



ROOTS
GROW FOR IT

BRANDING

LOGO



ROOTS

APP ICON



SLOGAN

GROW
FOR IT

ALTERNATES



ROOTS

ABOUT ROOTS

The app 'Roots' will be an app for plant lovers. Through this app, users will be able to create their own personalized watering schedule. They will also be able to enter and update information like fertilization, pot type (ei. terracotta, ceramic, plastic), pot size, and sunlight/humidity level. All of these factors can determine how healthy the plant is and what its needs may be, which differs depending on the type of plant.

A few other features in this app would be a quiz to help determine the needs of the plant and a social or community aspect. The social component to this app will let users connect with each other. An example of what might be posted is: "Katie watered her neon pothos". Anyone who would be friends with Katie would see that come up in their feed with a little watering icon. The user could have the option to add a photo if they would like as well.

Roots is designed to embrace beginners as well as experienced plant lovers. Instead of having one app to keep track of watering, and using Facebook groups for the community aspect, everything green thumb is in one spot.

IT GETS BETTER

One of the biggest issues I experience when using different plant apps is that they all do different things. You can have one plant app that identifies, another that keeps a watering schedule, and to have a community feel you'd have to join a Facebook group. The goal is to solve that issue of needing multiple systems and putting it all into one.

Planta, another plant app, does have most of these things in their app, but they are under a 'Premium' version that requires payment/subscription.

As mentioned under the app description, Roots will also include a social media section in the app too. This feature can be turned on and off for any user.

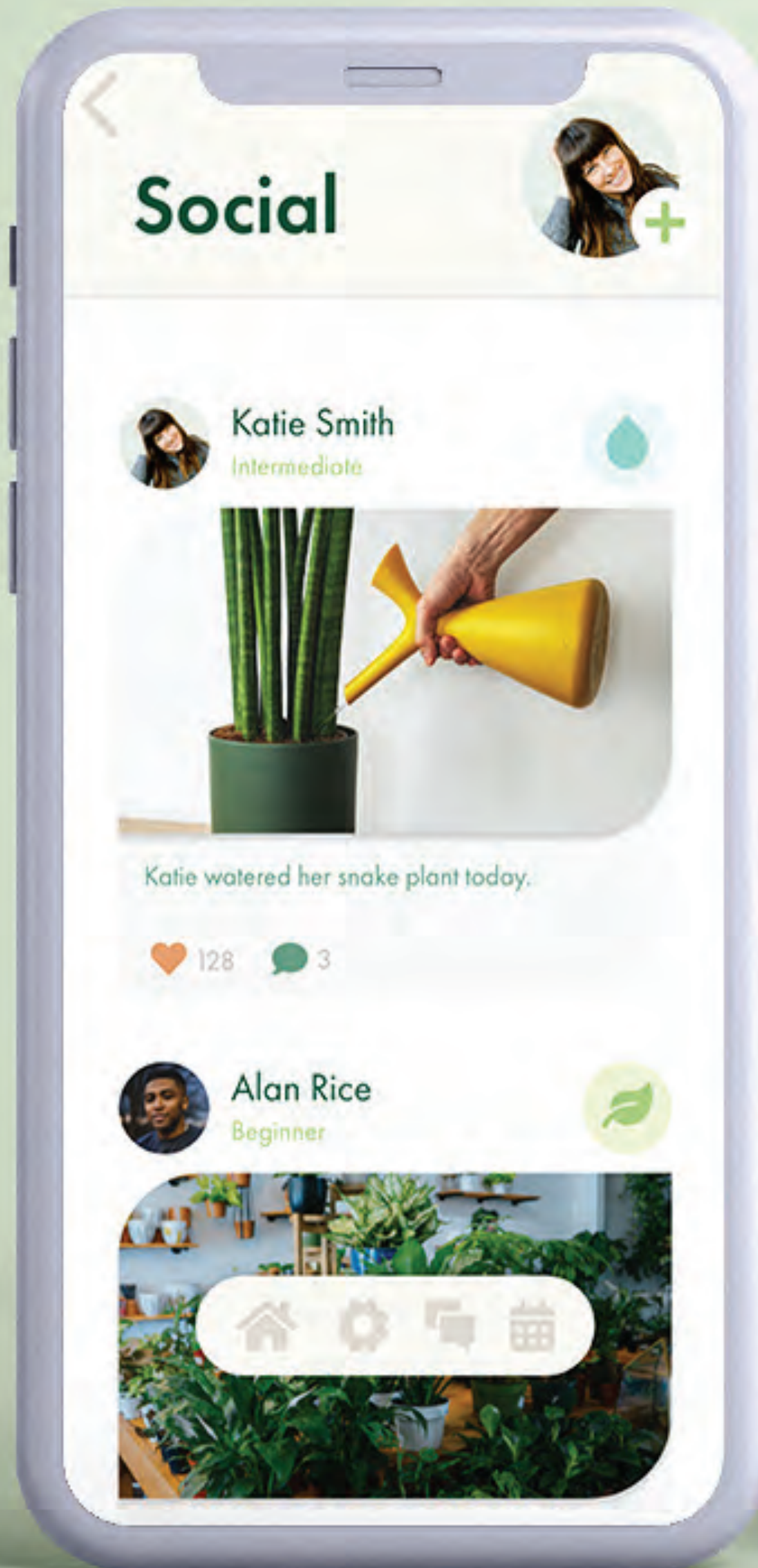
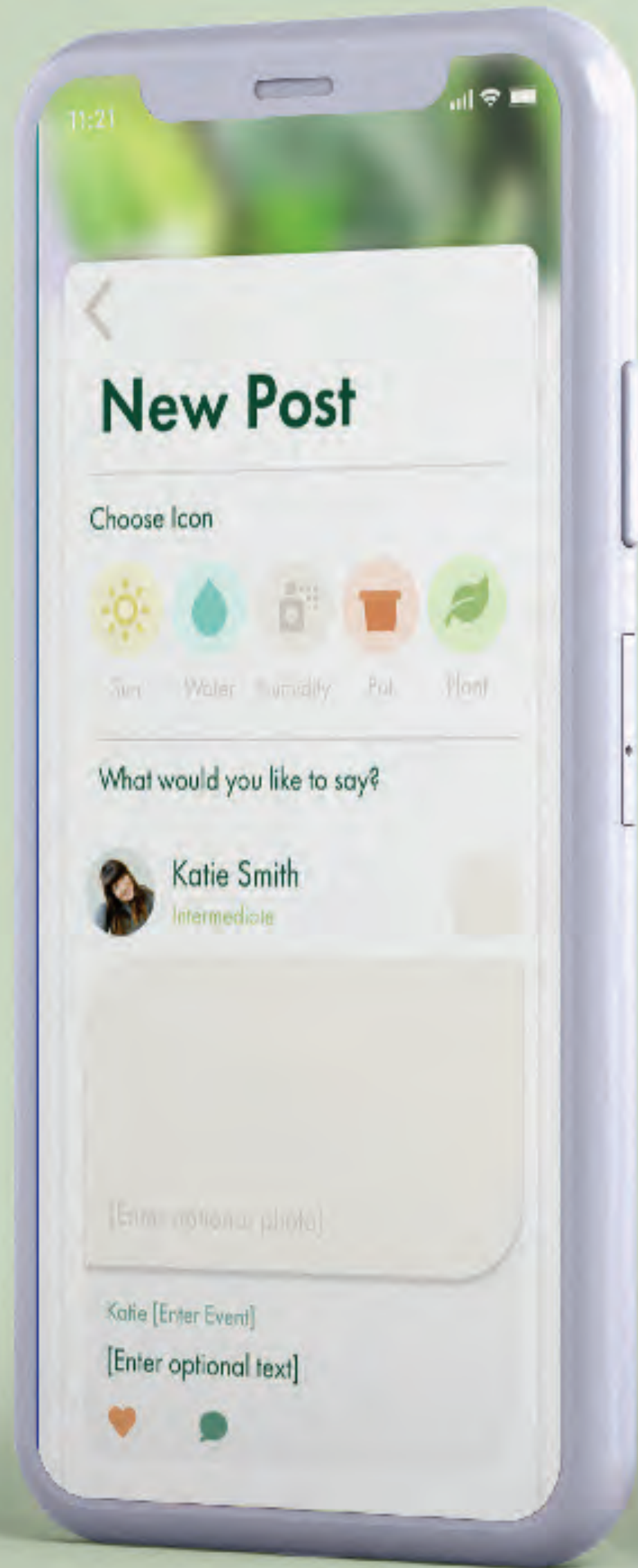


Katie Smith

Watered her neon pothos



SOCIAL MOCKUPS



COMPETITORS

	PLANTA	VERA	ROOTS
WATER SCHEDULE	YES	YES	YES
FERTILIZATION	PREMIUM	YES	YES
CUSTOMIZATION (ei. humidity/sunlight)	PREMIUM	NO	YES
ROOM SELECTION	YES	YES	YES
SOCIAL CHANNEL	NO	NO	YES
Q & A BOARD	PREMIUM	NO	YES
BLOG	PREMEUM	YES	YES
ABOUT THE PLANT	YES	YES	YES
IDENTIFICATION	PREMIUM	NO	YES
RECOMENDATIONS	PREMIUM	NO	YES

USER PERSONA



“ I am very forgetful with things outside of my work or social environment. I would love a way to get reminders of when to take care of my plants. ”

ABOUT

Katie is a Marketing Manger working in New York and is single. When she’s not spending her freetime with her friends, she can be found online shopping or reading a good book. Katie’s favorite drink is coffee and her apartment is chaotic, much like her life. She also has a cat that she tries to keep away from her plants.

CREATIVE PROCRASTINATOR EXTROVERT

GOALS

- Not be constantly worried about taking care of plants.
- Be able to focus on work and extra curriculars.
- Tips and tricks on how to take care of specific plants.

FRUSTRATIONS

- Forgetting watering day.
- Not understanding what is wrong with the plant.
- Missing certain plants because they are in different rooms.

FREQUENTLY USED APPS



TECHNOLOGY



MOTIVATIONS



PLANT BACKGROUND

Experience Level	Intermediate
# of Plants	14
Sunlight Level	Moderate
Indoor Outdoor	Both
Humidity Level	Low
Pot Type Prefrence	Ceramic

Katie Smith

AGE 29
LOCATION Detroit, Michigan
JOB Marketing Manager

USER JOURNEY



Katie Smith

Katie loves her plants. But she really has a hard time remembering with her busy schedule, what each plant individually needs. She needs a system that will motivate and remind her of what needs to be done and when.

INTRODUCTION

- Katie struggles with remembering to water her plants outside of her social/work schedule.
- She is introduced to Roots through a friend who uses the app and found it successful.
- Katie looks at reviews, and downloads the app. She goes on to make an account and log in.

EXPLORATION

- Katie sets up her profile and adds all of her plant information. Katie and her friend follow each other on Roots.
- She enters in a watering schedule for her plants, and takes a quiz for a plant that's been struggling. Katie is directed to an article discussing ways to help her plant.
- She makes sure that her reminders are set up.
- Katie also makes her first social post about watering her neon pothos

UTILIZATION

- Overall, Katie is back on track and has used the schedule she set for her and her plants needs.
- Less of her plants are struggling and are showing more growth.
- Katie is being inspired by her friends' posts and that itself acts as a reminder to check up on her plants.

USER PERSONA

“

With my busy schedule, I find it hard to keep track of my plants. I would love a system to manage them, get reminders, and learn more about them.

”

ABOUT

Alan has a very busy schedule. He has balance two jobs, restaurant waiter and coffee barista. When he's not at work, he likes to game online from home. Although he's not social in person, he loves to communicate with friends online. Outside of gaming, he loves to research and look up things he's interested in.

INTELLIGENT

EASYGOING

INTROVERT

GOALS

- Create a schedule for plants that is easy to stick to.
- Get reminders.
- Learn and understand the differences between plants.

FRUSTRATIONS

- Busy schedule makes it hard to keep track of plants.
- Not having a schedule for waters/fertilizing.

FREQUENTLY USED APPS



TECHNOLOGY

Social Media	●●●●●
Games	●●●●●
Internet	●●●●●
Online Shopping	●●●●●
Messaging	●●●●●

MOTIVATIONS

Learning	●●●●●
Money	●●●●●
Social	●●●●●
Fear	●●●●●
Achievements	●●●●●

PLANT BACKGROUND

Experience Level	Beginner
# of Plants	5
Sunlight Level	High
Indoor Outdoor	Indoor
Humidity Level	Low
Pot Type Prefrence	Terracotta

Alan Rice

AGE 22

LOCATION Grand Rapids, Michigan

JOB Waiter/Coffee Barista

USER JOURNEY



Alan Rice

Alan really enjoys taking care of the plants he has so far. He would like to get more, but already has a hard time fitting into his schedule the maintenance required for them.

INTRODUCTION

- Alan has tried other plant focused apps before and has found it really frustrating that none of them can do everything he wants.
- Through research, he found 'Roots' and decided to download the app and make an account.
- He already finds that the process for putting in the plants information is easier than other platforms.

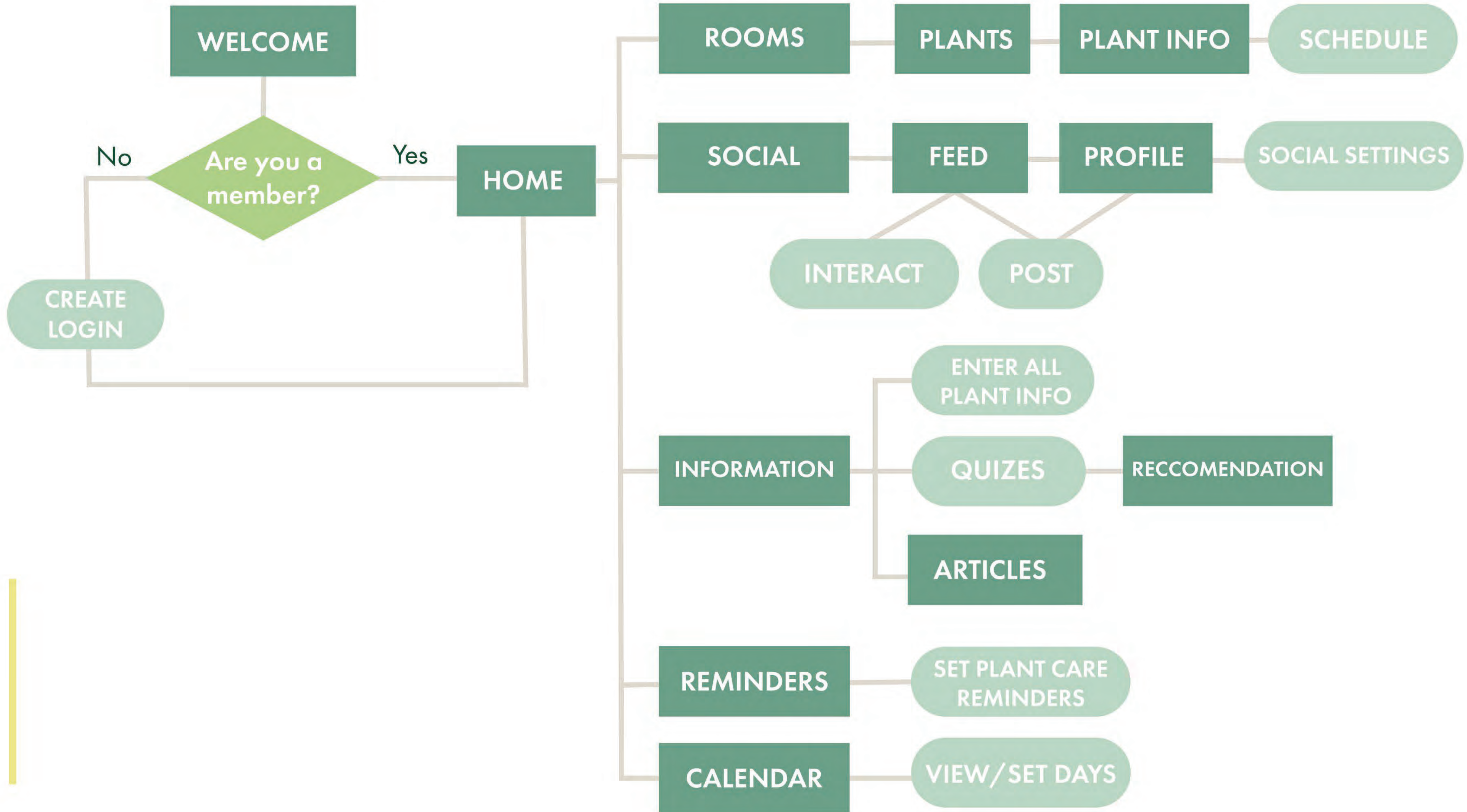
EXPLORATION

- After setting up his profile, Alan clicks on the scheduling page. He is able to set up a maintenance routine for his plants that fits well with his busy schedule.
- Alan learns, through setting up his schedule, that he has enough time to purchase a few more plants.
- Using Roots, Alan easily searches up more beginner level plants. Now he knows which plants will be best for his experience level.

UTILIZATION

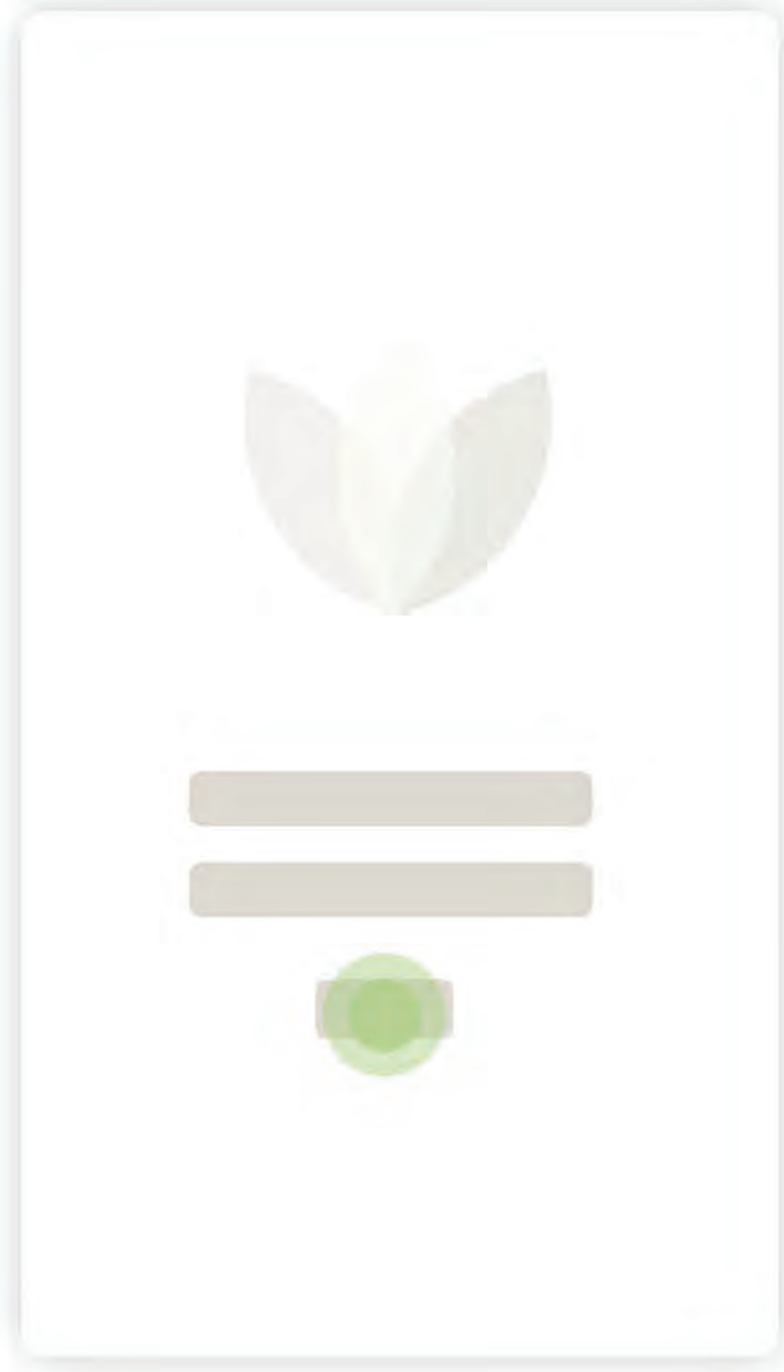
- Overall, Alan has discovered and utilized the freetime in his schedule for taking care of his plants.
- While Alan isn't interested in the social feature that Roots provides, he can easily deactivate the feature, and it doesn't impede on his other experiences in the app.
- Alan is gaining confidence in his plant care skills.

USER FLOW

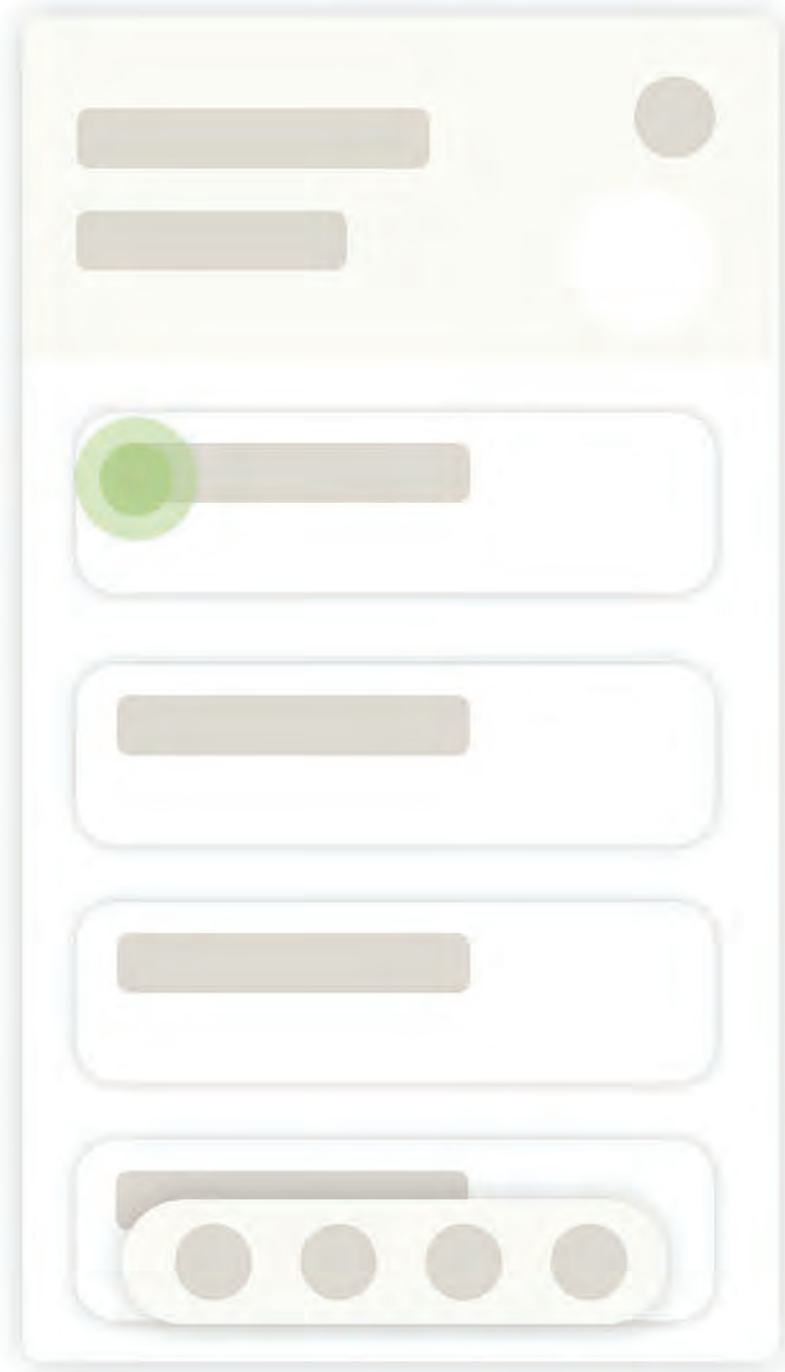


WIREFRAMES

Landing



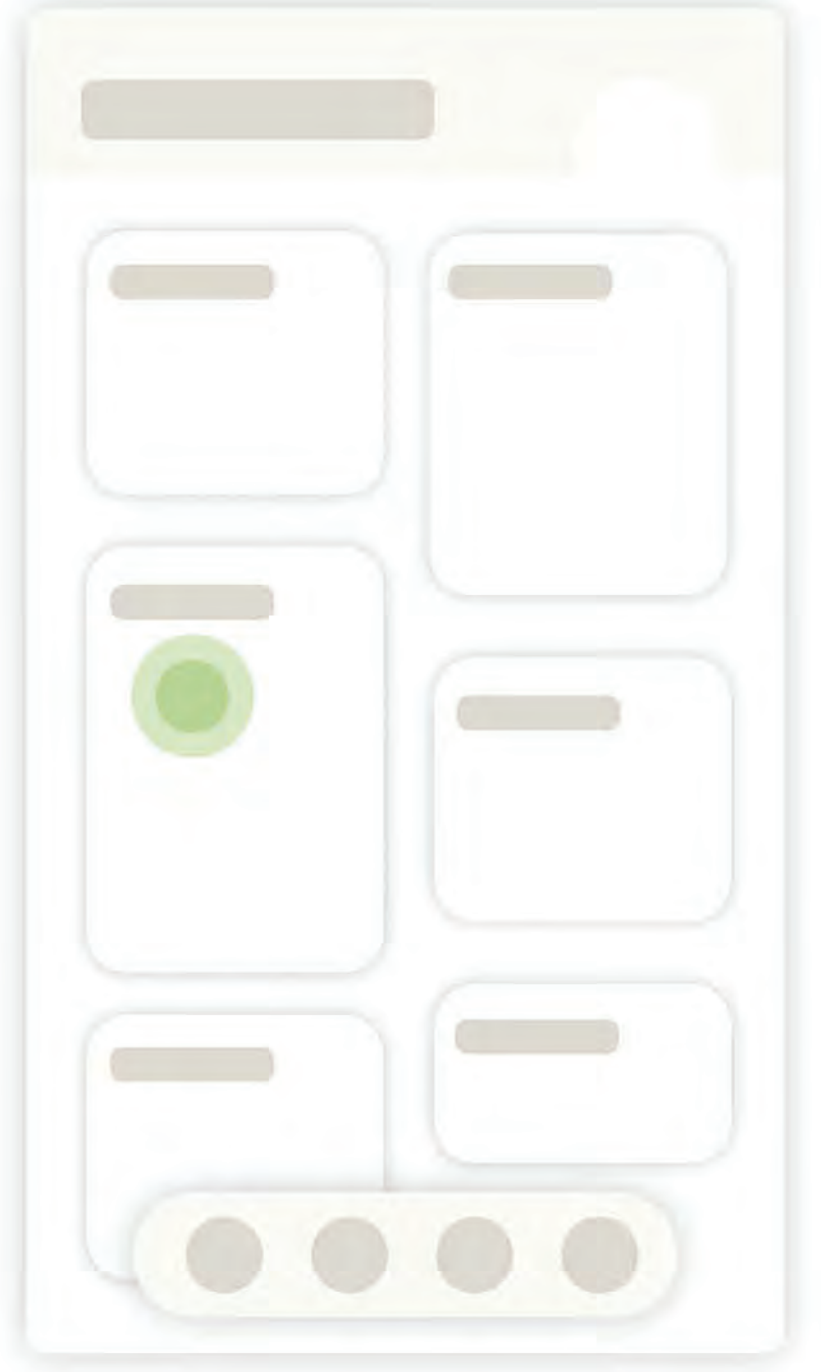
Home



Rooms



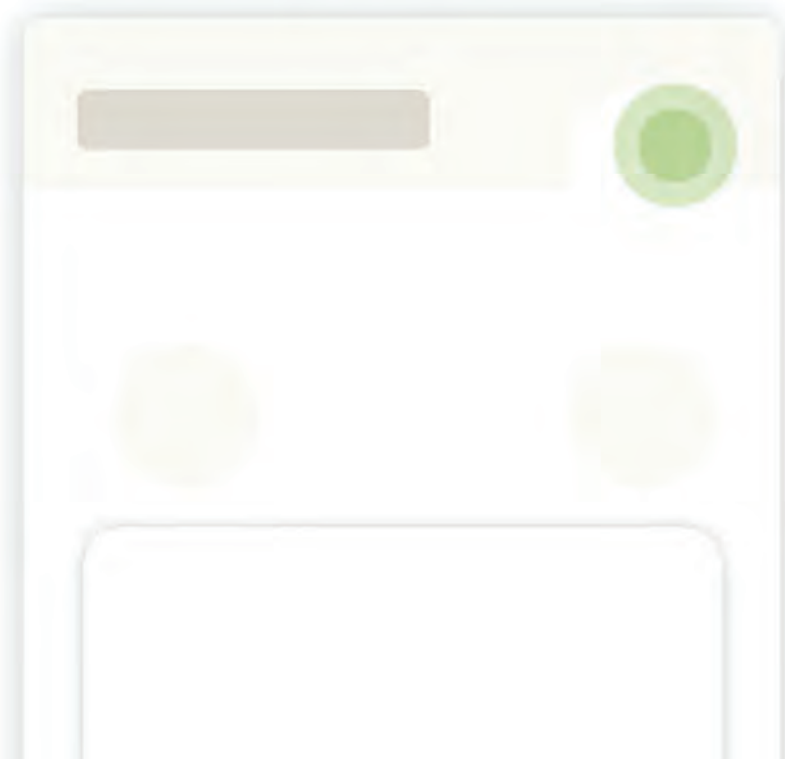
Plant List



Individual Plant



Social Feed

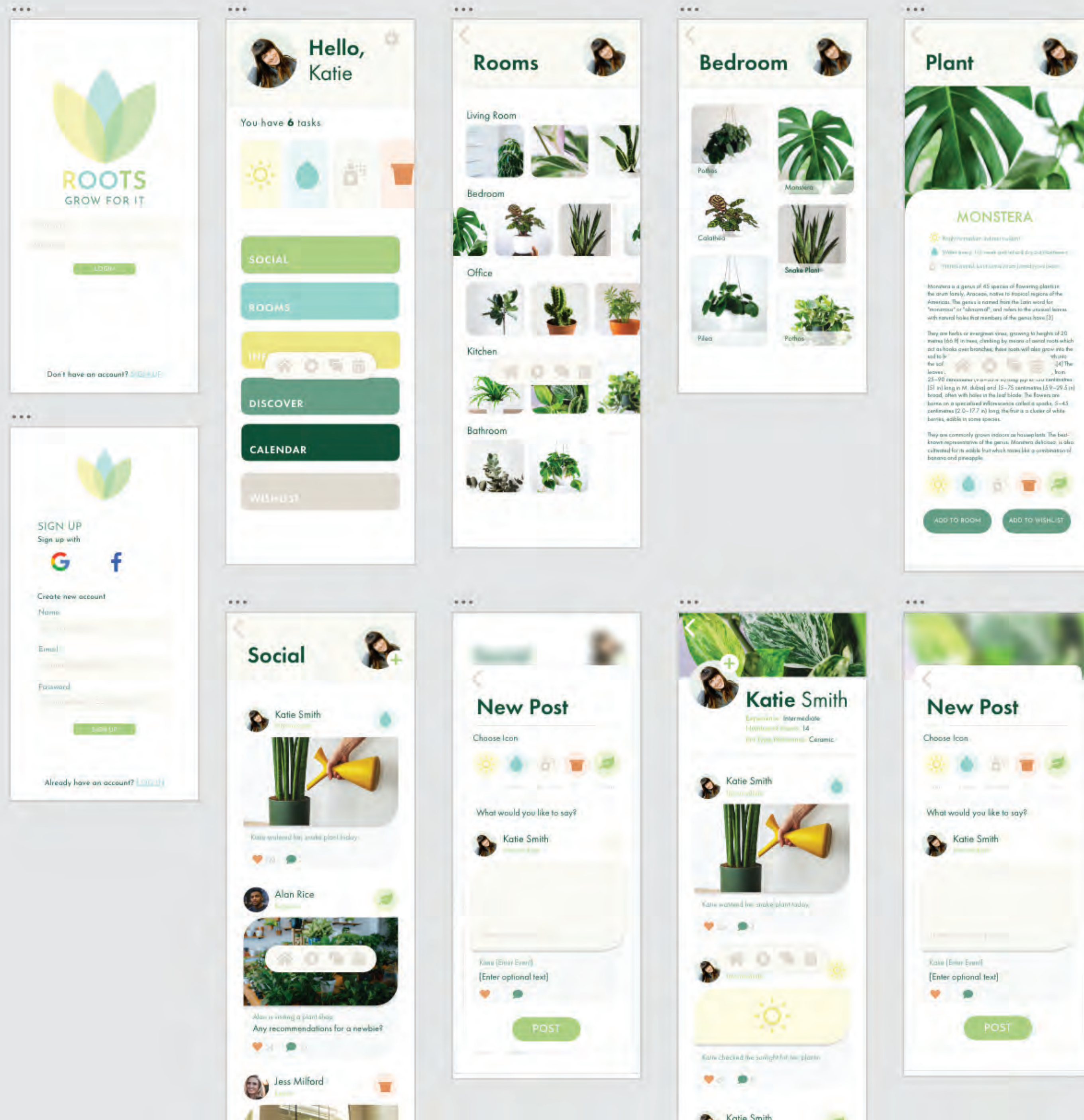


Social Profile



PROTOTYPE

CLICK HERE TO SEE THE
PROTOTYPE ON ADOBE XD



MOCKUPS

