

PLANTO

"Wherever Life Plants You, Bloom With Grace."

User Experience | 2024

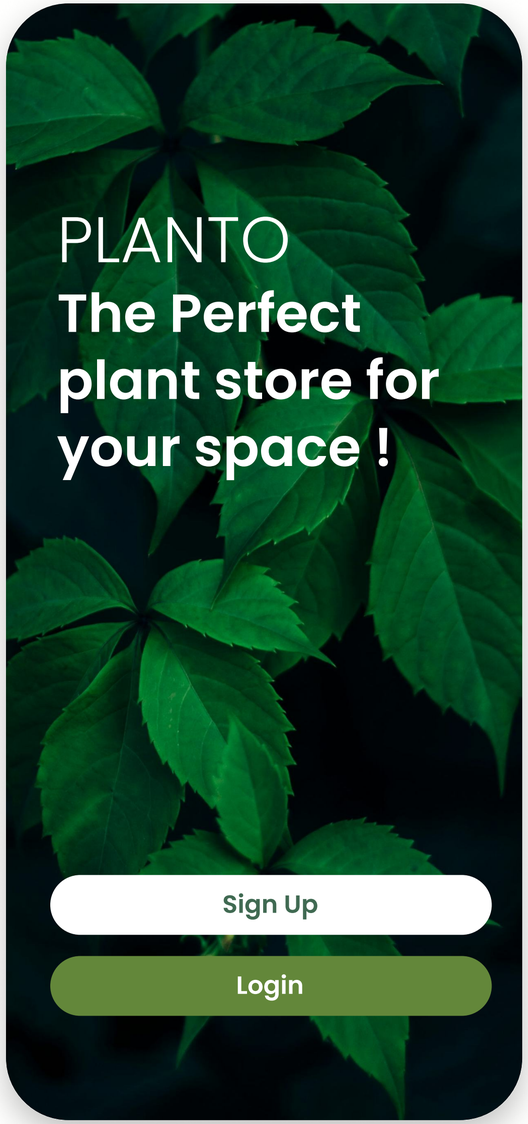
PLANTO

TOOL USED

FIGMA PHOTOSHOP

DURATION

4 WEEKS





User Experience | 2024

PROBLEM STATEMENT

A Newbie Gardener trying to grow their plants finds it hard to buy new Plant species without going far from home to nurseries. An app to order and give Basic Info on plant species to grow them the right way.

PROJECT OVERVIEW

An App that offers Affordable Plant sales and Delivery, along with information, Guidance, Plant care tips, and Identification services.



PROJECT DURATION

The Timeline for a Typical Project ranges from three to six weeks. It may involve only Generative Research, taking around four weeks, or solely Usability Testing, which takes about three weeks.

DESIGN PROCESS

A User Centered Design approach is applied in the project for better understanding of the problems and loopholes in the prevailing systems as well as the User needs



DISCOVER

Data & Information Collection
Secondary Research
Contextual Inquiry
Questionnaire
Personal Interview



DEFINE

Data Visualization
User Personas



IDEATE

Translating Research & Analysis Into Concepts
Concept Generation
Concept Screening



DESIGN

Developing Final Design Solutions
Wireframing
Prototype
Interface Design

USER RESEARCH

Conducted surveys and interviews with over 30 plant enthusiasts, beginner gardeners, and individuals interested in buying plants. Participants shared the challenges they encounter when purchasing and caring for plants in their gardens.

1. How often do you purchase plants ?

2. What is your level of experience with gardening and plants?

3. What are the biggest challenges you encounter when shopping for plants, whether online or in-store?

4. How important is it for you to have access to detailed plant information before making a purchase ?

5. What specific plant information do you look for when buying plants ?

6. What factors influence your decision to purchase a plant online versus in person.

7. How do you prefer to browse and filter plant options in online shopping ?

8. What type of care instructions do you find most helpful when purchasing plants?

9. What plant characteristics do you consider most important when selecting a plant to purchase?

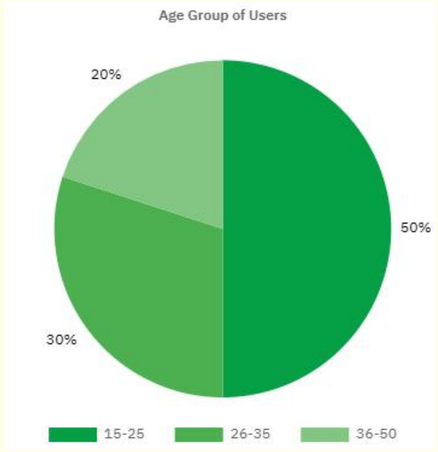
10. How important is it for you to view photos of a plant before making a purchase?

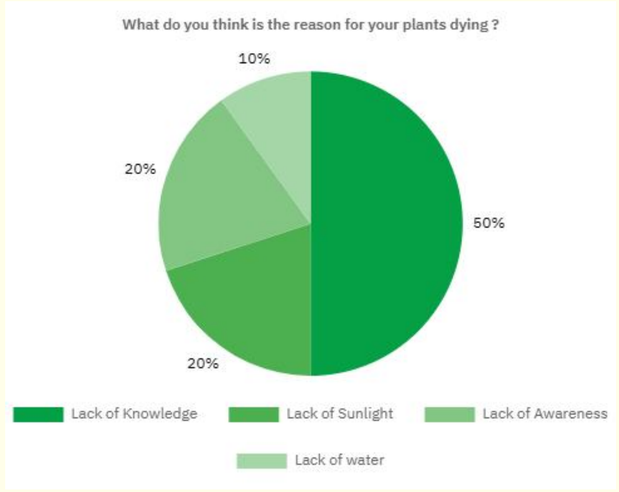
11. What features would you like to see in a Plant Shopping App ?

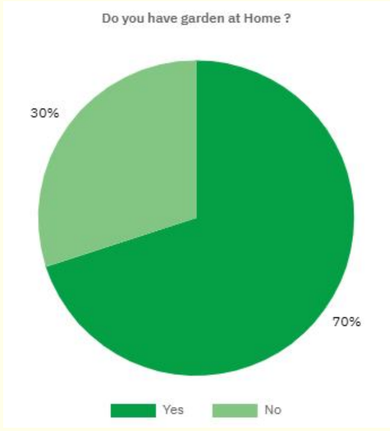
12. What Payment and Shipping options do you prefer when purchasing plants online ?

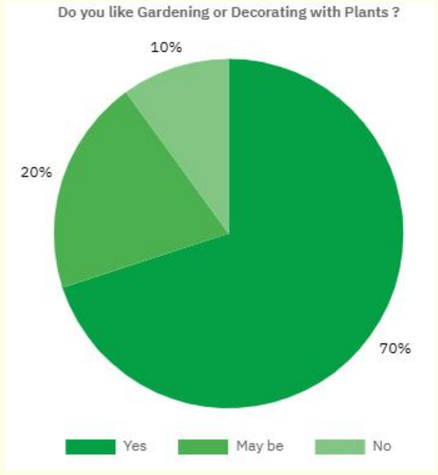
USER RESEARCH FINDINGS

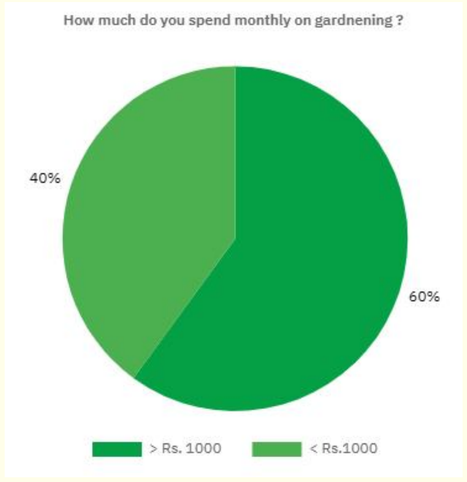
Surveys indicate that users frequently struggle to find specific plant varieties, understand care instructions, and make informed purchasing decisions based on species. A lack of awareness regarding factors like temperature, humidity, and pests also complicates the buying process. Additionally, quality concerns are common when purchasing plants online.

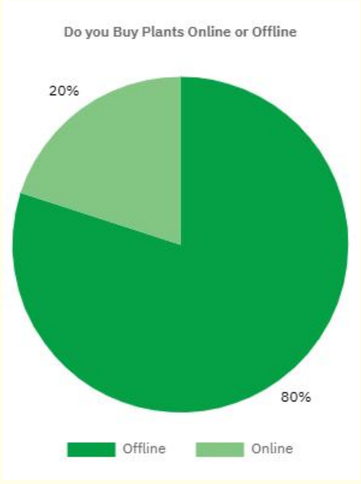












USER PERSONA



Esha

Plant Enthusiast

Age: 26

Status: Engaged

Location: India

About me: Influencer who loves plants and finds it therapeutic amongst her busy schedule of work.

Goals

- Expand plant collection with unique and rare varieties
- Find specific plant varieties based on personal preferences.
- Access comprehensive plant information to ensure proper care.
- Discover new plants and stay updated with the latest trends.

Frustrations

- Difficulty finding specific plant varieties online or in local nurseries
- Limited availability of rare or exotic plant species.
- Inadequate or inconsistent plant information across different sources.
- Time-consuming and overwhelming search processes on plant shopping platforms.

Values

- In-depth plant information that covers care instructions, growth habits, and propagation methods.
- Community engagement and knowledge sharing.
- Stylish and visually appealing plant options.

Influences

- Gardening influencers and experts who share plant care tips and recommendations.
- Gardening forums and online communities where she can connect with other plant enthusiasts.
- Personal experiences and recommendations from trusted sources.



Mohan

Designer

Age: 35

Status: Married

Location: India

About me: designer who frequently incorporates plants into his projects to create visually appealing spaces.

Goals

- prefers low-maintenance plants for her clients.
- wants to find plants that complement specific interior styles.
- wants to make informed decisions and select plants suitable for his skill level.

Frustrations

- Limited access to comprehensive plant information when purchasing plants.
- Lack of a supportive community to share knowledge and experiences with.
- Difficulty identifying and addressing plant care issues.

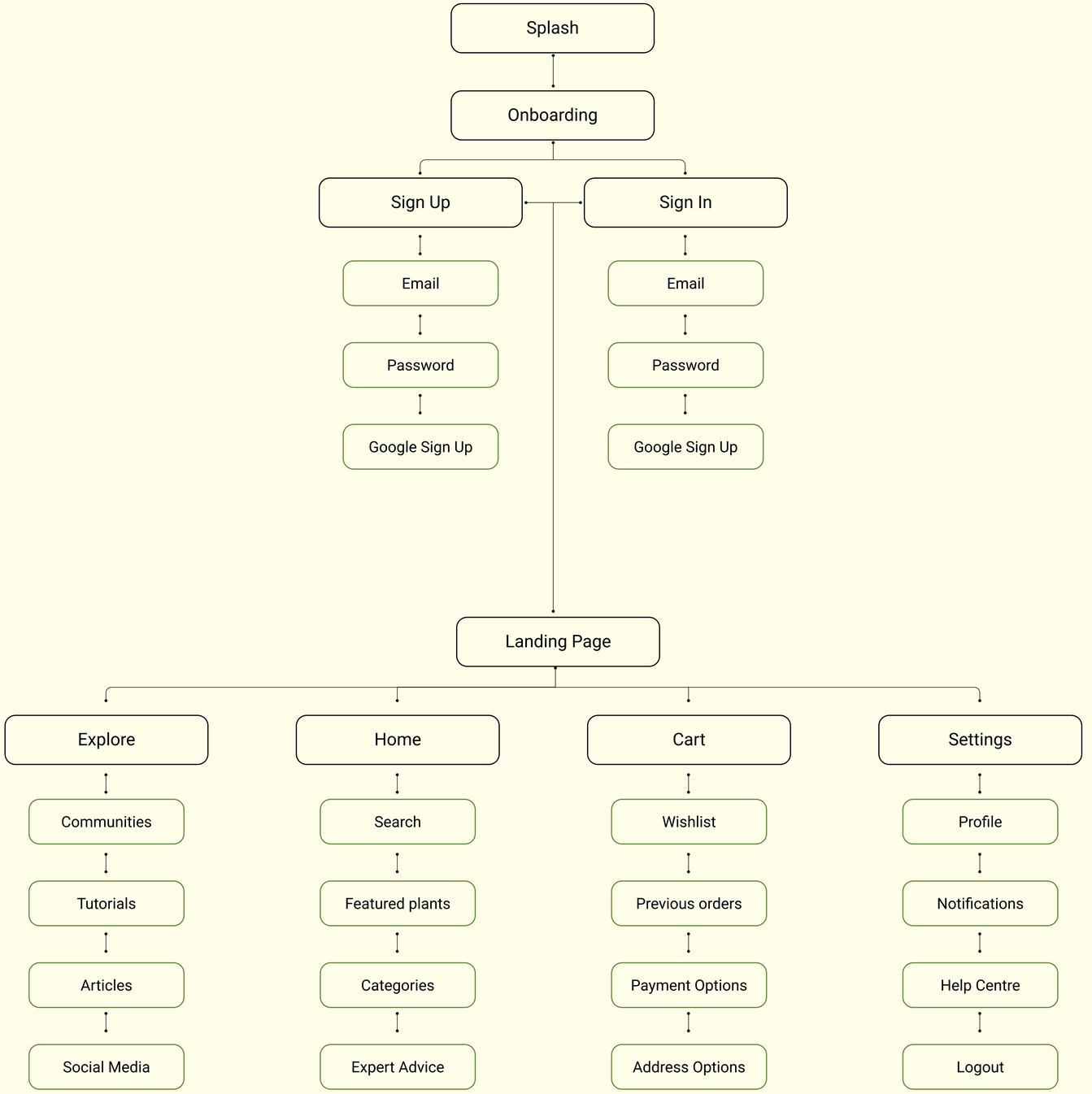
Values

- Access to beginner-friendly plants and resources.
- Supportive and responsive customer service.
- Aesthetically pleasing images and inspiration for design projects.

Influences

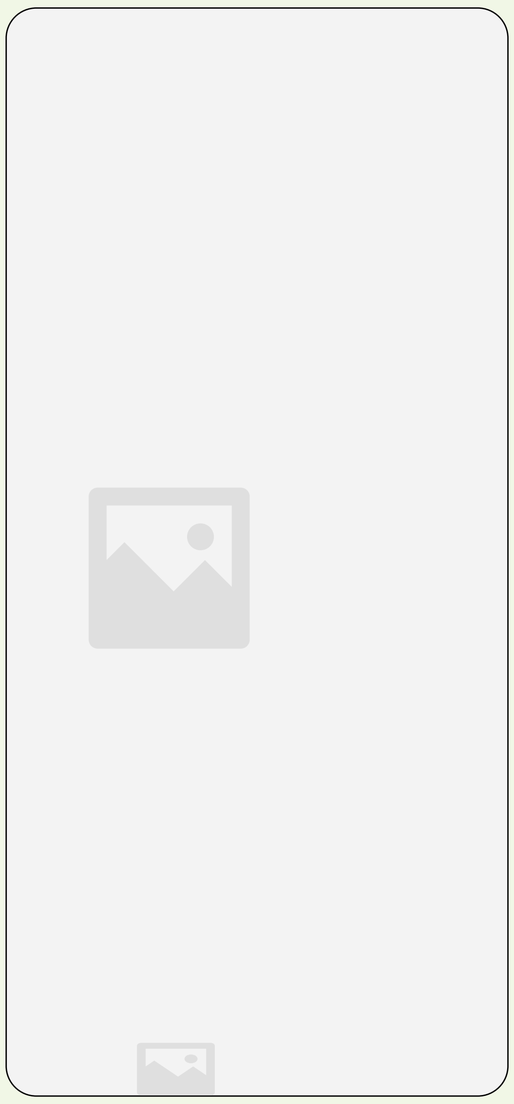
- Beginner gardening blogs and tutorials that provide step-by-step guidance.
- Recommendations from friends or family members who have gardening experience.
- User reviews and testimonials on the app

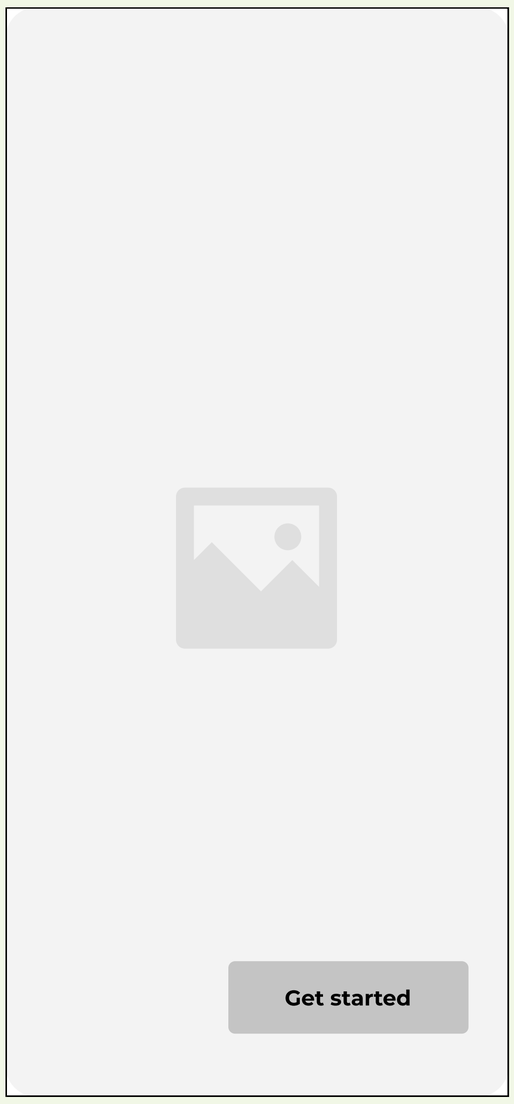
INFORMATION ARCHITECTURE

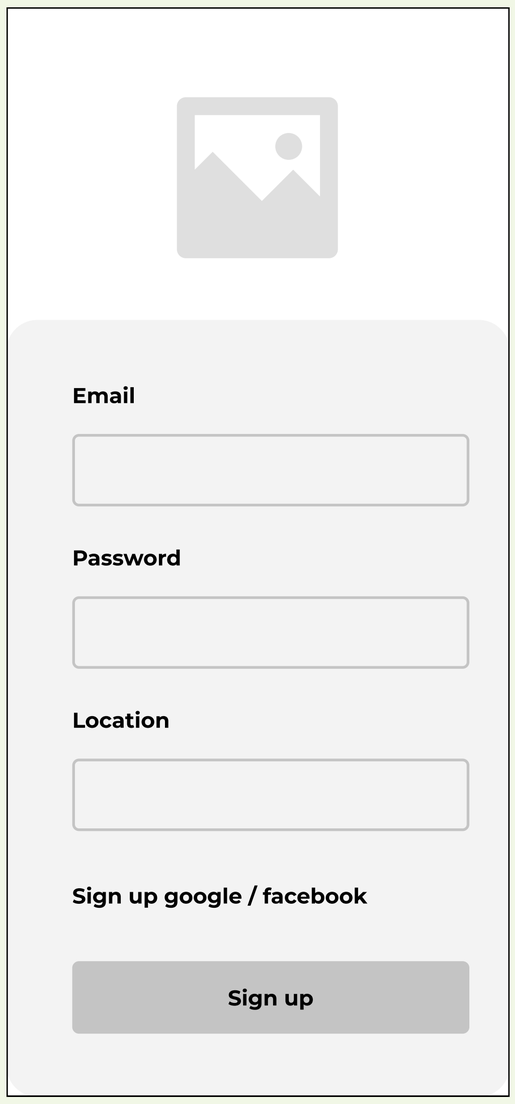


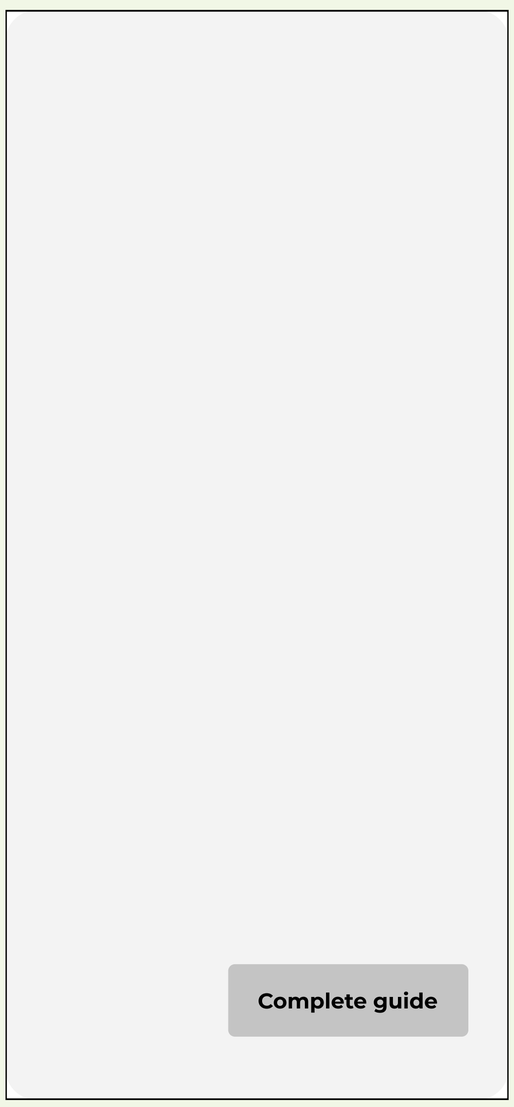
LOW FIDELITY PROTOTYPE

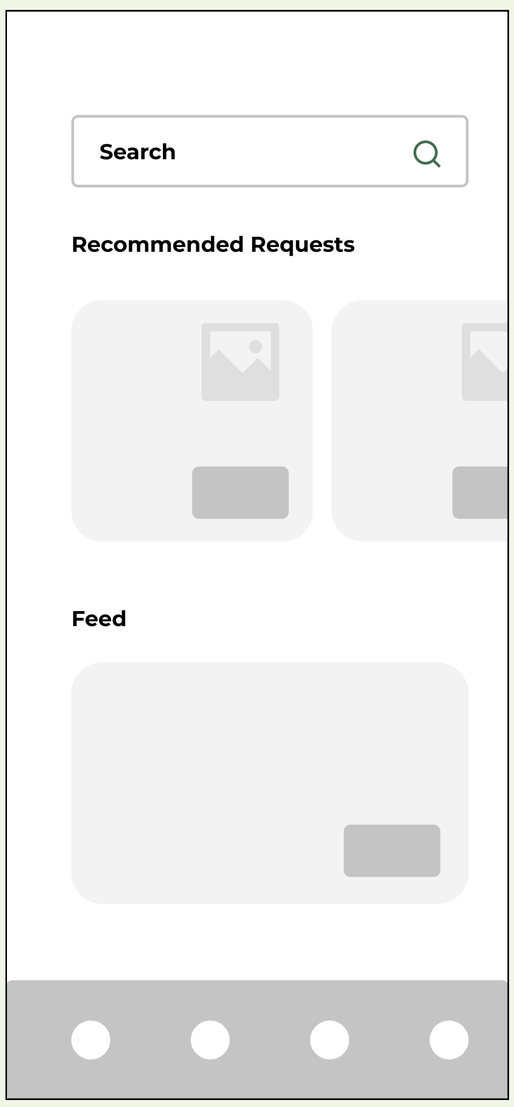
These are advanced versions of wireframes and serve as an interactive prototype of the application. Creating them is crucial because it enables user testing, usability feedback, and input from stakeholders to assess whether the proposed solution works effectively.













UI SCREENS

PLANTO
The Perfect plant store for your space !

Sign Up

Login

9:41

Welcome
Your one stop plant shop

Continue



Get tips from plant communitites

Lets get started

9:41



Order from a variety of plants

Continue

PLANTO

Email

Enter your email

Password

Password

Sign Up

Already a member? log in

9:41

Startup Guide

Search

Search Function

Use search function to find plants you need and browse from the categories to order your favourite.

Close

Next Tip

9:41

Startup Guide

Search

Indoor Flower Cactus Seeds Planters Green

Community Forum

Use this to get tips n tricks from other plant lovers and then you can share with community and more

Close

Let's Go

9:41

SEARCH

indoor plants

Search History

Spider Plant

Song of India

9:41

PLANTO

Search

Indoor Flower Cactus Seeds Planters Green

Monstera Adansonii
Swiss cheese Plant
₹ 400
+2

Dracaena trifasciata
Snake Plant
₹ 355
+1

Salvia officinalis
Common Sage
₹ 210
+

Janda Bolong
Aquna suka family

9:41

Exclusive Offer
Get your 1st plant at 60% off

Search

Indoor Flower Cactus Seeds Planters Green

Order indoor plants

Find beautiful affordable indoor plants with planters to go with your decor.

Explore >

Indoor

Spider Plant

PRICE
₹ 400

SIZE
12"

Overview

LIGHT 35-40%
TEMPERATURE 70-75 C
WATER 250ml

About

Chlorophytum comosum, usually called spider plant or common spider plant due to its spider-like look, also known as spider ivy, ribbon plant, and hen and chickens is a species of evergreen perennial flowering plant of the family Asparagaceae.

How to plant

Step 1: Preparation of planting materials

Step 2: Start sowing seeds

Step 3: Care after sowing

Precautions & Plant care

9:41

Create Post

Plant name

Enter Plant Name

Post Title

Enter title

Add description

Add description

Post Now

9:41

Shop from here for amazing planters
Swipe for more →

Indoor Plants

Spider Plant
Chlorophytum comosum

Song of India
Dracaena reflexa

Flamingo Flower
Pink Anthurim

Anthurium waterma
Black Love Anthurium

THANK YOU !