



Seed to Root

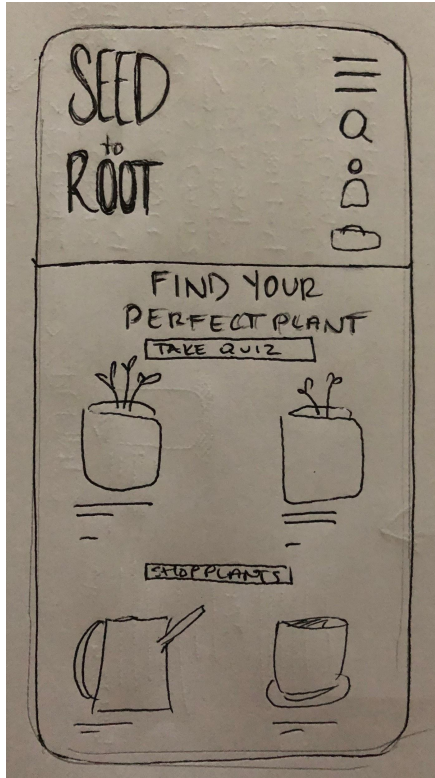
Audra Walker



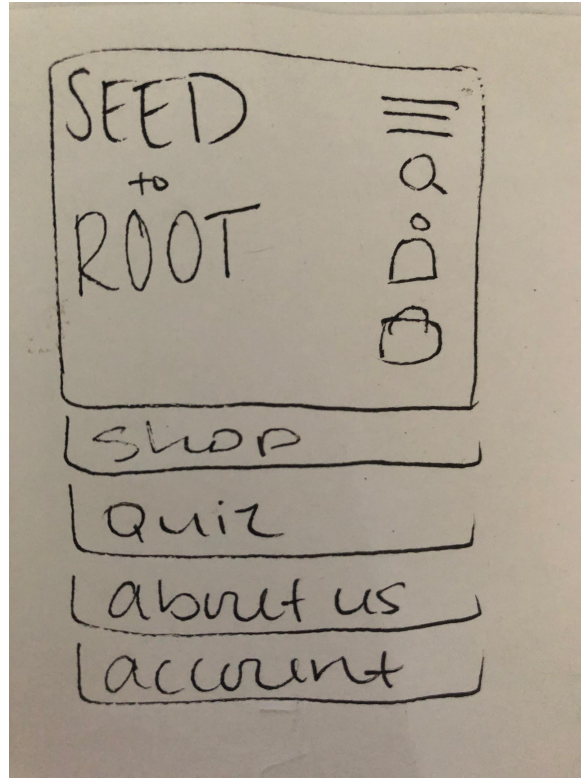
What Is It?

Seed to Root is an mobile plant shop. Although, it works a little differently than most plant shops-users take a quiz answering questions about their lifestyle and location to find a plant best suited for them. Plants are not typically an online purchase, so the online plant market remains untapped and has much opportunity for growth. With a personalized quiz and user friendly features, users will be more inclined to shop online.

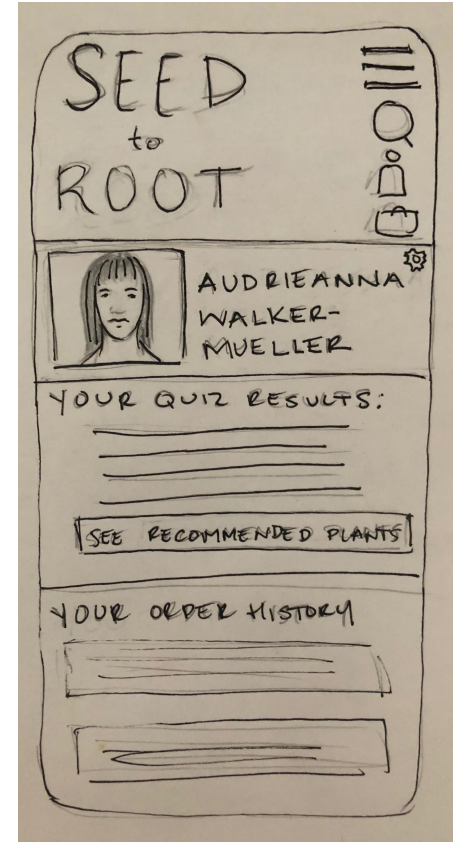
Paper prototypes



Homepage



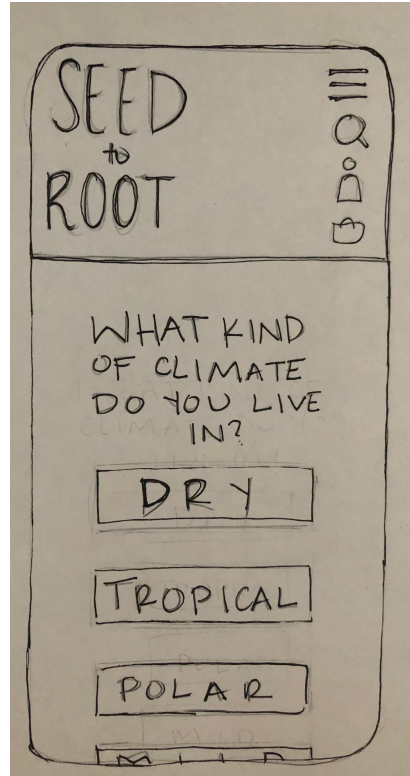
Navigation



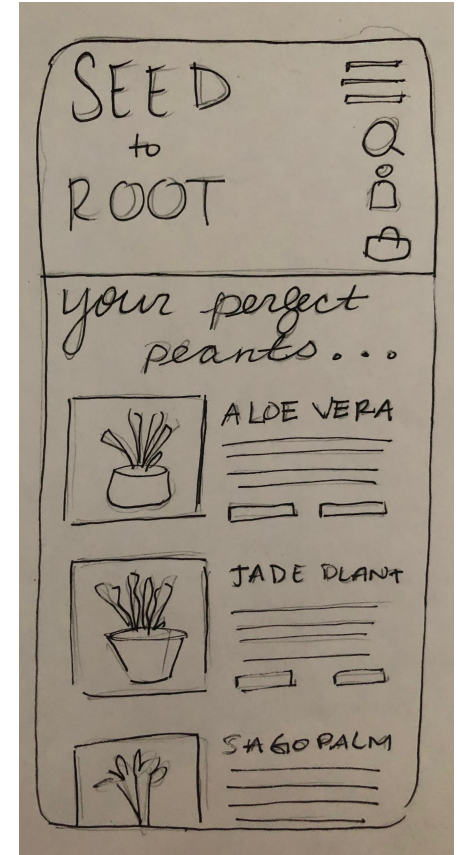
Profile

Paper prototypes

The original round of paper prototypes were very successful. I had to keep it simple and utilize the small space of a mobile screen. This forced me to consider the hierarchy of information and the importance of it. When I started my design, I envisioned a social media platform rather than a plant shop. After sketching the prototypes, I found that the storefront mindset was actually more beneficial.

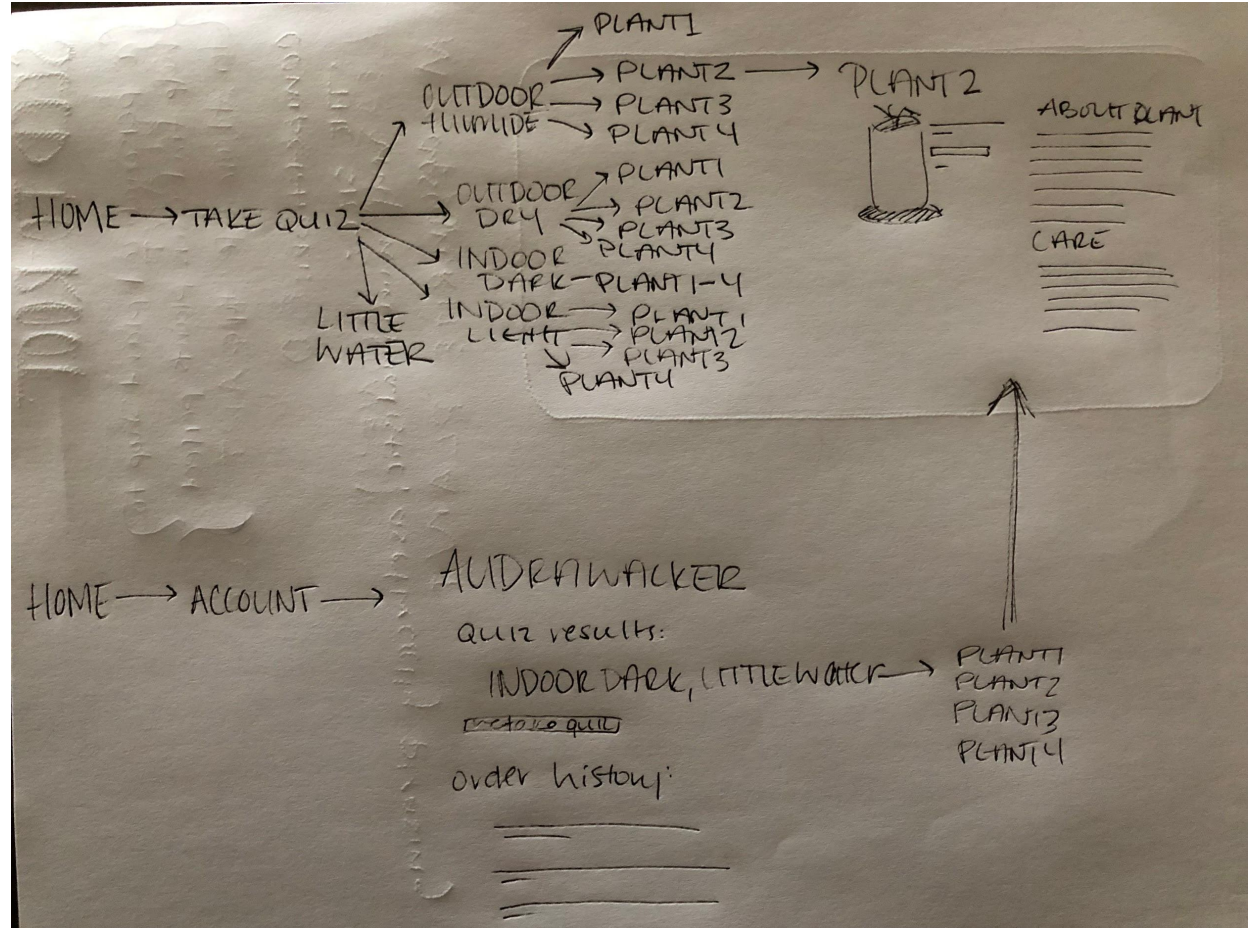


Quiz



Quiz results

User Map



User Testing: Audience

Target Audience- users would most likely be millennials, ages ranging from twenty to thirty year olds. It would be a mix of men and women but averaged by more appeal to women. Users who frequent Pinterest or BuzzFeed might be attracted to this design and concept.

I rallied a group of users I could see finding themselves on this site and started the interview with questions about their experience with plants- shopping and caring for them. Then, using the paper prototypes, I had them explore the site and speak their thoughts out loud.

User Testing: Users

Harrison is a 24 year old food and bev worker, who lives in an apartment with roommates. His home is decorated with posters and a few fake plants so I asked to test him to see why he preferred fake plants.

Chicelly is a 22 year old retail worker who recently moved into a studio. She was looking for air-plants that don't need much care, so i asked to test her on my prototype. She is also an avid Pinterest user.

User Testing: Users

Sebastian is a 24 year old recent college graduate. He is moving out of his parent's home into his own apartment so I thought he would be a good person to test since he would be decorating his apartment, possibly with plants.

Sydney is a 20 year old camp manager in the Sierra Nevada Mountains. She is very knowledgeable about plants and care for them. I thought she would be a great user because of her history in nature. She usually buys plants from nurseries although, if she is looking for a specific plant she will search online.

User Testing: Questions Before Prototype

Questions before prototype-

How old are you?

What is your most used device?

What do you do for work?

Do you decorate any of your spaces? How?

Do you shop for plants? Where?

Do your plants typically die?

Do you know how to take care of plants?

Do you like online quizzes?

Would you be interested in taking an a quiz to find perfect plants for your lifestyle?

User Testing: Questions During Prototype

Questions during prototype-

I asked the user to tell me their initial thoughts when first looking at the mock up, then I had them tell me what they thought each button was and did.

As they told me their thoughts I'd ask questions based on their responses.

After they reviewed the home screen I asked them to click any link on the page (every user I tested wanted to take the quiz first)

I then repeated the same process for the homepage and had the user walk me through what they were thinking.

I asked users on each page if they liked the use of space and the simplicity of it if they wanted more going on.

I repeated the same process for each page I had a mock of.

User Testing: Results

The navigation was clear to all the users I tested. There were no issues with the design or layout of the navigation and its content. Chically confused the profile icon for a way to get in contact with the company. The digital mockup will better distinguish the account icon than my hand drawn mockup. Harrison felt that the account tap in the navigation was redundant because of the icon button, he was the only user to have an issue with this, so I will leave it to help users from getting lost on the site.

User Testing: Results

The homepage tested well, every user knew it was the homepage and understood what each piece was conveying. Sebastian felt that it was a bit too simplistic, he said he'd like to see a design in the navigation/header portion-like plants or vines.

I got really great feedback on the quiz page, a few users liked how to went straight into the quiz but Harrison pointed out it might be more clear for users to have an introduction and a start quiz button. Sebastian also suggested having each question be numbered so users don't get frustrated waiting for the end. Otherwise, everyone loved the layout of the quiz.

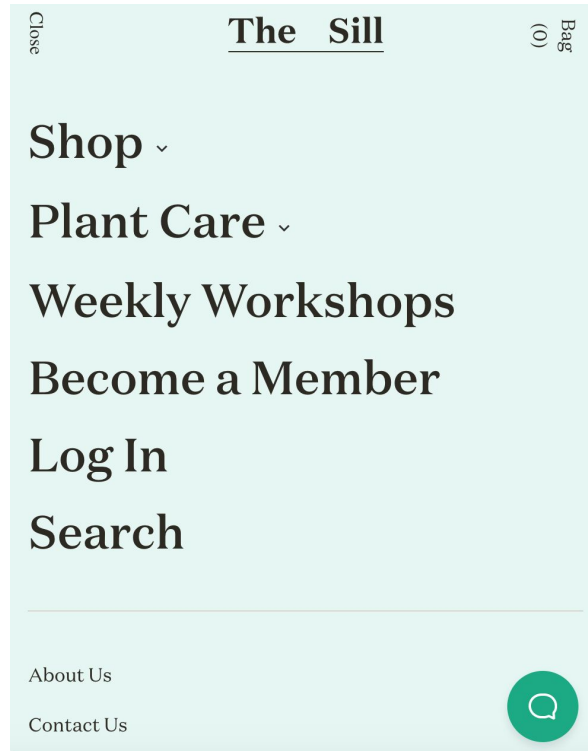
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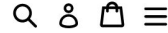
Competition

The Sill has similar aesthetic to Root to Seed by making it a user friendly and an aesthetically pleasing platform. With a member option and chat button it is very interactive with Users. It also had an emphasis plant care, like Root to Seed.



Competition

The Plant Corner has a very clean and user friendly layout. The surprise me box it makes the experience more interactive for the user, like Root to Seed is trying to accomplish with the quiz.



SURPRISE ME BOX



Surprise Me Box - large



Surprise Me Box - medium

Hi-fidelity Prototype

SEED
TO
ROOT



take the quiz to find which
plants are best for you.
based off your life, location, and
style- see what root is yours

start quiz

SEED
TO
ROOT



1/15

what type of climate do
you live in?

dry

tropical

polar

mild

SEED
TO
ROOT



find your perfect plant

take quiz



Pilea Peperomioides
\$26



Philodendron Green
\$40



ZZ Plant
\$40



Peperomia Marble
\$32

shop plants

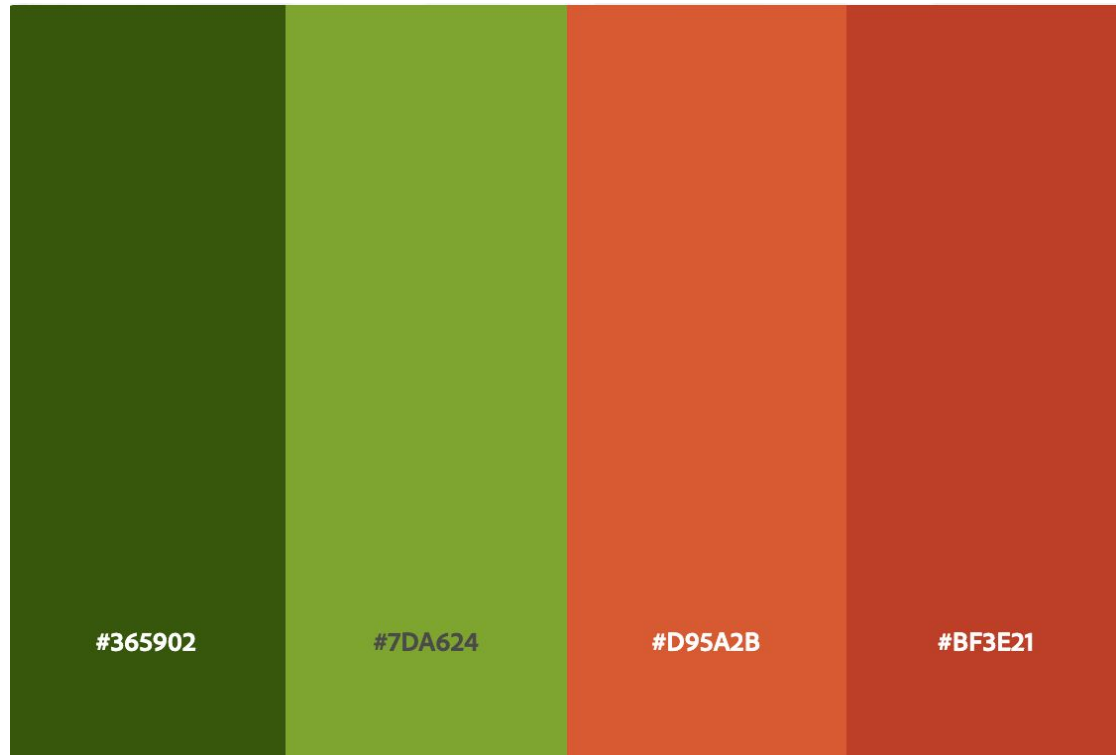
Hi-fidelity Prototype

My homepage stayed true to the original paper prototype. The fonts and color choiced ended up changing drastically from what I initially thought. The main changes I implemented were on the quiz pages because of the user testing results. I added an introduction page for the quiz and numbers for each question, to make it more clear for the users.

Visual System

Header- Didot, fill empty,
stroke 1, size (110 pt),
leading (162 pt), tracking
(0 pt), kerning (auto)

Paragraph- Didot, leading
(72pt), tracking (0pt),
kerning (auto)



Future Possibilities

Seed to Root is starting as an online shop, it can easily expand into physical shops with devices to take the plant quiz inside the shop. It has the possibility to market more towards gifts for birthdays or weddings, and creating a very personalized gift. Or, similar to The Plant Corner, a surprise box could be a great feature. Seed to Root could even expand past plants to home decor or plant accessories.