

GR 75 MOBILE DESIGN | SHANIA JAFARI
USER TESTING | FINAL PART 3

PLANTS@US

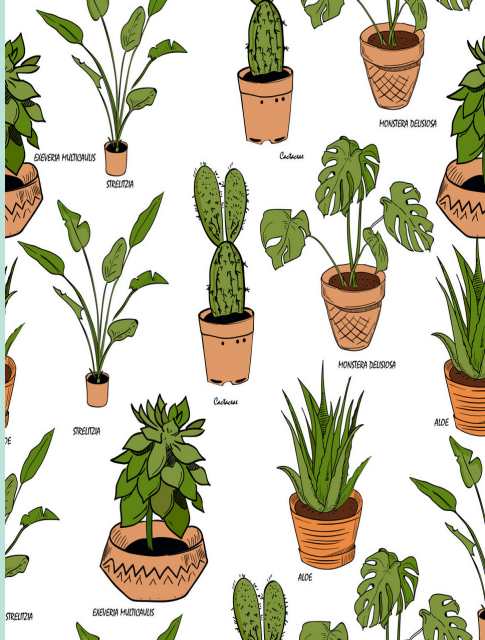
PROJECT BRIEF

SINCE THE PANDEMIC BEGAN IN 2020, INDOOR HOBBIES HAVE BECOME OUR HOLY GRAIL. AS A RESULT, HOUSEPLANTS HAVE QUICKLY BECOME THE NEXT BIG TREND AND **PLANT SELLERS ARE THRIVING** BECAUSE OF IT. IT ISN'T JUST THE SELLERS THAT ARE THRIVING HOWEVER, THE HOUSEPLANT BUYERS REPORTED FEELING **LESS LONELY** IN SOLITUDE DUE TO SOCIAL-DISTANCING AFTER ADDING THEIR **THIRSTY BABIES** TO THEIR HOME DECOR AND EVERY-DAY ROUTINE.

TAKING CARE OF PLANTS **IMPROVES OUR MENTAL HEALTH, IMMUNE SYSTEM, PRODUCTIVITY, AIR QUALITY, AND BRINGS US INFINITE JOY.** HAVING OUR GREEN FRIENDS AROUND LITERALLY REDUCES OUR STRESS AND ANXIETY, IMMEDIATELY **BOOSTING OUR MOOD.**

OUR **MISSION** IS TO BRING BEAUTIFUL INDOOR AND OUTDOOR PLANTS ALONG WITH ALL THEIR BENEFITS TO PEOPLE ANYWHERE, ANYTIME! USERS WILL BE ABLE TO SELECT THEIR PLANTS ON OUR MOBILE APP ACCORDING TO THEIR LEVEL OF COMMITMENT, GET THEIR PLANTS DELIVERED TO THEIR DOOR WITHIN 3-5 DAYS, AND RECEIVE SPECIAL CARE INSTRUCTIONS DAILY.

MOST CONTEMPORARY PLANT APPS ALLOW USERS TO DO ONE OF THE THREE: **BUY/SELL PLANTS, SEARCH WHAT KIND OF PLANT THEY HAVE, OR FIND INSTRUCTIONS FOR HOW TO CARE FOR THEIR SPECIFIC PLANT TYPE.** WE'RE CUTTING OUT THE HASTE OF DOWNLOADING THREE DIFFERENT APPS TO PERFORM ALL OF THESE FEATURES AND COMBINING THEM INTO ONE SINGLE GAME-CHANGING APP CALLED **PLANTSRUS!**

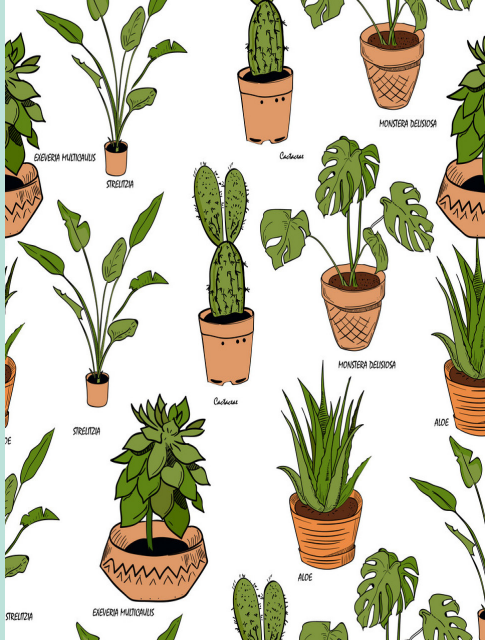


TARGET DEMOGRAPHIC

RECENT DATA SHOWS THAT 79% OF PLANT BUYERS ARE WOMEN AND 21% ARE MEN. AMONG BOTH **YOUNGER INDIVIDUALS BETWEEN THE AGES OF 25-32** MAKE UP THE MAJORITY OF THESE BUYERS.

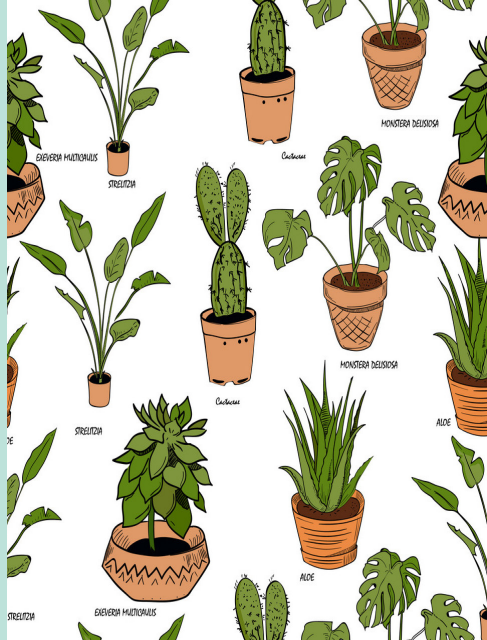
THERE IS AN ONGOING JOKE THAT MILLENNIALS ARE BUYING PLANTS INSTEAD OF HOUSES IN THIS DAY AND AGE BECAUSE THEY REQUIRE LESS ATTENTION AND GIVE THEIR SOCIAL MEDIA ACCOUNTS A VISUALLY AESTHETIC PRESENTATION. WHATEVER THE REASON, **AMERICAN PLANT OWNERS PROFITED A RECORD OF \$52.3 BILLION** ON LAWN AND GARDEN RETAIL SALES IN 2019 AND A QUARTER OF THOSE PROFITS WERE ATTRIBUTED TO **18-34 YEAR OLDS**.

AND SO, OUR **PRIMARY DEMOGRAPHIC** ARE YOUNGER/ MILLENNIAL SMARTPHONE USERS WHO ARE LOOKING TO PURCHASE **INDOOR AND OUTDOOR HOUSEPLANTS** ALONG WITH ACCESSORIES SUCH AS PLANT HANGERS, POTS, SOIL, ETC.



GOALS

- PROVIDE A FUN AND INTERACTIVE PLATFORM FOR USERS TO CULTIVATE THEIR PLANT COLLECTION.
- AID USERS IN KEEPING THEIR PLANTS ALIVE BY SUPPLYING THEM WITH THE **PROPER TOOLS** AND INSTRUCTIONS FOR SPECIAL CARE CATERED TO THEIR SPECIFIC PLANT TYPE.
- EDUCATE USERS ON DIFFERENT TYPES OF INDOOR AND OUTDOOR PLANTS AND THEIR BENEFITS ON OUR **MENTAL HEALTH**.
- MAKE BUYING AND SELLING PLANTS AS FAST AND SEAMLESS AS POSSIBLE WHILE PROVIDING **EXCELLENT USER EXPERIENCE**.
- COMBINE 3 FEATURES FOR PLANT LOVERS: **BUYING/SELLING PLANTS, SEARCHING WHAT TYPE OF PLANT THEY HAVE VIA PHOTOGRAPHY, AND RECEIVING INSTRUCTIONS FOR HOW TO CARE FOR A SPECIFIC TYPE OF PLANT ONTO ONE SINGLE MOBILE APP.**



COMPETITIVE ANALYSIS

BLOSSM

- FEATURES INCLUDE BUYING/SELLING HOUSEPLANTS, SOCIALIZING WITH THE PLANT LOVERS COMMUNITY
- SIMPLE HOMESCREEN STYLE AND MENU
- POSTINGS ARE NOT IN CHRONOLOGICAL ORDER
- PLEASING COLOR SCHEME
- EASY SIGN UP PROCESS
- NO GUARANTEE FOR BUYING/SELLING SUCCESS OR INTEGRITY

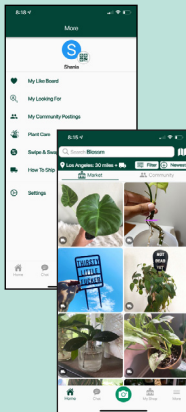
HOUSE PLANT SHOP

- FEATURES INCLUDE BUYING HOUSEPLANTS, SUBSCRIPTIONS, ACCESSORIES
- BUSY HOMESCREEN
- LACK OF HIERARCHY
- SIMPLE & EFFECTIVE MENU NAVIGATION
- AFFORDABLE SUBSCRIPTIONS AND SALES
- LARGE VARIETY OF PLANT TYPES
- DIFFICULT SIGN UP PROCESS

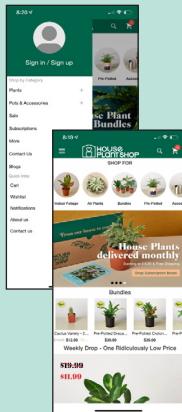
WYLDE

- FEATURES INCLUDE LEARNING HOW TO CARE FOR A SPECIFIC TYPE OF PLANT, AND BUYING PLANTS, POTS, AND ACCESSORIES.
- CROWDED HOME SCREEN, LACK OF HIERARCHY
- APPEALING VISUALS AND COLOR SCHEME
- EASY SIGN UP PROCESS
- NO INDOOR/OUTDOOR PLANT FILTERS
- GOOD COMMUNITY OUTREACH FOR PLANT LOVERS

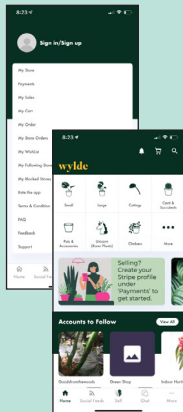
BLOSSM



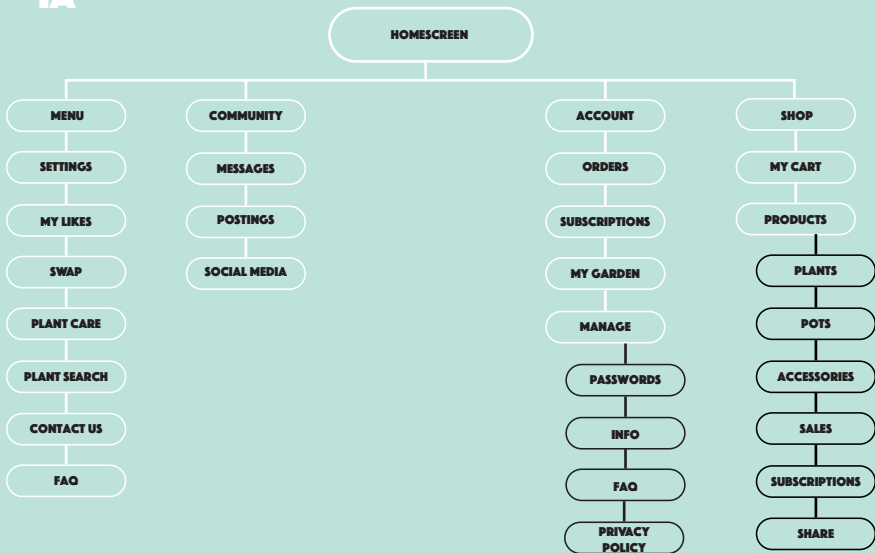
HOUSE PLANT SHOP



WYLDE



IA



USER TEST SUBJECTS

SHIVA



**27
STUDENT/
VLOGGER**

PALO

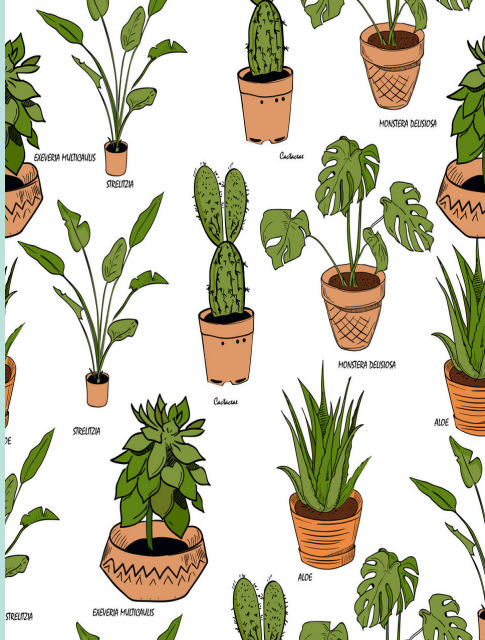


**24
MUSICIAN/
SERVER**

NILI & MO



**29 & 32
PHARMACIST
&
COMPUTER ENGINEER**



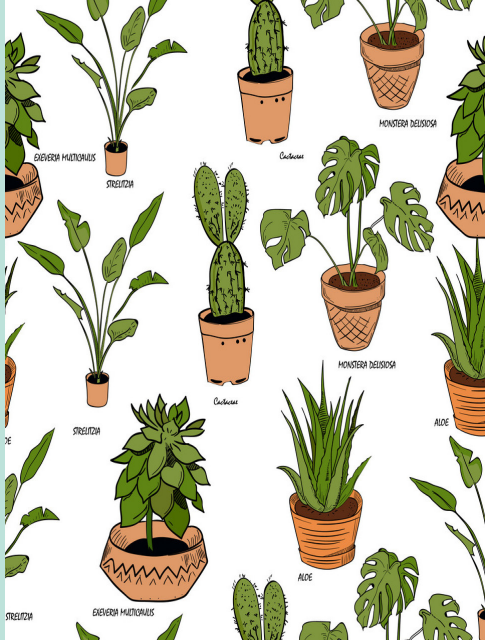
TARGET AUDIENCE

MILLENNIAL (25-32 YEARS OLD) SMARTPHONE USERS WHO ARE LOOKING TO PURCHASE INDOOR AND OUTDOOR HOUSEPLANTS ALONG WITH ACCESSORIES SUCH AS PLANT HANGERS, POTS, SOIL, ETC.

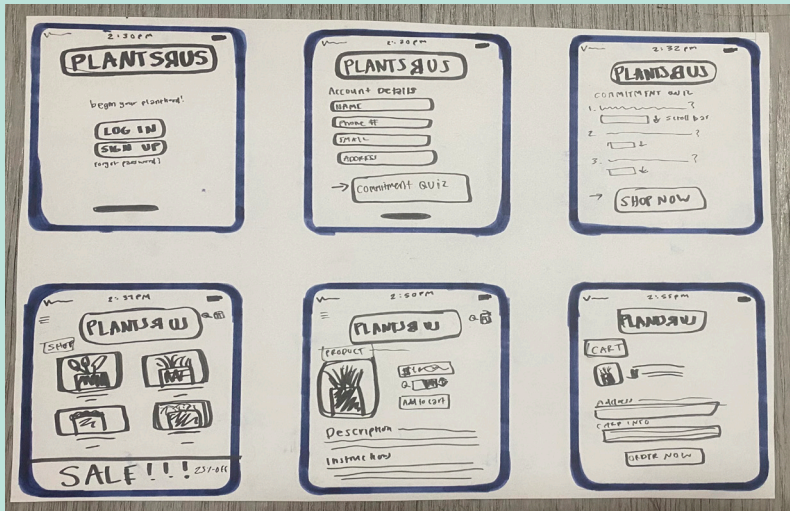
TASK + STEPS

CREATE A NEW ACCOUNT, TAKE THE COMMITMENT QUIZ, AND PURCHASE A PLANT!

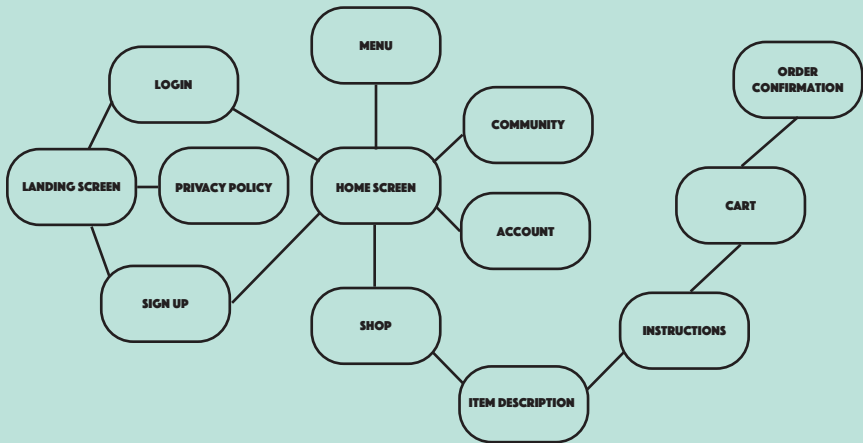
1. OPEN APP + CLICK 'SIGN UP' BUTTON.
2. TYPE IN ACCOUNT DETAILS + CLICK 'COMMITMENT QUIZ' BUTTON.
3. COMPLETE COMMITMENT QUIZ + CLICK 'SHOP NOW' BUTTON.
4. SCROLL + BROWSE PLANT SELECTIONS & PRICES.
5. CLICK ON PLANT SELECTION + CLICK 'ADD TO CART' BUTTON.
6. FILL OUT PURCHASE DETAILS & CLICK 'ORDER NOW' BUTTON.



LOW-FIDELITY PROTOTYPES USED BY TESTERS

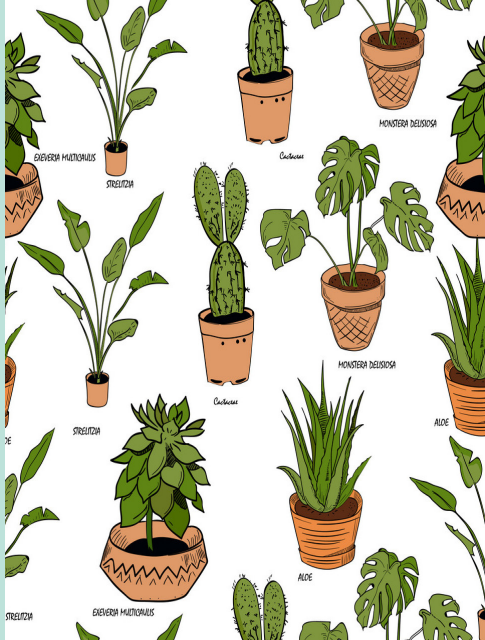


USER FLOW



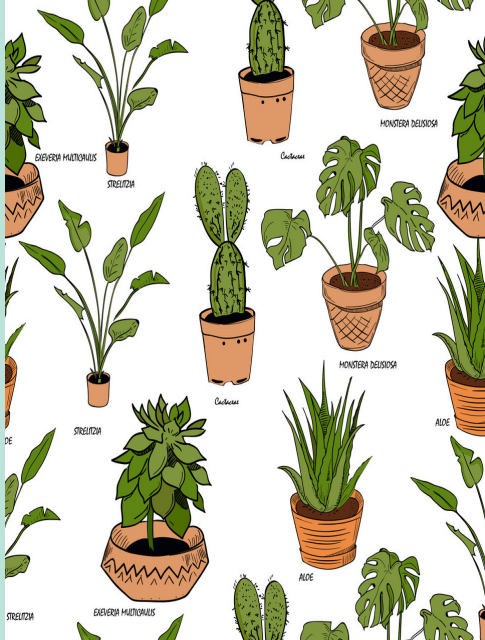
USER TEST HIGHLIGHTS

- LOGIN PAGE IS SELF-EXPLANATORY AND FEELS FAMILIAR.
- WIDE SELECTION OF PLANTS AND FAIR PRICES.
- SHOP PAGE LOOKS AS EXPECTED AND PICTURES ARE A PERFECT SIZE TO VIEW WITHOUT STRAIN.
- NO LIMIT TO ITEMS USER CAN ADD TO CART.
- SALES AND MENU BUTTONS ARE EASY TO FIND.
- SOCIAL MEDIA/COLLABORATION LINKS WOULD BE HELPFUL.
- SALES BUTTON IS VISIBLE BUT CAN JUST AS EFFECTIVE TAKING UP LESS OF THE SCREEN.

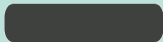


USER TEST FEEDBACK

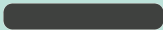
- LOGIN PAGE NEEDS AN APP DESCRIPTION + LINK TO APP'S PRIVACY POLICY.
- SALES BUTTON TAKES UP TOO MUCH SPACE ON THE SCREEN.
- SALE NEEDS TO OFFER BUNDLE DEALS.
- SHOP PAGE NEEDS A FILTER OPTION TO TAPER SELECTIONS TO WHAT SPECIFIC USER IS LOOKING TO BUY.
- SHOP PAGE SHOULD HAVE SHARE BUTTON TO SEND TO USER'S FRIENDS/FAMILY, ETC.
- ENLARGE MENU, SEARCH, AND CART BUTTON AT THE TOP.
- ADD LIKE/SAVE FOR LATER BUTTON.
- NAVIGATION AT THE TOP NEEDS BREADCRUMB LINKS.



COLOR PALETTE + ICONS



**LARGE
ICON**



**SMALL
ICON**



**ROUND
ICON**



**MENU
ICON**



**SEARCH
ICON**

1



**R: 190
G: 227
B: 218
C: 25
M: 0
Y: 16
K: 0**

2



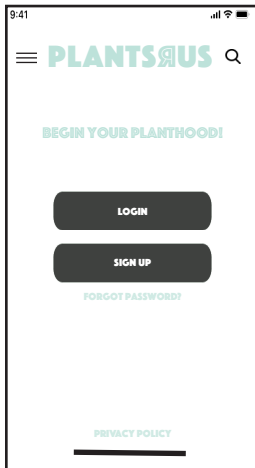
**R: 0
G: 0
B: 0
C: 100
M: 100
Y: 100
K: 100**

3

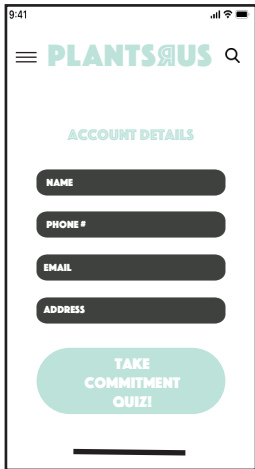


**R: 63
G: 63
B: 63
C: 68
M: 59
Y: 61
K: 47**

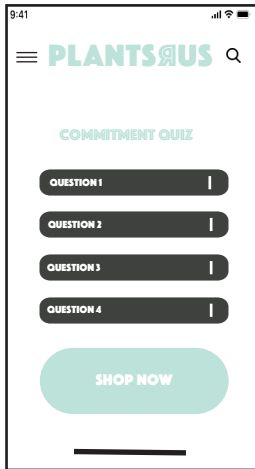
HIGH-FIDELITY PROTOTYPES 1



SIGN IN

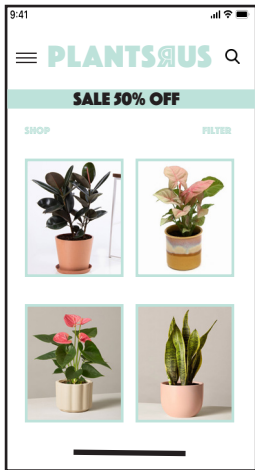


ACCOUNT CREATION

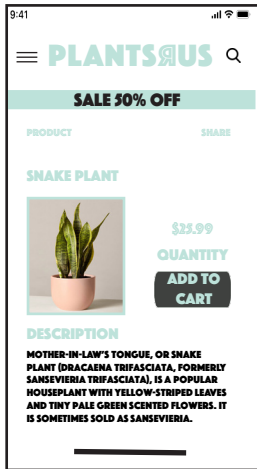


COMMITMENT QUIZ

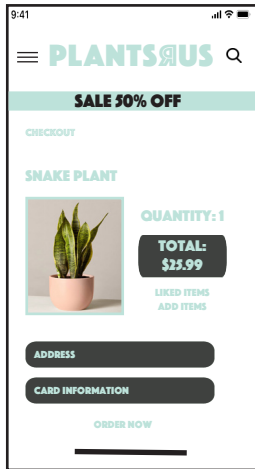
HIGH-FIDELITY PROTOTYPES 2



SHOP



ITEM DESCRIPTION



CHECKOUT