

# Case Study

## Responsive Gardening Site

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# Project overview



## The product:

Thrive is a responsive website that helps plant owners save their plants to a personal database, read various articles, regional tips, and tips on their saved plants, as well as diagnose any issues.



## Project duration:

Two weeks



# Project overview



## The problem:

Designing a holistic and responsive design that the various features are currently only available by use of multiple apps.



## The goal:

Allow users to combine features from multiple websites and applications into one.

# Project overview



## My role:

UX Researcher and Designer



## Responsibilities:

User research, competitor analysis, wireframing, and prototyping.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I interviewed 6 people about what features they would like to see in one gardening app.

For the sake of my own gardening, I knew I wanted an app that could diagnose issues with plants and give growing tips, but the interviews led me to add articles and reminders. The interviews also lead me to put emphasis on saving a database of the plants you currently are growing to help the algorithm with articles and tips. This will also allow the application to easily diagnose problems as plants will already be cataloged.

# User research: pain points

1

## Pain point

Difficulty in identifying plants, pests, and diseases accurately.

2

## Pain point

Uncertainty about specific care requirements for different plants.

3

## Pain point

Forgetting to water plants or over/under-watering them.

4

## Pain point

Confusion about the best times to plant and harvest various plants as well as adapting plant care tips to specific local climate conditions.





# User journey map

I realized that someone who has older plants may not remember the name of the plants to add to the database. They will need to either be able to search by description or upload an image of the plant to search the web database.

## Persona: Yolanda

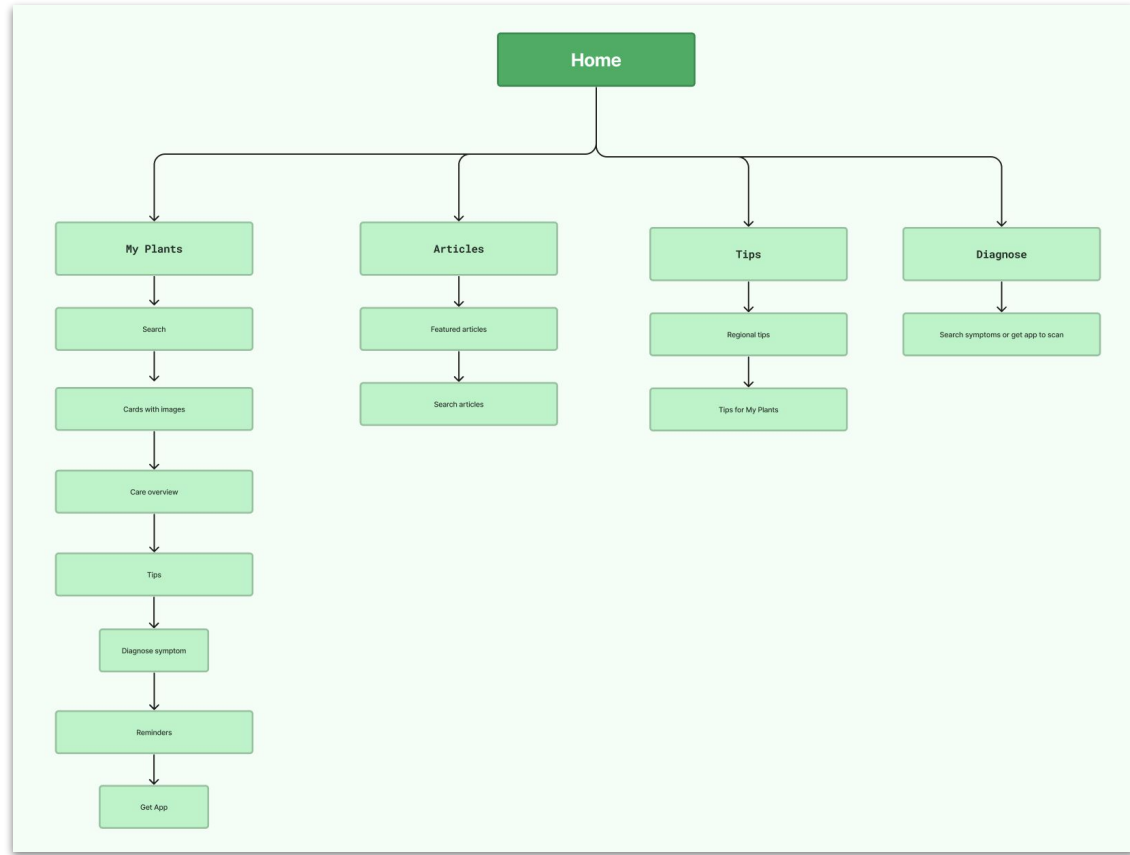
Goal: Cataloging current plants in her garden.

ACTION	Open Website or Application	Search for Plants to add to Database	Add to "My Plants"	Find Care Guidelines for Plants
TASK LIST	<b>Tasks</b> A. Navigate to website or open mobile application	<b>Tasks</b> A. Navigate to "My Plants" B. Click the Search Bar C. Type in scientific or common name	<b>Tasks</b> A. Find plants from search database my name or image. Click "Add to My Plants"	<b>Tasks</b> A. Click on the plant from either "My Plants" database or from the search.
FEELING ADJECTIVE	Excited Curious Impatient	Excited Curious Overwhelmed	Satisfied Excited	Interested Curious
IMPROVEMENT OPPORTUNITIES	Speed of application download.	Adding an option to photograph and find plants. Speak to text.	Option to search by description if no match comes up.	Make care bullet points for ease of information consumption.



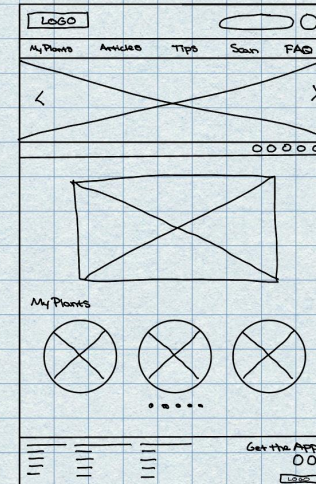
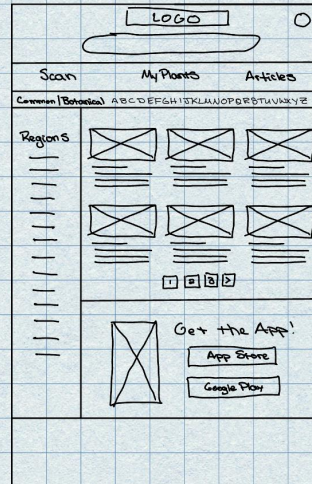
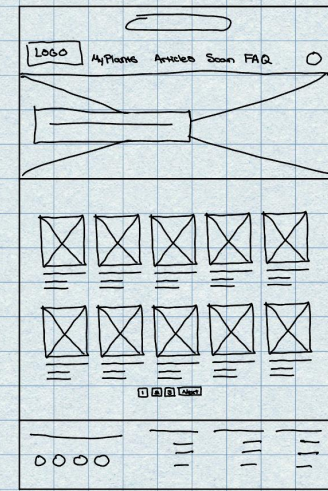
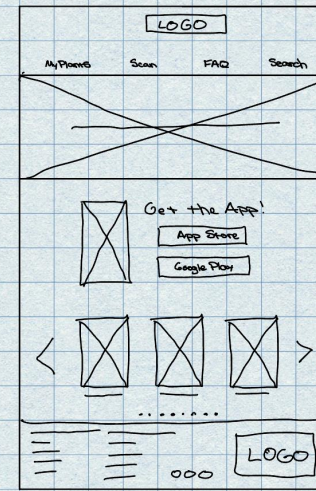
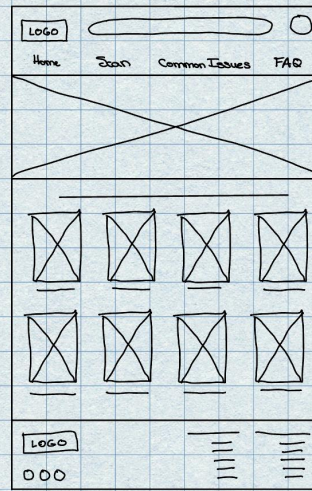
# Sitemap

The site needs to be simple and intuitive to navigate. I have limited the amount of tabs to make it simple for a user who is not tech savvy.



# Paper wireframes

The wireframes show different possibilities for the home page. I wanted to make sure it was easy to navigate and intuitive to use. I pulled a few things from each iteration for the low-fidelity wireframes.

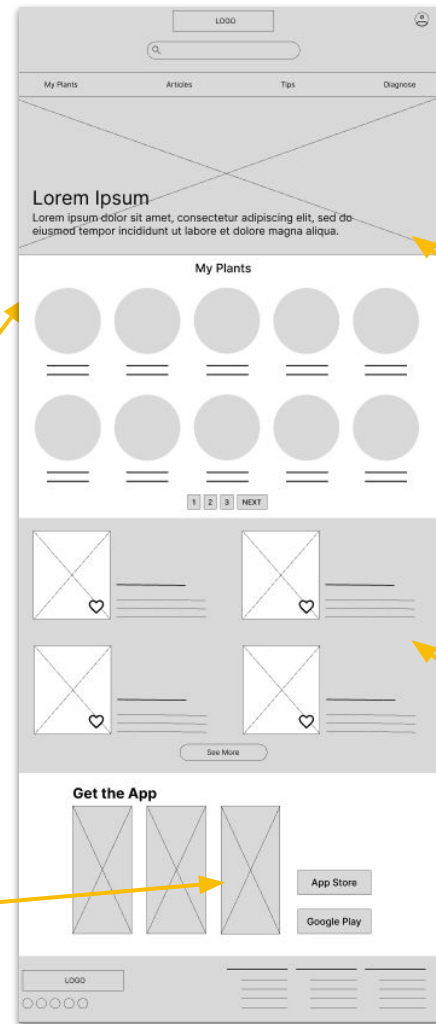


# Digital wireframes

I wanted the homepage to be a “hub” for the user. This would be their view after they have created an account and logged in. I originally had the article first but feedback emphasized “My Plants” should be the most prominent.

An overview of the users plant database as one of the primary uses of the application

Advertisement (screenshots) for the app with CTAs to download



Hero image to visually convey the purpose of the site

Featured articles to keep the user engaged and learning

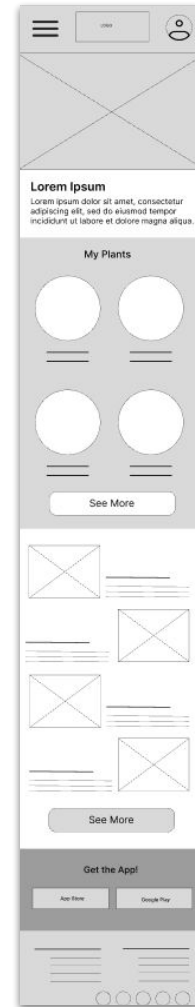
# Digital wireframe screen size variation(s)

The phone and tablet app needed to be simplified as the screen sizes are often much smaller on these devices. I also used a different layout with the articles to keep the viewers interest.

iPhone 14 ProMax >



iPad Mini >

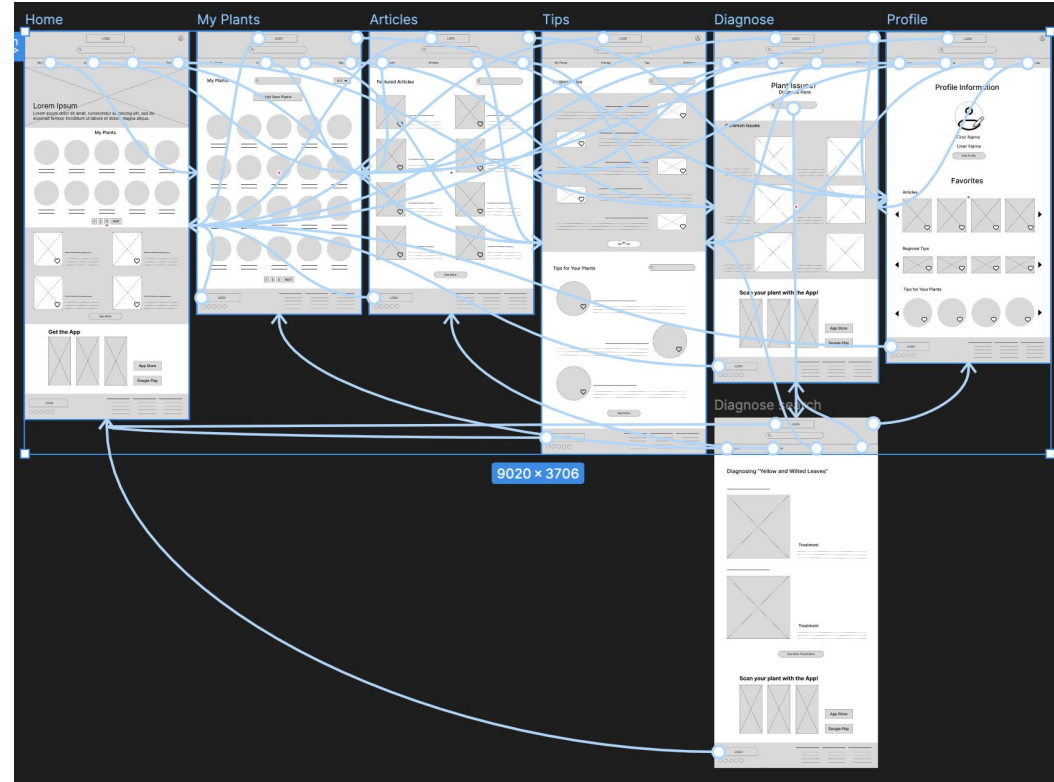


# Low-fidelity prototype

[Lo-Fi Prototype Web](#)

[Lo-Fi Prototype Mobile](#)

[Lo-Fi Prototype Tablet](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

10-15 minutes



# Usability study: findings

I will add a home tab to the web version as well as an the users location and growing zone to the profile. Users overall found it very easy to navigate.

1

## Finding

Cannot find the the way to return to home on the web version. Not all users knew that the logo would take you back home. This is especially important for the less tech-savvy users.

2

## Finding

The app does not have a location saved to know what regional information to display.

3

## Finding

Users enjoyed the simplicity and minimalism of the applications.

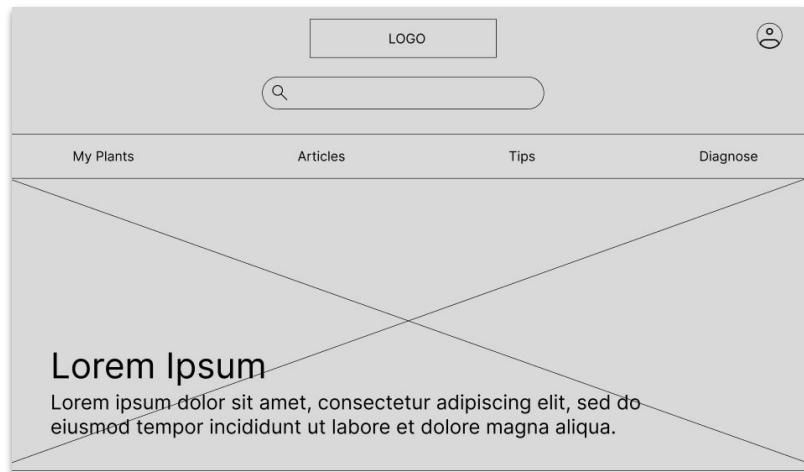
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

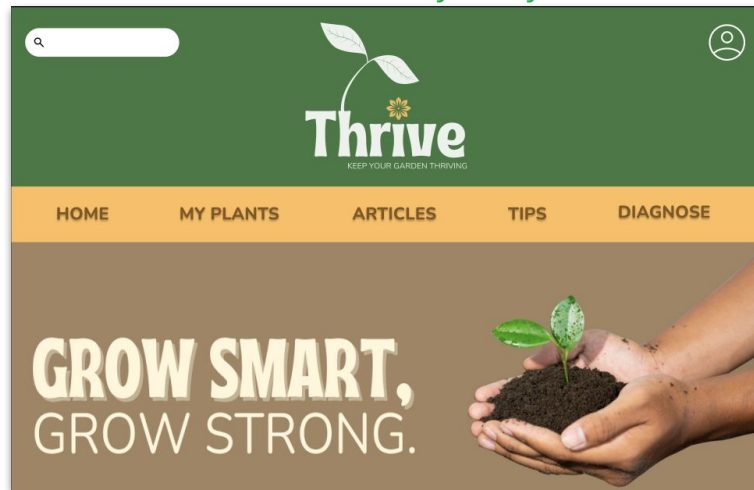
# Mockups

Added the home button to make the site easier to navigate as suggested and moved the search to the top right to help with branding.

Before usability study



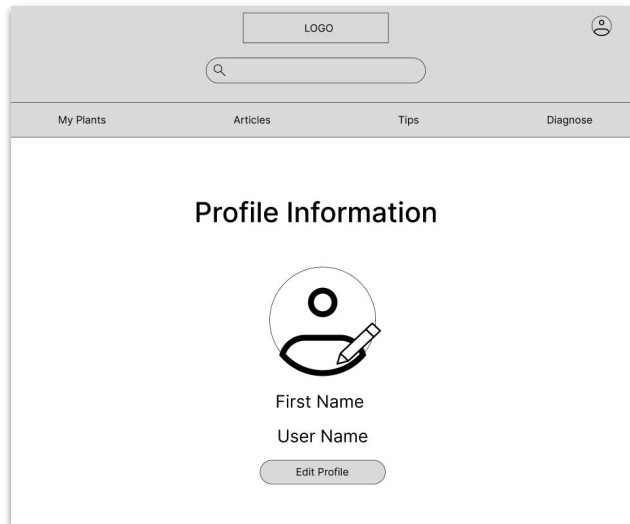
After usability study



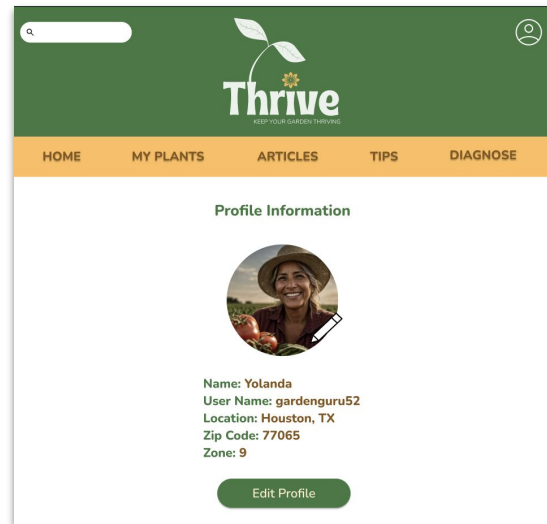
# Mockups

Added user's location and zone information to the profile page as it was not clear that the site knew where the user's region was.

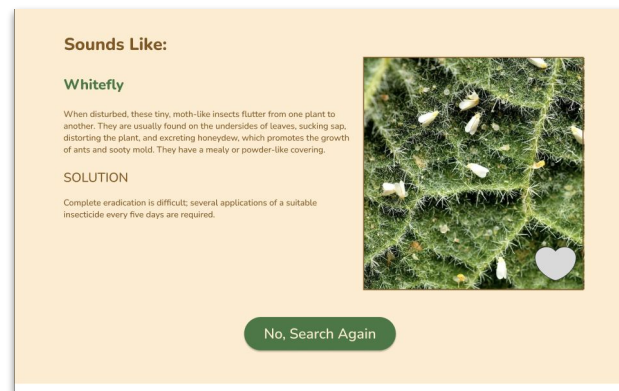
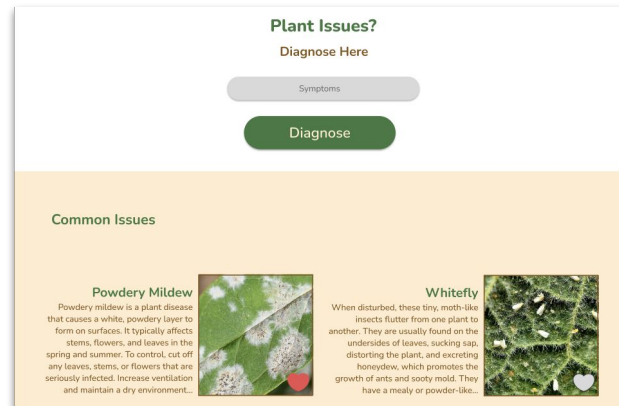
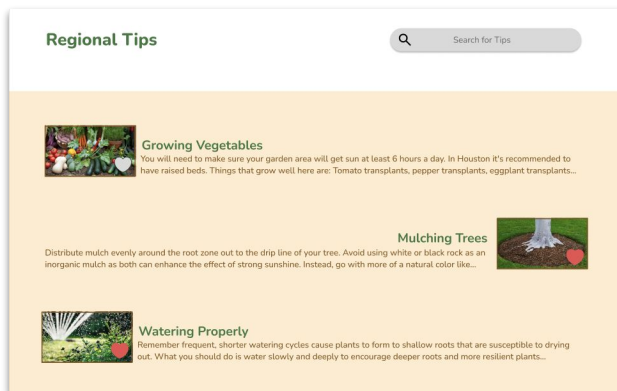
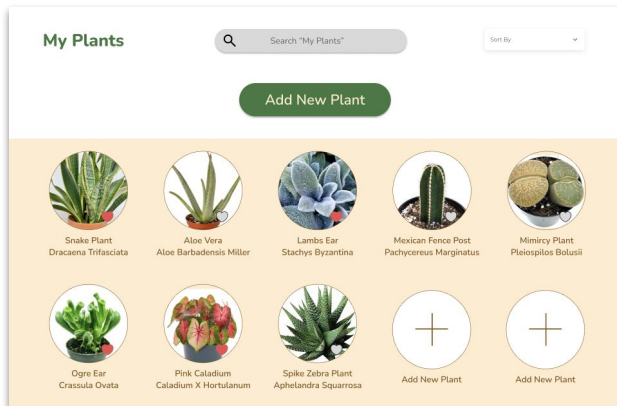
Before usability study



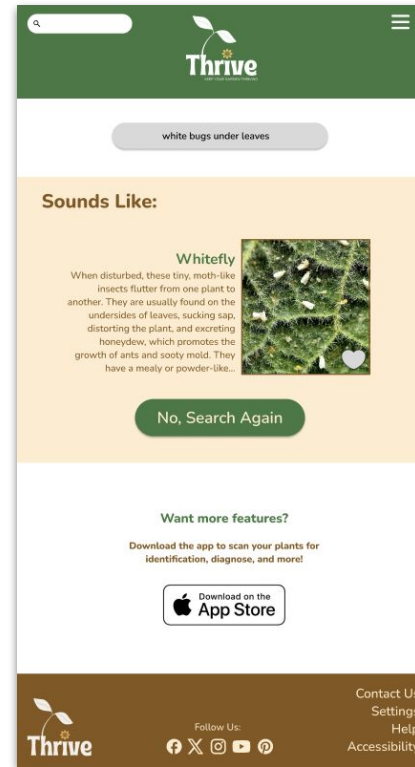
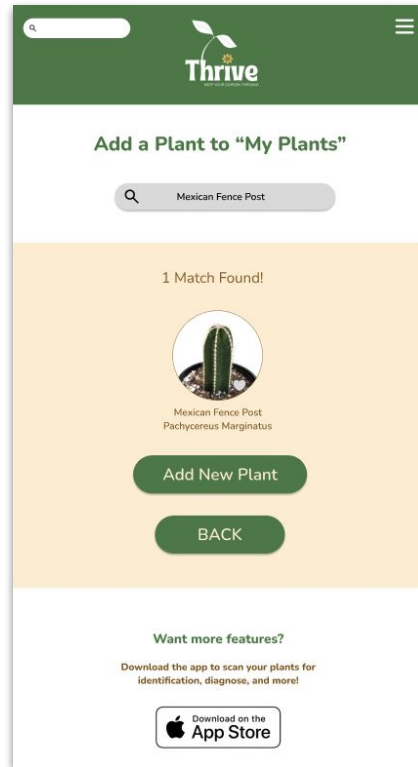
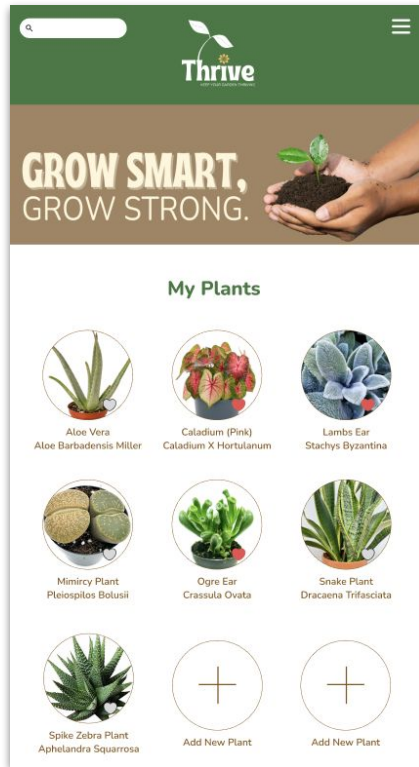
After usability study



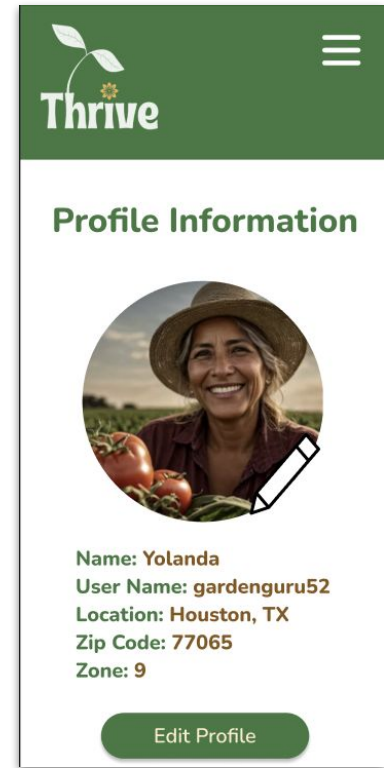
# Mockups: Web



# Mockups: iPad



# Mockups: iPhone

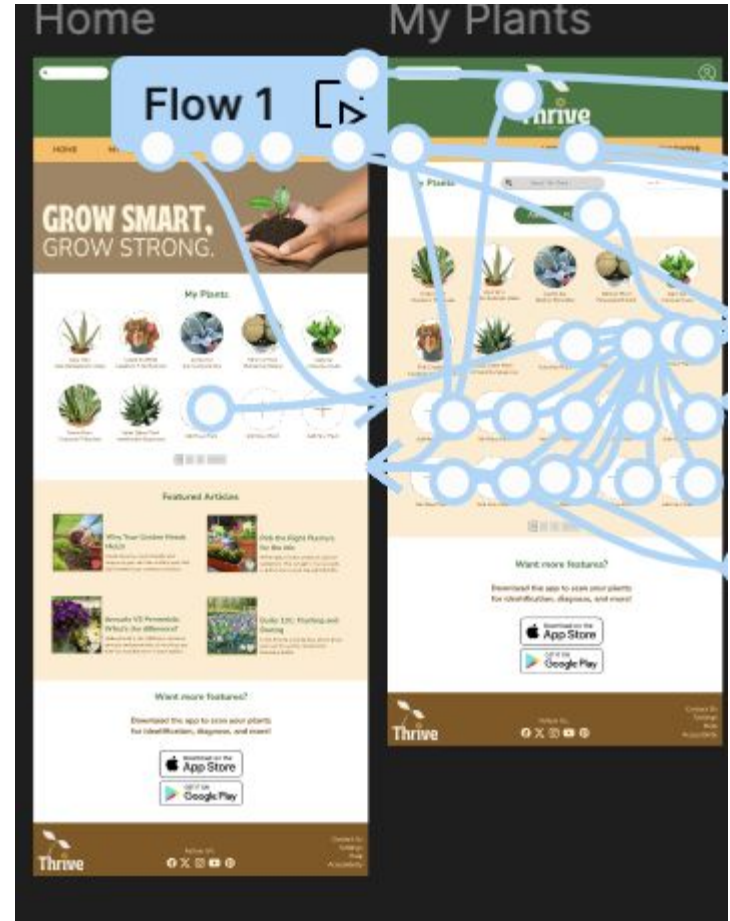


# High-fidelity prototype

[Web Prototype](#)

[iPad Prototype](#)

[iPhone Prototype](#)





# Accessibility considerations

1

I used an accessibility site to make sure my color choices passed WCAG standards

2

I used an accessibility site to make sure my fonts passed WCAG standards

3

I used different layouts and groupings to help screen reader navigate the sites appropriately.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

I believe this application will help people easily and successfully garden. It has features that are not combined on any one application at the moment and I believe it will be highly successful.



## What I learned:

Working with components and variants. I found that spending more time in the beginning setting it all up was a time saved while working.

# Next steps

1

I would like to develop the app version on this for phones and tablets.

2

I would like to add reminders to the app that will send the user push notifications.

I can add email notification for web version users.

3

I would like to add the ability to scan a plant to add to “My Plants” and to diagnose any issues. This would be on the app version only.

# Let's connect!



Thank you for traversing this journey with me. Please contact me for more information or to collaborate on projects!

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