Parna
Keeps Your Plants Alive
Design by
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Problem statement

People love to have gardens or atleast bunch of plants at their house. But it's not so easy to remember when to water each plant when there are various types. And it is difficult to manage the plants for some people as they travel most. Design a reminder app that solves the problems in these both cases and which helps to keep the plants alive.

Design process

Research	Analysis	Ideate & Concept	Design	Prototype
Context study	Use cases	Task flows	Wireframes	Micro and macro interactions with high fidelity mocks
(Existing plant apps, blogs)	Features matrix	Design principles	Mockups	
User persona		Moodboard		
Competitive analysis				
(Plantr, My Jungle, Vera etc.,)				
Design research				

Research

User persona 1

Jenny, 30 y/o

Sales manager at Notion. She has a 8 y/o kid, goes to school. She is tech savvy.

Background

In a typical day, Jenny wakes up in the morning around 7 am, cooks breakfast and leaves to work around 8am. She comebacks to home by 6pm after a day long work. She is connected emotionally with plants, loves to grow plants and spend time in greenery to get relaxed.

Frustrations

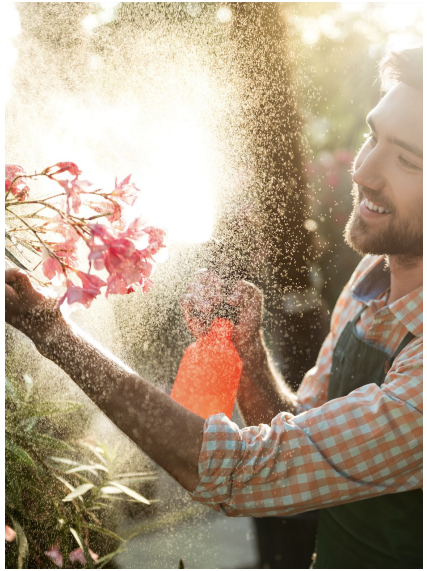
- She doesn't remember which plants require the high amount of water and which require low as she has different plants in different rooms.
- Sometimes forgets to water the plant.
- She doesn't have time to monitor the amount of water.

Goals

- She wants to water the plants based on the timing.
- She wants to know how much water to the plant and how often.

Research

User persona 2



Harry, 28 y/o

Full stack developer at Invision ltd. He is single and stays in a gated community.

Background

Being a tech savvy he uses mobile apps and internet for everything. He is new to plants and likes to grow plants in his apartment. He likes to travels whenever he gets free time or holidays.

Experiences and Frustrations

- He always uses Google to know more about the plants.
- He asks his neighbours to water the plants when he plans to travel. They failed to water the plants as they too have busy schedules.

Goals

- He doesn't remember which plants are watered recently.
- He wants to know more about the plants.
- He wants to find the other resources to water the plants.

Research

Competitive analysis

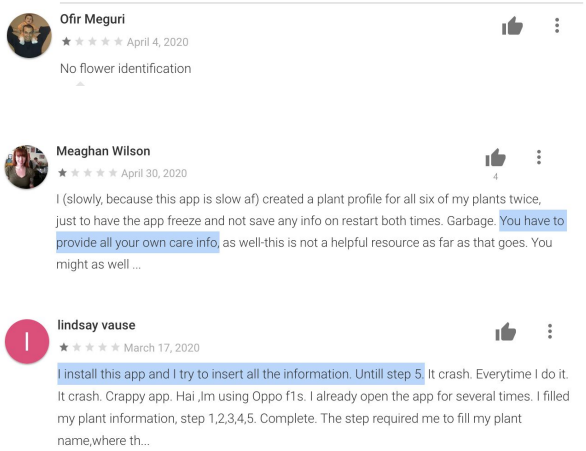
I looked at some apps in the Play Store, noticed the following apps which are closer to solve the given problems. I compared the features and functionality of those apps. Available reminder apps: Vera, Plant Care Reminder, Waterbot, and Plantr. Other apps: Graden manager,

	Vera	Plant Care Reminder	Waterbot	Plantr
Reminder	✔	✔	✔	✔
Plant identification	✘	✘	✘	✘
Community	✘	✘	✘	✘
Plants need attention	✔	✔	✘	✔

Research

Play store reviews

Vera



Ofir Meguri
★ April 4, 2020

No flower identification

Meaghan Wilson
★ April 30, 2020

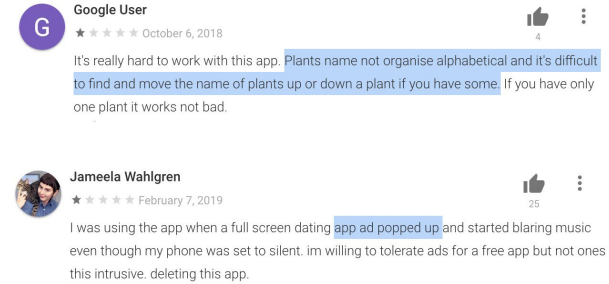
4

I (slowly, because this app is slow af) created a plant profile for all six of my plants twice, just to have the app freeze and not save any info on restart both times. Garbage. You have to provide all your own care info, as well-this is not a helpful resource as far as that goes. You might as well ...

lindsay vause
★ March 17, 2020

I install this app and I try to insert all the information. Untill step 5. It crash. Everytime I do it. It crash. Crappy app. Hai ,Im using Oppo f1s. I already open the app for several times. I filled my plant information, step 1,2,3,4,5. Complete. The step required me to fill my plant name,where th...

Plant Care reminder



Google User
★ October 6, 2018

4

It's really hard to work with this app. Plants name not organise alphabetical and it's difficult to find and move the name of plants up or down a plant if you have some. If you have only one plant it works not bad.

Jameela Wahlgren
★ February 7, 2019

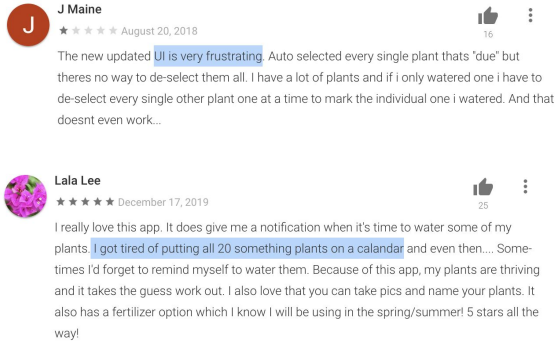
25

I was using the app when a full screen dating app ad popped up and started blaring music even though my phone was set to silent. im willing to tolerate ads for a free app but not ones this intrusive. deleting this app.

Research

Play store reviews

Waterbot



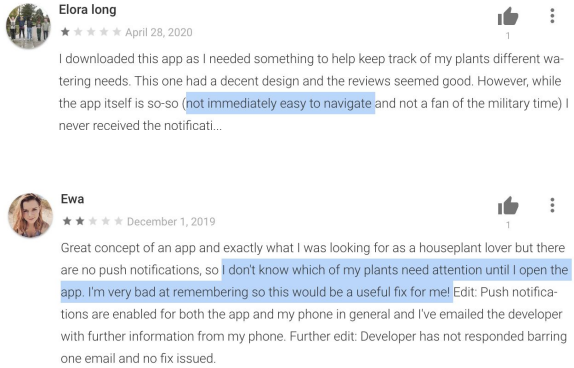
J Maine
★☆☆☆☆ August 20, 2018
16

The new updated UI is very frustrating. Auto selected every single plant thats "due" but theres no way to de-select them all. I have a lot of plants and if i only watered one i have to de-select every single other plant one at a time to mark the individual one i watered. And that doesnt even work...

Lala Lee
★★★★★ December 17, 2019
25

I really love this app. It does give me a notification when it's time to water some of my plants. I got tired of putting all 20 something plants on a calandar and even then.... Sometimes I'd forget to remind myself to water them. Because of this app, my plants are thriving and it takes the guess work out. I also love that you can take pics and name your plants. It also has a fertilizer option which I know I will be using in the spring/summer! 5 stars all the way!

Plantr



Elora long
★☆☆☆☆ April 28, 2020
1

I downloaded this app as I needed something to help keep track of my plants different watering needs. This one had a decent design and the reviews seemed good. However, while the app itself is so-so (not immediately easy to navigate and not a fan of the military time) I never received the notificati...

Ewa
★★☆☆☆ December 1, 2019
1

Great concept of an app and exactly what I was looking for as a houseplant lover but there are no push notifications, so I don't know which of my plants need attention until I open the app. I'm very bad at remembering so this would be a useful fix for me! Edit: Push notifications are enabled for both the app and my phone in general and I've emailed the developer with further information from my phone. Further edit: Developer has not responded barring one email and no fix issued.

Analysis

Use cases

I forget to water the plants in my busy day schedules.

I travel most often and I've the community to seek help.

I have plants in different in rooms.

I've various type of plants. Don't have enough knowledge to take care of them.

I don't know all the plant names and basic info.

I've 25-30 plants to manage at home.

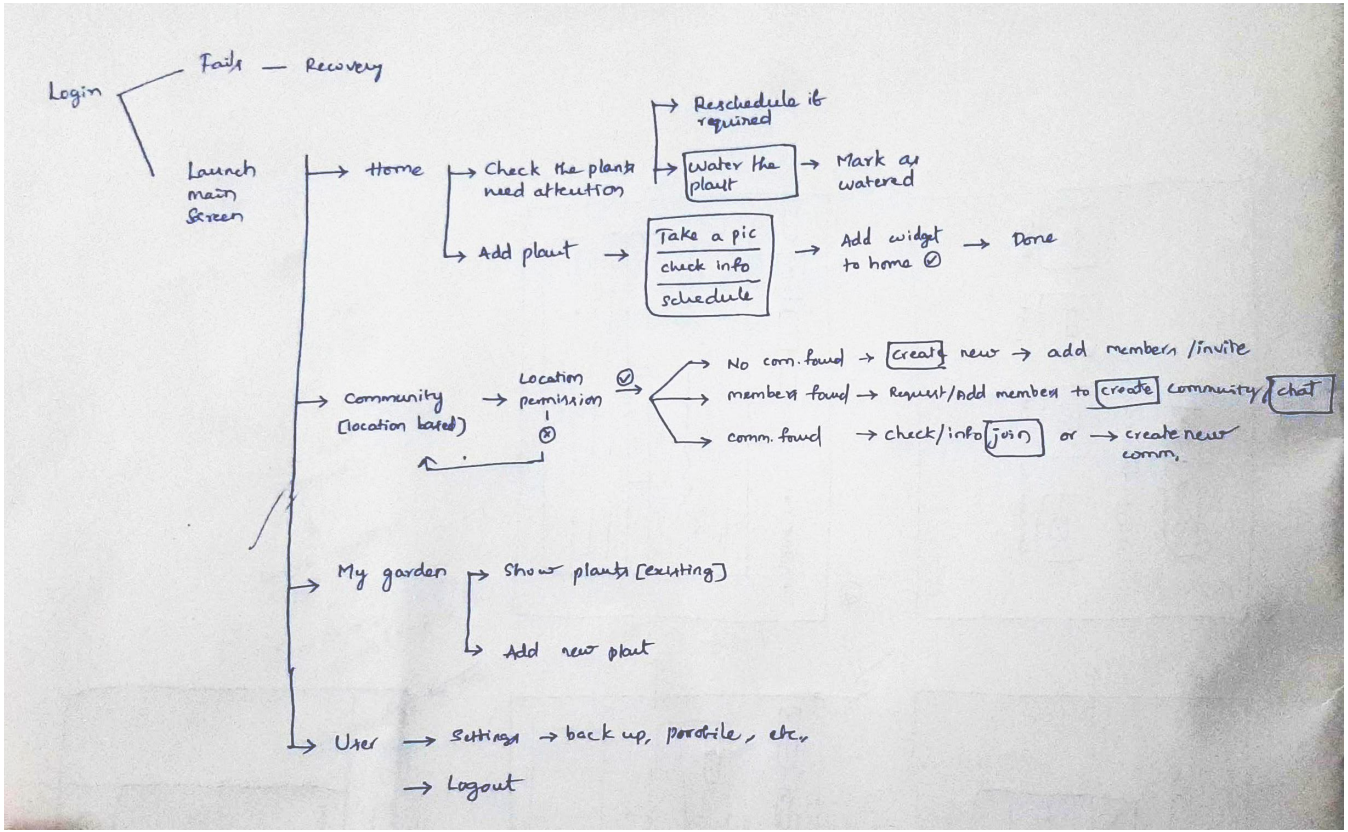
Analysis

Features matrix

Must have	Good to have	Scope
Add new plant	Room-wise plants	Fertilize
Plant identification	Plants - wiki	Prune
Reminder (Notifications)	Data backup	Smart plants (IoT integration)
Custom schedule	Watered history	Sunlight tracker
Community	Calendar (show scheduled days)	

Ideate & Concept

Task flow



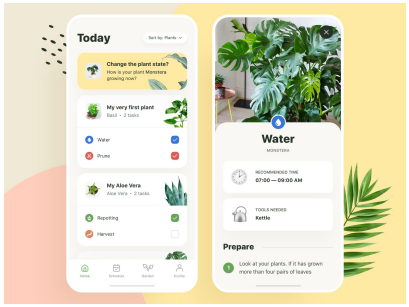
Ideate & Concept

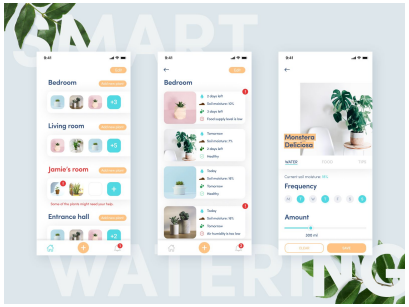
Design principles

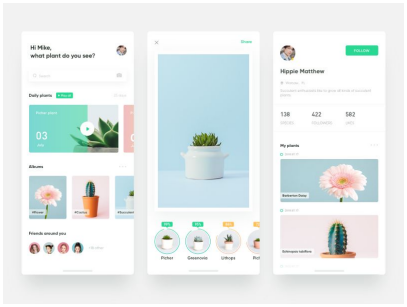
- Minimalistic
- Straight & required information
- Easy to use interactions

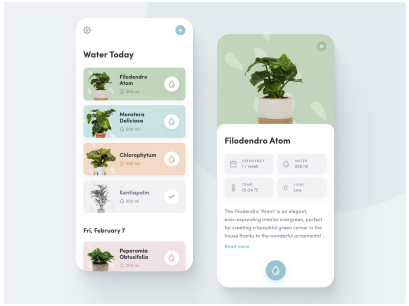
Ideate & Concept

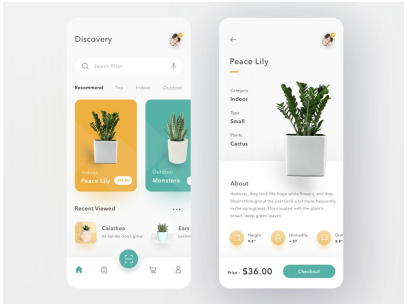
Moodboard & Inspiration

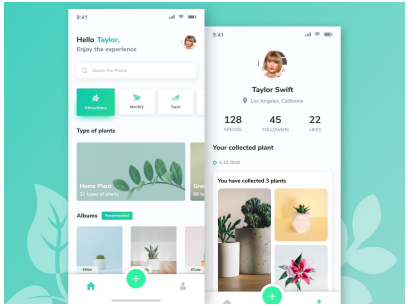


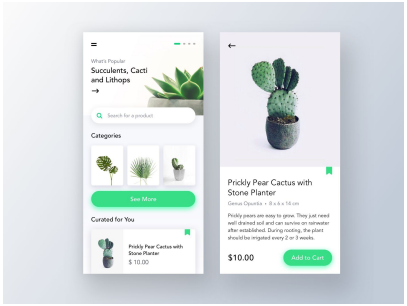








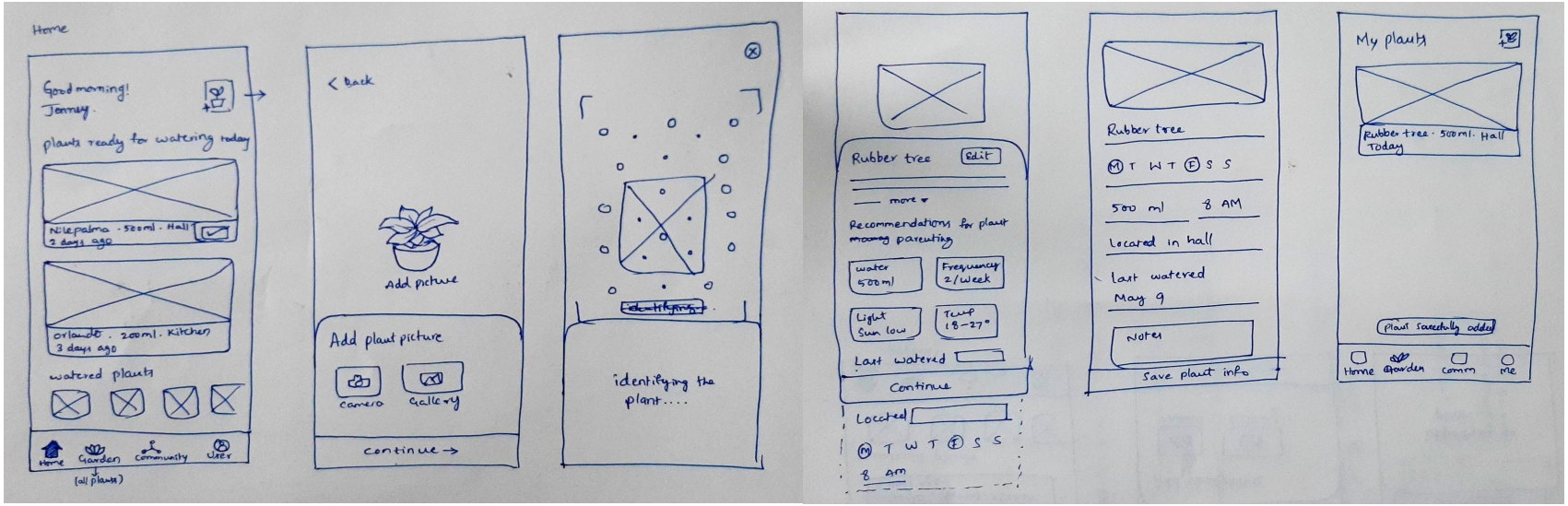




Design

Wireframes

Add a plant flow



Home screen

Add plant

Capturing & identifying the plant

Identified plant details & recommended water schedule

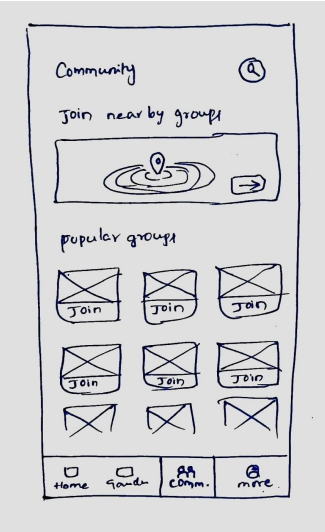
Schedule editing

Added plant will show up in Garden (My plants) screen

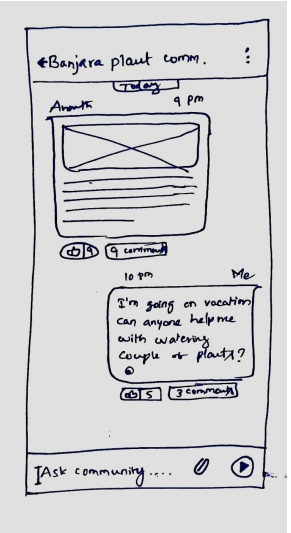
Design

Wireframes

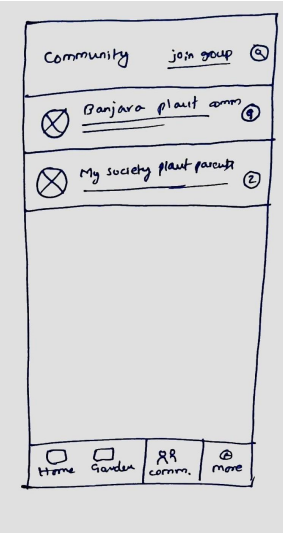
Add a plant flow



When user is not part of any groups.
User can join nearby groups or existing groups. Nearby groups will helpful in participating the activities and getting help from the members.



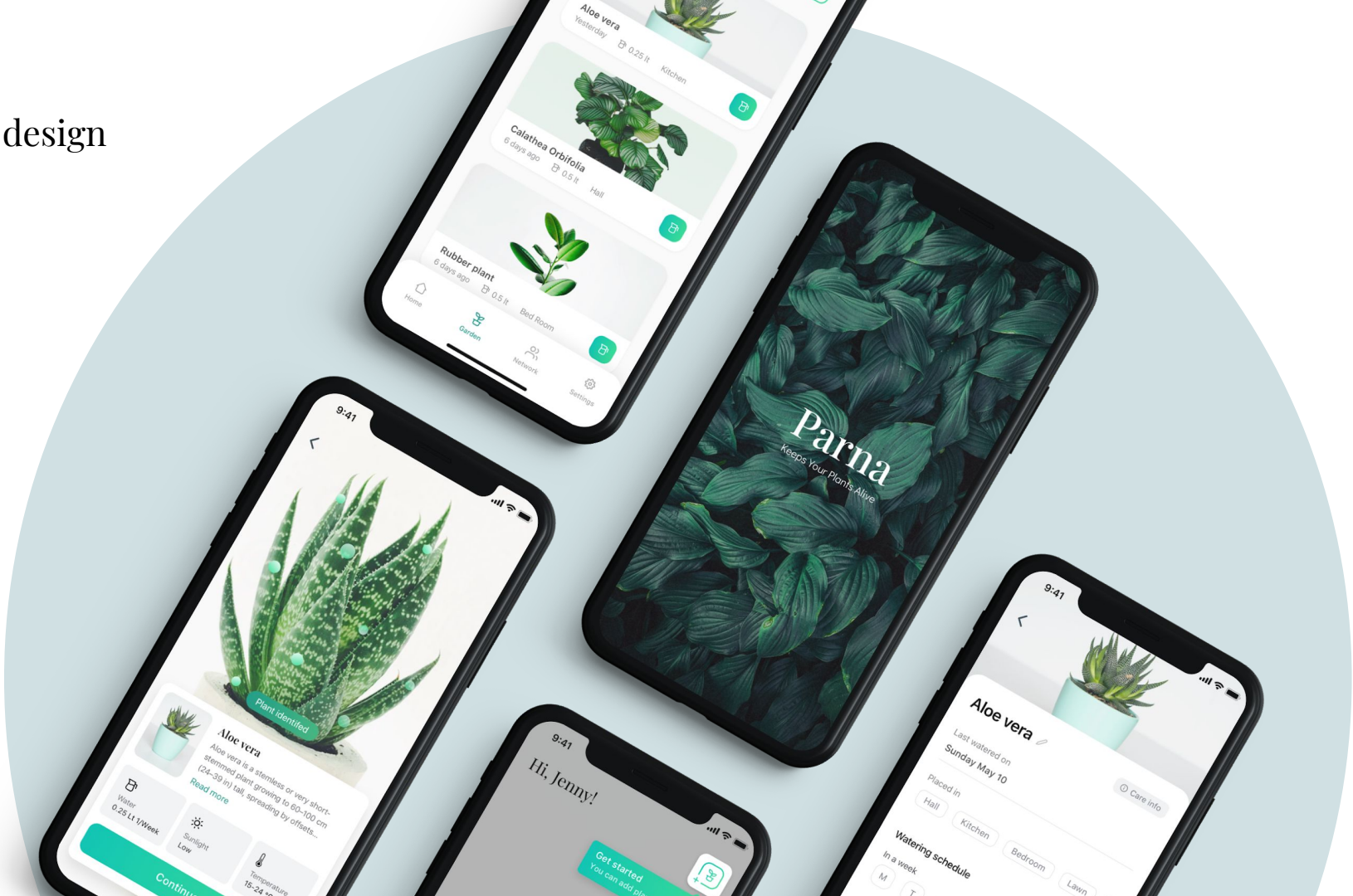
Chat kind of interface will be perceived as more personalized **inside the group.**



Community screen displays the list of groups in those **user joined.**

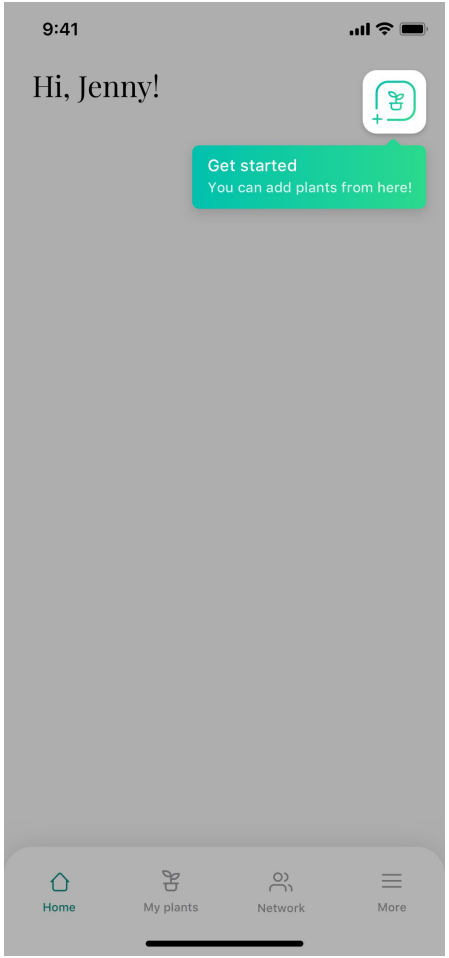
Design

Visual design



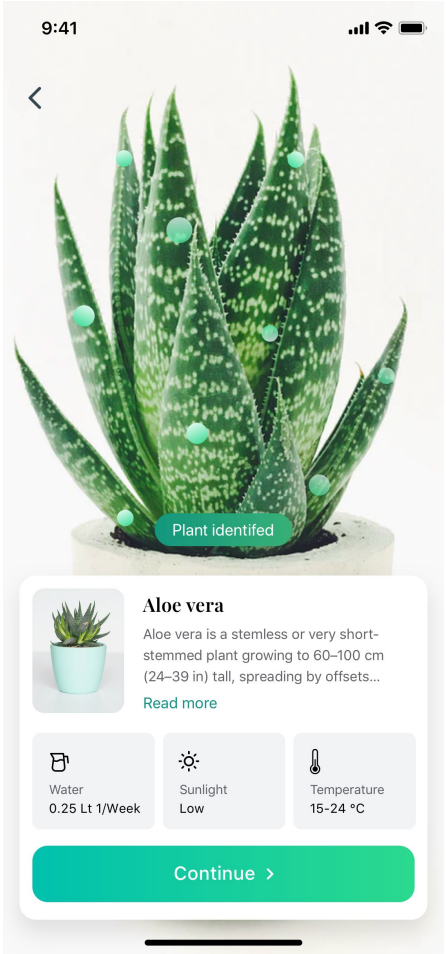
Splash screen

Parna - means greenery in Sanskrit



Add a plant

User can add the plants from both home screen and my plants.

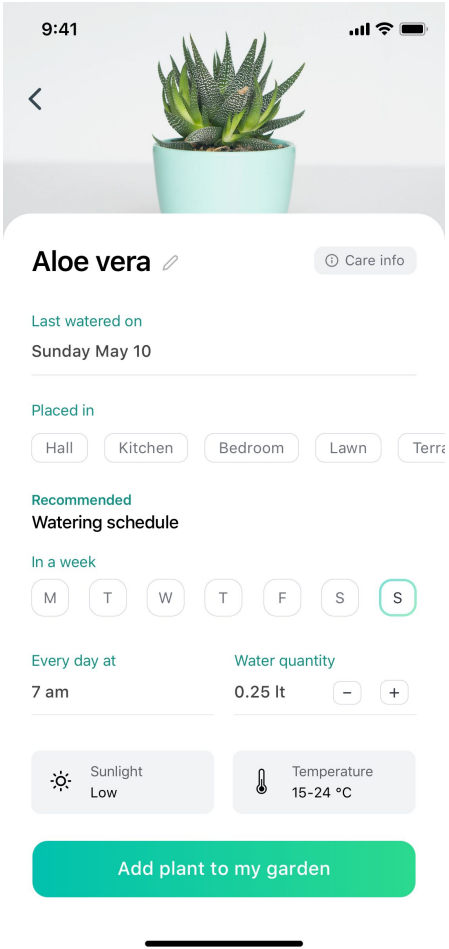


Plant identification

Solving

- I'm new to plants.
- I've various type of plants. Don't have enough knowledge to take care of them.
- I want to know more about the plants.

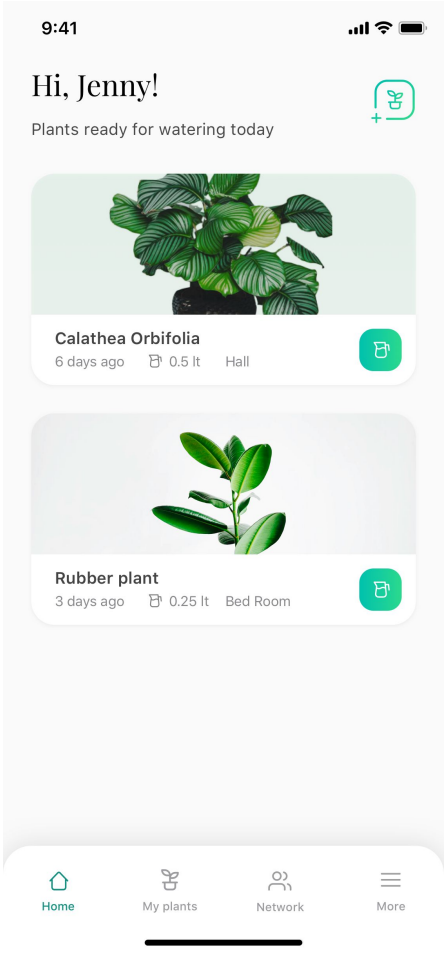
- Too many steps to add a plant in the existing apps.

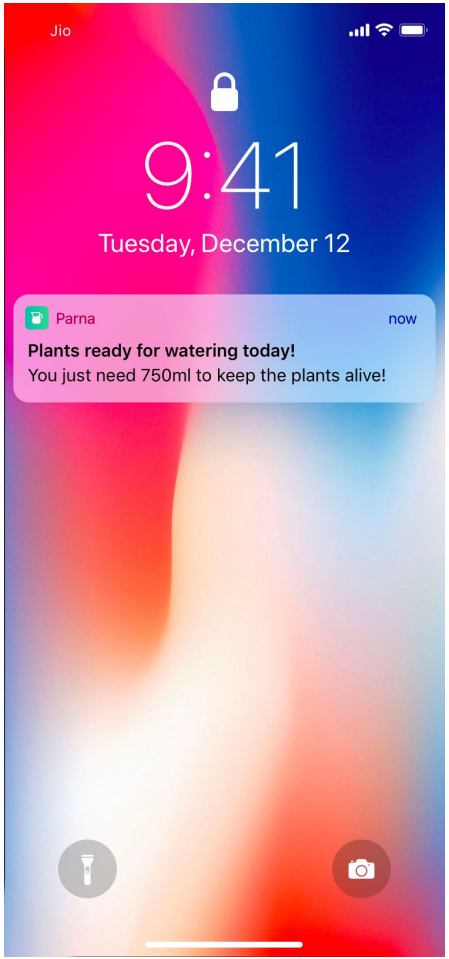


Watering recommendation

Solving

- I want to water the plants based on the timing.
- I want to know how much to water/ how often.
- I don’t have enough knowledge to take care of them.

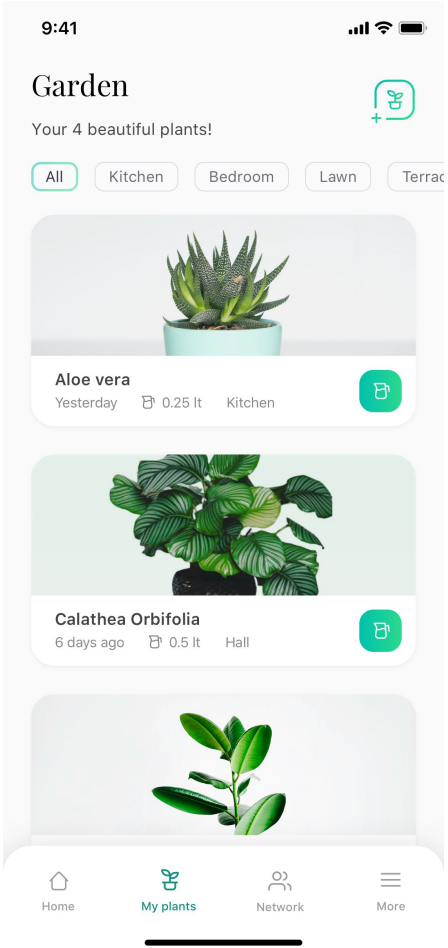




Everyday's reminder

Solving

- I want to water the plants based on the timing.
- I want to know how much to water/ how often.



Plants catalogue

Solving

- I have plants in different in rooms.
- I've 25-30 plants to manage at home.

Design

Prototype

https://youtu.be/qQKr8wLz6tE

Thank you