

Smart City

Urban Garden

(The name could change later)

Problem

Although a majority of people have their own backyards, terraces, patios and private gardens, these spaces are rarely planned and efficiently managed and have a huge potential to be transformed into sustainable gardens that would in turn contribute to a sustainable city.

Vision

1. To build a digital platform that enables gardeners (amateurs and veterans) plan and efficiently manage their private gardens and open spaces.
2. To urge and educate people to build self sustainable spaces within their own homes and gardens.
3. Help build communities that are environment friendly.
4. Help build private spaces that are renewable-energy focused - rain water harvesting, solar energy, water recycle, etc.

Target Audience

1. Urban gardeners, from amateurs to veterans.
2. People who are passionate about urban gardening but don't know where to start.
3. Those looking to nurture a sustainable lifestyle (partly growing their own food).



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Urban Garden

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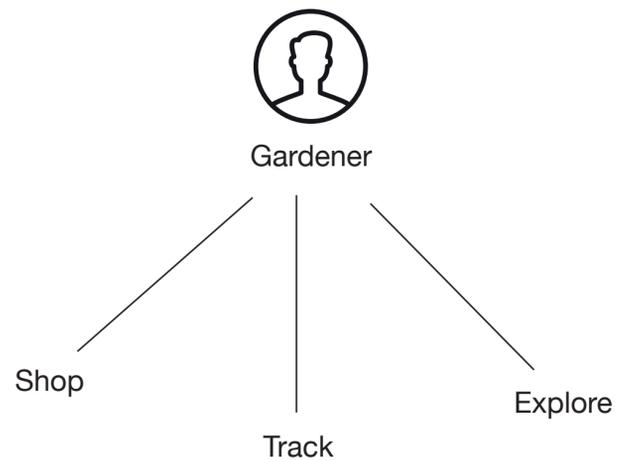
Vision

To help build creative sustainable indoor and outdoor garden spaces and shift the monotony of urban spaces to an ever changing renewable environment that inspires a 'Cleaner Living'.

Concept

A digital platform

- That helps you to plan, grow and track one's garden crops right from sowing to the harvest.
- To educate, inspire and encourage urban gardening.
- That let's you trade or exchange your harvest within the community thereby making it self-sustainable.
- That allows you to share your gardening expertise and inspire other gardeners with their own journeys.



Shop

For amateur gardeners

For beginners, there are curated subscription boxes that come with seeds of plants suited for that time of the year. Eg. Winter Box

For veteran gardeners

Veterans can shop individual seeds and gardening equipment that are sourced from nurseries and other sustainable garden spaces

Track

For amateur gardeners

Just buy a subscription box and be guided step by step to growing and managing your own garden space within weeks. Exactly the 'push' a beginner needs to get into gardening.

For veteran gardeners

Veterans can add their current plants to their 'My Plants' and track and manage their growth progress. They also get to learn about their biological significance, medicinal uses and so on, thereby deepening their gardening knowledge. Veterans can also trade, donate or gift their harvest within the community.

Explore

For amateur gardeners

Just buy a subscription box and be guided step by step to growing and managing your own garden space within weeks. Exactly the 'push' a beginner needs to get into gardening.

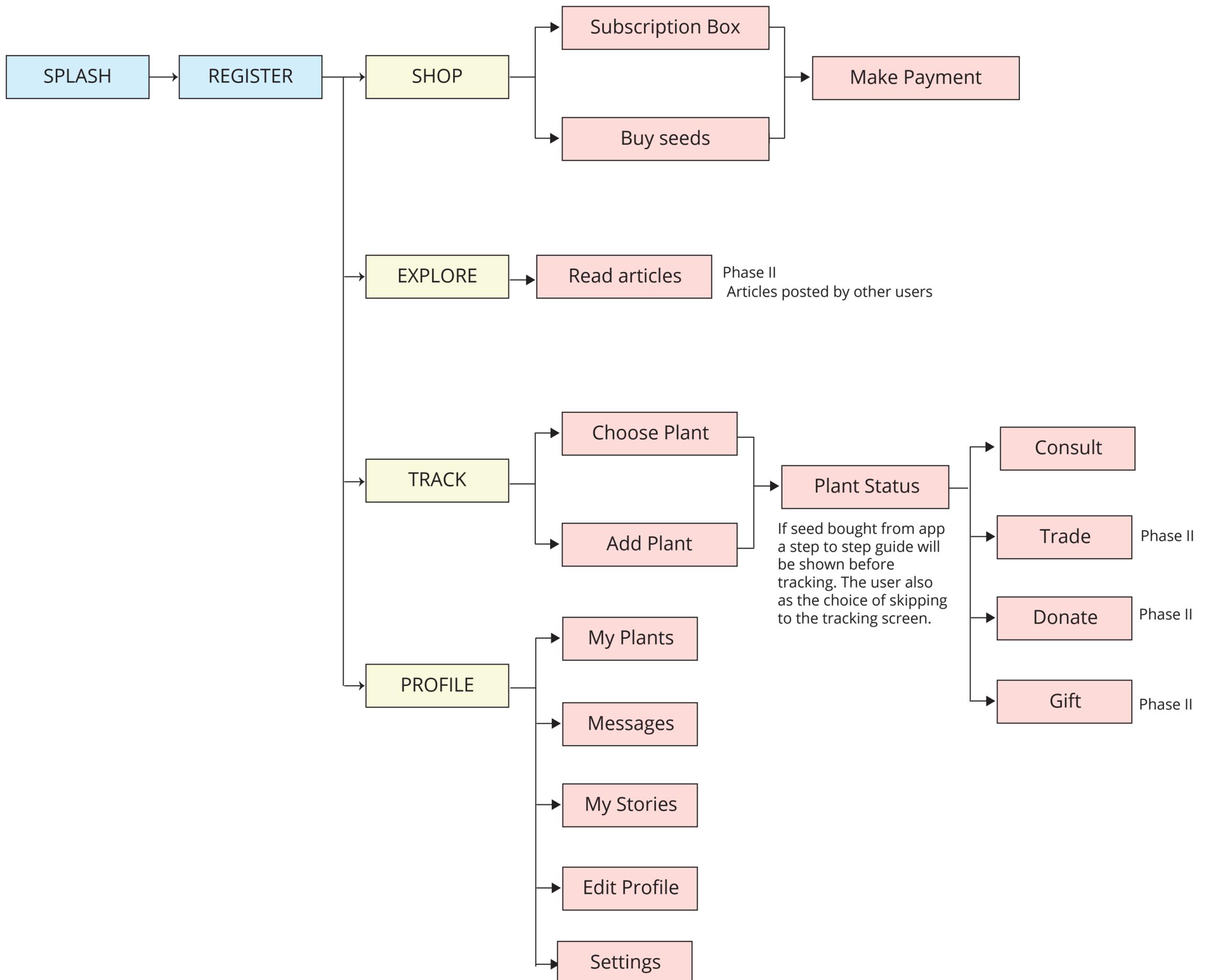
For veteran gardeners

Veterans can share their expertise and mentor fellow amateur gardeners with their garden spaces. They can also share their journeys and insights with fellow gardeners.

Evolution of Urban Garden

- Veteran gardeners could potentially consult and design indoor and outdoor garden spaces.
- Trade, donate and gift crops sourced from garden spaces.
- Collaborate with other gardeners to collectively produce and trade crops.
- Gardening tools ideated by gardeners of the community.
- Potentially convert any space into an eco conscious and eco friendly space.
- Meet the kitchen needs of a community or workspace.

Sitemap-information Architecture



Persona 1- Amatuer Gardner

Alison Morris

25 years, HR at HSBC Bank.

Background

Alison works as a HR at HSBC. She lives by herself in her cozy little apartment. She's interested in turning her apartment and patio into a homely place by growing plants. She doesn't know where and how to start although she has saved a few ideas from pinterest and tumblr which she feels are a little expensive for her pocket.

Goals

1. To start & maintain a low budget garden.
2. A step by step guide of how to sow and manage plants
3. Find ideas that work!
4. To share her experience with friends & families.

Attitudes

1. Very busy
2. Organised
3. Enthusiastic

Pain Points

1. Has a small apartment and patio.
2. Cannot decide on what and where to buy from.
3. None of her friends know about urban gardening.
4. Is required to prioritize and follow too many resources for the entire procedure from sowing to harvest.



Persona 2- Veteran Gardner

Marry Dunhill

45 years, Housewife

Background

Mary lives with her family and her well maintained garden consists of beautiful flowers. She's planning on expanding her garden to accommodate more different kinds. She thinks growing on her own is hard because the weather in the UK is very unpredictable and can't seem to find good resources to refer to.

Goals

1. To easily manage and maintain her flowers.
2. To find reliable resources to sow vegetable plants.
3. To be notified when the weather changes.
4. Share the flowers from her harvest with others.
5. To share her knowledge with other gardeners who grow flowers.

Attitudes

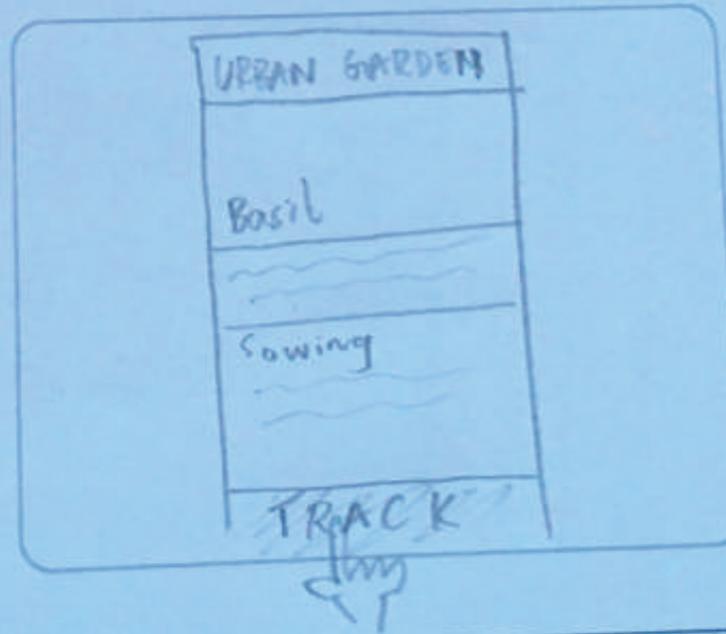
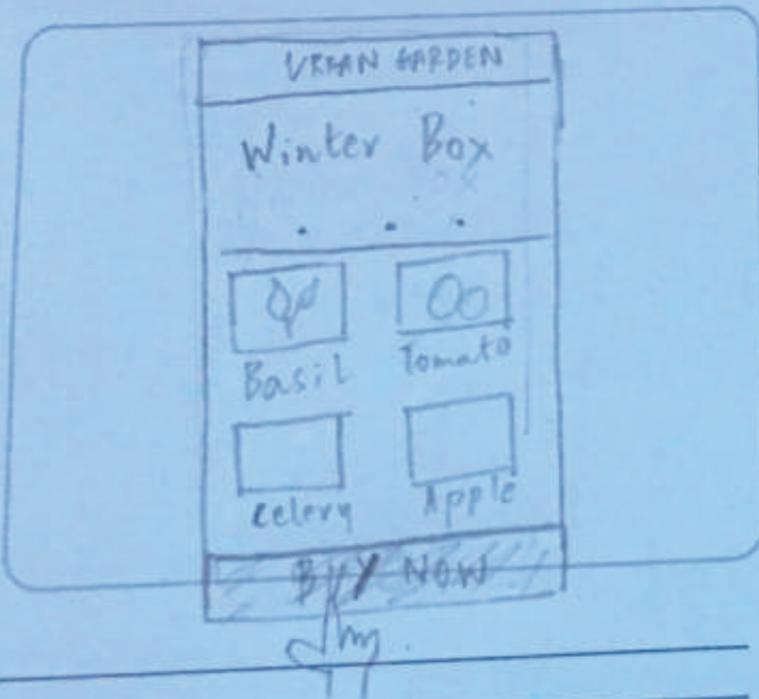
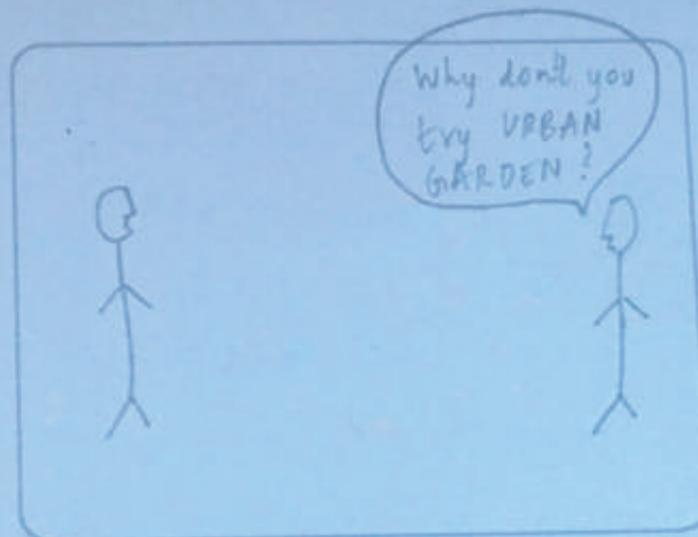
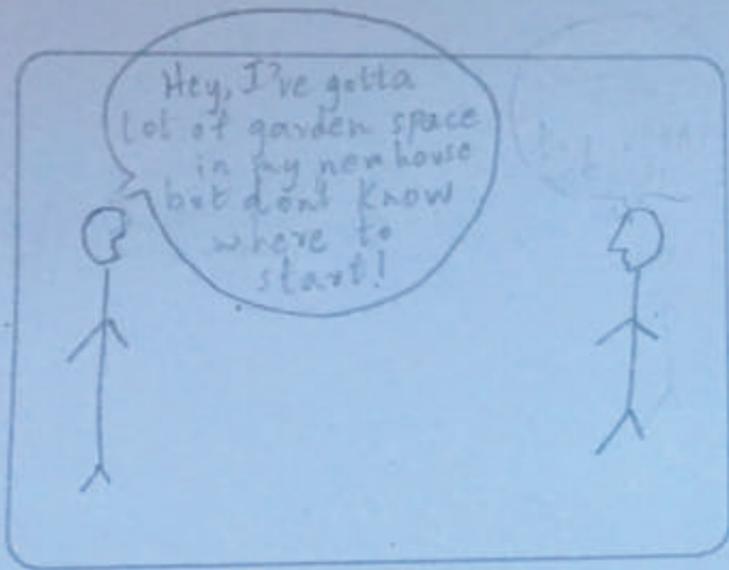
1. Friendly
2. Organised
3. Patient and punctual

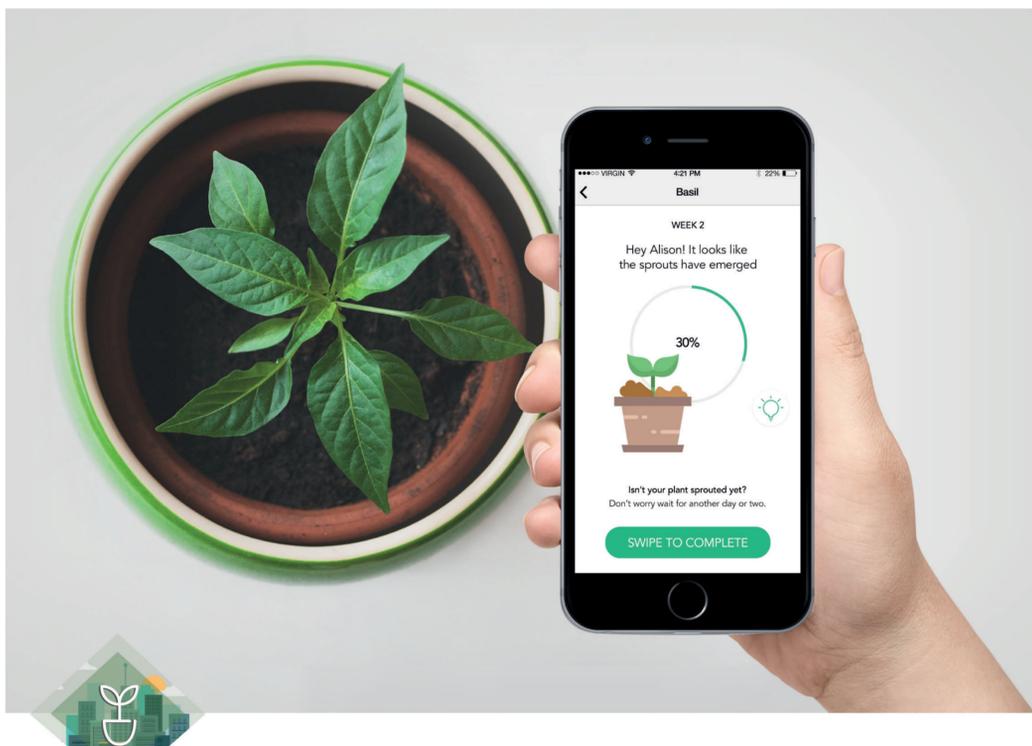
Pain Points

1. Finds it hard to keep a track of the flowering periods and flower maintenance tasks.
2. Online information is often confusing and overwhelming at times.
3. Worried about ending up with a lot of unplanned produce.



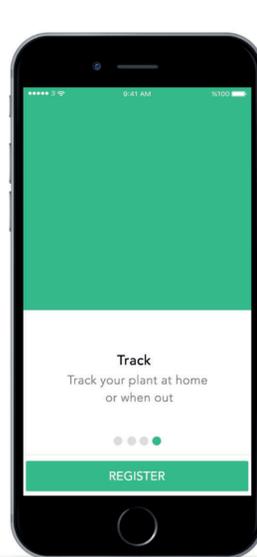
URBAN GARDEN Title: STORYBOARD	Scene		Seq.	
	Dir.		DP	





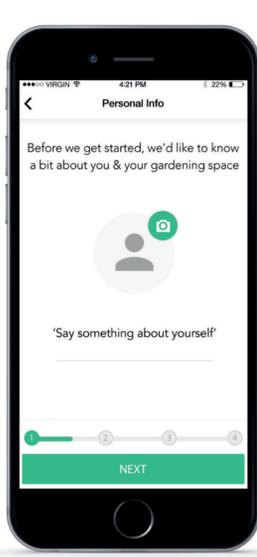
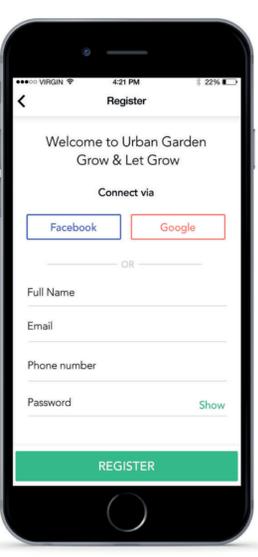
Loading screen

Splash screen



Register

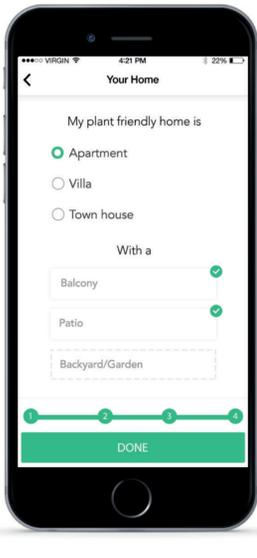
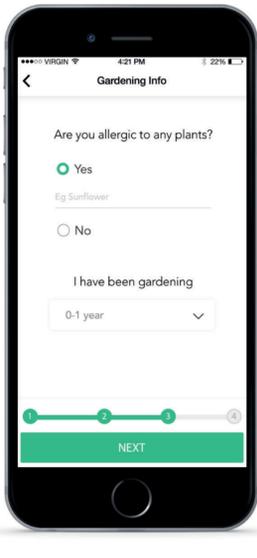
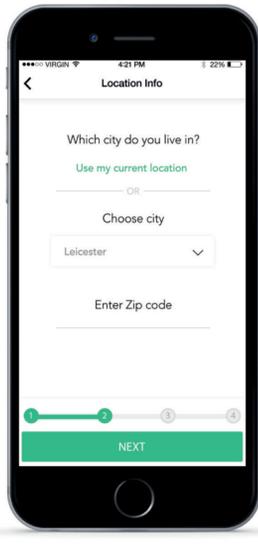
On boarding -1



On boarding -2

On boarding -3

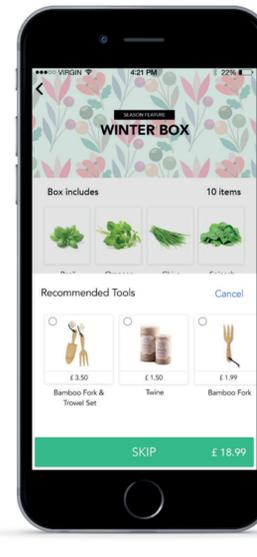
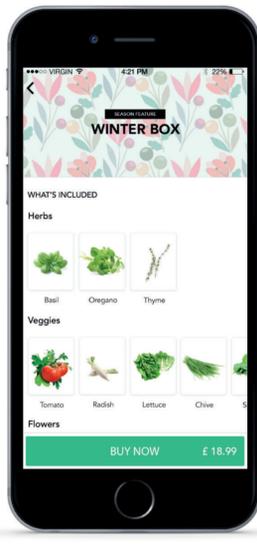
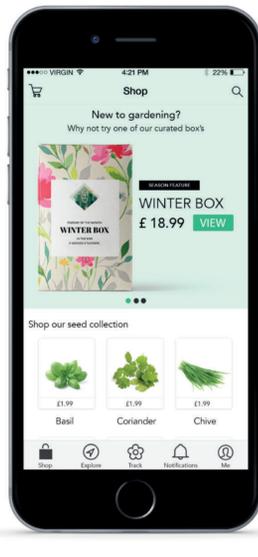
On boarding -4



Shop

Winter Box Details

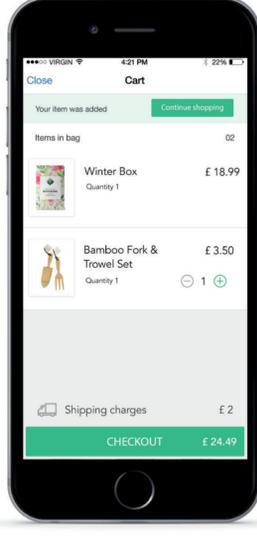
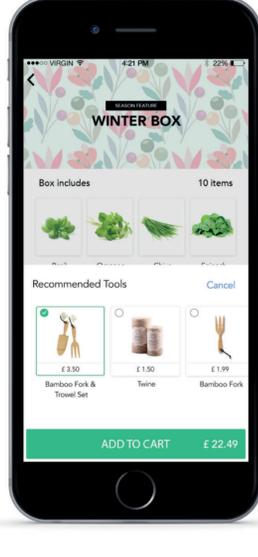
Recommended Tools



Select Recommended Tools

Add to cart

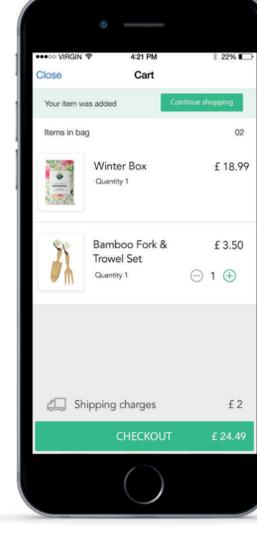
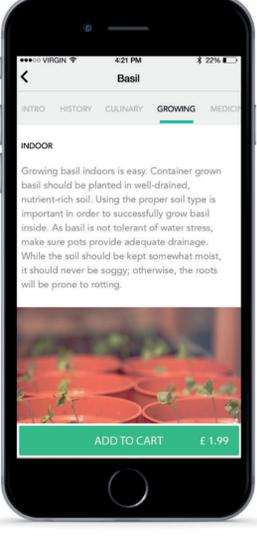
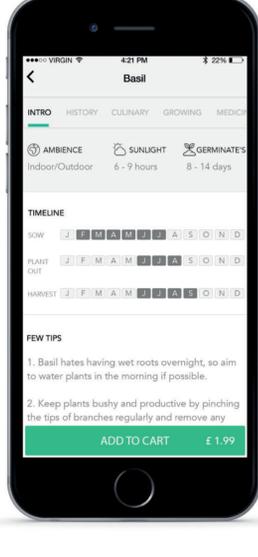
Seed Details



Seed Details-2

Seed Details-3

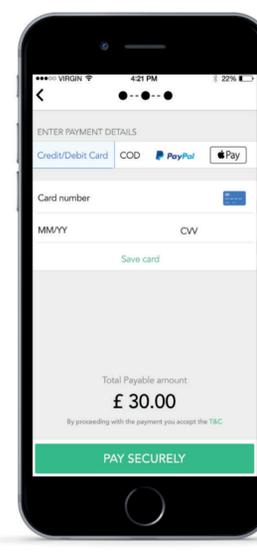
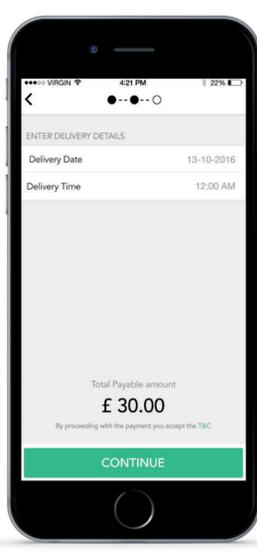
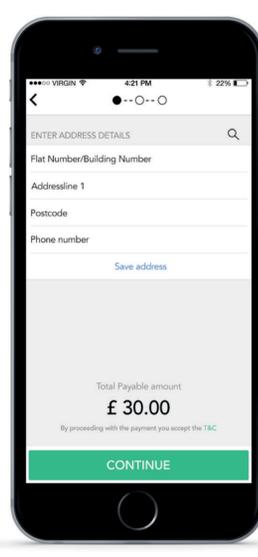
Add to cart



Checkout- Enter Address Details

Checkout- Enter Delivery Details

Checkout-Enter Payment Details



Payment Confirmation

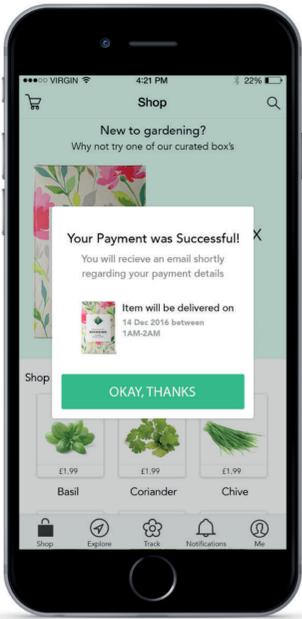
Returning User

My plants-Guide(1st time user)

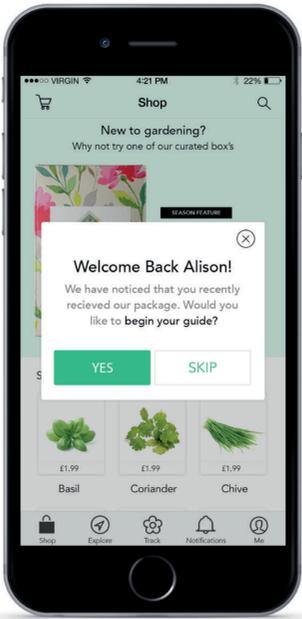


Device iOS 6s

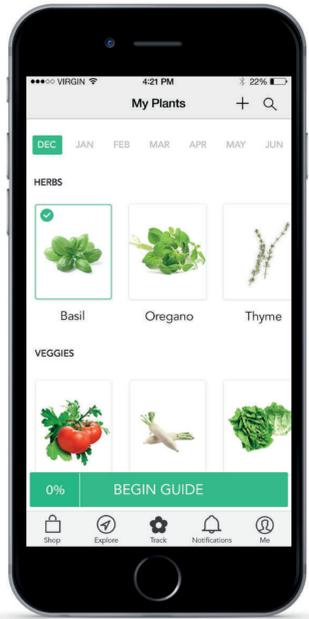
Payment Confirmation



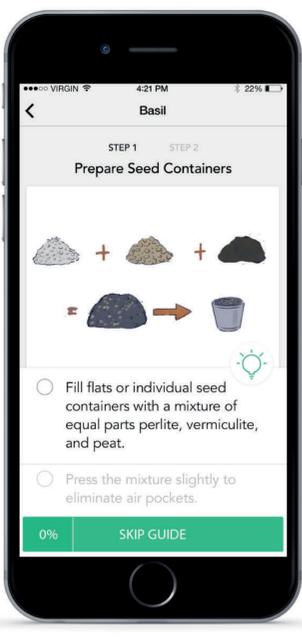
Returning User



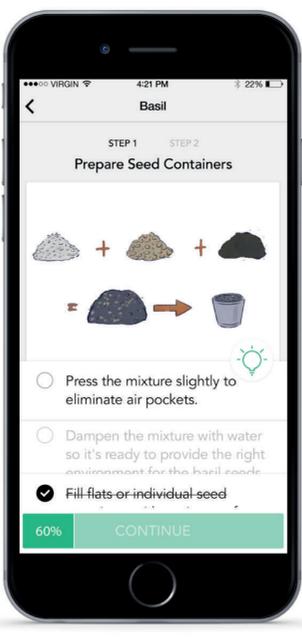
My plants-Guide(1st time user)



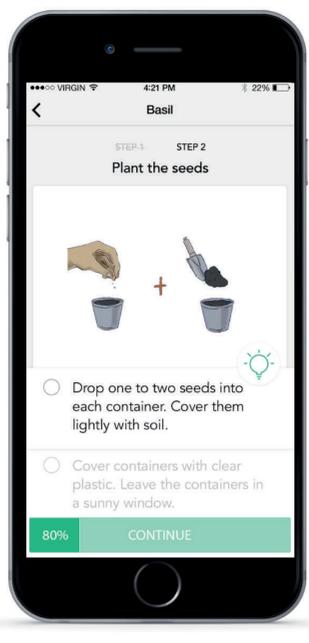
Guide Step 1



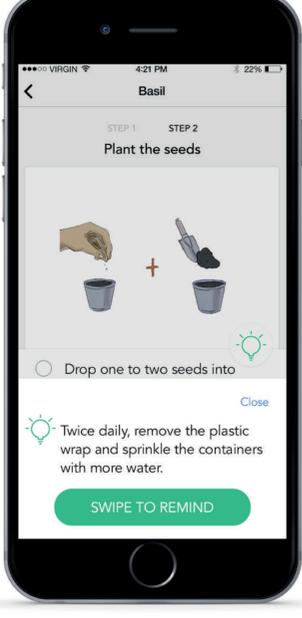
Task completed



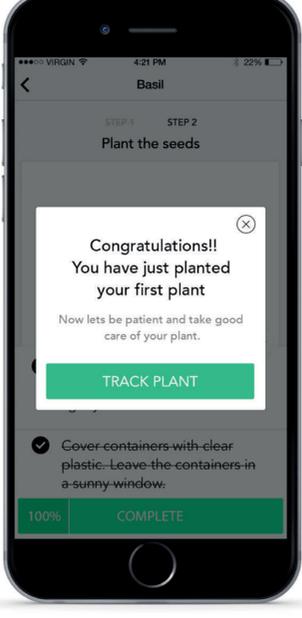
Guide Step 2



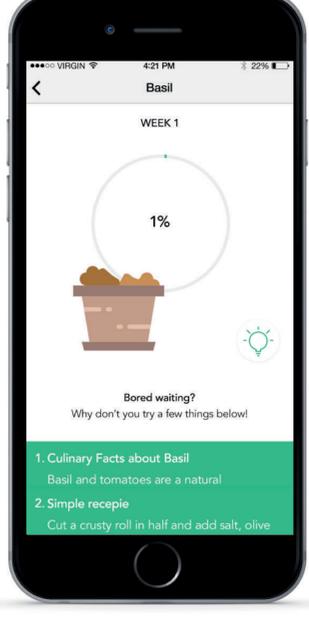
Tip pop over



Guide Success Pop up



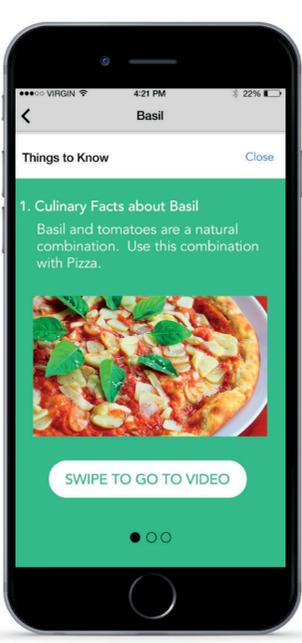
Track- Week 1



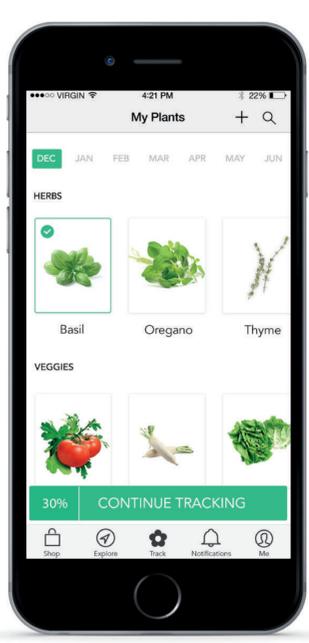
When scrolled up



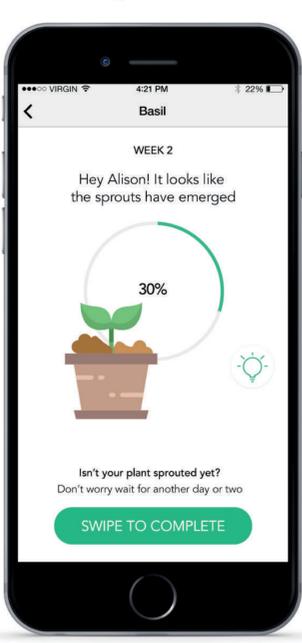
When tapped



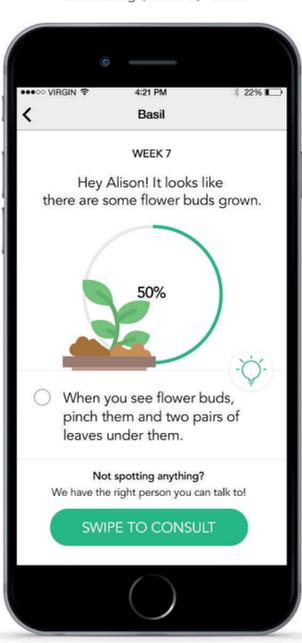
Returning (week 2)-Track



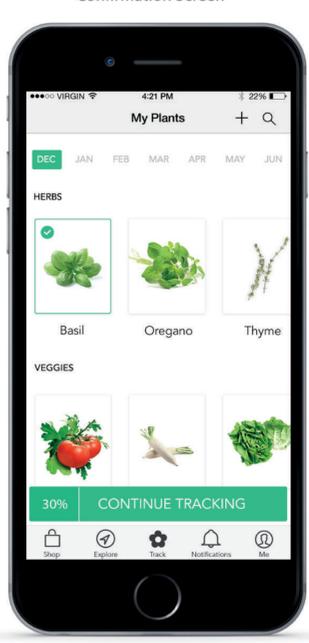
Returning (week 2)-Track



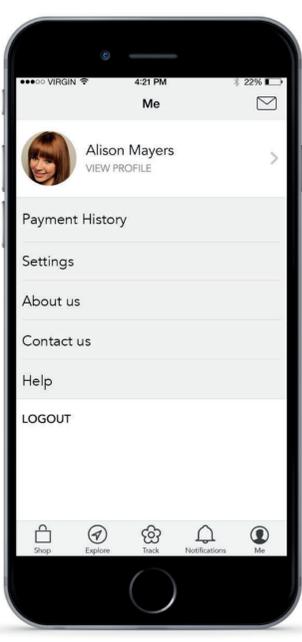
Returning (week 7)-Track



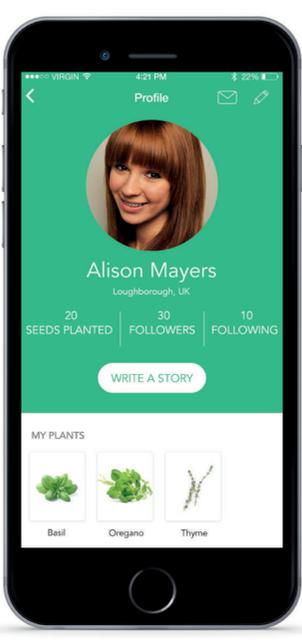
Confirmation Screen



Me Tab

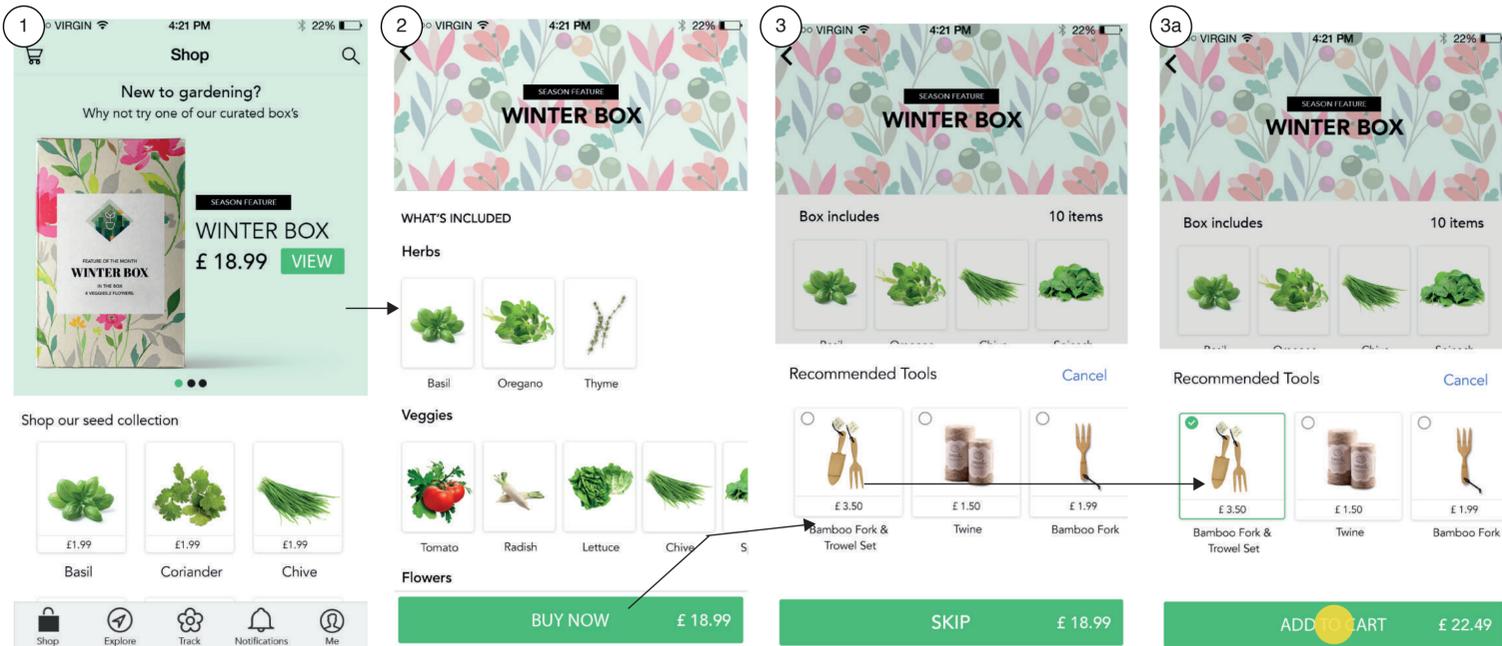


Me Tab- view profile



Device iOS 6s

1. User Shopping flow * Tap indication



1. Shop

After the onboarding screens the user lands on the shop screen where he can

- Browse through curated boxes. (specially for people who are new to gardening)
- Browse individuals seeds available.
- Browse other gardening tools

2. Box Details(Winter box)

- A list of all items included in the box is listed
- Tap on a seed to view its details.
- A scrollable section for the seeds

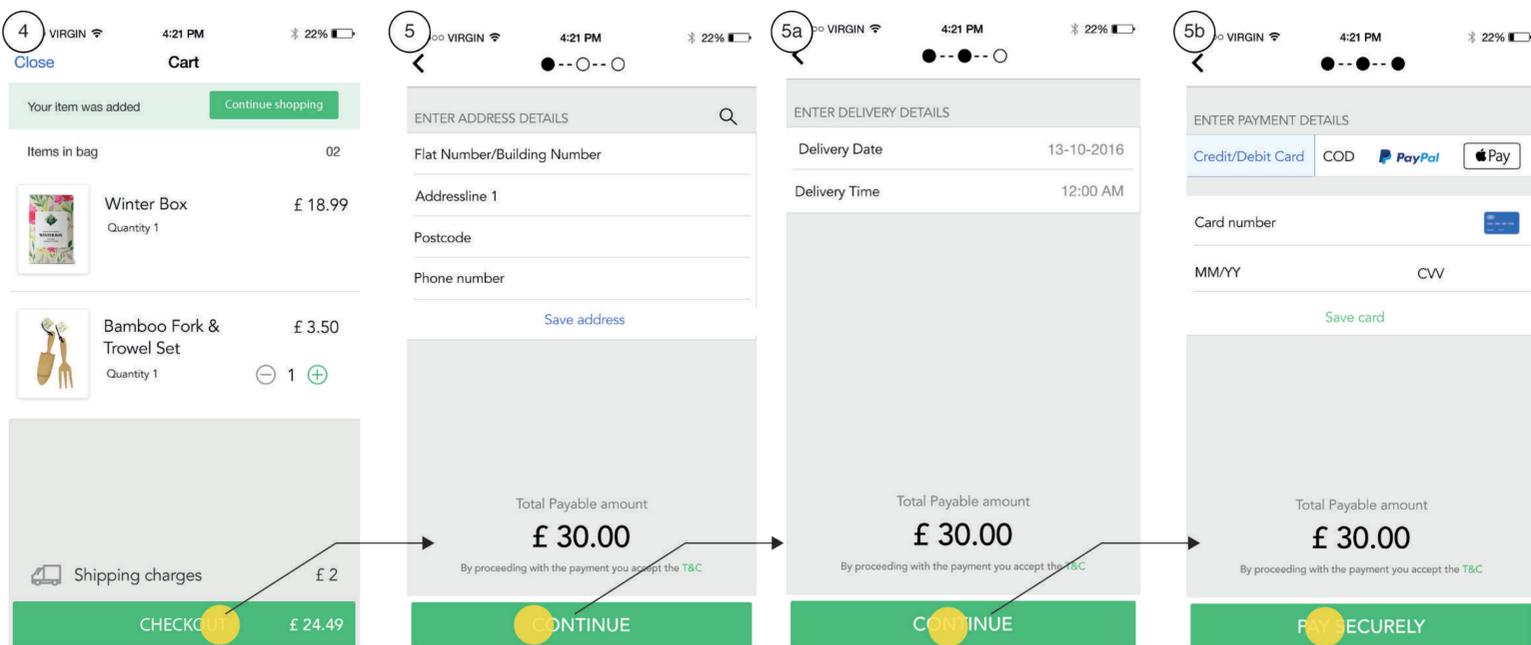
3. Recommended Tools

- A selection of gardening tools, these tools from third party vendors.
- These tools are made of only recycle material
- A carousel scroll to the right, shows a few more recommended items
- This step can also be skipped

3a. Recommended Tools

- When any of the item is selected the price gets updated.
- Tapping on the selected item, deselects the item & the price is updated again.

2. Checkout Flow * Tap indication



4. Add to cart

An itinerary of your shopping

- Quantity can only be added to tools and seeds.
- Introducing multiple purchases for box's in phase II

5. Checkout - Enter address details

Address details, delivery details and payment details are entered in this easy 3 step checkout process.

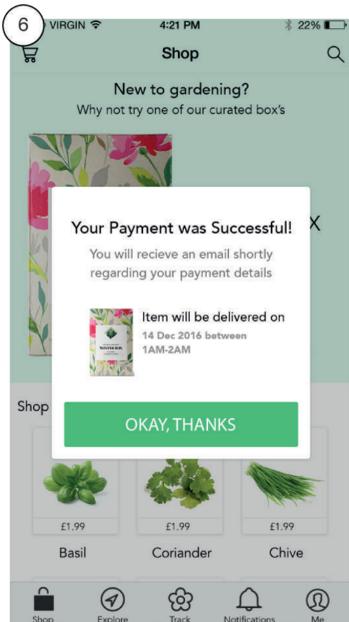
- Enter address manually
- Search address for faster checkout
- Save address for quicker checkouts next time.

5a. Checkout - Enter Delivery Details

Delivery details, such as when the product needs to be delivered if any preferred time, will be set to today's date by default

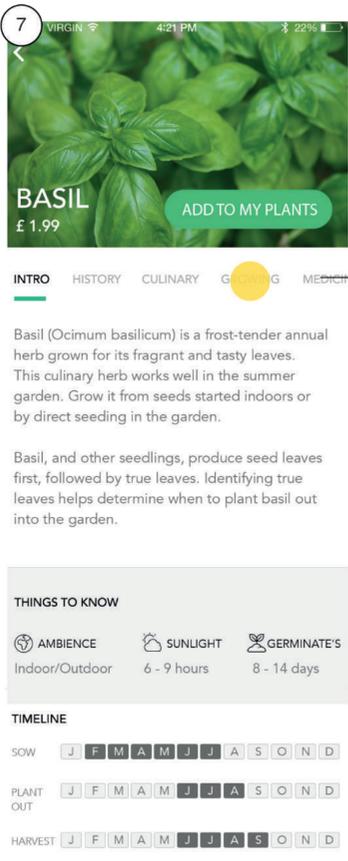
5b. Checkout - Enter Card Details

Choose a method to make payment, from credit card to cash on delivery.



6. Confirmation Screen

A screen to show that your payment was successful

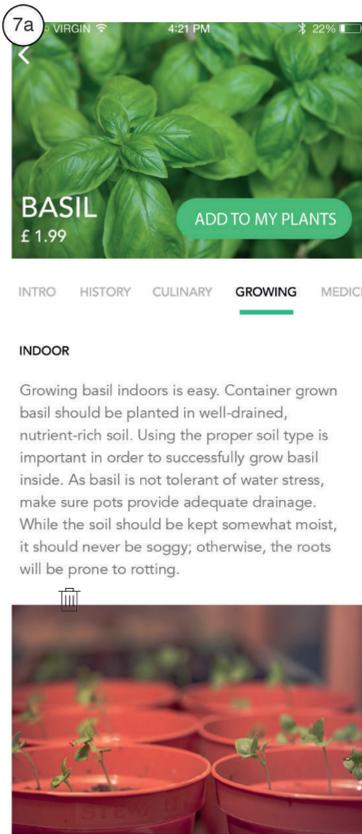


7. Detail screen of seed

Details about the seed from its history to its medicinal facts, know it all

Add to plants- Adds the seed to 'my plants' section in the tracking tab, this is for users who already have seeds planted and would still use the app to track

Add to cart remains as a sticky, when scrolling down it disappears and is back when scrolling top



Healthy pH levels are another important aspect of quality soil. You should check the pH levels of soil about once a month or every four to six weeks for optimal growth. Sufficient pH levels are usually between 6.0 and 7.5.

OUTDOOR

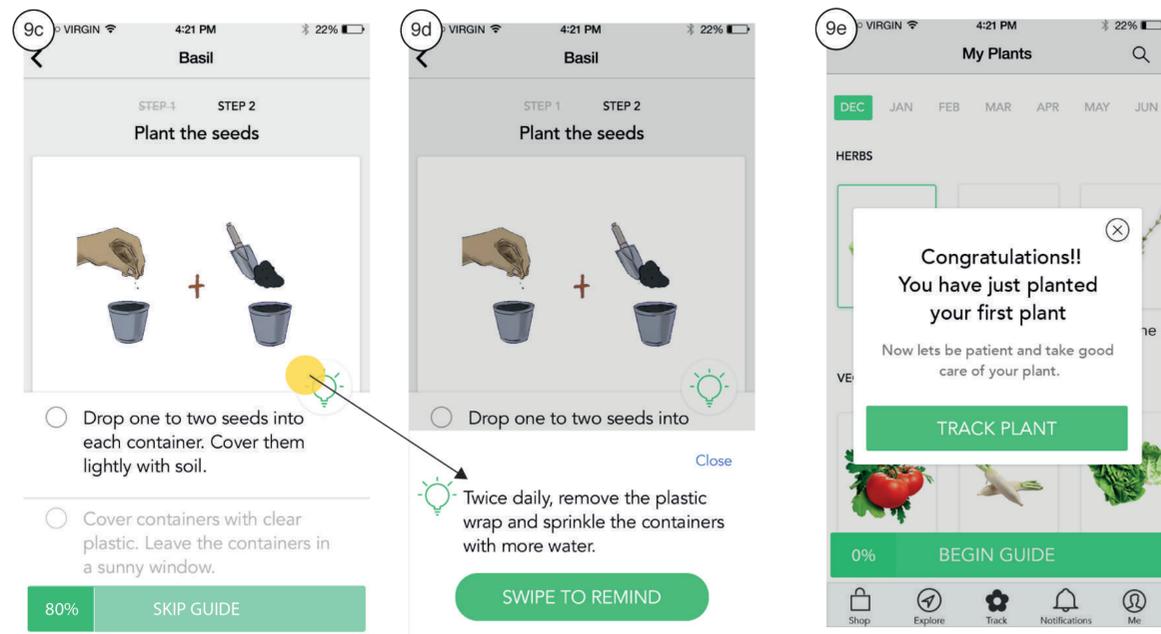
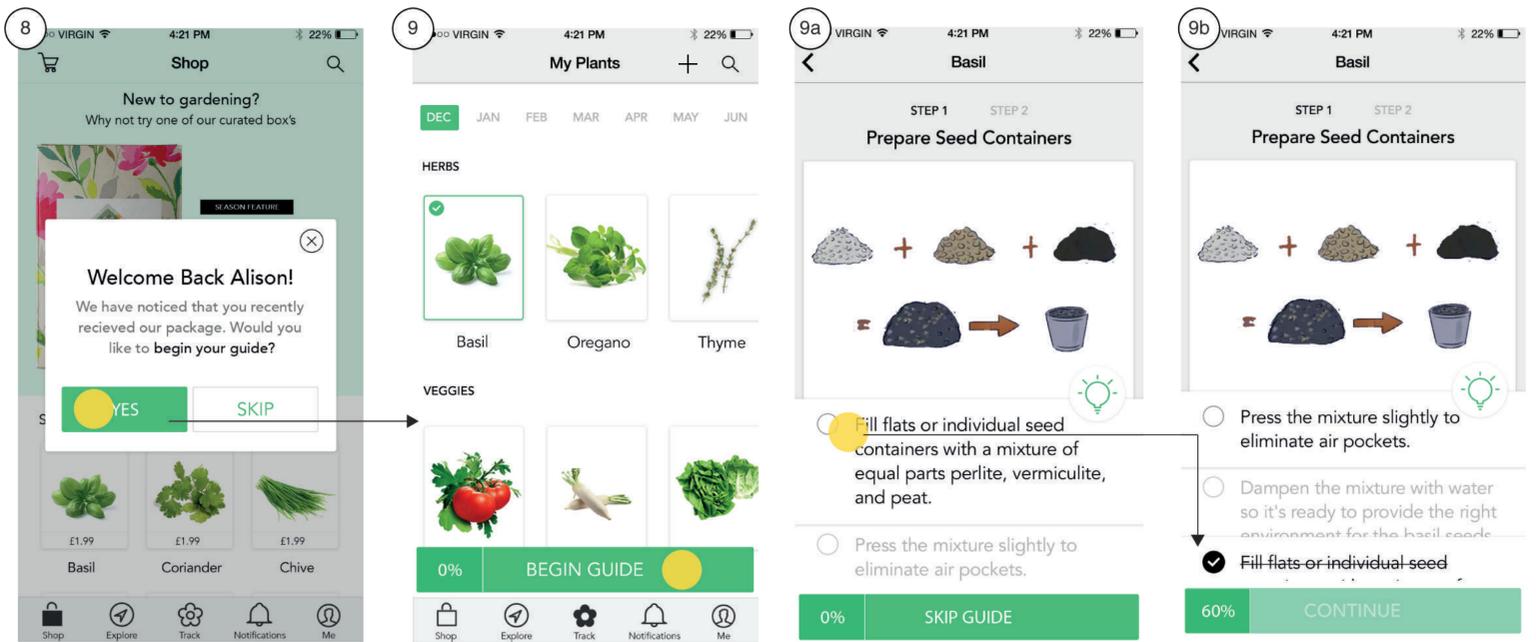
Plant basil outside after all danger of frost has passed, choosing a sunny, sheltered spot with well-drained soil or grow plants in containers. You can keep a plant in a pot going all summer long by moving it into a slightly bigger container



Device iOS 6s

3. Following the Guide flow

- The layout of the screen starts first with picking a month (current month will be selected as default) with the calendar scroll option the user will be able to see his upcoming sowing progress too and will be able to organise based on it.
- The seeds are categorised and the first seed will be selected as default. A percentage is also shown on the CTA for the user to know how to complete.
- The card based to do list lets the user check off his task step by step.



9c. Moving on to Step 2

When ever there is a tip the bulb icon is popped.

9.d. When Tip icon is tapped

If its a task the user is also given an option to be reminded.

9e. When guide is completed

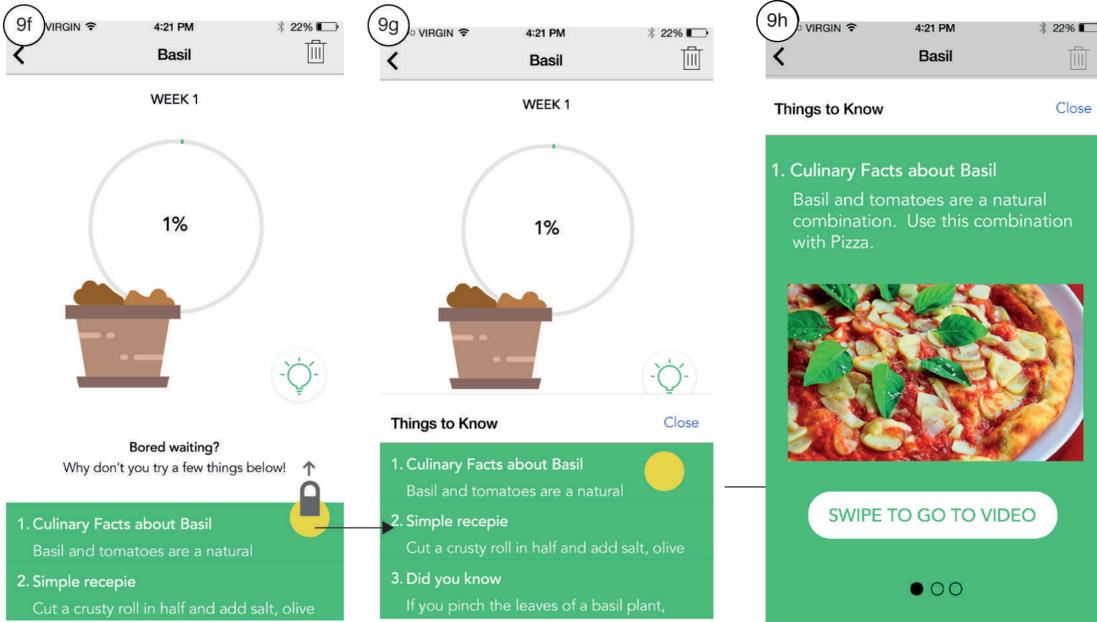
A pop is asked if the user would like to move to the tracking screen

4. Tracking first time user (9f, 9g, 9h)

This layout style will be followed through out tracking

Things to know is a feature to keep the user hooked on to the app even when there is nothing to do

- It could be the culinary facts about the plant, some easy quick recipes & a few fun facts.
- Each of these are represented in a card style and when scrolled, a pop over slides up with the list of things to know.
- When any of the cards is tapped, a detail view/description of the fact slides up.
- User could also remove the plant.



5. Tracking second time user (9f, 9g, 9h)

- The add button on the menu bar is to add a plant if the user already as planted seeds.
- The progress of tracking is shown on the main CTA and also in the main screen
- When there are tasks to do, the to do list feature slides up, same goes for the tip button.
- If the user doesnt spot any growth changes hes given an option to consult with an expert (This feature is for pahse II)

