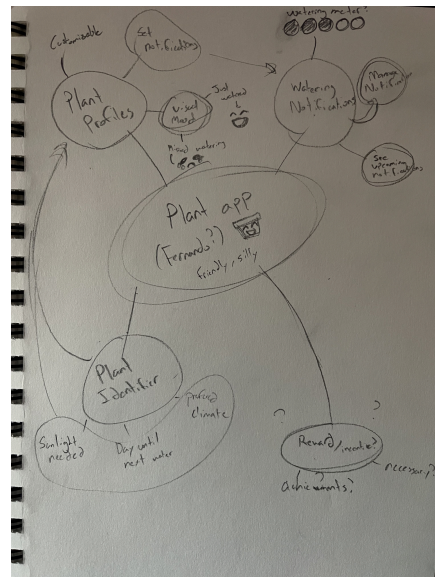
### Persona 4: Eleanor ManFree



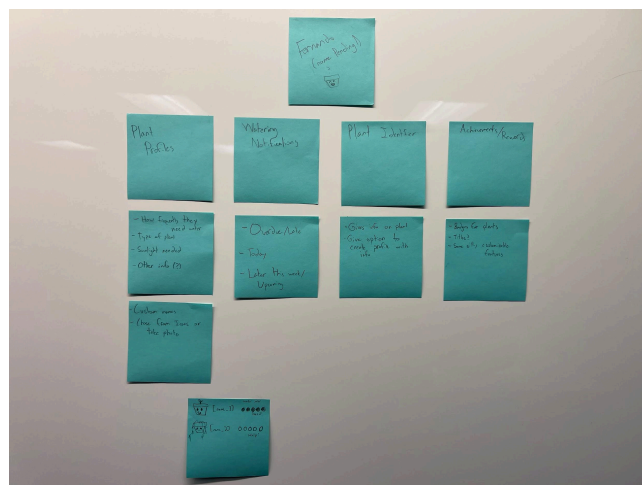
Eleanor is a 34-year-old fashion designer, constantly having new ideas, oftentimes losing track of what she was doing to make sure she won't lose her sudden thoughts. She has always loved plants, but she can never seem to keep track of when they need to be water, leading them to their demise. She has done some research, and she keeps trying out new succulents in hopes that their lack of needed care will help her with upkeep, but it's ultimately backfired and she just forgets about them entirely. She has a lengthy morning routine, make sure to exercise, shower, and eat before getting to work, and by the time she gets home she just wants to relax, which doesn't help with her plant care habits. What Eleanor needs is an app that can send her reminders to water he plant, keeping her consistent with her watering schedule. She could also benefit from additional information, such as temperatures where the plants thrive in as well as appropriate lighting. She also doesn't know what type of plants she has, so having a library feature to help catalog and learn is monumental to her growth as a plant mom. She can also take pictures of her plants and give them names, a feature she loves as it helps her feel more connected to her plants.



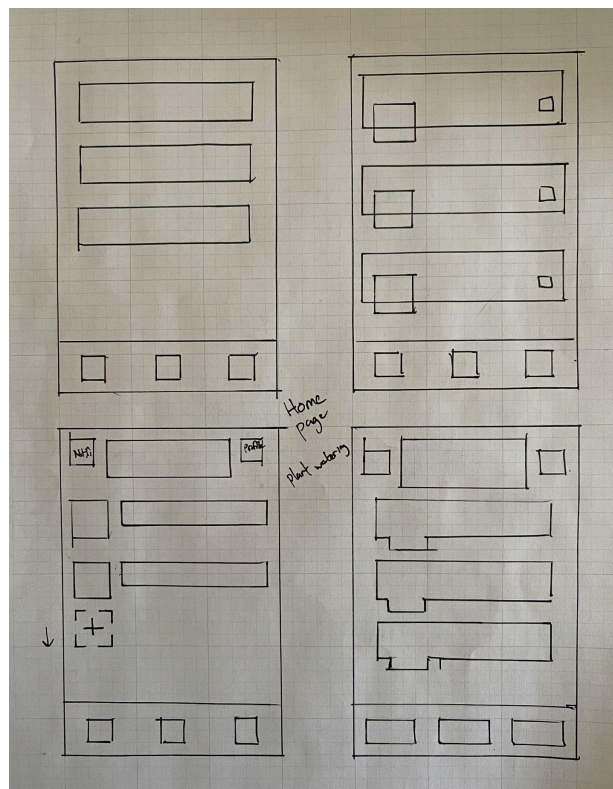
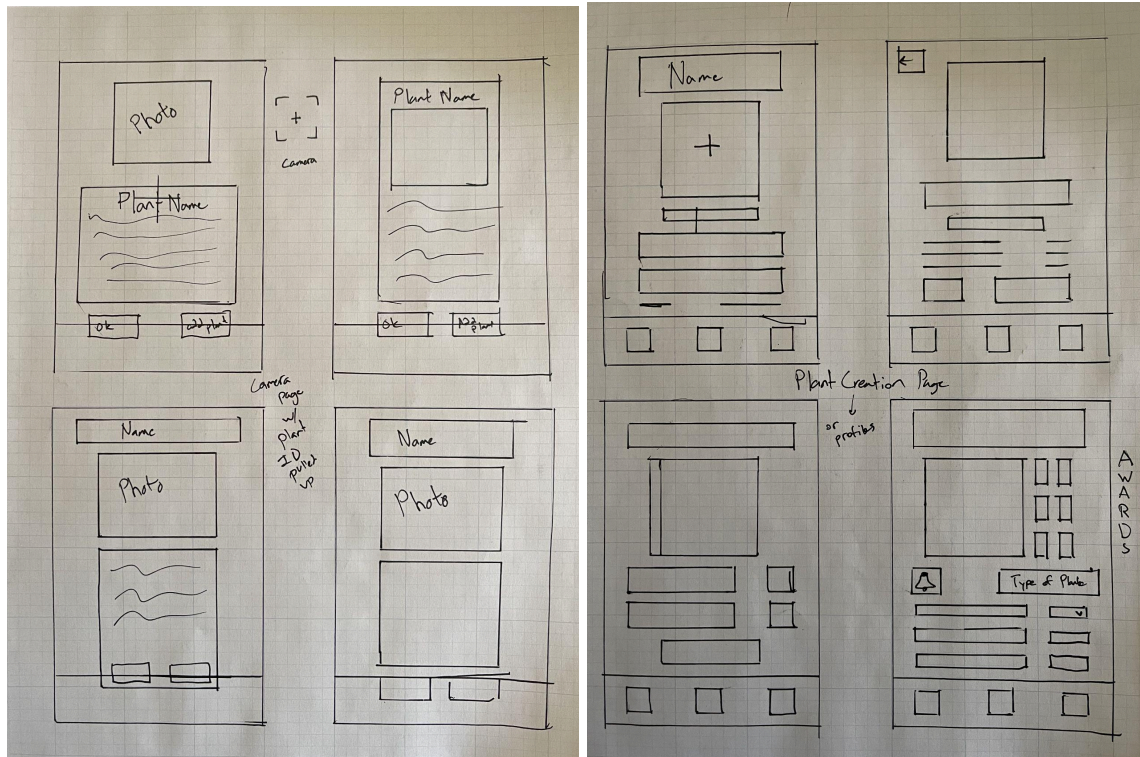
## Mind Maps + Organization of Features:



## Card Sorting:



## Low Fidelity Sketches:



## Page Wireframes:

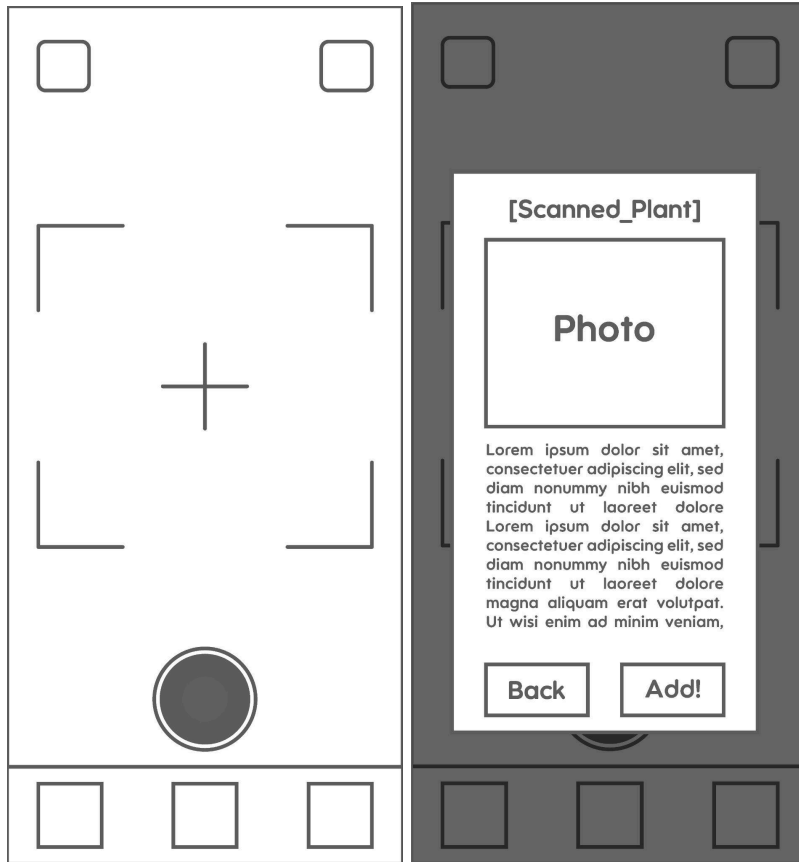
The image displays two mobile application wireframes side-by-side.

**Left Wireframe (List View):**

- Contains three identical plant entries stacked vertically.
- Each entry consists of a circular icon placeholder, a text label `[Plant_Name]`, a row of seven small circles, and a checkbox.
- Below the list is a dashed circle containing a plus sign (+), indicating an 'Add' button.
- The bottom of the screen features a navigation bar with three square icons.

**Right Wireframe (Detail View):**

- Includes a back arrow in the top-left corner and a 'Save' button in the top-right corner.
- The title `[Plant_Name]` is centered at the top.
- Below the title is a large square image placeholder.
- To the right of the image is a 3x2 grid of checkboxes.
- Below the image is a box labeled 'Last Watered' with a date input `MM/DD/YY`.
- To the right of the date input is a text input labeled `[Plant_Species]`.
- Below the date input is another text input labeled `[Dated_Added]`.
- Below these are three rows, each with a checkbox and a text input field.
- At the bottom is a button labeled 'Remove `[Plant_Name]`'.
- The bottom of the screen features a navigation bar with three square icons.

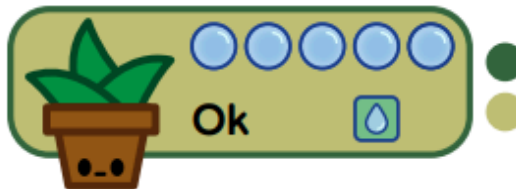


**Visual Design Drafts:**

Potential Names:

**Fernando**  
**Planty**  
**Planto**

**PeachyKeenJF**  
LT Saeada







## High Fidelity Prototypes:



App Icon:



Link to Prototype:

[Design Review Link](#)

Product Mock Ups:

