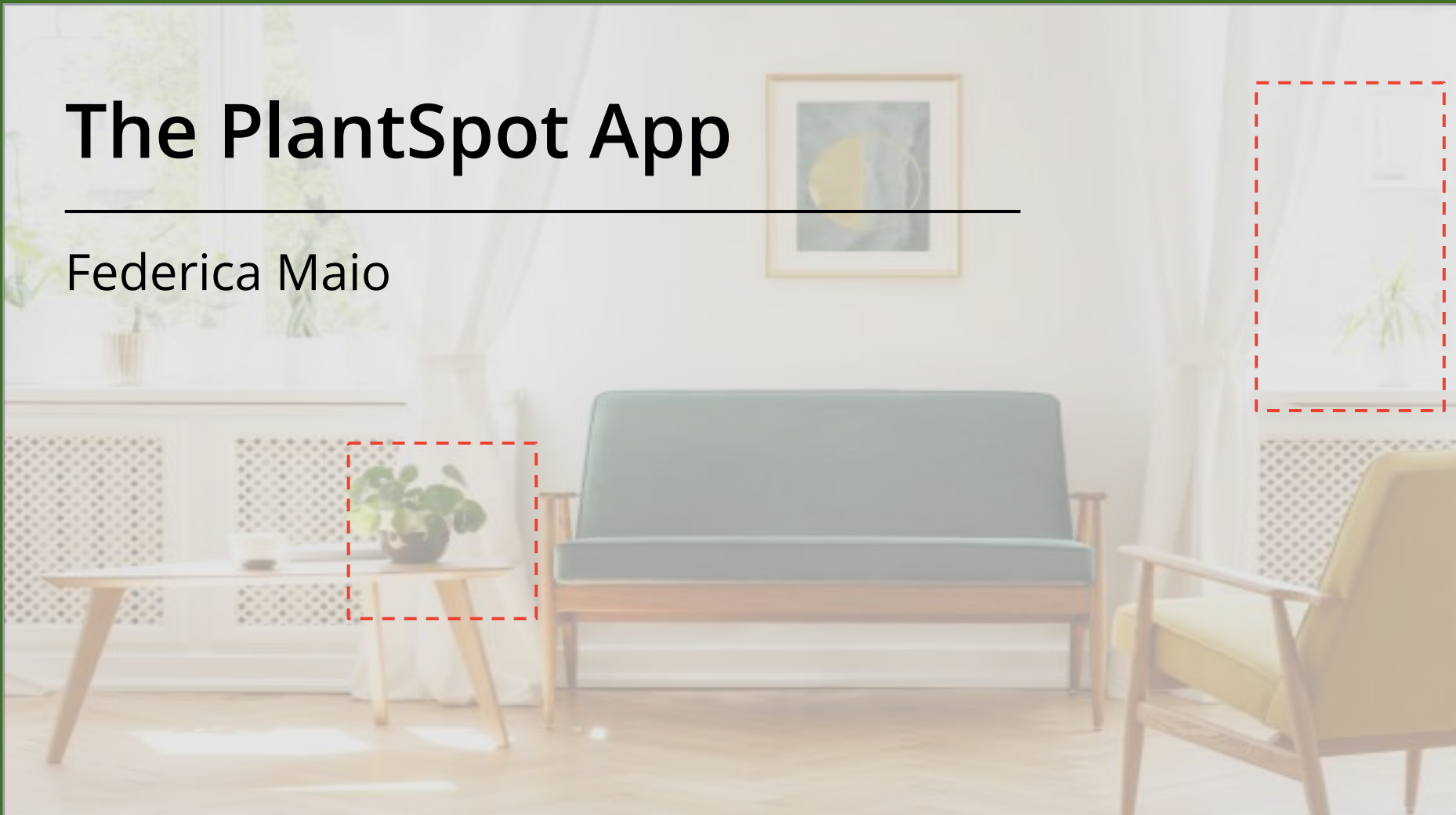# The PlantSpot App

Federica Maio

Project overview

The product

The PlantSpot App is an app that will help all people to buy plants that will fit their design space because of many important factors, such as light. Many people love plants, but they always choose the wrong ones for their homes. The PlantSpot will ask you to take a picture of your room, a video, or to start designing a new room space. After selecting the categories from the filter, it will find the perfect spot and the specific plants that will be perfect in that room. If you choose to start designing a new space, the app will guide you to select the shape of the room and the furniture you like, and it will show you the plants that can fit in the specific design and space.

Project duration:

April 2022

Project overview

The problem:

Young professional who loves design want to incorporate green plants in their space. They always buys plants that will die in a week. They want to have easy plants in their apartments who lives and make a perfect match with their design style.

The goal:

Make an easy way to buy plants from the app after showing users the perfect spots and the find plants that could fit their design solution.
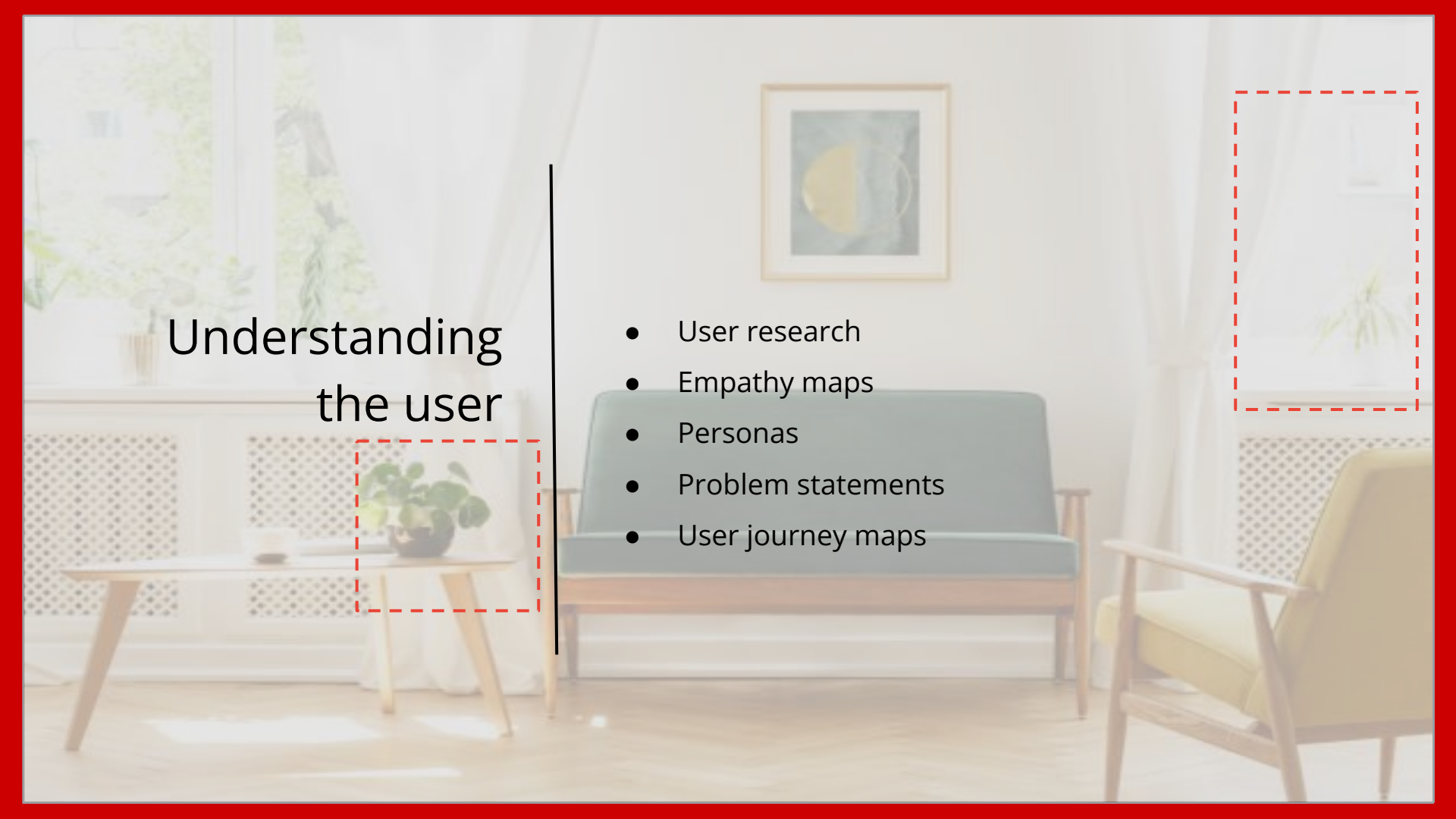
Project overview

My role:

Ux designer who is designed the app from the first concept to the delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Empathy maps
- Personas
- Problem statements
- User journey maps

User research: summary

I did my research by interviewing five people. Two of them are male, two are female, one is non-binary. I considered people from different cultures, countries, ages, gender, and race.The females are busy professional workers who like the wow effect when people come to visit their apartments. They love designs and fashion styles. They like plants but don't have experience with them. They buy plants that are not suited for that specific ambiance. The other three are professional workers. One of them is super excited about design. His apartment looks like a design's magazine and it has different kinds of plants. The other two don't have the right taste for the design instead. They like plants but they don't know how to take care of them. They all live in city center. All of them authorized me to record their answers.

I asked eight open-ended questions, I created Empathy Maps, I evaluated what they said, what they thought, what they felt, and what they did about that.

In most of them, the biggest concern was that they know the plants, they love the idea to have in their apartment but they don't know which ones buying and how to take care. They all love design as well. For this reason, they would love to have a space like the ones in the design magazines.

Empathy Maps

The Empathy Maps help me get into the users mindset and define the User Pain Points.
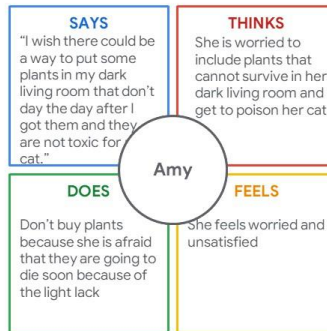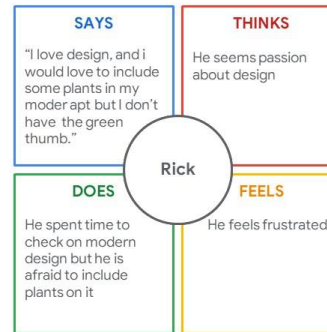
User research: pain points

1

Knowledge of plant species

Find the plants that fit their specific requirements because the ambience. The space, the natural and artificial light in the room

2

They don't know where to locate in the apartment

Users don't know where to put plants in a room. They don't know because the light and the plant's needs.

3

Design

Users would like to to have apartment full of trend design and natural plants, like the design magazines.

4

Busy work schedule

Concern about the time they have. They all are busy with work and they would like to have easy plants to take care.

Persona: **Angela**

Problem statement:

Angela is a 35 years young professional who needs help to choose and put in the right spot green plants because she wants plants that can survive in her dark living room to have a modern stylish apartment.

"I really like design and I would like to include some plants on my modern living room"

Angela

Age: 35
Education: Bachelor
Hometown: Rome
Family: Single
Occupation: Office Manager

Goals
- Have a modern living room
- Knowing the plants can survive in her living room
- Knowing the perfect spot for them to stay alive

Frustrations
- "I am struggle to put some plants in my dark living room"
- "I would like to have a modern living room like in the design magazines"
- I would like to know what plants can survive in dark spot and I don't' know anything about."

Angela is a 35 years old who lives in Rome, Italy. She is a Office manager for a international company. She loves design, she reads magazines, she always want to buy the last trends' pieces of design. For this reason, she would like to include some plants in her apt. Her living room is very dark, and everytime she buys plants, they don't survive. She is frustrated because she doesn't know what plants can survive in a dark or super light spot.

User journey map

Mapping Angela help me to understand better what are the actual users actions. What are the tasks she needs to do to achieve his goal, what she feels and how the process can be improved to help the user having a better experience.

Persona: Angela Kibasset — Goal: Choose plants that will survive in her dark living room to have a modern design look

ACTION	Open app	Take a picture of the room	Check the possible plants list	Order plant	Check out
TASK LIST	Tasks A. Click on the icon of the app B. Open the app C. Register or sign in or enter	Tasks A. Open the icon camera in the app B. take a picture C. Save it D. Indicate where you want to put a plant E. Open the light sensor	Tasks A. Filter B. Select the categories C. Specify you want plants that survive in the dark	Tasks A. Wait for the possible list B. Read list of plants C. Choose plant D. Add plant to the cart	Tasks A. See cart B. Check out C. Choose payment method D. Review order plant E. Confirm it
FEELING ADJECTIVE	User emotions - Overwhelmed - Confused	User emotions - Overwhelmed by the task - Stressed	User emotions - Overwhelmed - Stressed - Anxiety	User emotions - Stressed - Overwhelmed	User emotions - Hope - Excited
IMPROVEMENT OPPORTUNITIES	Area to improve - Simplify with register as a guest? - Encourage to sign in as a customer to get discount?	Area to improve - Maybe have the possibility to make a video of the room? - Maybe possibility to ask for help to a designer or a gardener? - Two filter one for natural light and another for artificial light?	Area to improve - Filter to interior dark plants, day/night - Feature that if you choose a plant, another one will be plant to save the earth	Area to improve - Filter with the history of the plant - Page to take care of the plant?	Area to improve - Discount on the next order - Sample of plants at home as a present - Save the Earth donation

Starting the design

- Crazy Eights
- HMW
- Main User Flow
- Big Picture and Close up StoryBoard
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
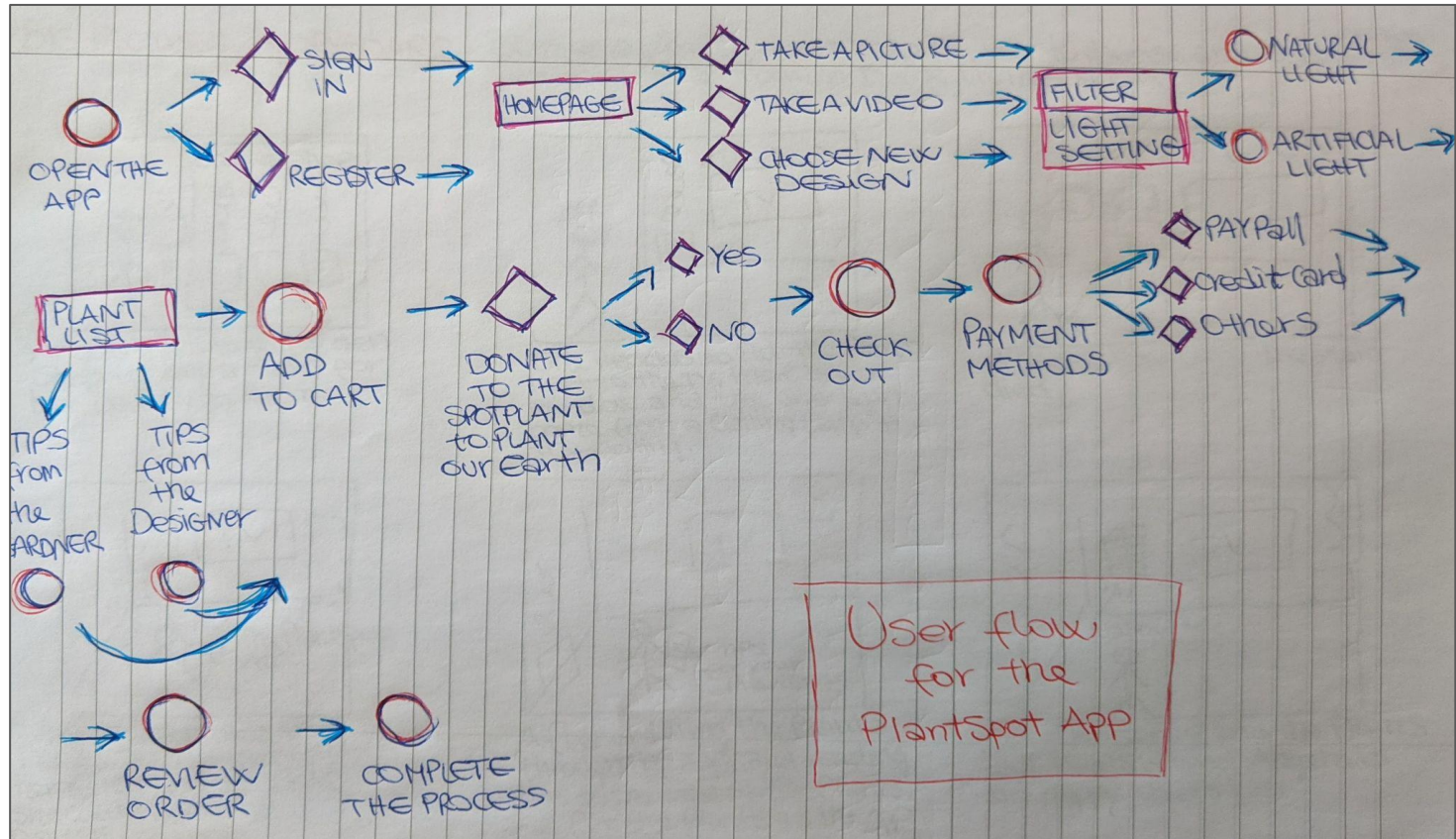
Crazy Eights and HMW Exercises
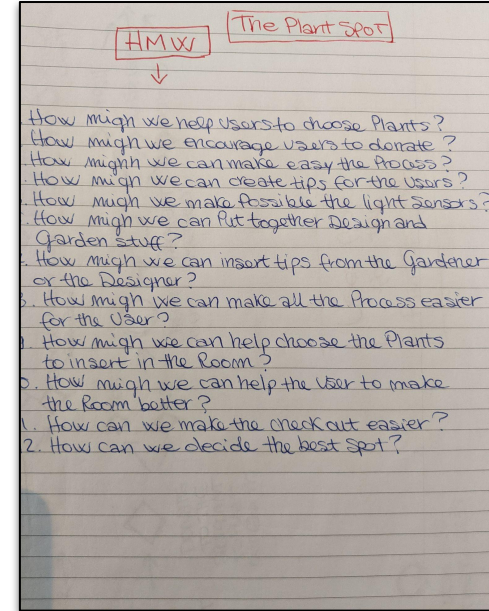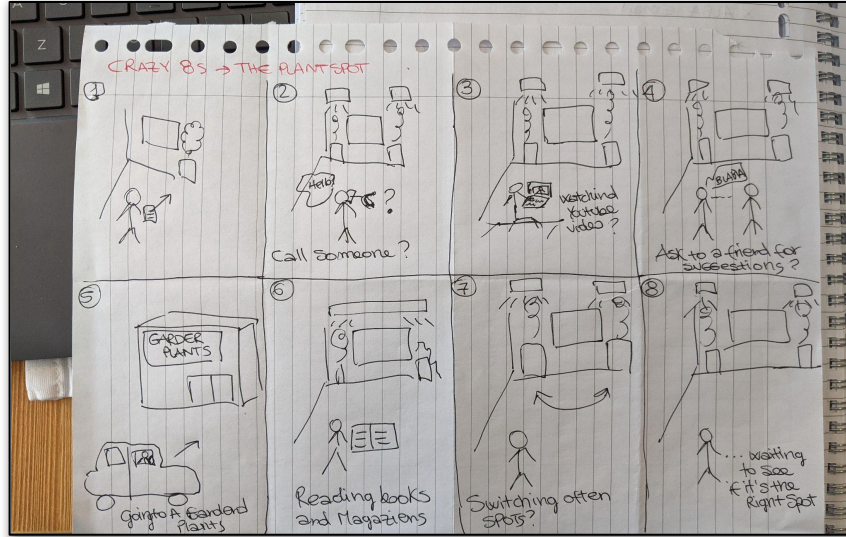
Sketch is my favorite part; it's messy and it open your mind with crazy solutions that will help you understand better the direction you want to follow to solve your users' problems.
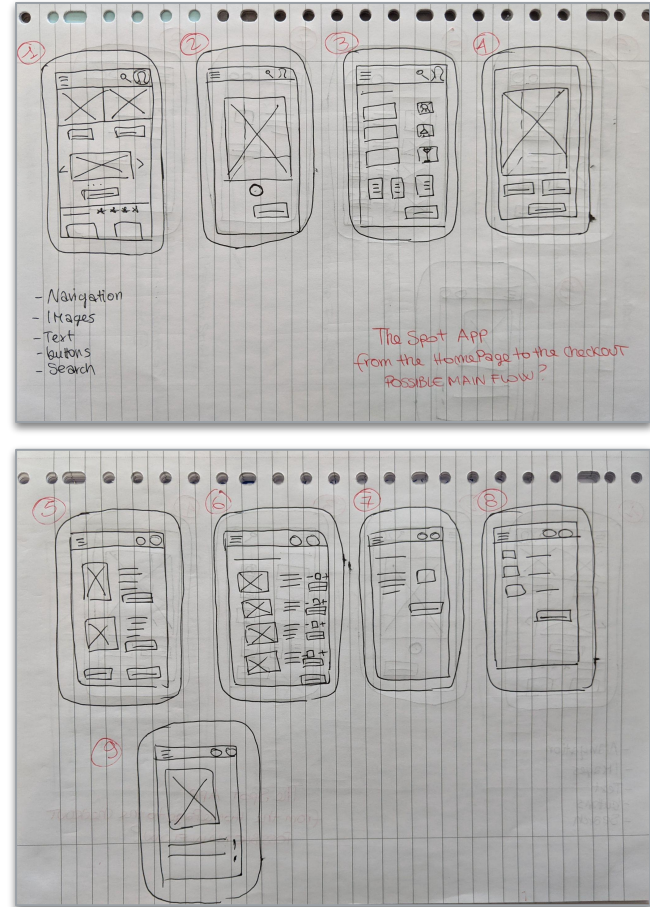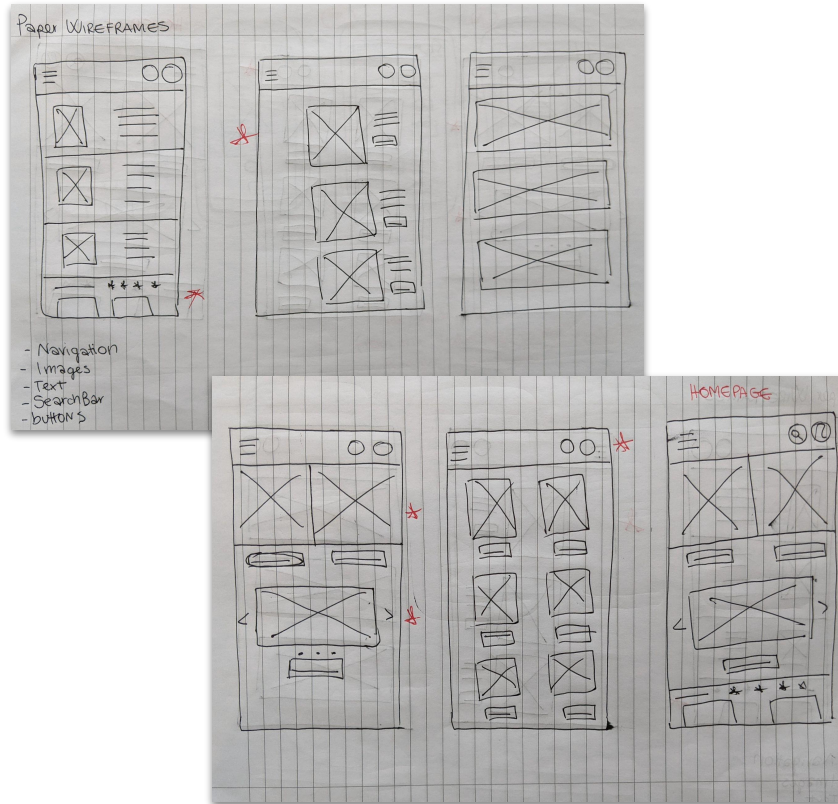
This is exactly I spend some time sketching the Crazy Eights Exercise and the How Might We exercise before sketching the paper wireframes.

Main User Flow

Paper Wireframes

Digital wireframes: Homepage

This is the Homepage of the Low-Fidelity Prototype. In these wireframes, it's possible to start the process by taking a picture of the room where you want to find out the spots for some plants, or you can start to draw a new design from scratch.

Start the process by taking a picture of your space

Start a new design room space, design your room

Take a Picture

Take a Video

Start a new design

What people think about us

Start a new design

What people think about us

Ask to our Experience Gardeners

Ask to our Interior Designers
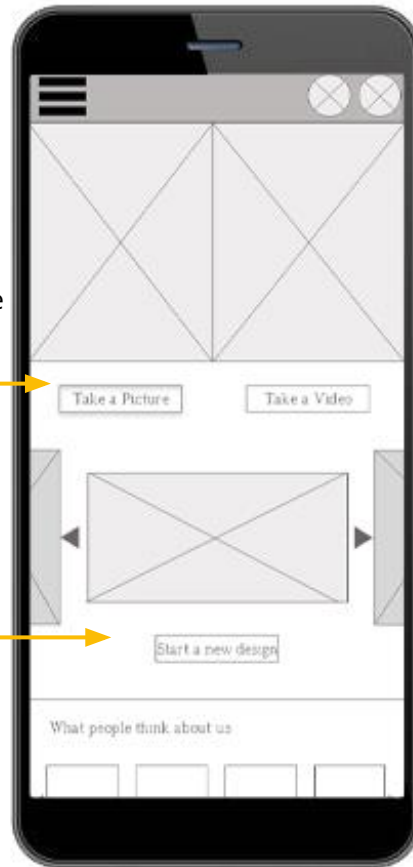
Scrolling down the Homepage, there are the reviews from the users

Scrolling down on the Homepage, it is possible to ask for suggestion to the gardeners and interior designers

Digital wireframes: Filter Setting

Filter setting: Choose your lights

Filter setting: Choose your ambience

Filter setting: Important for toxic plants

Filter room settings

Choose the light in your room

Natural Light

Artificial Light

Describe the ambience

Dark Ambience

Bright Ambience

Do you have any pets?

Do you have any pets?

Cats

Dog

What's your style?

Classic

Modern

Mid Century

Vintage

Rustic

Luxury

What plants do you like?

Filter setting: Plants preference

Classic

Modern

Mid Century

Vintage

Rustic

Luxury

What plants do you like?

Tropical

Flowering

Hanging

Filter setting: Plants preference

Bulbos

Climbing

Unusual

Edit

Next

Low-fidelity prototype

View the link of the The PlantSpot Low-Fidelity Prototype

Usability study: findings

After Conducting the Usability study, I have found a few common themes and patterns through the participants I interviewed.
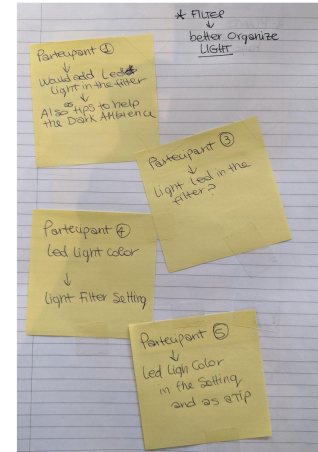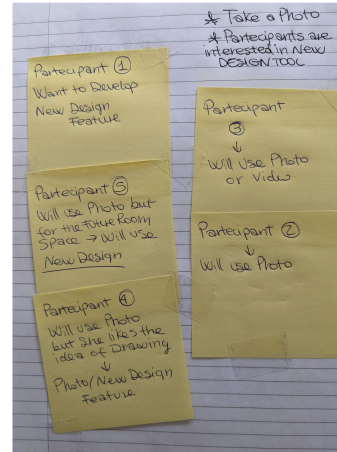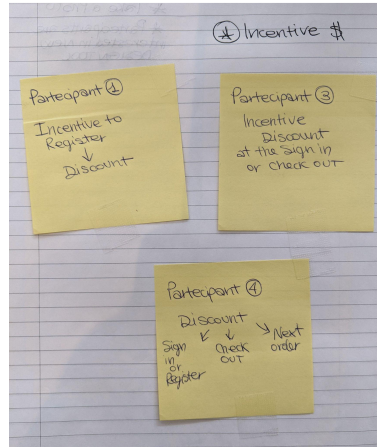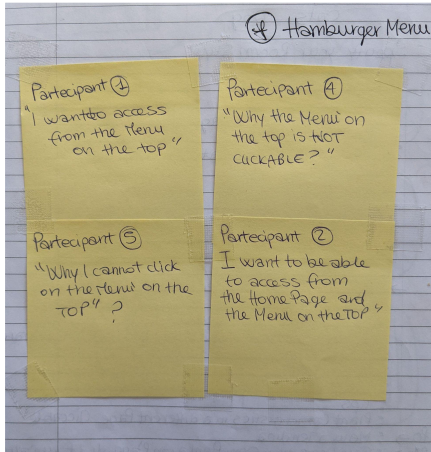
Usability study: findings

After Conducting the Usability study, I have found a few common themes and patterns through the participants I interviewed.
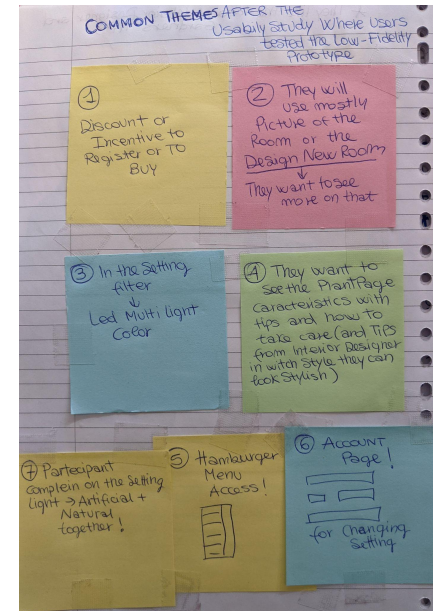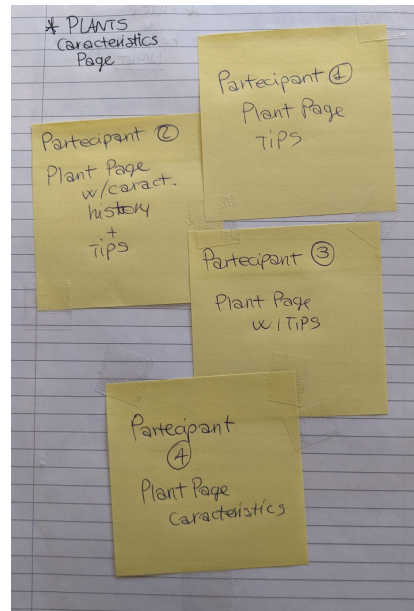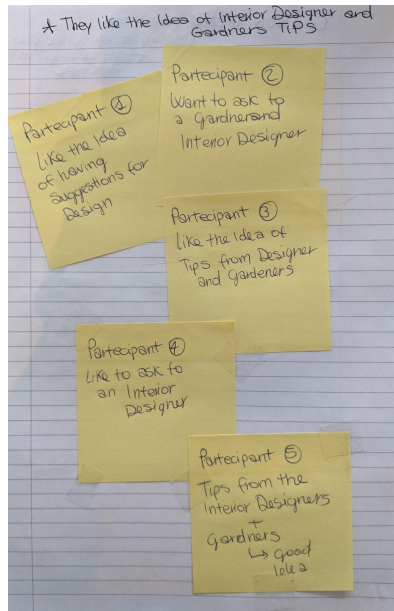
Usability study: findings

After Conducting the Usability study, I gather and analyze the data. This is want I found.

Round 1 findings after Usability Study

1. Users want to have the possibility to start a new design
2. Users wants a better developed filter light
3. Users wants to have access to the hamburger menu

4. Users want to have the account page
5. Users wants have incentive to register
6. Users wants to see plants characteristic page

Low-fidelity prototype after Usability Study and Insights
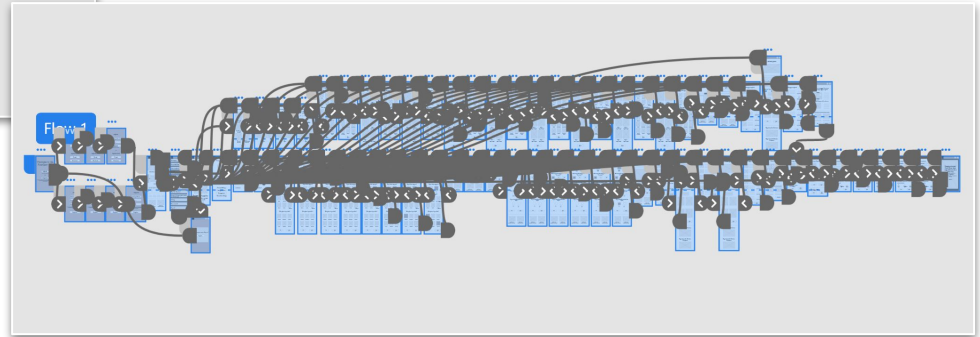
View the link of the [The PlantSpot Low-Fidelity Prototype after Usability Study & Insights](#)

Refining the design

- Mockups
- High-fidelity prototype
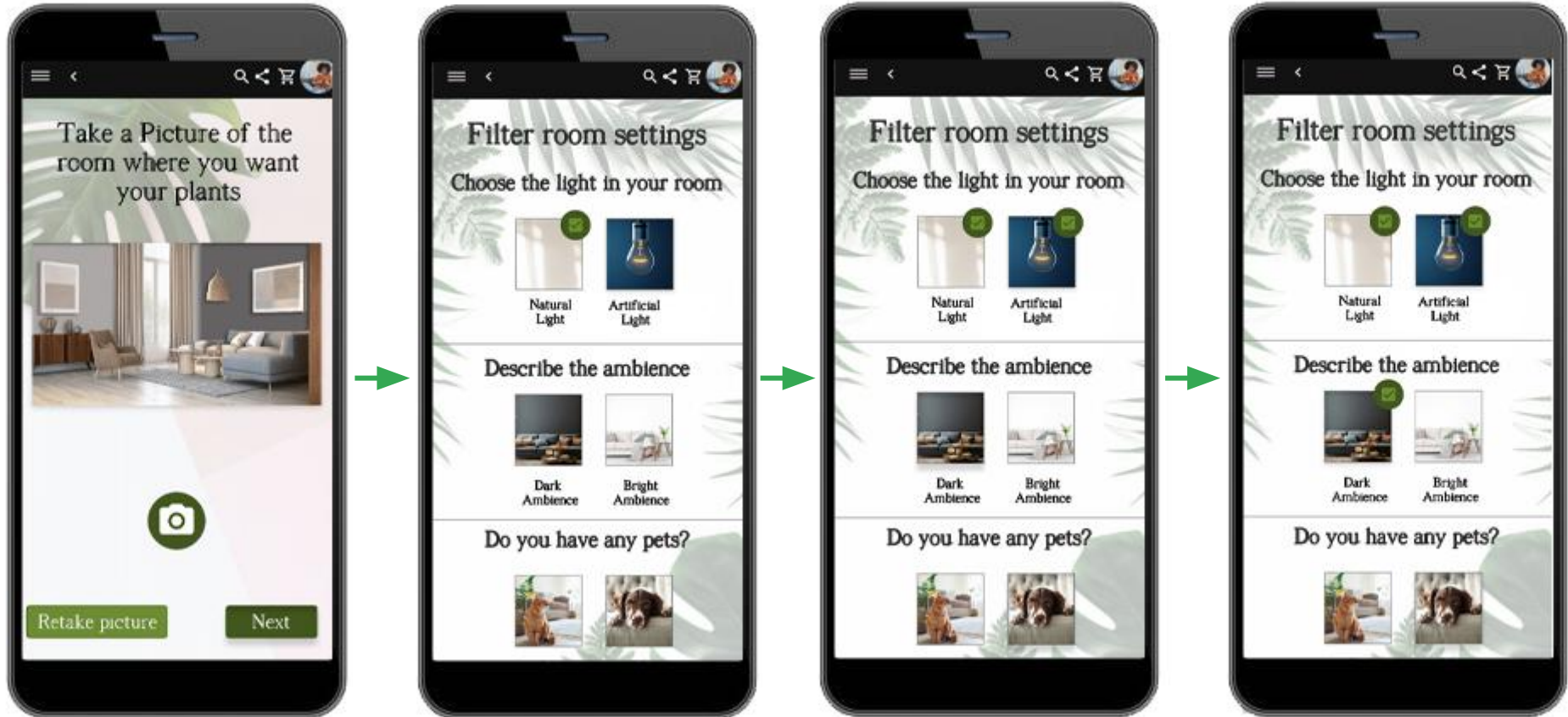- Accessibility

Mockups

Mockups

Paint point after usability study: Access to the Hamburger Menu and having a Profile/Account page
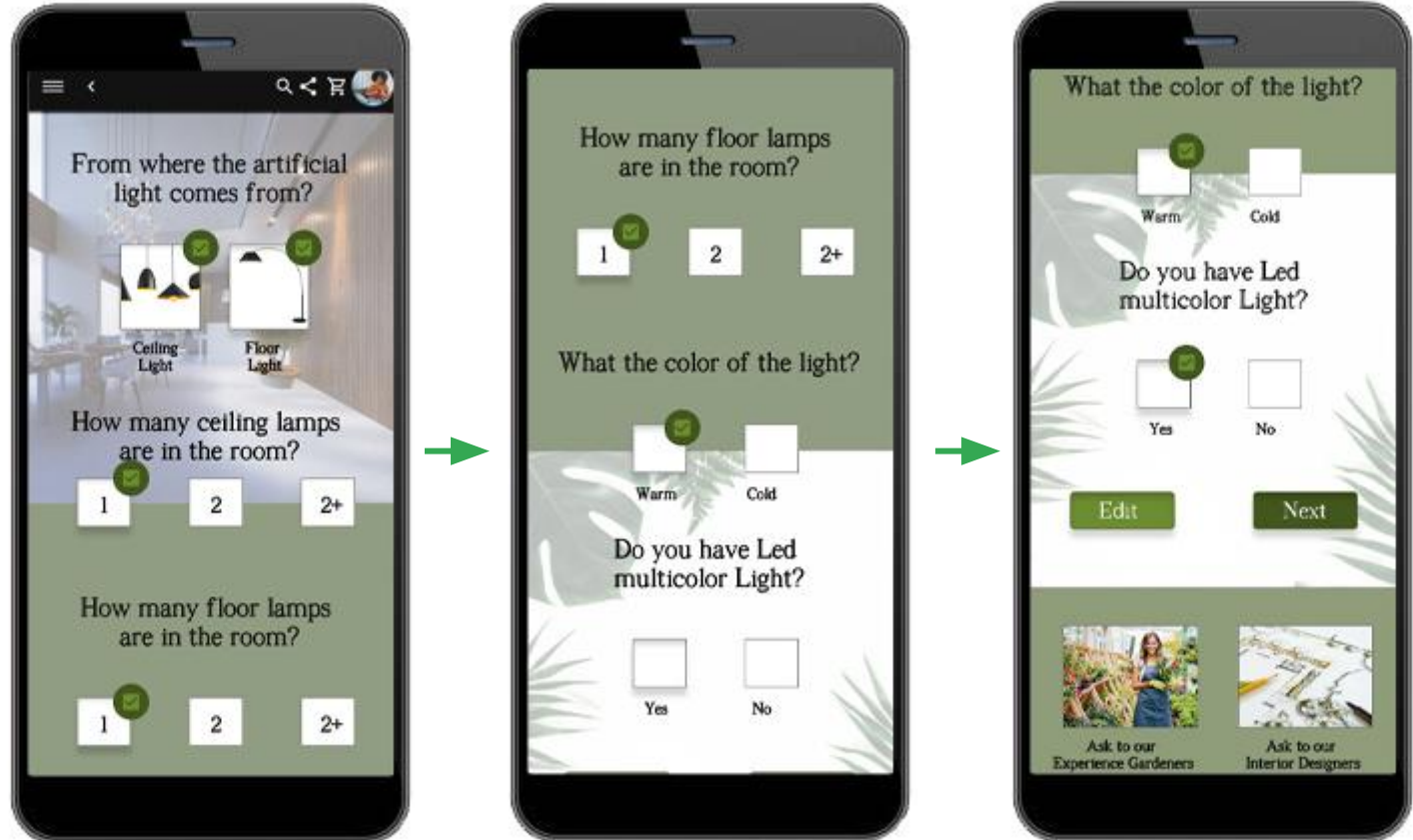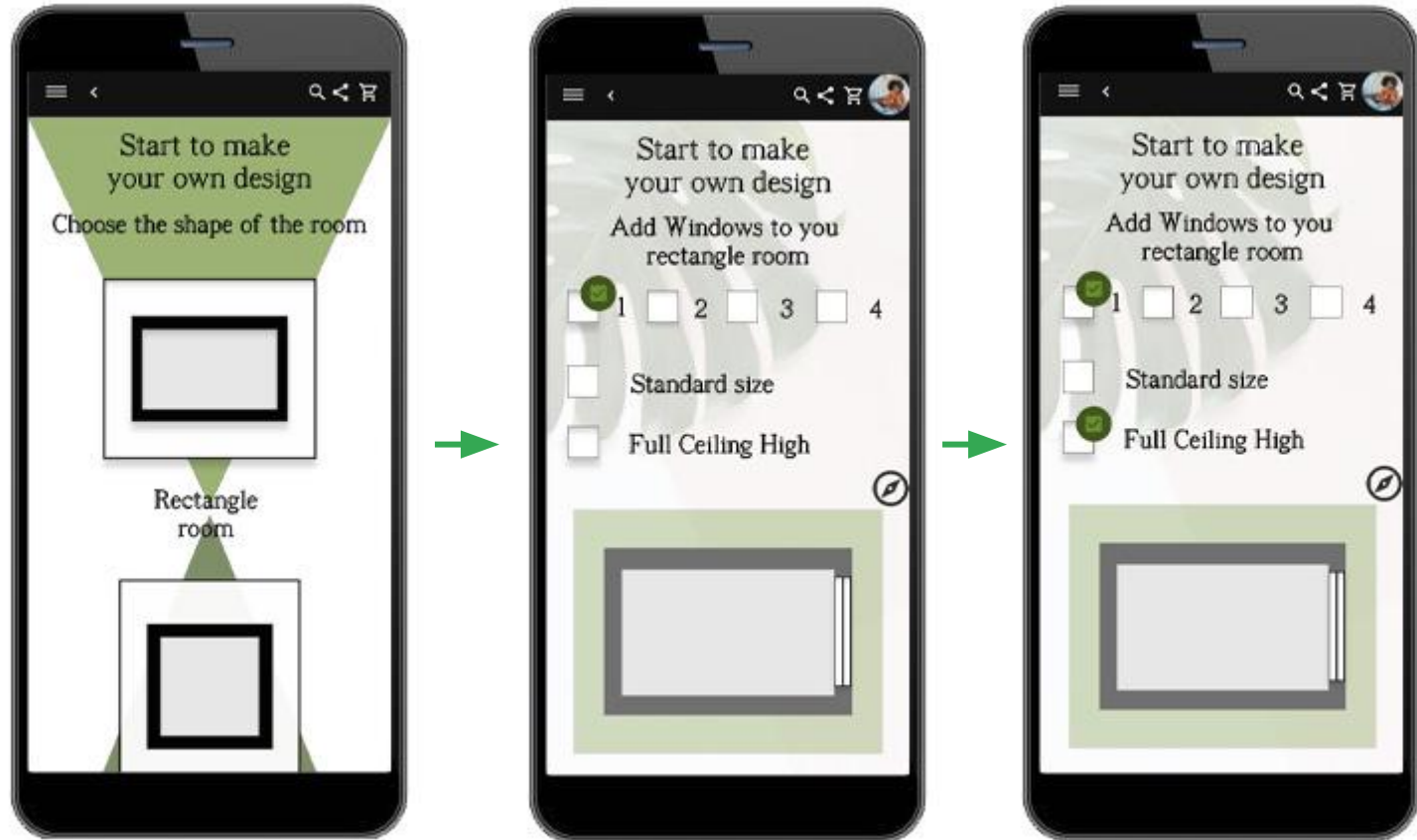
Mockups

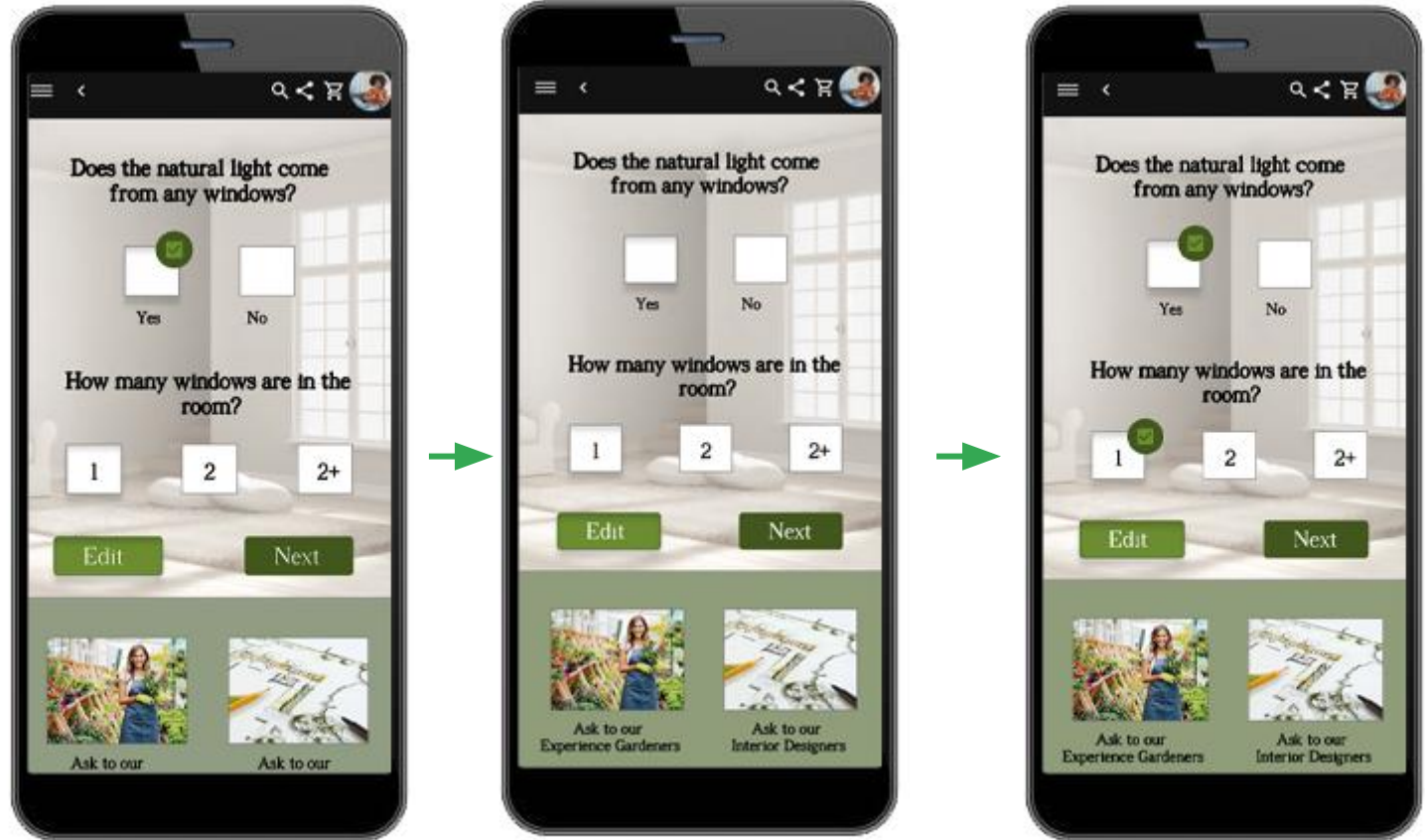Start the process, take a Picture of your room and select categorize

Mockups

Mockups

Mockups

Mockups

Mockups

Mockups

Mockups

Choose your Furniture

Vintage	Rustic	Luxury
Couch	Bookshelves	Credenza
Tv Stand	Picture	Dining table
Chairs	Floor lamps	Ceiling lamps
Interior Decorations	Pillows	Pavement Floor

Complete your design

Your Room Design

Save Design · See the PlantSpots

Your perfect Plants Spot could be...

See possible Plants

Your perfect Plants Spot could be...

Your perfect Plants Could be:

-Monstera Plant
- Rubber tree
- Indian Banyan
- Cactus
- Senecio Plant

Edit · Next
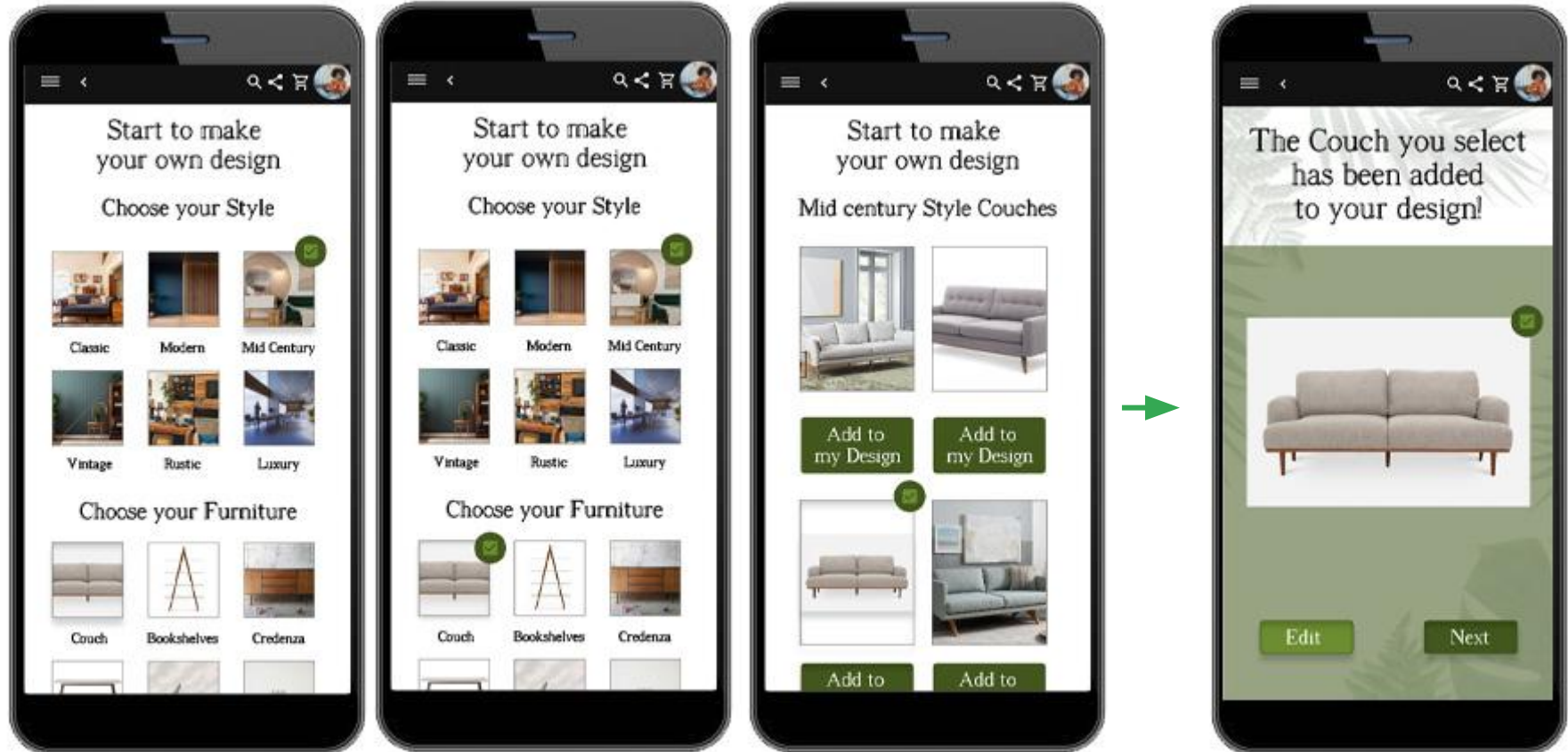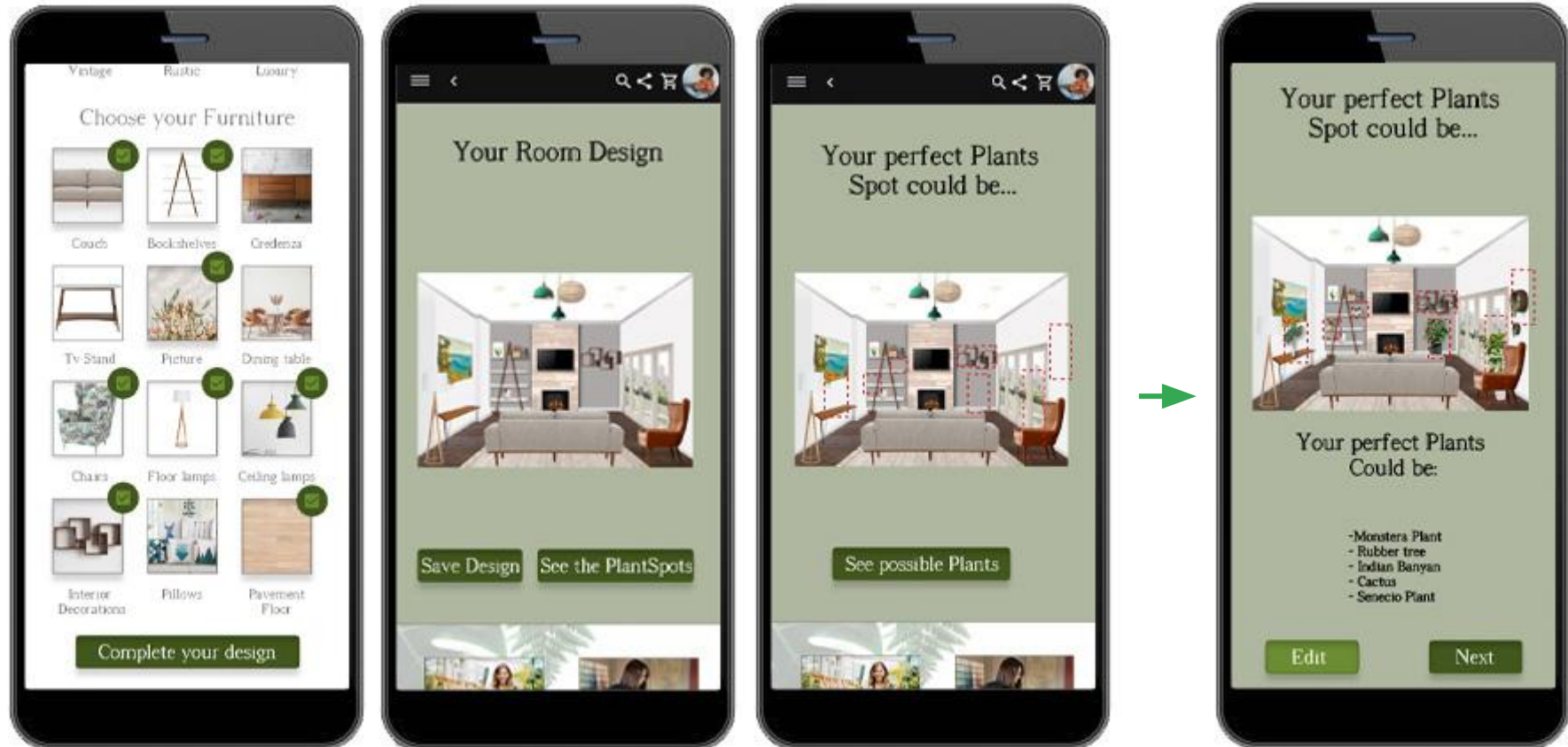
Mockups

Mockups
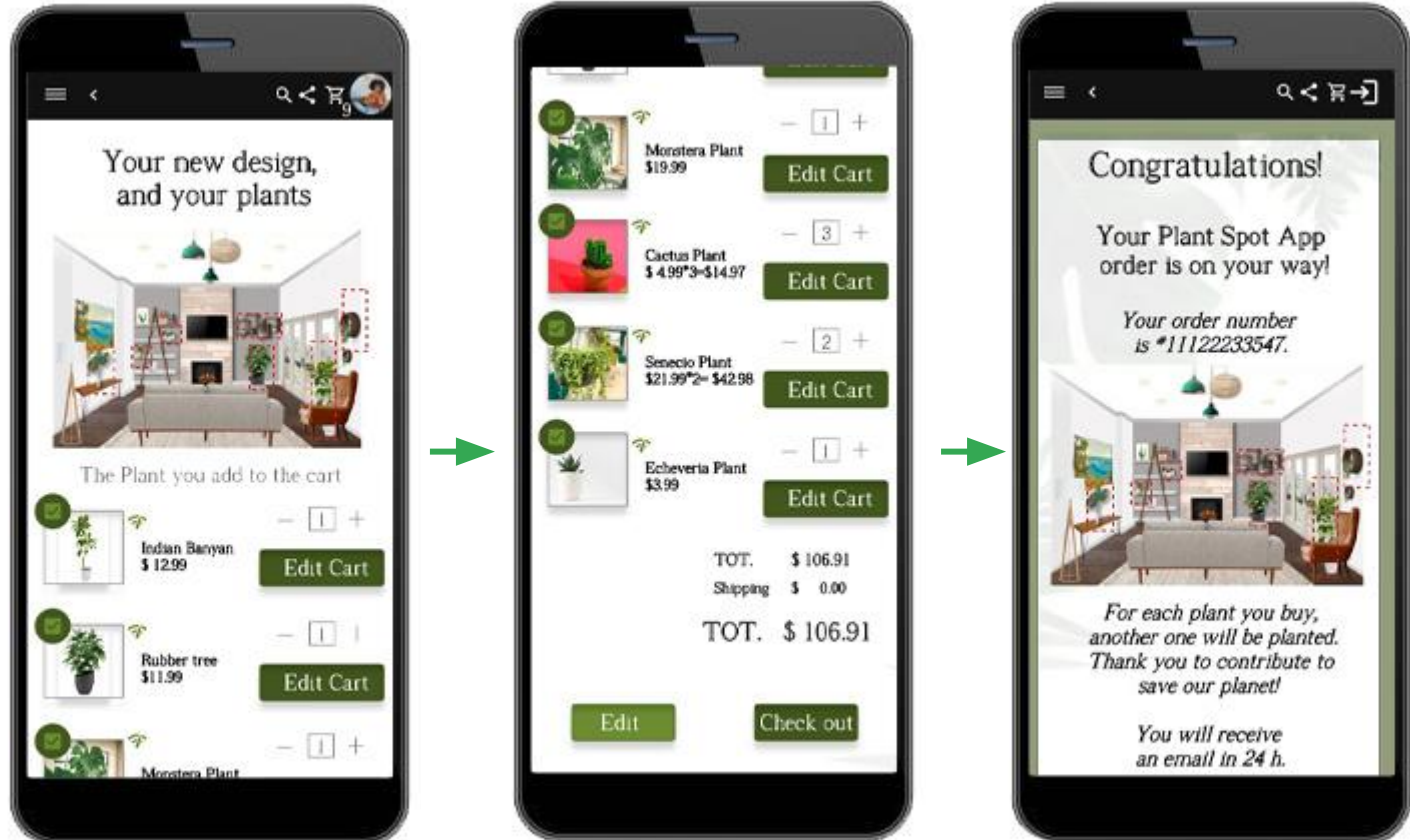
High-fidelity Prototype

The PlantSpot App Hi-Fidelity prototype
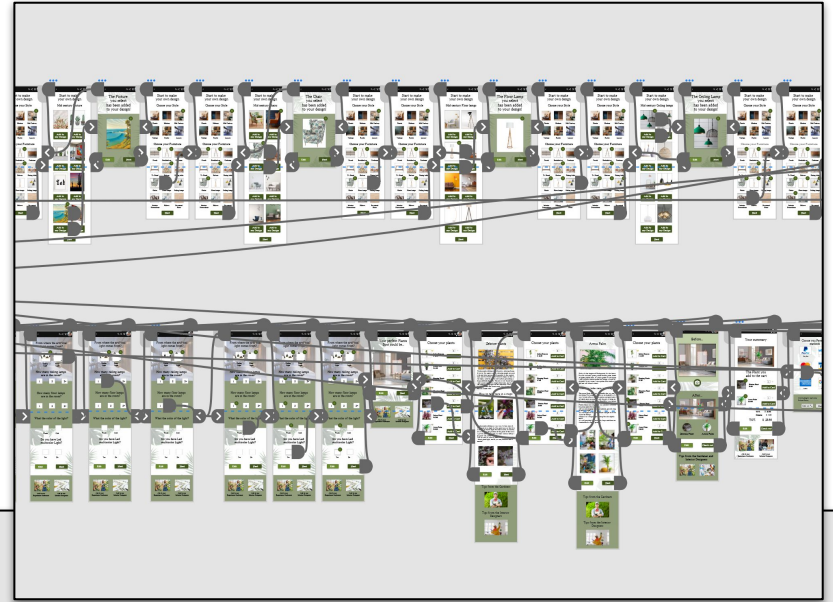
Flow 1

Accessibility considerations

1

To guarantee accessibility, I used icons to make the navigation easier.

2

To guarantee the accessibility, I considered typical and popular gesture to click the buttons, and motions from a page to the next one, or the back one.

3

To guarantee the accessibility, I consider to use high contrast colors from the Homepage through the entire flow. All the buttons have dark color to be more intuitive to click on.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The PlantSpot App is an innovative solution for all the people who want to buy plants for their apartment that make suggestions where to collocate them and how to take care.

"The process is very easy. I love plants, I think they are part of the design, and I don't like when they are not part of my living room, it feels I miss something. I usually didn't buy plants very often because I never know what's the perfect spot. The app is very helpful on that!"'

What I learned:

During the Design process, I learned how to empathize with the user's pain points, how to ideate solution that help me to find the right choice.

Iterate the design was a routine; something new was added to the design every day. During the Usability study, I have learned how is a real pain point for all the users, where to find the right spot for their plants.

Next steps

1

Conduct a second usability studies to confirm if the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Go deeper in details pages for more light sensor filter, and develop more on the new design room process.

Let's connect!

If you'd like to
see more or get in touch, my contact information is provided below.

Email: federica.maio.fm@gmail.com
Website: My Portfolio