Contents

Flora

Project Plan 📝

Background

Remembering to water your plants sounds like an easy task. So how do so many of us end up with wilted and dead plants shortly after purchase? Many of us including myself, resort to Google in search for plant care tips and advice.

According to the National Gardening Association, "over thirty percent of all U.S households, or 33.1 million U.S. households, participated in indoor houseplant gardening in 2019." That is a considerable number of people and yet many often forget to care for their plants or get in the habit of maintaining their plants.

Tools: Figma, Pen & paper

Project Timeline: 10 weeks

Problem Statement

It is difficult for people to get in the habit of maintaining their plants. Some have little knowledge on how to keep a plant alive shortly after purchase, and some often forget to water or re-pot their plants.

Target Audience

· Young professionals or Age: 20s - 50s
· Loves plants (indoors and outdoors)
· Plant owners with a busy lifestyle

Project Plan | Code name: Flora

Problem Statement:
It is difficult for people to get in the habit of maintaining their plants. Some have little knowledge on how to keep a plant alive shortly after purchase, and it is common for people to forget to water or re-pot their plants.

Audience:
- Young professionals or Age: 20s - 50s
- Loves plants (indoors and outdoors)
- Busy lifestyle

Critical Path: Product must tell user when to water their plants, and user completes this task

User Journey:
1. User downloads the app
2. Takes a photo of plant in the app or pair bluetooth moisture sensor in the app (TBD)
3. User views information about plant maintenance
4. User sets up care reminders (tasks to be done e.g. water, re-pot, etc.)
5. User completes tasks on the app

Project Scope: Proof of concept with fully interactive clickable prototype

Success Metrics: 70% of users complete plant-watering task

Tools: Figma

Timeline: 10 weeks

Milestones:
11/18 - User research
11/25 - Sketches, lo-fi wireframes
12/2 - Hi-fi wireframes and prototyping
12/9 - Usability testing
12/16 - Design iterations
12/23 - Design iterations and prototyping

Project plan

Getting Started 🛠️

Desk Research
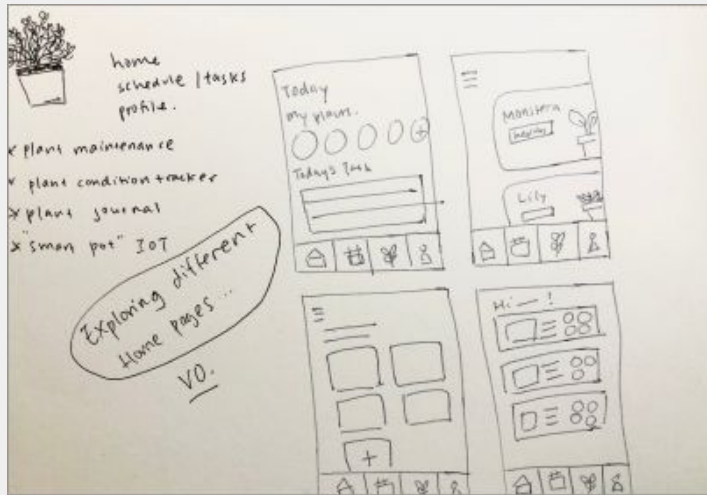
What are the problems?

Key Findings:

· People often forget to water their plants

· Many find it difficult to keep track of their plant care activities

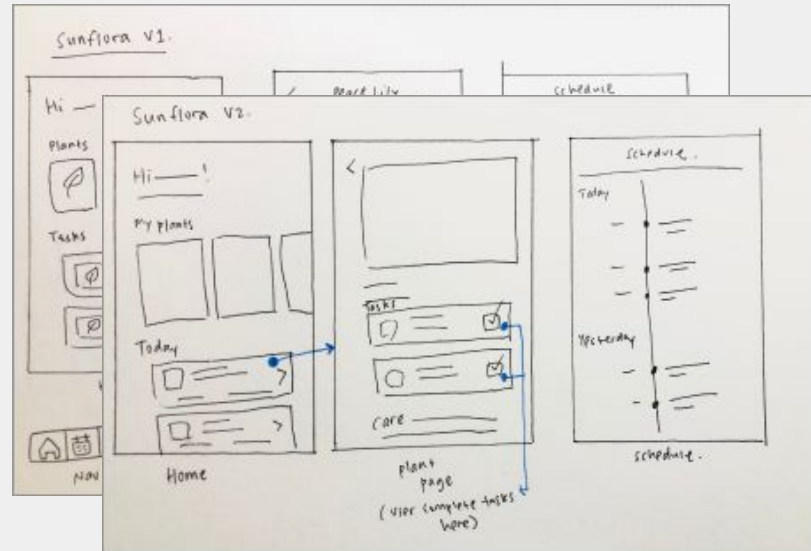· Some knows little or nothing about their plants and how to care for them

Critical Path

Product must tell user when to water their plants, and user completes this task
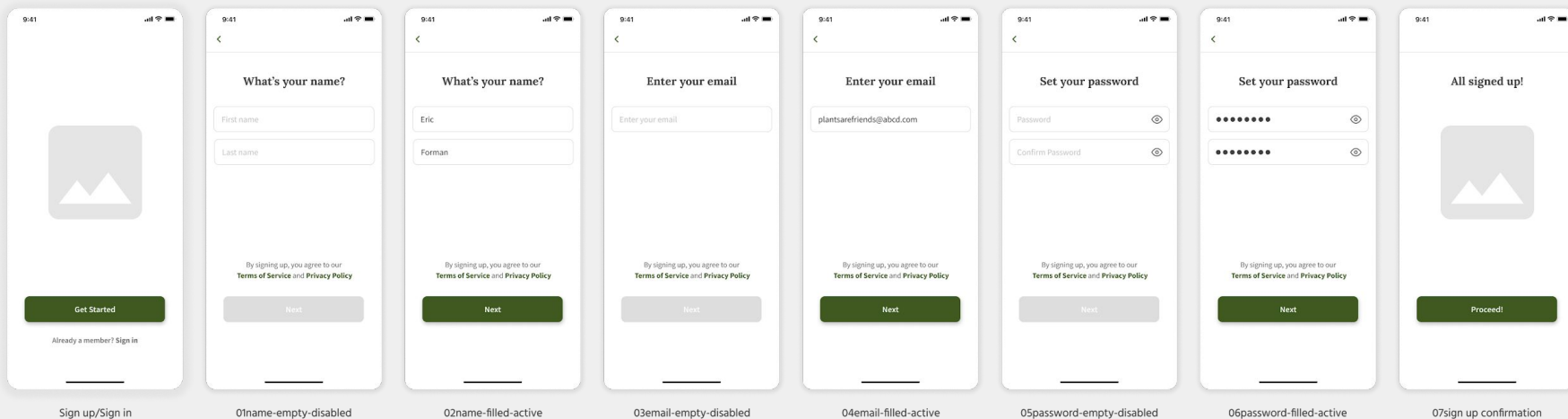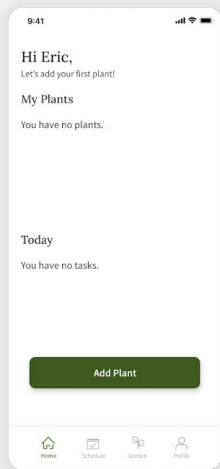
Sketches

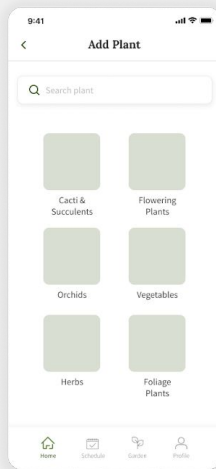Home page exploration

Home > Plant Profile

Lo-fi wireframes

9:41	9:41	9:41	9:41	9:41	9:41	9:41	9:41
	<	<	<	<	<	<	
	What's your name?	What's your name?	Enter your email	Enter your email	Set your password	Set your password	All signed up!
	First name	Eric	Enter your email	plantsarefriends@abcd.com	Password ◉	•••••••• ◉	
	Last name	Forman			Confirm Password ◉	•••••••• ◉	
	By signing up, you agree to our **Terms of Service** and **Privacy Policy**	By signing up, you agree to our **Terms of Service** and **Privacy Policy**	By signing up, you agree to our **Terms of Service** and **Privacy Policy**	By signing up, you agree to our **Terms of Service** and **Privacy Policy**	By signing up, you agree to our **Terms of Service** and **Privacy Policy**	By signing up, you agree to our **Terms of Service** and **Privacy Policy**	
Get Started	Next	Next	Next	Next	Next	Next	Proceed!
Already a member? **Sign in**							

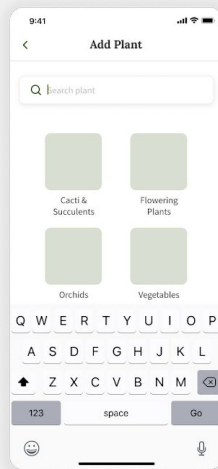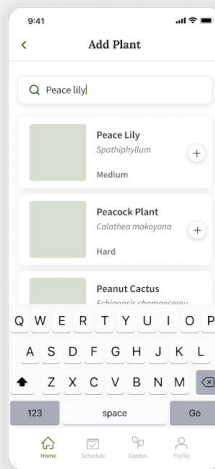| Sign up/Sign in | 01name-empty-disabled | 02name-filled-active | 03email-empty-disabled | 04email-filled-active | 05password-empty-disabled | 06password-filled-active | 07sign up confirmation |

Onboarding

Lo-fi wireframes

Home-empty
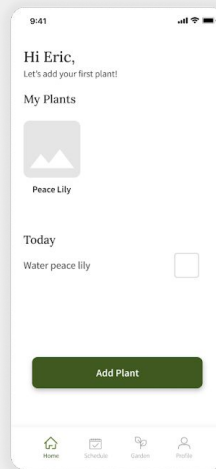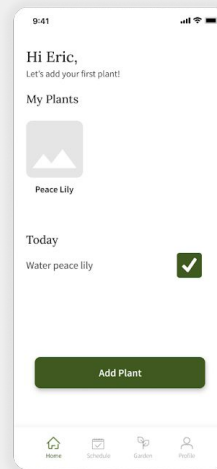

Add plant

Add plant-search

Add plant-search results

Home -filled

Home -filled

Schedule

User completes task

Usability Evaluation 🔍

Test Overview

Research Goals

Flora is a plant care app that helps people get in the habit of maintaining their plants. At this stage we are seeking to test the lo-fi prototype of the app to further understand the challenges and expectations of users. This round of usability test will focus on the main use case of completing a task on the app and uncover any usability flaws.

Lo-fi prototype link

https://www.figma.com/proto/fYAGAHddbnI6qy2tOzEdO4/Sunflora?node-id=62%3A2186&scaling=scale-down

Top Insights

1. All 3 participants mentioned onboarding was easy and straightforward
2. Users would like to know about plant care and about the specific task instructions
3. Users would like to see plant information when adding a new plant

Test Results

	Task 1	Task 2	Task 3
Participant 1	2	1	2
Participant 2	2	2	2
Participant 3	2	1	1
Task AVG.	**2**	**1.3**	**1.7**

0-2 Scale Completion

0: User can't perform task

1: User performed task but has struggles
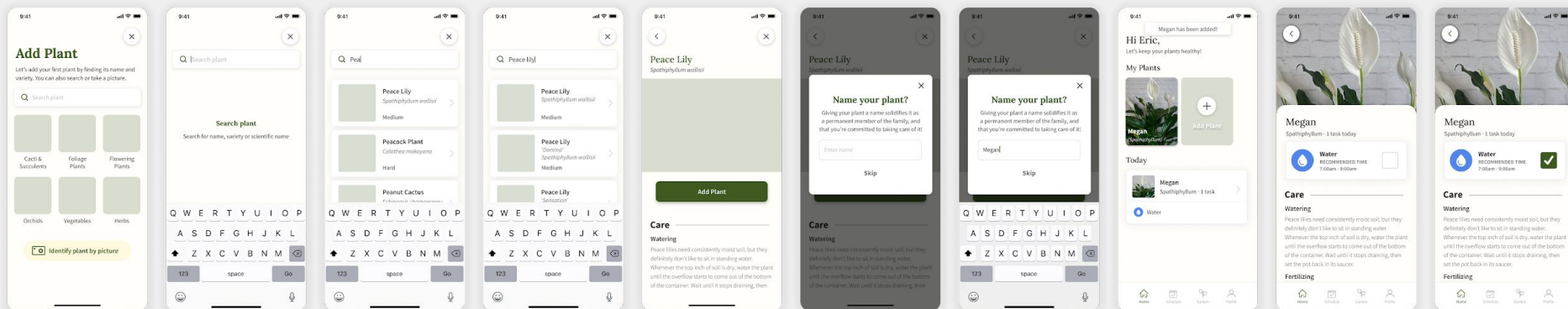
2: User can perform task quickly and with no trouble

Task List

1. Create an account
2. Add your new plant in the app
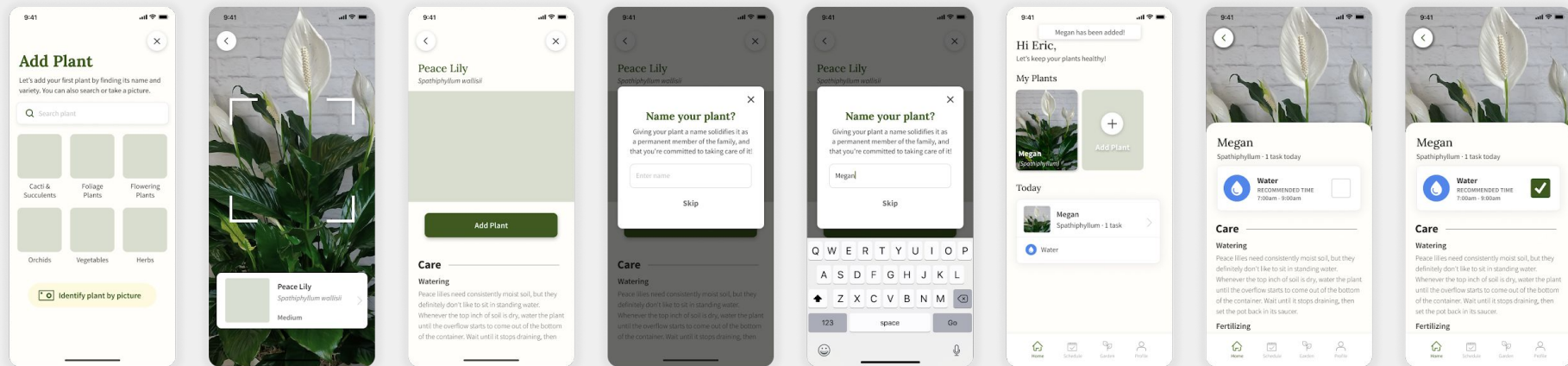3. Complete task for your plant
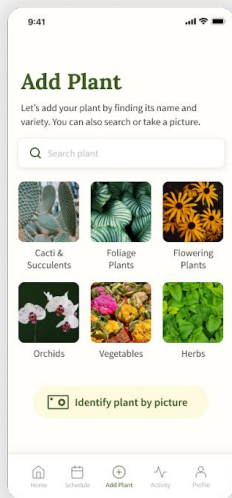
Design 🎨

Iterations

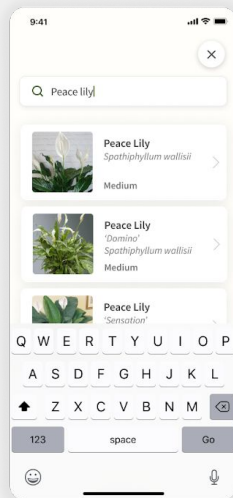Add plant by searching

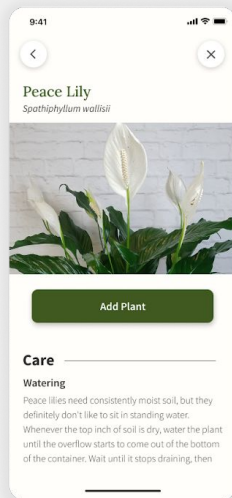# Iterations

Add plant by taking a photo
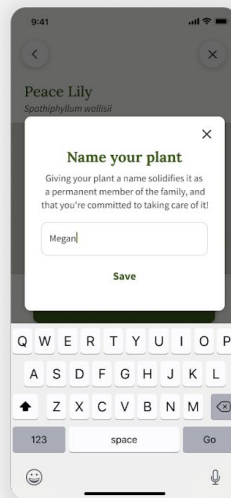
Hi-fi Wireframes
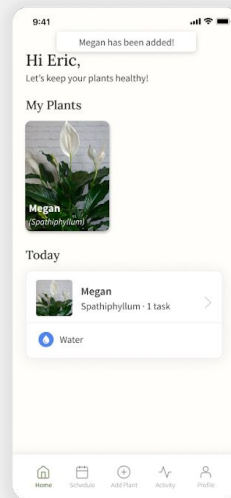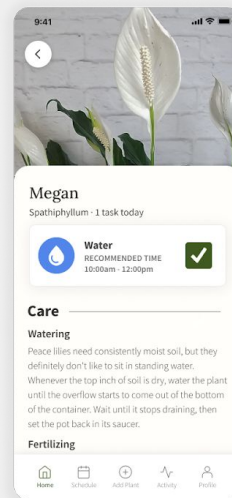

Add Plant

Search
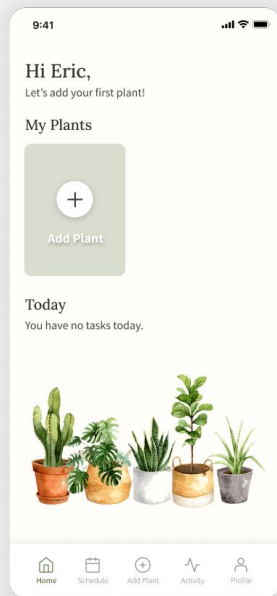

Search Results

Plant Details
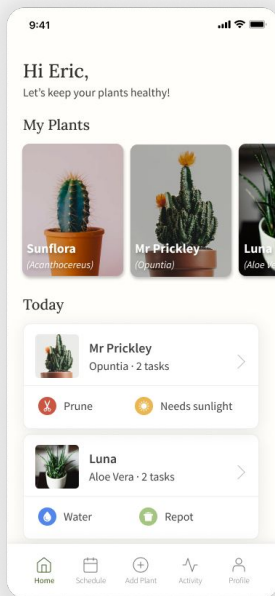

Name Plant

Plant Added

Complete Task

Hi-fi Wireframes

Home-empty

Home-filled
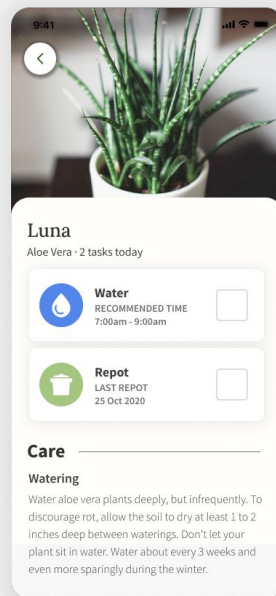
Plant task
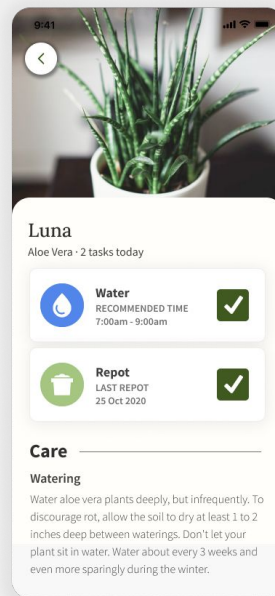
Plant task-completed

Hi-fi Wireframes
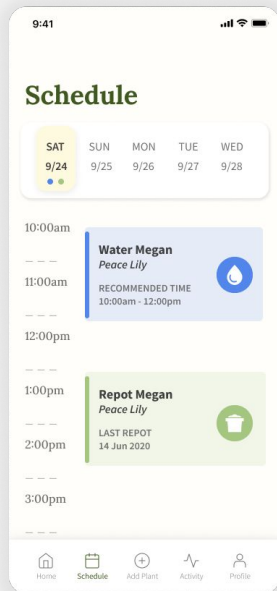
Schedule
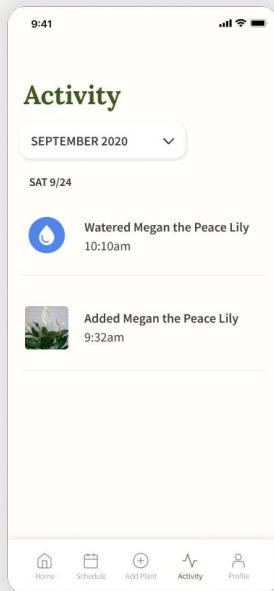
Activity
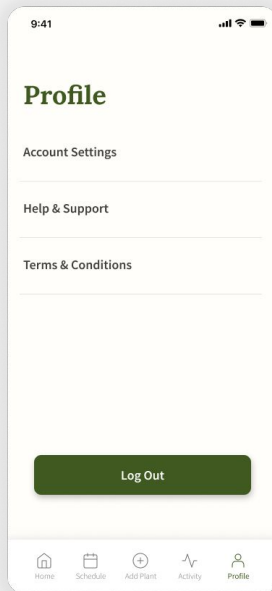
Profile
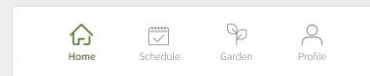
Old nav bar

New nav bar

Style Guide

Colors
Primaries & grays

Dark Moss Green
#3F5921

Pistachio
#A4C680

Cornsilk
#FEFAE0

#303030

#404040

#707070

#D4D4D4

Typography

FONTS

Lora

Source Sans Pro

Ag

SPACING

The 8-pt grid. Using multiples of 8 to define dimensions, padding and margin of elements.

H1 36px	**Heading One**
H2 26px	Heading Two
H3 26px	**Heading Three**
H4 20px	**Heading Four**
P 16px	Paragraph Text
SMALL 14px	Small Text

Buttons

PRIMARY — Get Started

SECONDARY — Get Started

DISABLED — Get Started

Back

Close

Icons

Tone of voice

Friendly

Informative

Functional

Design Specs

Home/New User

8px grid, 4 columns

Dark text (font)
Color: #303030

Heading 4 (font)
Lora Medium - 20px

Body 1 (font)
Source Sans Pro - 16px

Hi Eric,
Let's add your first plant!

My Plants

Add Plant

Today
You have no tasks today.

375px

Home/New User

Hi Eric,
Let's add your first plant!

My Plants

Add Plant

Today
You have no tasks today.
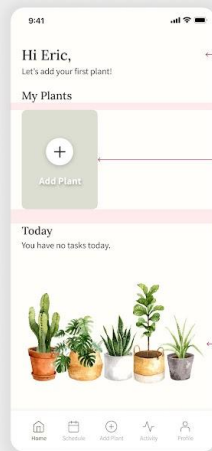
Background
#FFFEFA - 100% opacity

14px

Card
140px x 180px
#3F5921 - 20% opacity

26px

Icon
50px²

Body 1 (font)
Source Sans Pro Bold
16px - #FFFFFF

Illustration (image)
331px x 233px

Home/Returning User

8px grid, 4 columns
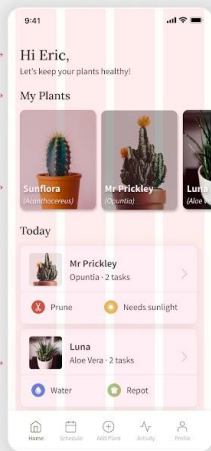
Dark text (font)
Color: #303030

Heading 4 (font)
Lora Medium - 20px

Plant Name
Source Sans Pro Bold
18px - #FFFFFF

Scientific Name
Source Sans Pro Italic
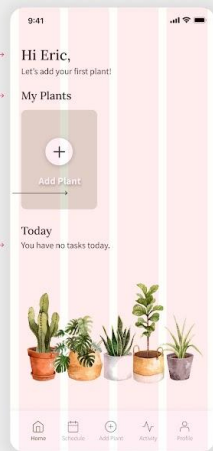14px - #FFFFFF

Body 1 (font)
Source Sans Pro
16px - #404040

Hi Eric,
Let's keep your plants healthy!

My Plants

Sunflora
(Acanthocereus)

Mr Prickley
(Opuntia)

Luna
(Aloe

Today

Mr Prickley
Opuntia - 2 tasks
✕ Prune   ● Needs sunlight

Luna
Aloe Vera - 2 tasks
● Water   ● Repot

Home/Returning User

Hi Eric,
Let's keep your plants healthy!

My Plants

Sunflora
(Acanthocereus)

Mr Prickley
(Opuntia)

Luna
(Aloe

Today

Mr Prickley
Opuntia - 2 tasks
✕ Prune   ● Needs sunlight

Luna
Aloe Vera - 2 tasks
● Water   ● Repot

14px

26px

14px

Card
325px x 145px
#3F5921 - 20% opacity
Stroke 1px - #EEEEEE

Plant Name
Source Sans Pro SemiBold
18px - #404040

Task Icon
25px²

Design Specs

Plant Task/Empty

8px grid, 4 columns
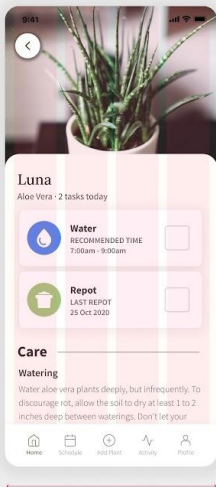
Back Button
44px^2

Heading 3 (font)
Lora Medium - 26px

Body 1 (font)
Source Sans Pro
16px - #404040

Care Instructions
Source Sans Pro Bold
26px - #303030

Subheading
Source Sans Pro SemiBold
18px - #404040

Luna
Aloe Vera · 2 tasks today

Water
RECOMMENDED TIME
7:00am - 9:00am

Repot
LAST REPOT
25 Oct 2020

Care
Watering
Water aloe vera plants deeply, but infrequently. To discourage rot, allow the soil to dry at least 1 to 2 inches deep between waterings. Don't let your

Home Schedule Add Plant Activity Profile

375px

Plant Task/Empty

Luna
Aloe Vera · 2 tasks today

Water
RECOMMENDED TIME
7:00am - 9:00am

Repot
LAST REPOT
25 Oct 2020

Care
Watering
Water aloe vera plants deeply, but infrequently. To discourage rot, allow the soil to dry at least 1 to 2 inches deep between waterings. Don't let your

Home Schedule Add Plant Activity Profile
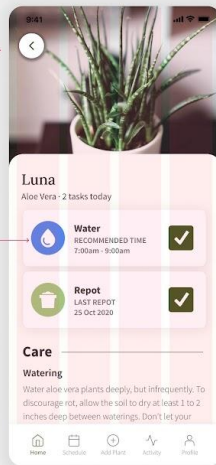
262px

550px

Card
325px x 102px
#FFFFFF - 100% opacity
Stroke 1px - #EEEEEE

Task (font)
Source Sans Pro SemiBold
18px - #404040

Parapraph (font)
Source Sans Pro Light
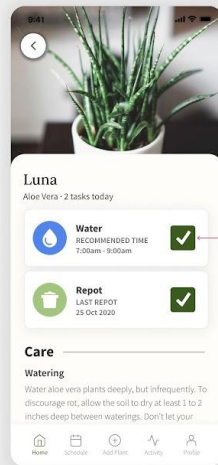16px - #404040

Plant Task/Filled

8px grid, 4 columns

Back Button
44px^2

Task Icon
60px^2

Luna
Aloe Vera · 2 tasks today

Water
RECOMMENDED TIME
7:00am - 9:00am

Repot
LAST REPOT
25 Oct 2020

Care
Watering
Water aloe vera plants deeply, but infrequently. To discourage rot, allow the soil to dry at least 1 to 2 inches deep between waterings. Don't let your

Home Schedule Add Plant Activity Profile

Plant Task/Filled

Luna
Aloe Vera · 2 tasks today

Water
RECOMMENDED TIME
7:00am - 9:00am

Repot
LAST REPOT
25 Oct 2020

Care
Watering
Water aloe vera plants deeply, but infrequently. To discourage rot, allow the soil to dry at least 1 to 2 inches deep between waterings. Don't let your

Home Schedule Add Plant Activity Profile

Plant Image
375px^2

Checkbox
44px^2
#3F5921 - 100% opacity

Design Specs

Navigation Bar

375px

75px

Icon
24px²

Small Text (font)
Source Sans Pro - 12px

Normal
Icon + text: #707070
Source Sans Pro Light - 12px

Active State
Icon + text: #3F5921
Source Sans Pro Regular - 12px

20px
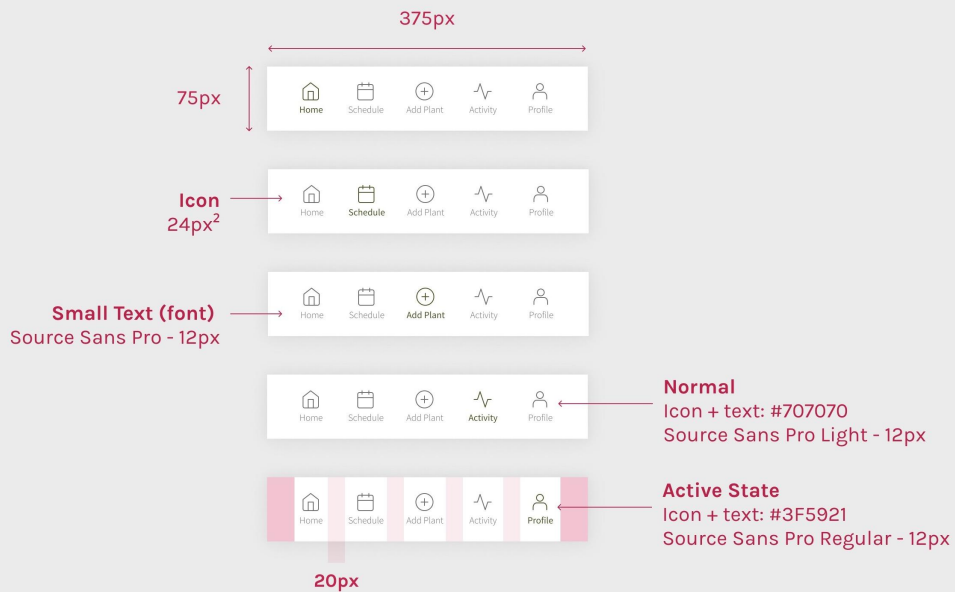
Prototype

Hi-fi prototype link

https://www.figma.com/proto/fYAGAHddbnI6qy2tOzEdO4/Sunflora?node-id=137%3A4205&scaling=scale-down

User Journey

1. Sign up/log in
2. Add plant by search or taking a photo
3. View plant details
4. Complete plant care task

"Marker Moment"

When user completed all plant task for the day

This animation appears on user's home

Thank you!

Let's connect!

josephine.aldora@gmail.com

🙋🏻‍♀️