

# Potted Case Study

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# Introduction



**The Problem**

**The Product**

**Study Overview**

# The Problem

Diagnosing houseplant problems is difficult, leading to frustrated plant owners and dead plants. Inaccurate online information and time consuming research make it hard to find reliable solutions. Current methods of diagnosing houseplant issues are often:

- Inaccurate: Misleading information online or from friends can lead to improper treatment.
- Time consuming: Extensive research is required to identify the problem and find a solution.
- Ineffective: Trial and error methods can worsen the plants condition before a solution is found.

This lack of user friendly and reliable resource hinders people's ability to successfully care for their houseplants.



# The Product

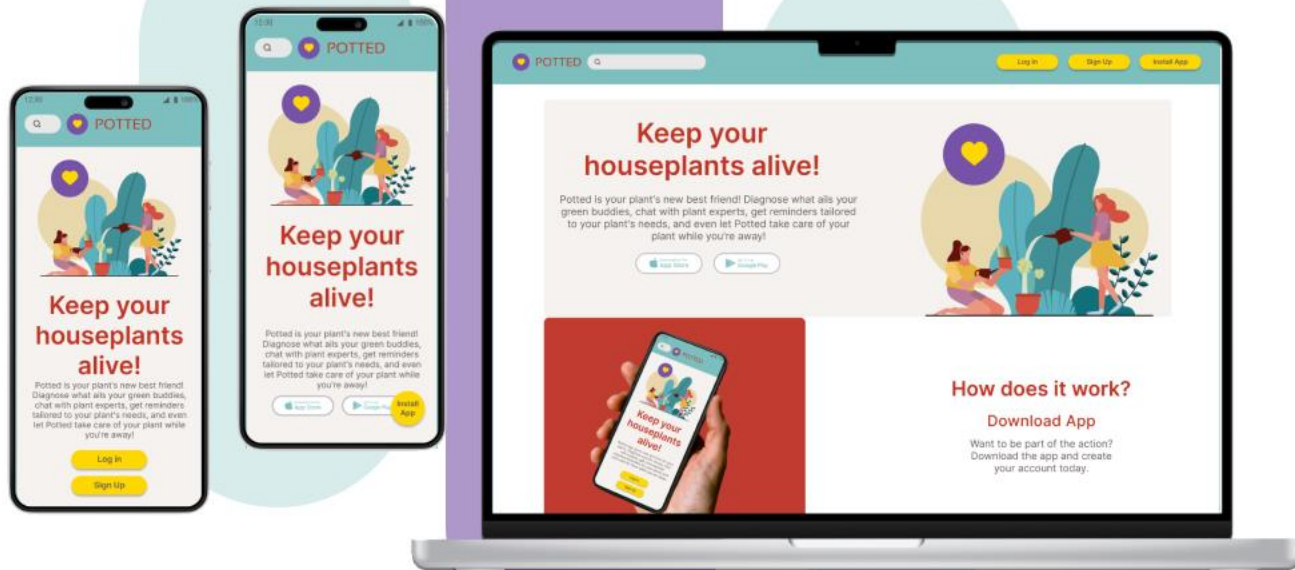
An app and a responsive website to empower users to become confident and successful plant caregivers by providing them with reliable insights, actionable tasks, accurate diagnosis and helpful reminders.

## Why design an app?

An app was necessary to have users information stored and to get personalized reminders/updates on their mobile devices.

## Why design a website?

Website was necessary to reach more users who want to explore before downloading the app or taking a premium subscription. The website also has a “How does it work?” section for new users to understand the steps.



# Study overview

## Goals

- Understand the challenges users face when diagnosing problems with their houseplants.
- Explore user behaviour and habits regarding plant care and information seeking.
- Identify user needs and pain points related to houseplant care and explore solutions.
- Design a user friendly, intuitive, uncomplicated app to delight the users.

## Approach

I divided up the process into user research, strategy and design. Research allowed me to talk to target users, competition and figure out the problem. For strategy, I focused on stripping down the findings into design objective. This led me to the design phase, where I iterated through the process of wireframes, prototypes and user testing.

I started with the mobile app first, then I moved on to responsive website for laptop and finally refined the website for mobile devices.

## My role

This app and website was designed as a part of the Google UX Design Certification Course. This is an individual project and I was involved in all aspects of Research, Ideation, Design and Testing.

- Define personas, create user journeys, empathy maps, identify pain points
- Define problem statement, goals and conduct competitive audits
- Design site map, outline user flows and information architecture.
- Conduct User testing
- Visual design of wireframes, low-fi and hi-fi prototypes.

Duration: 12 weeks from mid March till mid June

# Research



**User Research**

**Pain Points**

**Persona**

**Competitive audit**

**User journey map**

# User Research

## Target Users

- People with busy schedules who own houseplants (Experience levels – beginners, intermediate, experienced)
- People who are new houseplant owners.

## User Interviews

I decided to conduct qualitative research rather than surveys because I wanted in-depth conversations with a smaller group (of 5 persons) that allow for deeper exploration of user experiences and frustrations.

I focused on questions about:

- User experience with existing plant care resources.
- Specific challenges faced during diagnosis
- Desired app functionalities (plant identification, treatment suggestions, progress trackers)

## Pain Points

There's like a **million websites** and articles, and they all **contradict** each other!

Due to my schedule, I sometimes **forget to water my plants** or not prune them for months. This makes me feel like a **bad plant parent**.

I'm worried I'm going to **make things worse by trying to fix it**.

I fear that I will come home to **dead dry plants, every time I travel**.

It's like being a detective trying to figure out a plant crime scene. My Fiddle Leaf Fig keeps dropping leaves, but I have **no idea what it's trying to tell me!**

I can describe the problem perfectly in my head, **translating that into words online feels impossible**.

# Persona



"I want to spend time with my family but also maintain a good looking home"

## Priya Dubey

Priya is a busy mom and has a demanding job. She has two daughters. Running errands, coordinating schedules and meal plans take up a lot of her time. She and her husband have recently moved to a new home and they both like to entertain. Houseplants add a charm to the decor of her home. Gardening is relaxing for her. She is a newbie and still learning about plants and how to keep them alive. She uses simple apps to order gardening supplies and doesn't have the time to visit nurseries regularly.

### Goals:

- To create memories in my new home.
- To grow and maintain healthy houseplants that add to the charm of my space.
- To relax and enjoy the process of gardening.
- To keep my herb garden alive all summer, so that I can garnish with fresh produce.

### Frustrations:

- I am a beginner in gardening and a lot of information confuse me.
- Sometimes the seeds I have planted don't turn out the way they are supposed to be. What am I doing wrong?
- I usually have 15 minutes to tend to my plants everyday. I don't have much mind space to devote to my plants.
- I fear my plants will die when I travel.

|             |                 |
|-------------|-----------------|
| Age:        | 37 years        |
| Education:  | Post Graduate   |
| Location:   | Bangalore       |
| Family:     | Married, 2 kids |
| Occupation: | Data scientist  |

# Competitive audit

Based on my user research findings I also conducted a competitive audit of the most common alternatives to understand the challenges user's face. I was able to identify few areas where there was opportunity to explore and provide solutions.

| Feature/App name                    | Youtube   | Google Search | Planta                  | Plantix |
|-------------------------------------|-----------|---------------|-------------------------|---------|
| Paid app                            | -         | -             | Yes                     | -       |
| Fast and effective issue diagnosis  | -         | -             | Yes                     | Yes     |
| Reliable information                | Partially | Partially     | Yes                     | Yes     |
| Create custom plant library         | -         | -             | Partially               | -       |
| Water/ fertilizer tracker           | -         | -             | Yes (only free feature) | -       |
| Cleaning/Pruning calendars          | -         | -             | Yes                     | -       |
| Share plant profiles/health history | -         | -             | Yes                     | -       |
| Access previous diagnosis/chats     | -         | -             | -                       | -       |
| Location responsive interface       | -         | -             | Yes                     | Yes     |
| Care guides                         | -         | -             | Yes                     | Yes     |
| Chat with experts                   | -         | -             | Yes                     | Yes     |
| Image recognition technology        | -         | Yes           | Yes                     | Yes     |
| Uncomplicated app navigation        | Yes       | Yes           | Yes                     | Yes     |
| Accessibility considerations        | Yes       | Yes           | Yes                     | Yes     |



# User Journey Map

User persona: Priya Dubey

Goals: Find a way to keep her plants alive when she travels for work.

By creating User journey maps, I wanted to illustrate the frustrations Priya feels when she travels and address her pain points and find ways to delight her.

| Action                    | Create a schedule for each of the plants for appropriate maintenance.                                                                                       | Introduce my plants to the plant sitter and hand over the schedules.                                                | Check in with plant sitter about progress                                                                                                                                                                               | Search the web for any urgent issues that are raised by the sitter                                               | Update and educate the plant sitter about next steps                                                                                                                          | Thank the plant sitter for their time                                    |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| Task List                 | A. Find and read about plant maintenance.<br>B. Open a calendar.<br>C. Create a detailed schedule for water, pruning, re-potting, fertilizer, and cleaning. | A. Use the calendar.<br>B. Show and explain the detailed schedule to the sitter.<br>C. Hand over a copy.            | A. Call or chat with the sitter to check on your plants.<br>B. Update about heavy rain forecast and change the watering schedule.<br>C. Resend the updated calendar.                                                    | A. Ask for images of issue from the sitter.<br>B. Search web for similar issues.<br>C. Guesstimate the solution. | A. Text back with solution you think is the best.<br>B. Instruct on the next steps necessary.                                                                                 | A. Thank sitter for their time.<br>B. Give a gift of appreciation.       |
| Feeling Adjective         | <ul style="list-style-type: none"> <li>Confused</li> <li>Overwhelmed</li> <li>Lost</li> </ul>                                                               | <ul style="list-style-type: none"> <li>Relieved</li> <li>Hopeful</li> </ul>                                         | <ul style="list-style-type: none"> <li>Alert</li> <li>Satisfied</li> </ul>                                                                                                                                              | <ul style="list-style-type: none"> <li>Overwhelmed</li> <li>Excluded</li> <li>Confused</li> </ul>                | <ul style="list-style-type: none"> <li>Relieved</li> <li>Alert</li> </ul>                                                                                                     | <ul style="list-style-type: none"> <li>Glad</li> <li>Relieved</li> </ul> |
| Improvement Opportunities | <ul style="list-style-type: none"> <li>All necessary plant information stored.</li> <li>Schedules recommended by expert.</li> </ul>                         | <ul style="list-style-type: none"> <li>Share the existing plant profiles.</li> <li>Give access to tasks.</li> </ul> | <ul style="list-style-type: none"> <li>Task updates that can be checked from anywhere.</li> <li>Phone vibrates to inform user about tasks set.</li> <li>Automatically updated calendar according to weather.</li> </ul> | <ul style="list-style-type: none"> <li>Chat with an expert.</li> <li>Loop in the sitter.</li> </ul>              | <ul style="list-style-type: none"> <li>Sitter has access to issues and chats with experts and new recommended schedules.</li> <li>Tasks are automatically updated.</li> </ul> | -                                                                        |



# Strategy



**Problem statement**

**Goal Statement**

**Monetization**

**App User Flow**

**App Site map**

**Website map**

# Problem Statement

Based on the Research conducted for the app, here are few takeaways that I found to be most pressing:

- Difficulty identifying/articulating specific plant problems.
- Lack of confidence in online diagnosis.
- Frustration with trial and error plant care.
- Lack of consistency in plant care due to busy schedules of users.

# Goal Statement

The app and website should empower users to become efficient, confident and successful plant caregivers by providing them with reliable information, accurate diagnoses, and helpful treatment options.

## App Features

- Uncomplicated app Navigation: User-friendly and easy access to key features.
- Issue Diagnosis: Analysis of user-provided details (pictures, symptoms) and advanced image recognition technology to accurately identify plant issues and provide clear treatment recommendations and implementation.
- Care Guides: Information on watering, sunlight, fertilization, and other plant care needs.
- Location responsive interface: Algorithm to improve accuracy and provide recommendations/reminders as per local environmental factors.
- Profile sharing: Option to share specific plant care details with plant sitters.

# Monetization

Before I moved to the user flow of the app, I decided to explore the monetization strategy. My target users were busy professionals who are not necessarily very experienced with gardening and looking to take care of their plants and understand their issues in an uncomplicated way. They will use the app because it saves them time and are unbiased. Hence I wanted to develop an app that was free from sponsored content, product placements and advertising as they can be distracting and get in the way of users trying to accomplish a task.

That's why I went with an app which has free core features but will charge a subscription fee for advanced features. Furthermore, monetization through data could be explored where insights can be drawn from user data to identify trends and preferences, and sell insights to plant retailers or gardening companies.

I believe the above can create a sustainable revenue stream for Potted app while providing value to users.

## Free Core Features:

- Create personalized plant digital library.
- Diagnose issues of added plants with advanced image recognition technology to accurately identify plant issues. Get access to previous diagnosis.
- Get reminders on watering, repotting and fertilizing.
- Generalized reminders based on plant type.



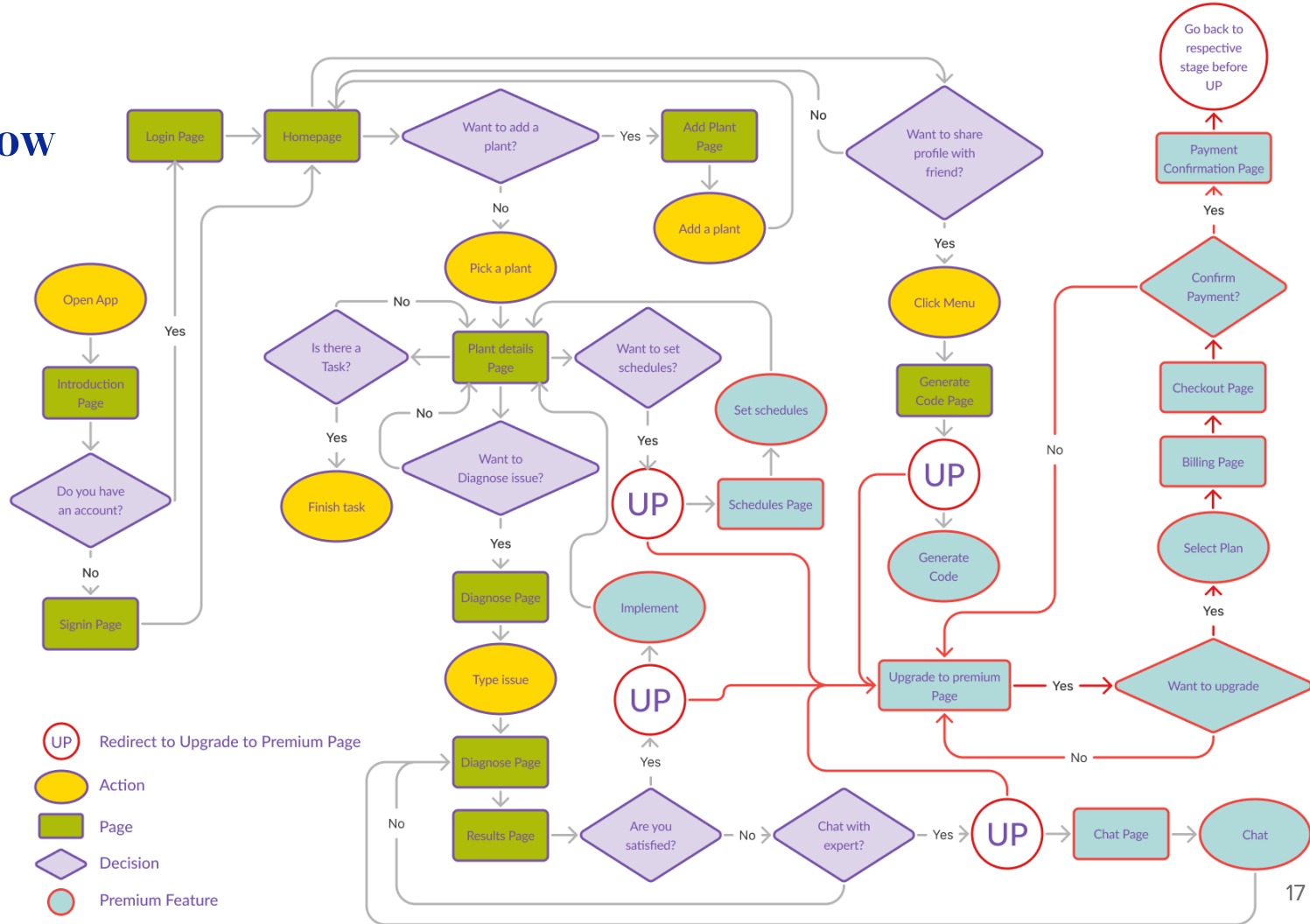
## Advanced features (Premium subscription):

- Share code with plant sitters to give access to your profile.
- Chat with experts, get access to past chats. Use diagnosis results to adjust care instructions.
- Set schedules and get reminders for Cleaning and Pruning.
- Personalized local weather adjusted reminders.

# App user Flow

After creating the monetization strategy, I moved on to develop the app user flow. I wanted to ensure that my users can successfully complete the key objectives by reducing their pain points.

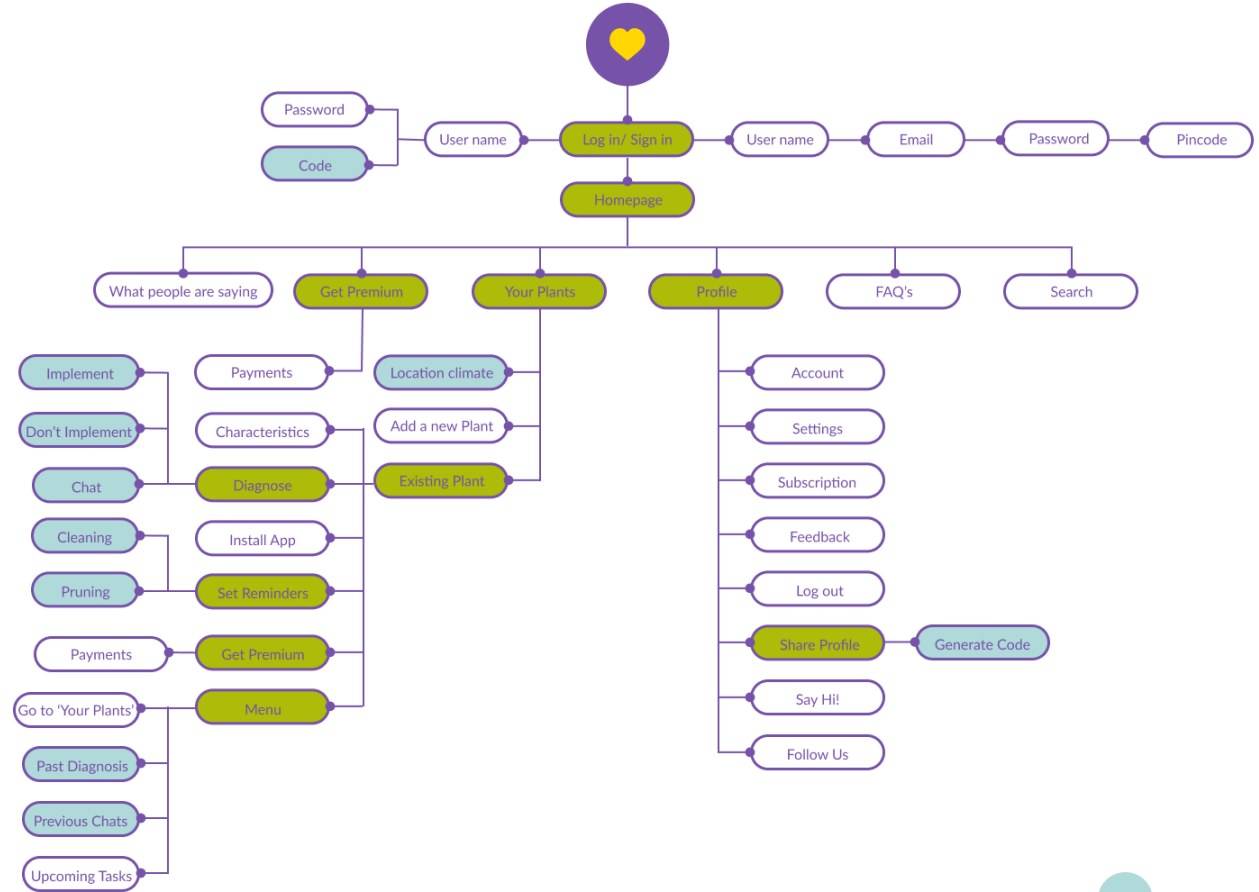
It took some trials but eventually I was able to create a flow which has the core features in the beginning followed by Premium features which will be available to premium members.



# App site map

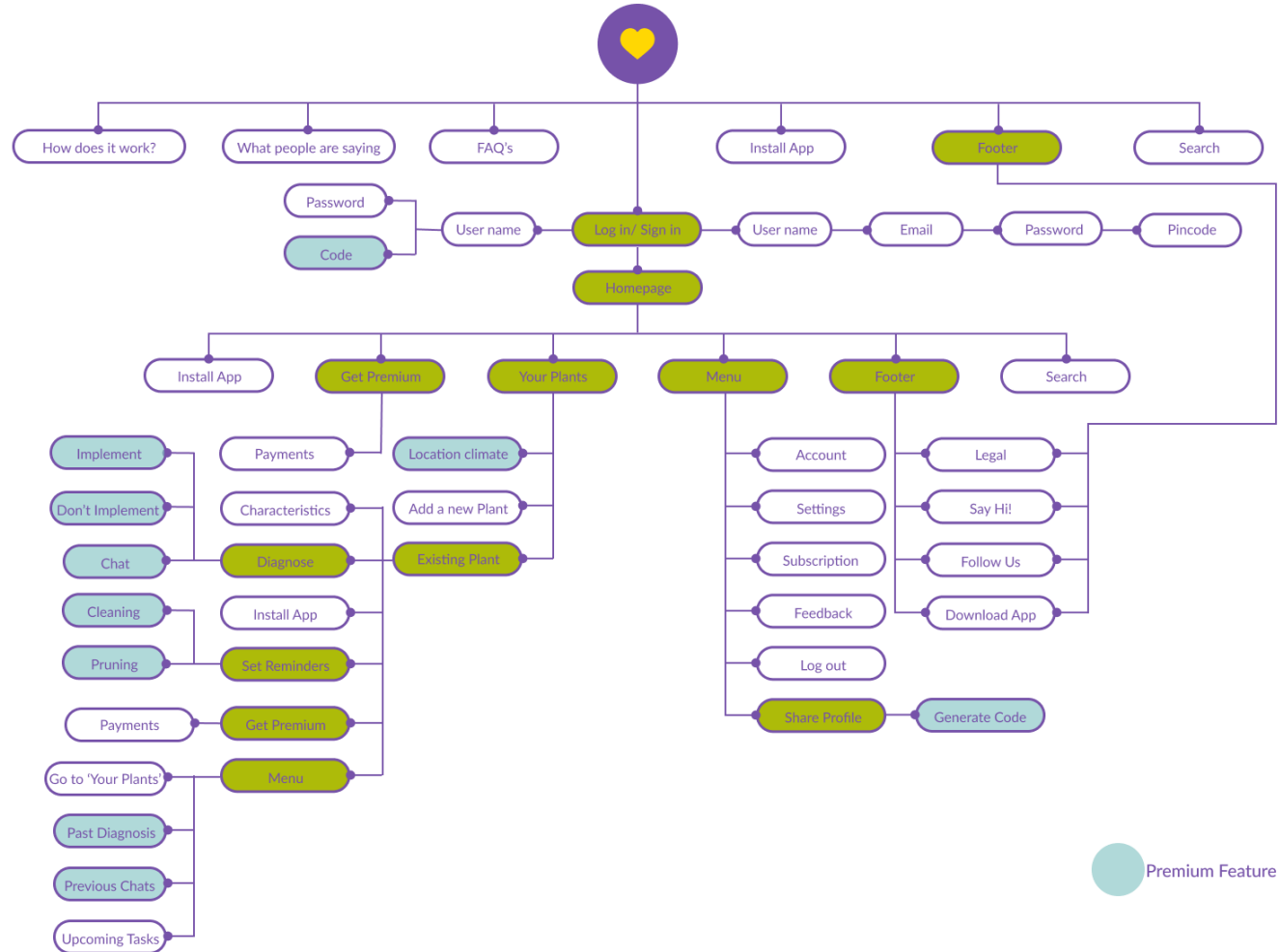
Once the user flow was in place, it was relatively easy to develop the site map. A sequential navigation menu made more sense.

In the App site map, you log in first then you go to the Homepage which leads you to other features.



# Website map

In the website site map, you first visit an introduction page which features a “How does it work?” section which provides clear explanations of the app’s features . Then the user logs in to go to the Homepage which leads you to other features.



# Design



**Wireframes**

**Low-fi Prototype**

**Design System**

**Hi-fi Prototype**

**Usability**

**Accessibility**

**Final Design**



# Design Wireframes



Paper Wireframes App

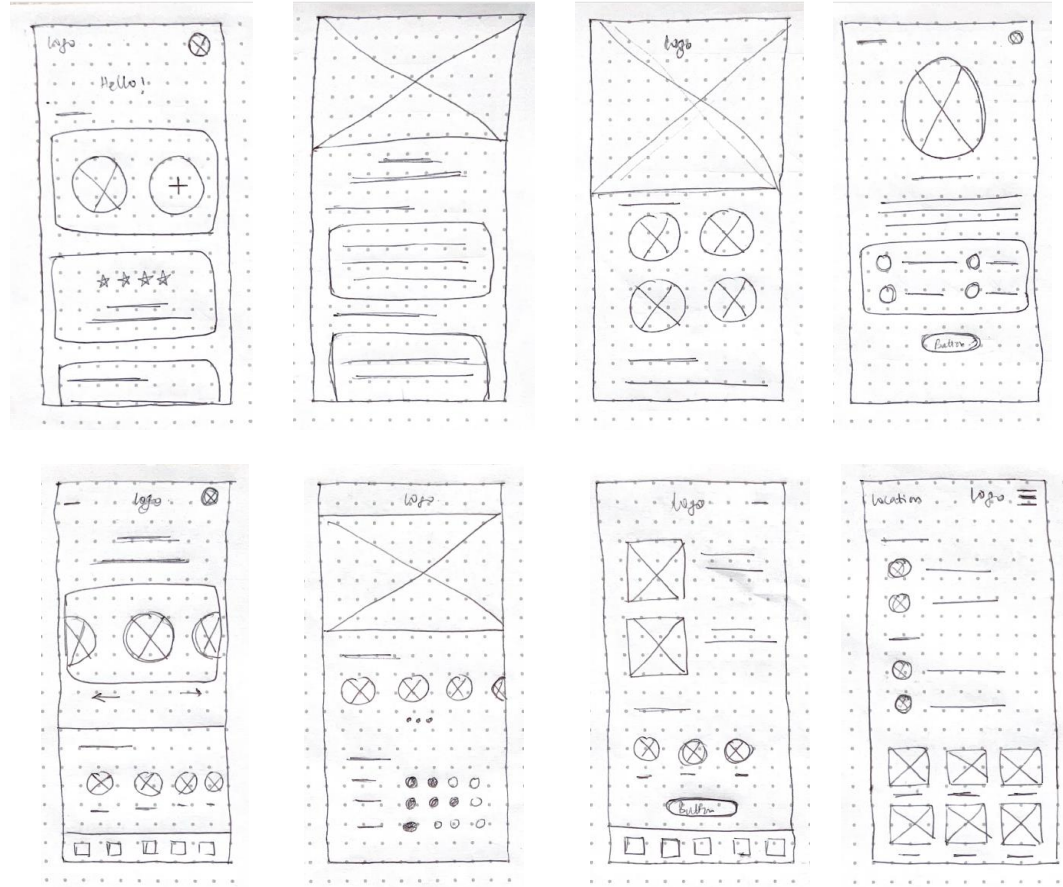
Design Exploration

Paper Wireframes Website

Digital Wireframes

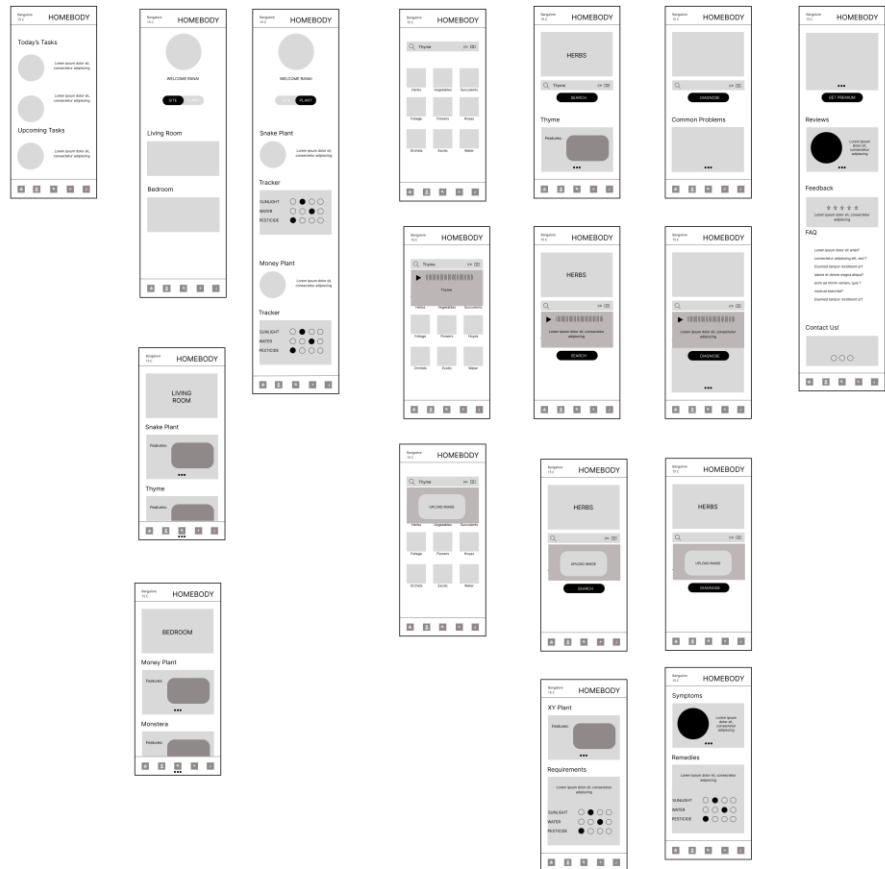
# Paper wireframes- app

Focusing on the core features of the app, I iterated multiple wireframes using pencil and paper.



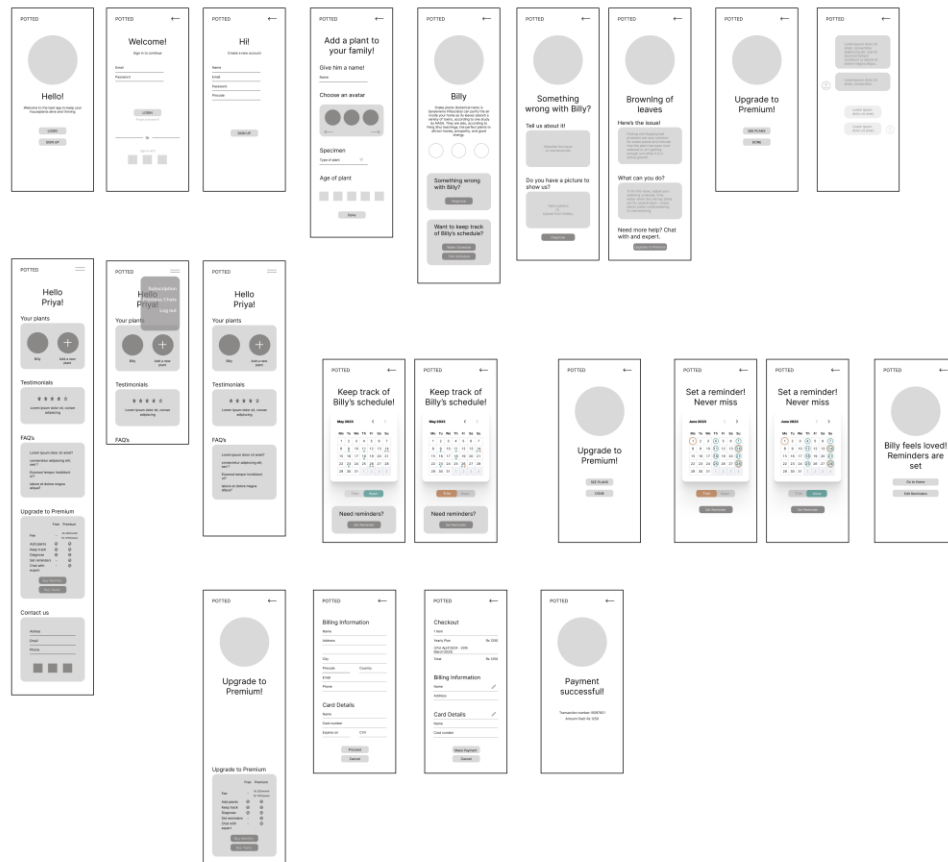
# Design exploration

After completing the wireframe sketches, I began to start exploring some of the options digitally. In the first round I played with the idea of having a navigation bar at the bottom. At this stage, the sequential user flow was getting difficult to accomplish with this kind of navigation bar so I continued my exploration.



# Design exploration

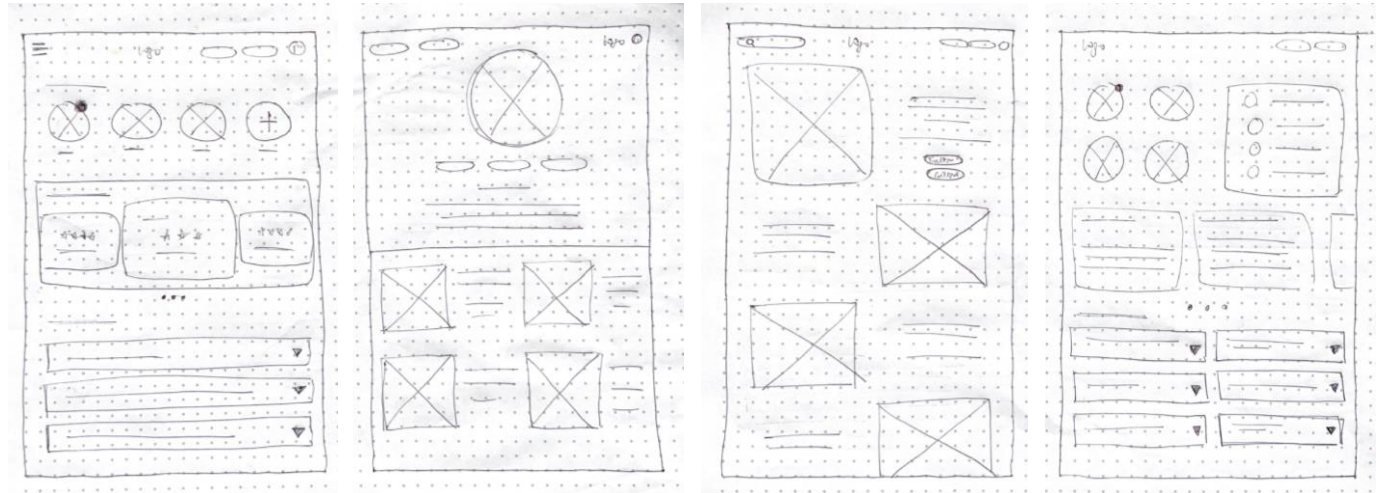
In the next round, I tried to add hamburger menus wherever applicable. The flow seemed to get a bit better. I also tried Gestalt principles of common region, symmetry and similarity to organize and display the information.



# Paper wireframes- website

I move back to paper and tried to incorporate the design into other screen size to see how the elements were impacted visually.

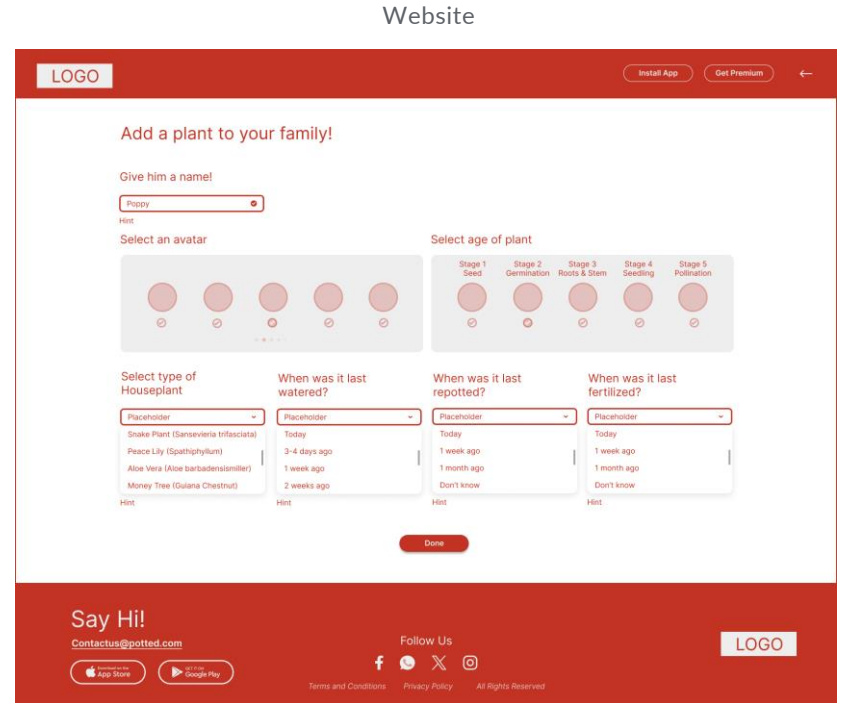
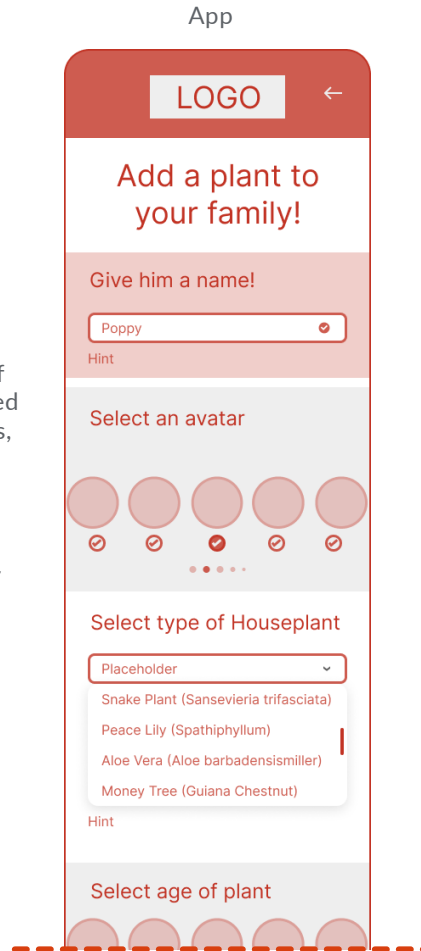
Here I tried to sketch the website with the same features of the app on laptop screen size.



# Digital wireframes

After having sketched different versions of wireframes in different screen sizes I moved to digitize it again. After multiple iterations, I have come up with these which address the pain points of the user.

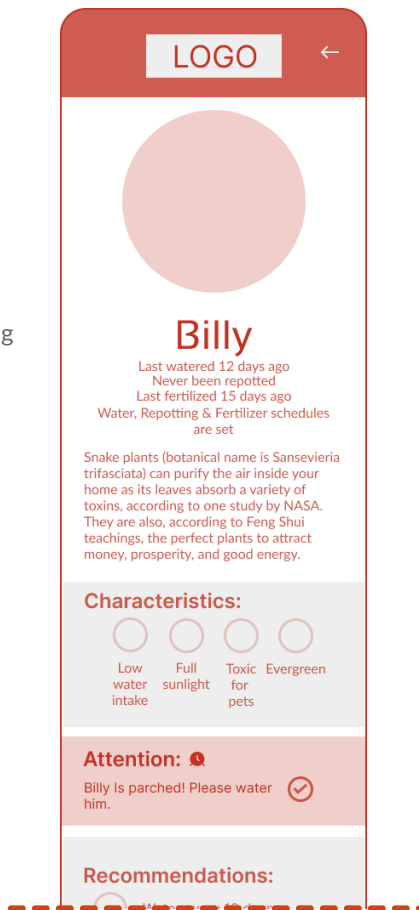
1. Let the user create individual plant profiles which will help them monitor their plants easily.



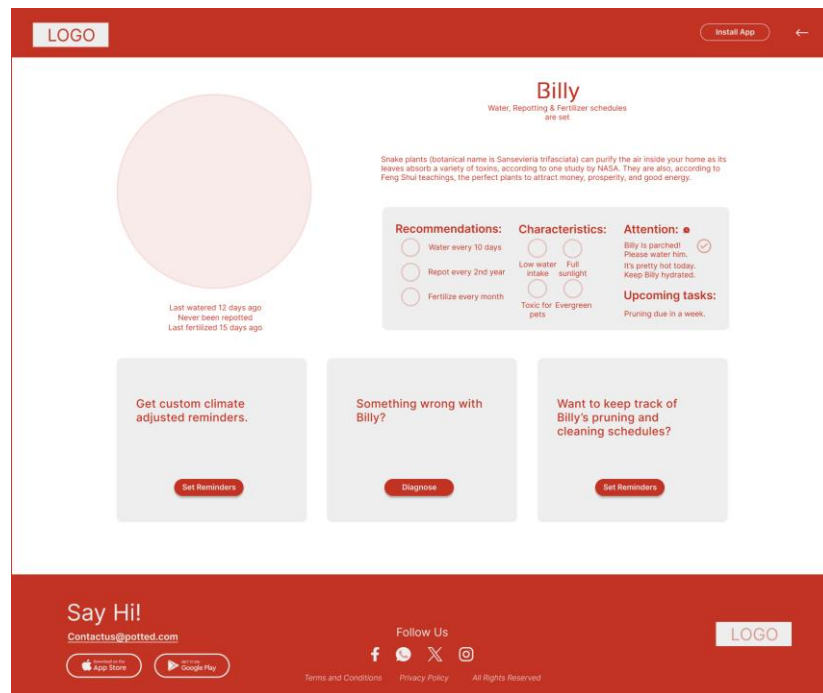
# Digital wireframes

2. Get weather adjusted watering, fertilizing repotting, pruning and cleaning reminders with the premium plan.

App



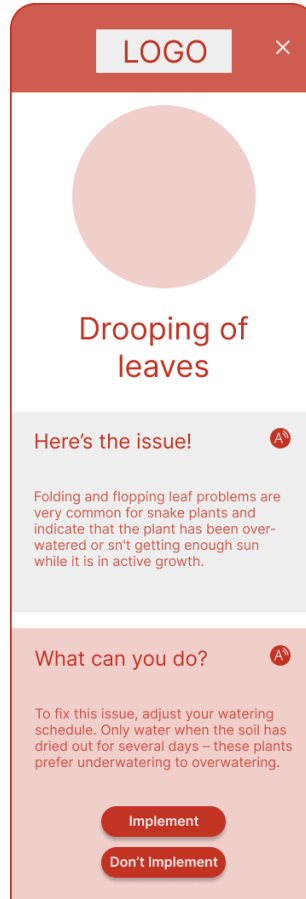
Website



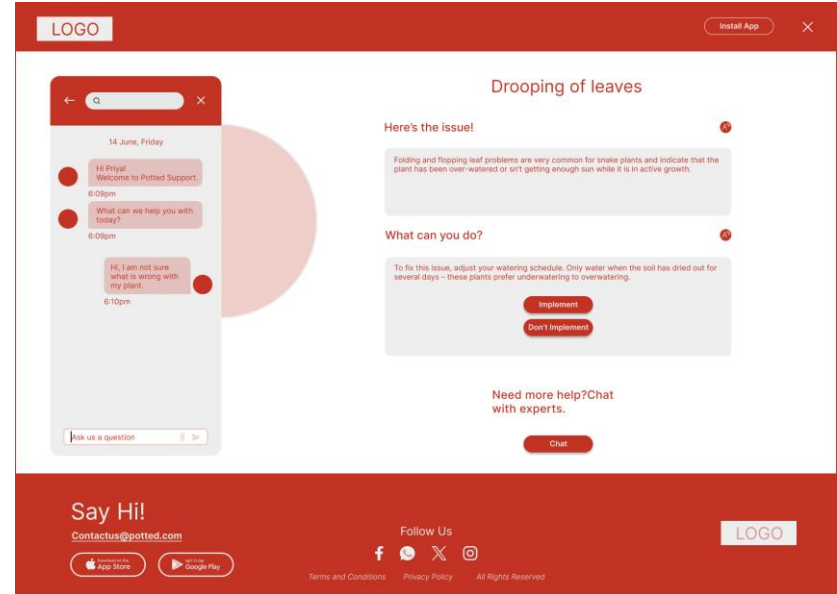
# Digital wireframes

3. Allow users to diagnose issues with houseplants by typing, uploading images or by chatting with experts.

App



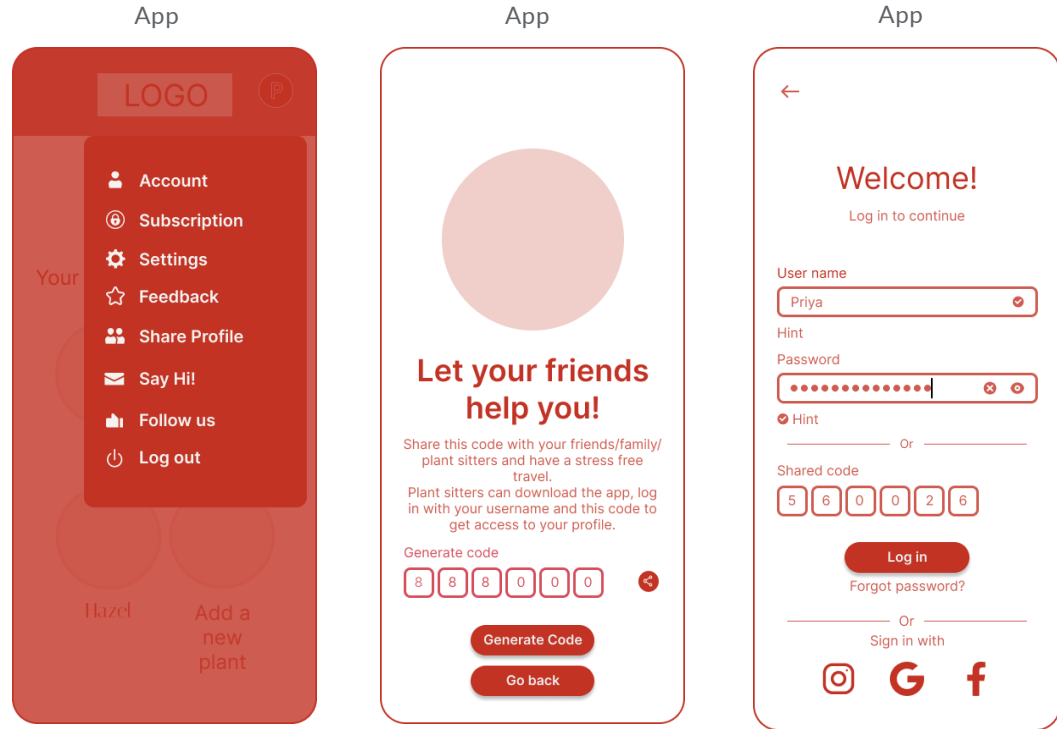
Website





# Digital wireframes

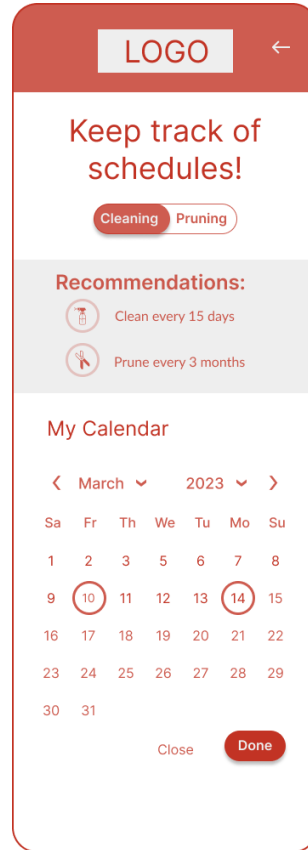
4. Users can share unique codes with plant sitters so that they can log into the user's profile and get access to reminders and schedules.



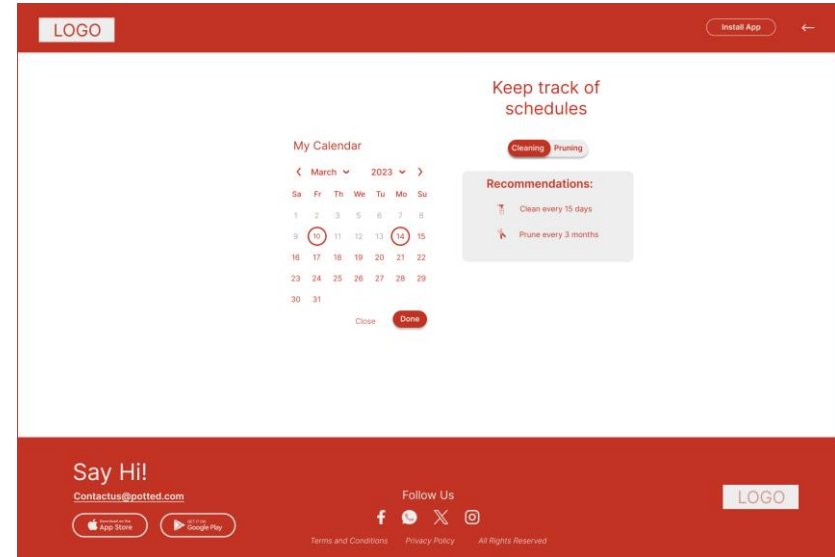
# Digital wireframes

5. Users can set cleaning and pruning schedules as per their convenience and get reminders in the app.

App



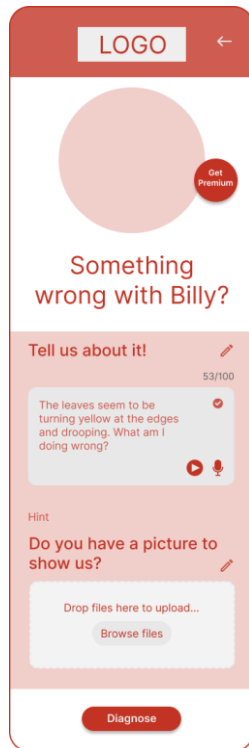
Website



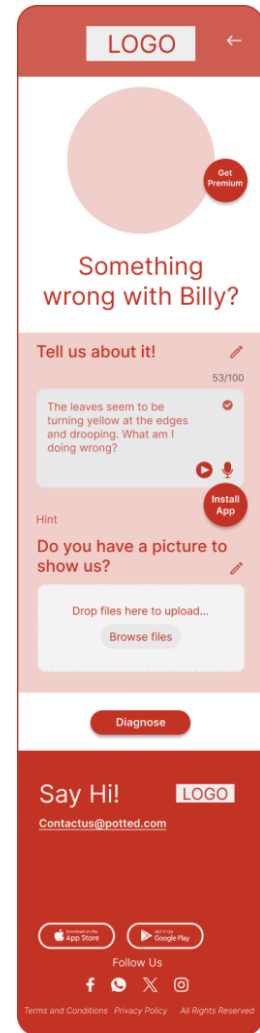
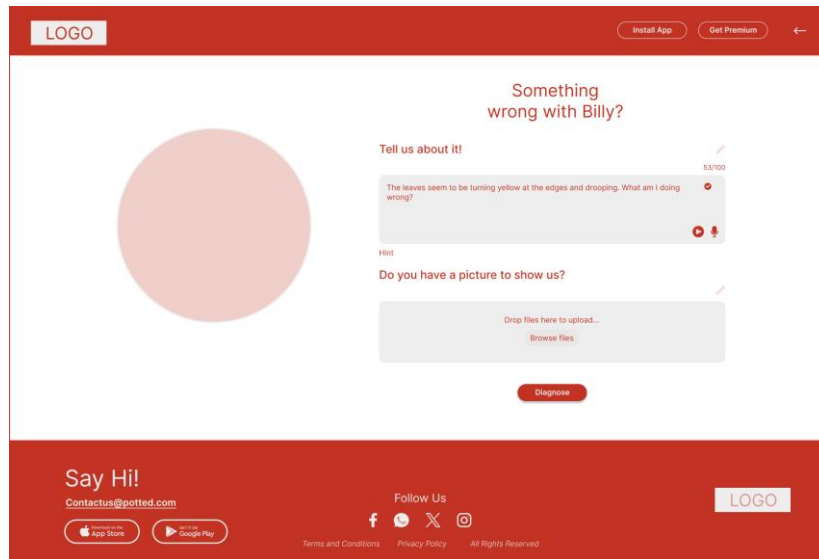
# Digital wireframes- Screen size variations

Once the app and the website screens were digitized, I started to simultaneously work on additional screen size to make the site responsive.

The App



Responsive Website



# Design

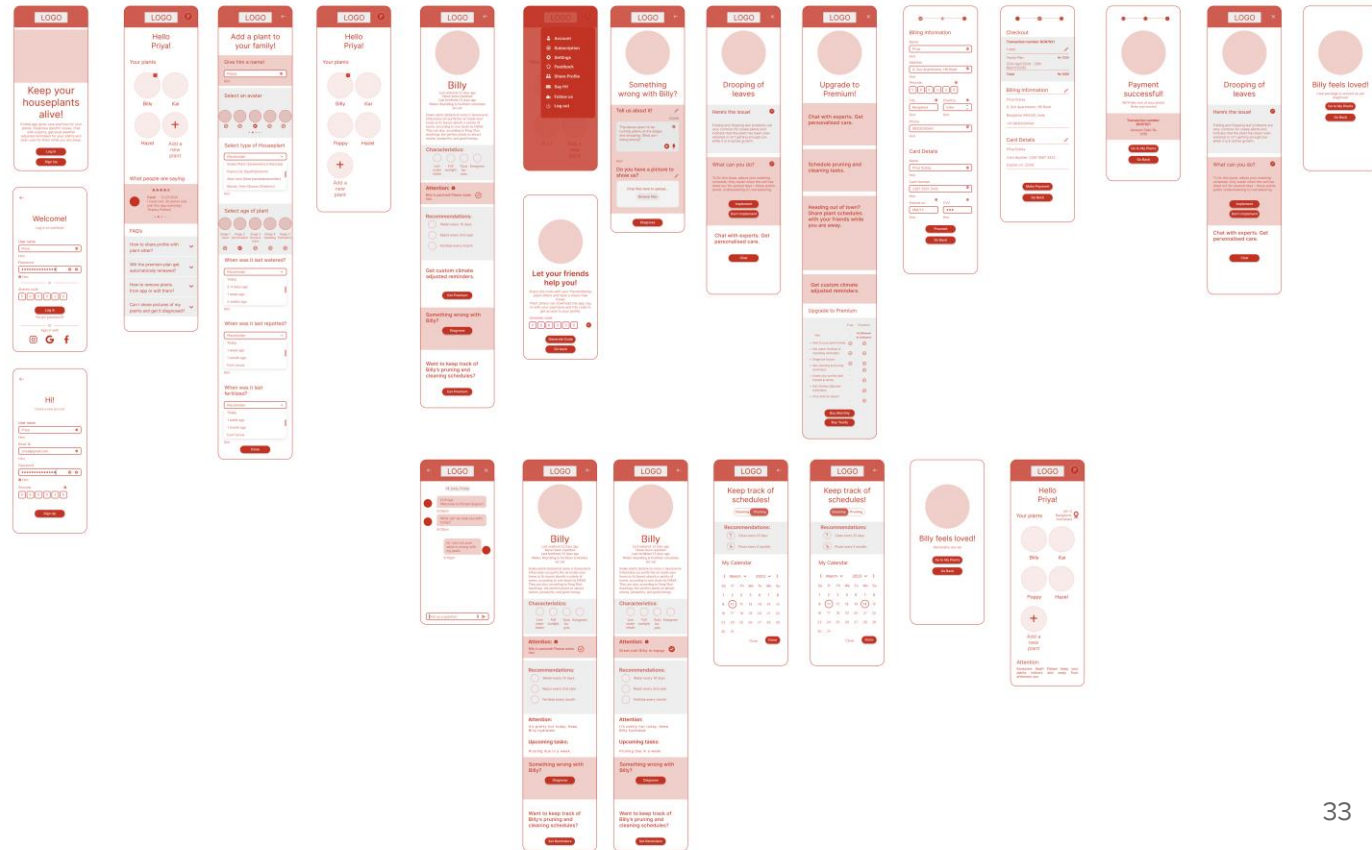
## Low-fi Prototype

App Low-fi Prototype

Website Low-fi Prototype

# App Low-fi prototype

I added connections to the app to test user flow and functionality before incorporating visual design elements.



View Prototype:  
[App](#)

# Website Low-fi prototype

I added connections to the website as well to test user flow and functionality before incorporating visual design elements.



View Prototype:  
[Website](#)

# Design

## Design System

Color Palette

Icons & Buttons

Logo

Branding

Typography

# Color palette

As I was adding the connections to the prototype, simultaneously I also began exploring colors and forms for the visual elements.

I wanted to use colors which were active, vibrant and representative of the fun and busy life of my target users. I also wanted to differentiate the app from other similar apps which mostly uses hues of green as the primary color.

My final palette choice was:

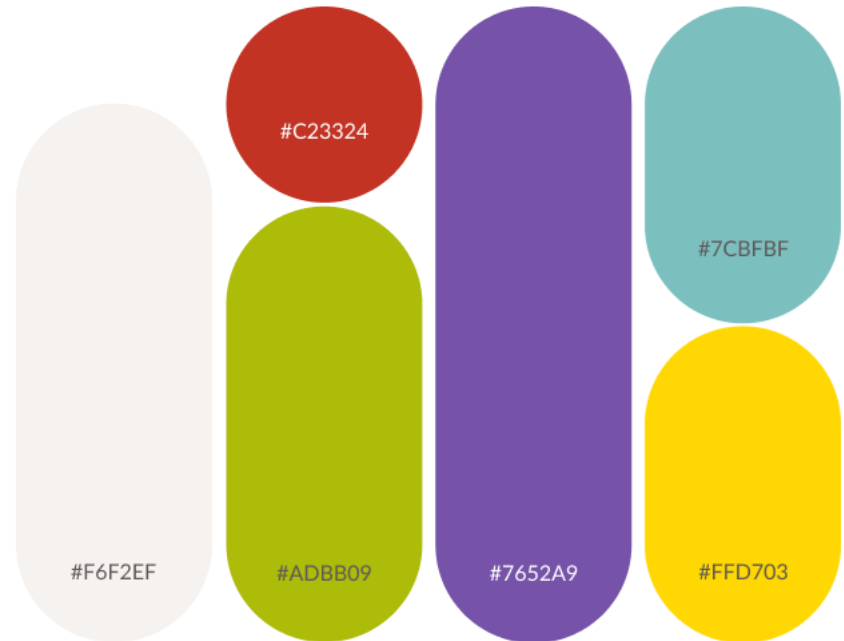
A Vibrant green- used for the logo to represent nature.

A calm blue- to create a relaxing and balanced vibe

A vibrant shade of purple-to get a nice contrast, mainly for the footer background and logo.

A bright yellow- used for all action buttons to capture attention

A terracotta red- used mainly for the text headlines to create contrast.





# Icons & Buttons

When approaching Icons, I wanted them to be circular and not too detailed. The aim was to make it legible on a small mobile screen as well. The Icons are all accompanied by text for accessibility. I have used standard icons that already exist and have modified them to incorporate the rounded forms and work for my color scheme.

For the action buttons I used bright yellow in rounded form to capture users attention.

While scheduling cleaning and pruning reminders, color distinction was necessary to select dates from the calendar,, hence I used blue and green for this specific button.



# Logo

Drawing inspiration from the app design and icons, I wanted a rounded clean form with solid fill for legibility. Through trial and error I realized that I wanted something simple with vibrant colors of the app to make the brand easily recognizable. I created a standard form as well as two smaller versions to be used as app logo on the phone screens.

## Primary Logo- Standard Format



## Secondary Logo

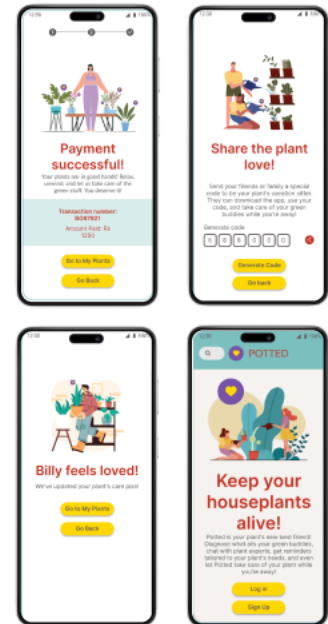
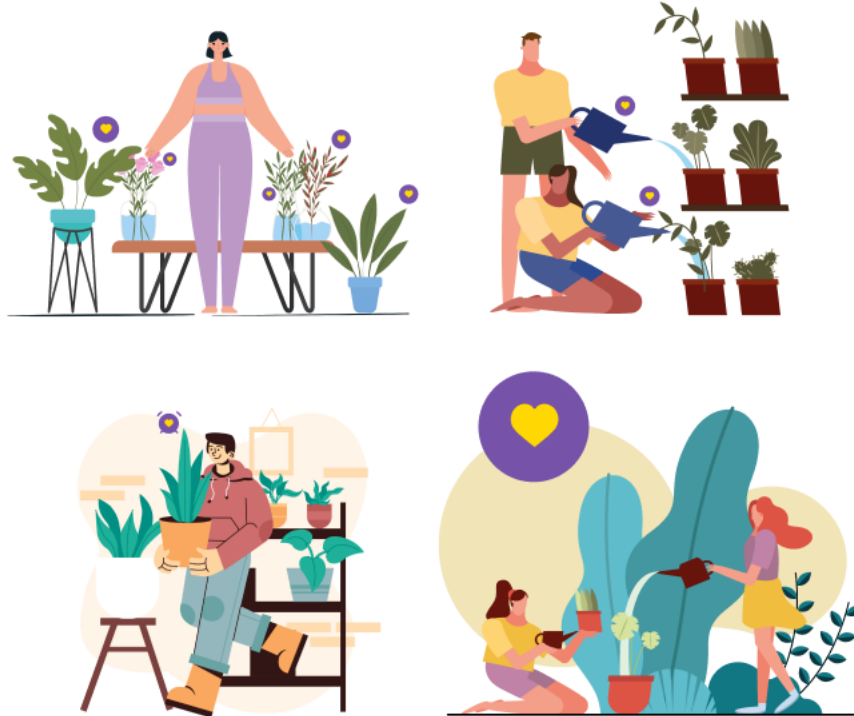


## Secondary Logo-Inverted



# Branding

To create a continuity in the branding, I incorporated the logo in the standard illustrations as well to make it more brand specific. I also chose the illustrations that go well with my chosen color scheme and highlight the vibrant energy of my users.



# Typography

Lastly for the typography I chose only two fonts to simplify the interface. Inter font was used for main body and headings. Sansation font was used for the logo and for certain headings as well.

## Inter

Regular Medium Semi Bold

64 48 36 24 20 16 14 12  
px px px px px px px px



## Sansation

Regular Bold

48 28 24  
px px px



# Design

## Hi-fi Prototype

Design Exploration

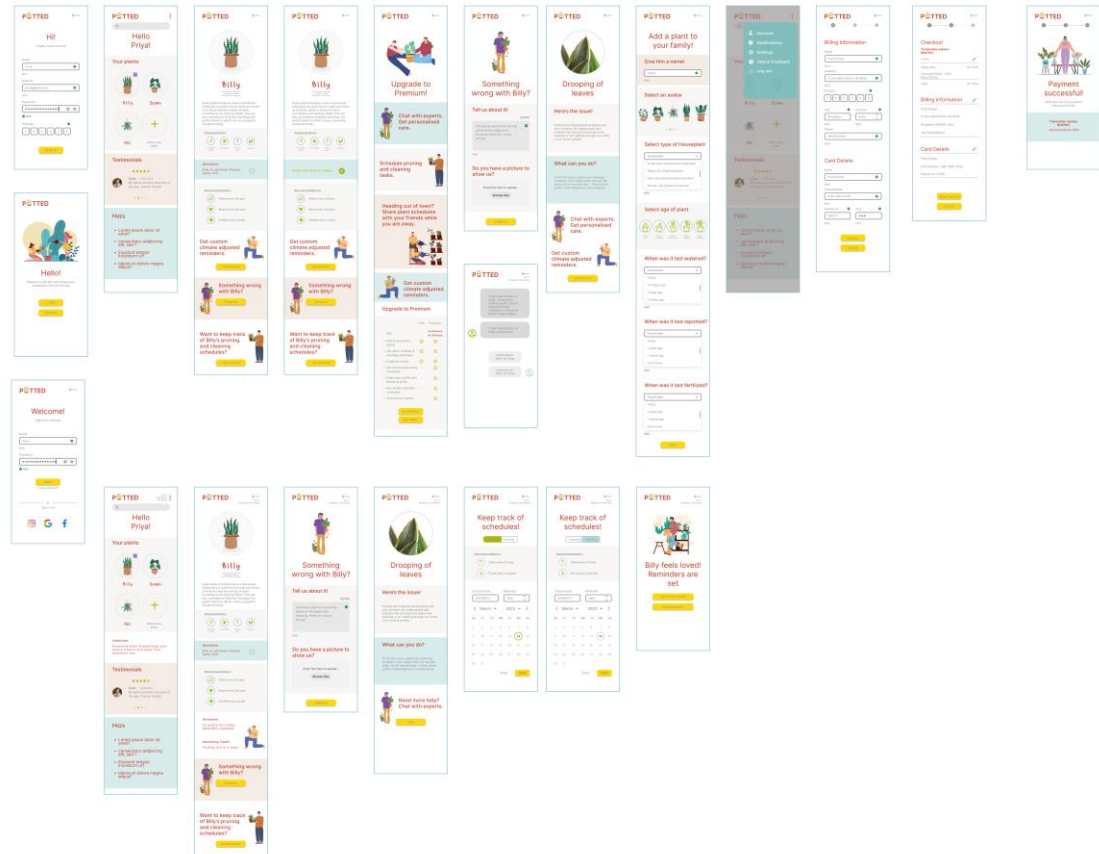
Website Hi-fi Prototype

Website Hi-fi Prototype- Screen Variation

App Hi-fi Prototype

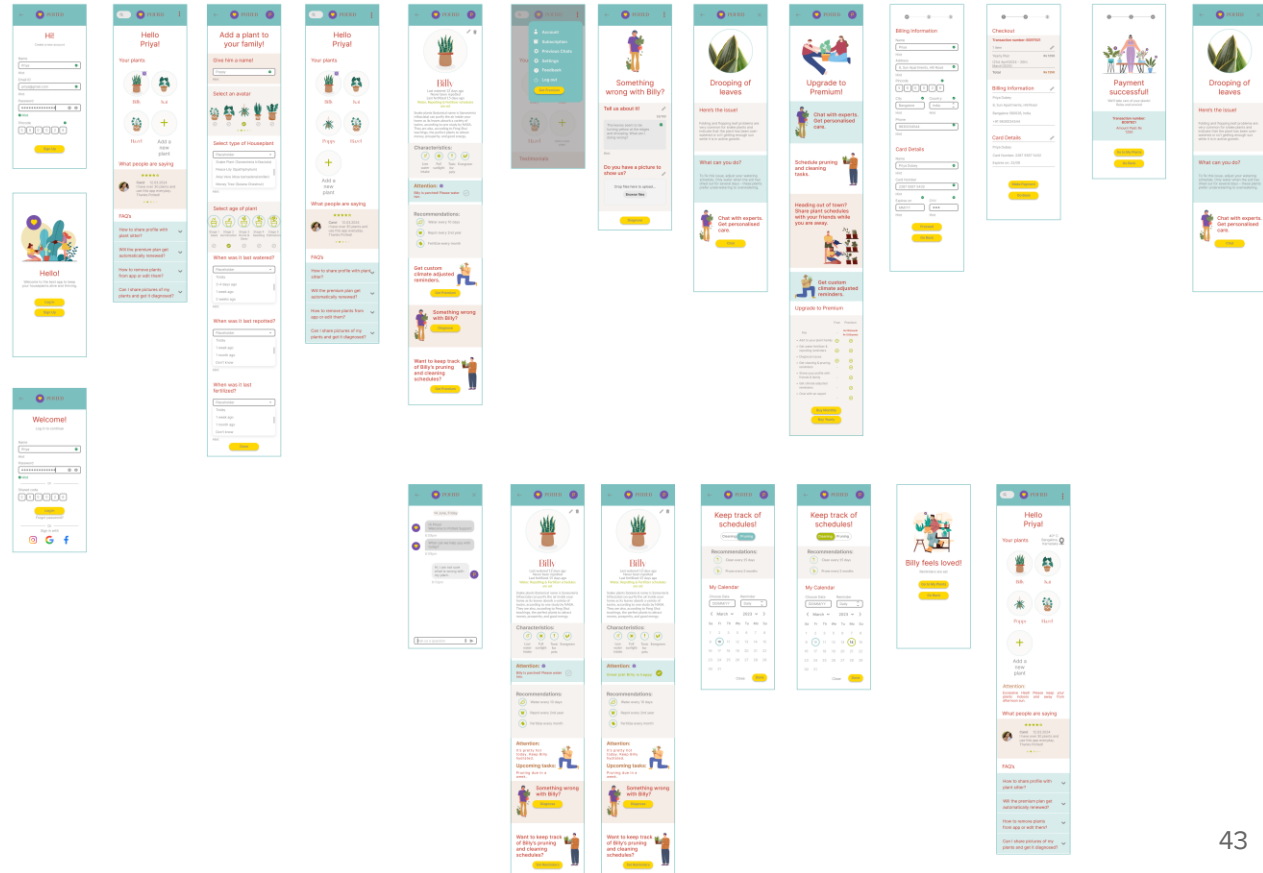
# Design exploration

After adding the connections and first round of usability testing, I added the visual elements. I wanted to give a fresh, relaxed, calm theme to the app since I wanted to encourage the user to relax and not get overwhelmed. I had tried a different logo here and the app looked too bland and I felt that the vibrancy was not coming through. Some of the pages were too white and felt like it didn't belong.



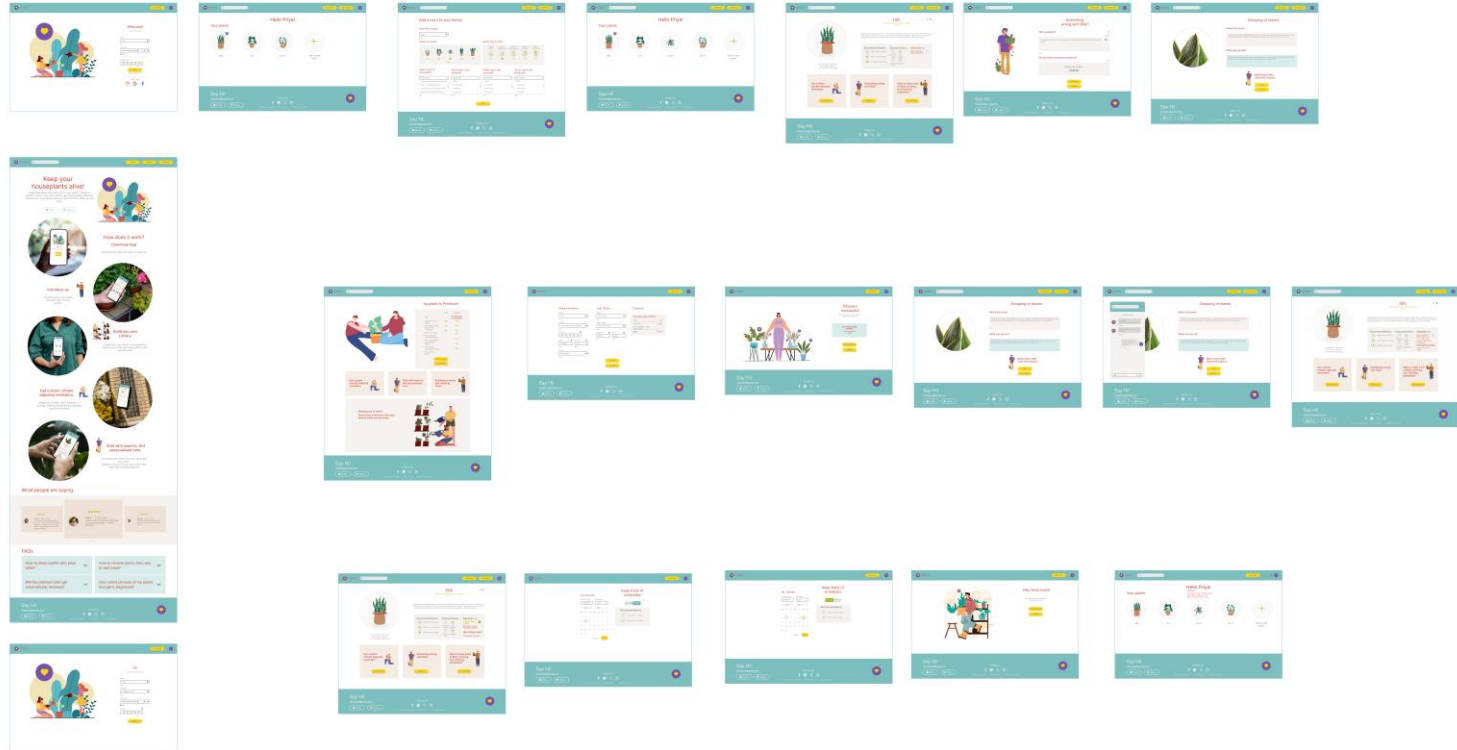
# Design exploration

To incorporate more color, I added the main menu bar at the top and placed my final version of the logo at the center. It was starting to look more refined.



# Design exploration

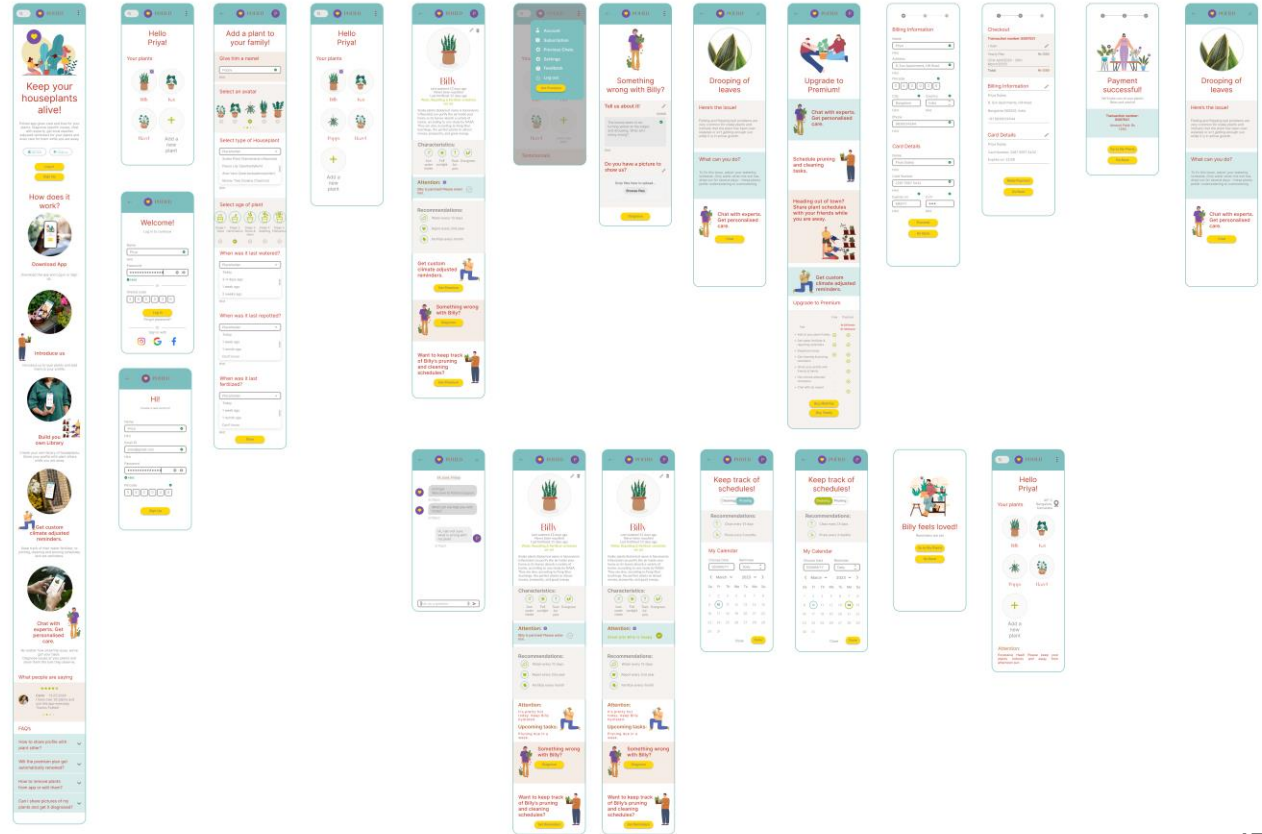
In the fourth round of exploration, I also worked simultaneously on the website to see how it translates. I added a footer to match the top bar with white text but the color contrast was not as per the accessibility considerations. It was not working and I needed to change it. I used images of people using the app in the "How does it work?" section of the homepage.





# Design exploration

Since the website was meant to be responsive, I translated the website to a mobile format. The round images in the homepage was taking too much space and the corresponding illustrations were not working and the



# Design exploration

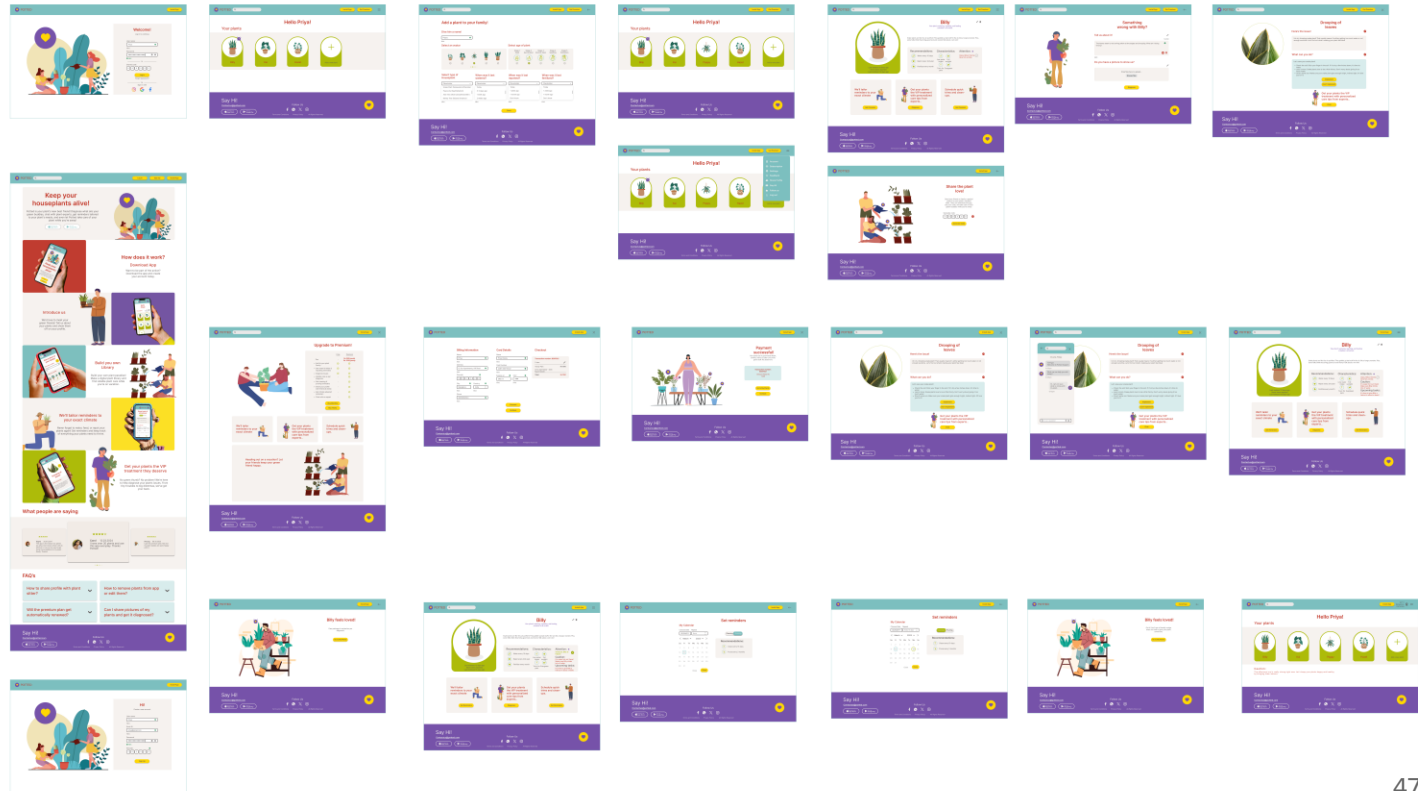
In the sixth round, I changed the images and added a solid backdrop to take away any distractions and match the color scheme of the app. I was getting closer to the final design and liked this iteration. The design felt clean. I changed the footer to a dark grey with white text to add sufficient contrast.



# Website hi-fi prototype

In the last round of exploration, I changed the footer color to purple since grey was feeling a bit out of place. It added the required vibrancy and I was happy with this outcome. The logo was looking great against this background and the accessibility constraints were met. I also added a green frame around the plant icons to define it more.

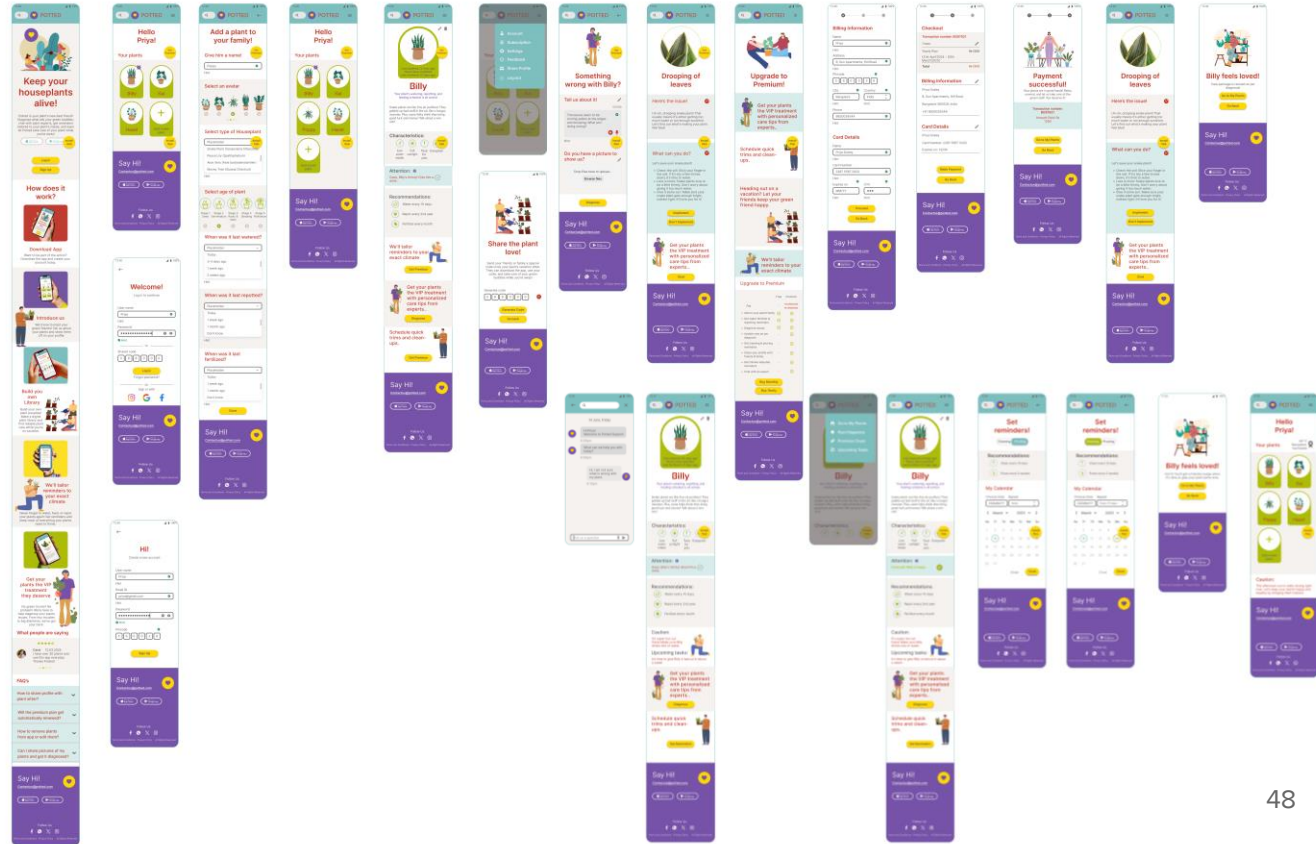
[View Prototype: Website](#)



# Website hi-fi prototype- screen variation

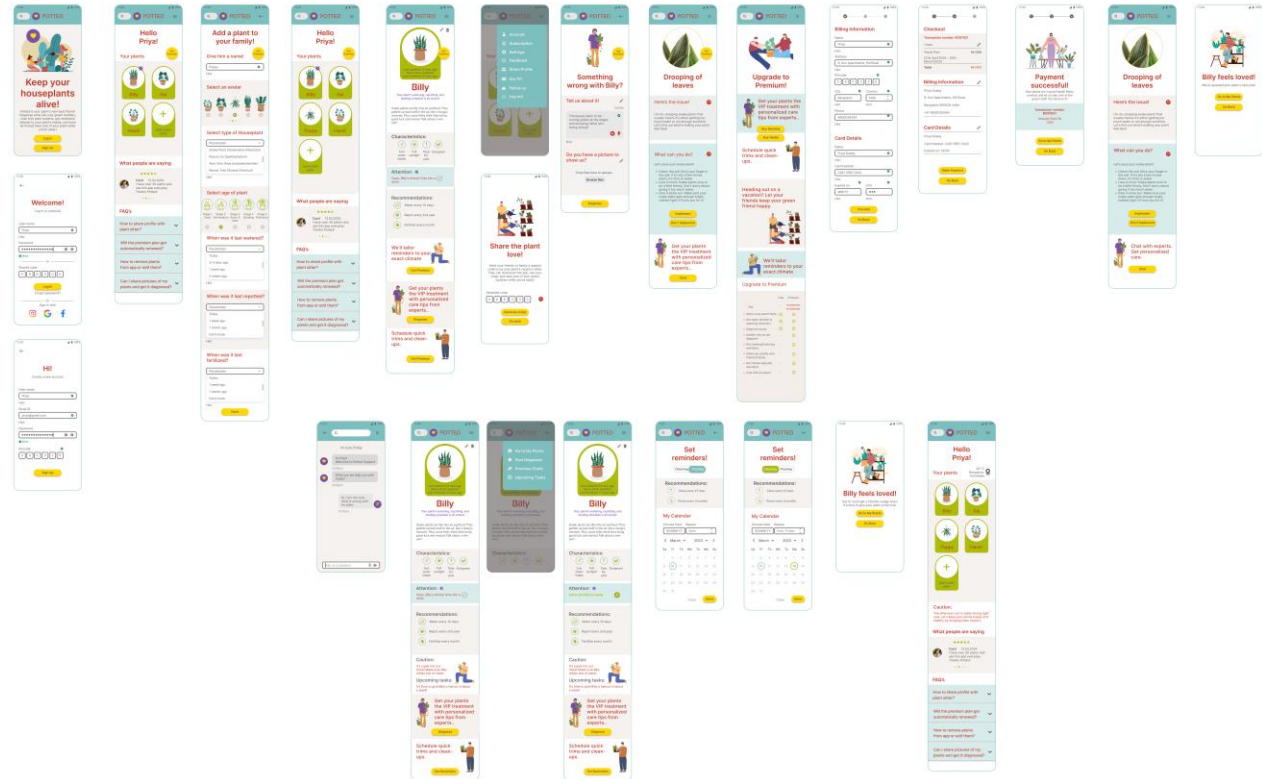
I translated the visual design to the mobile version of the website and it looked coherent. I was happy with the balance of colors across all the pages.

**View Prototype:**  
[Website on mobile](#)



# App hi-fi prototype

Finally, I translated it back to the app. The app felt dynamic and representative of the users.



View Prototype:  
[App](#)

# Design

## Usability

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Usability Testing

Usability Studies

Usability Findings Round 1

Usability Findings Round 2

# Usability Studies

## Usability Testing

With my app and website prototype I conducted two rounds of usability testing on a small group of users (5 people). I asked them to complete the below tasks and observed how they interacted with the app and areas where they were confused.

Tasks:

- Log in and add a plant to your Plant Library.
- Diagnose an issue with the recently added plant.
- Set a cleaning and pruning schedule for the added plant.
- Open the website and install the app on your phone.

I documented all the findings by taking a video of the process and later through affinity diagrams identified common themes and patterns.

# Usability Studies

## Round 1 Usability Findings (Test conducted on mobile app)

Most users wanted the possibility to set a recurring date while planning the cleaning schedules.

One user wanted to get access to previous diagnosis records and chats of a plant for future reference.

One user wanted to change the name of the plant but could not find how to edit information. They were not sure how to remove/edit the plant from their Library.

## Round 2 Usability Findings (Test conducted on mobile app and website on laptop)

Some users wanted step by step instructions on how to fix the plant issues and for the apps upcoming tasks to be adjusted as per the plant issue.

Some users were missing the “Search” icon, since it is not in the main navigation menu.

Most users were not sure of the sequence of steps to navigate the site. In the website, it was not clear that the plant profile has to be created first before diagnosing issues. For the app, this was not a problem.

Some users found the apps language/tone impersonal and unfriendly.

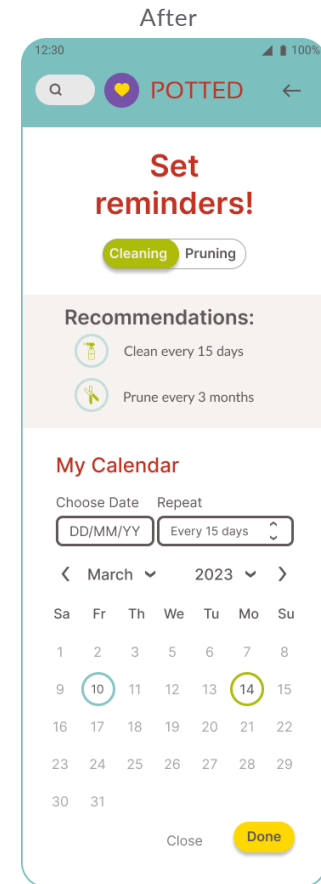
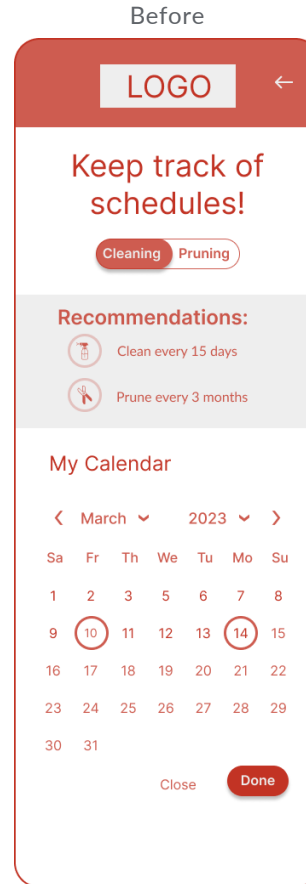
One user wanted the Installation of App button to be easily visible on the website.



# Usability findings Round 1

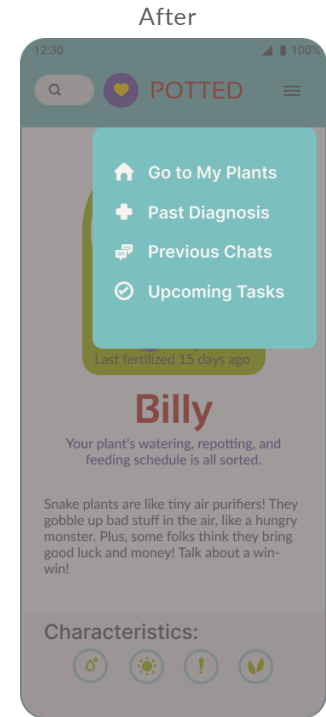
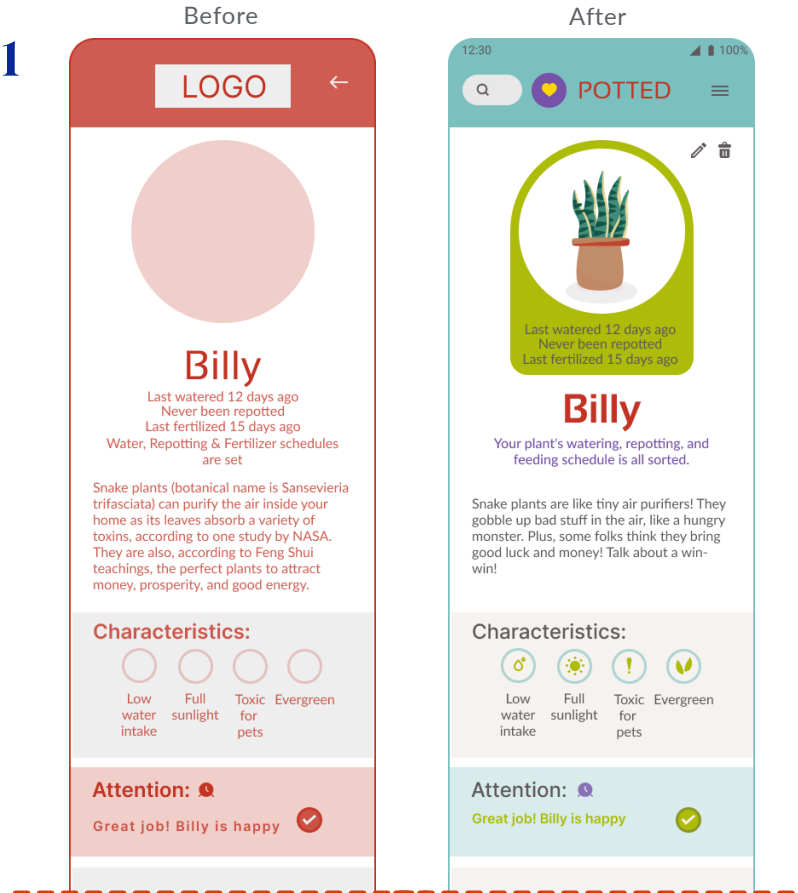
Most users wanted the possibility to set a recurring date while planning the cleaning and pruning schedules.

Hence a drop down to directly input a date and set a recurring reminder was provided. The option of calendar was also kept for ease of users.



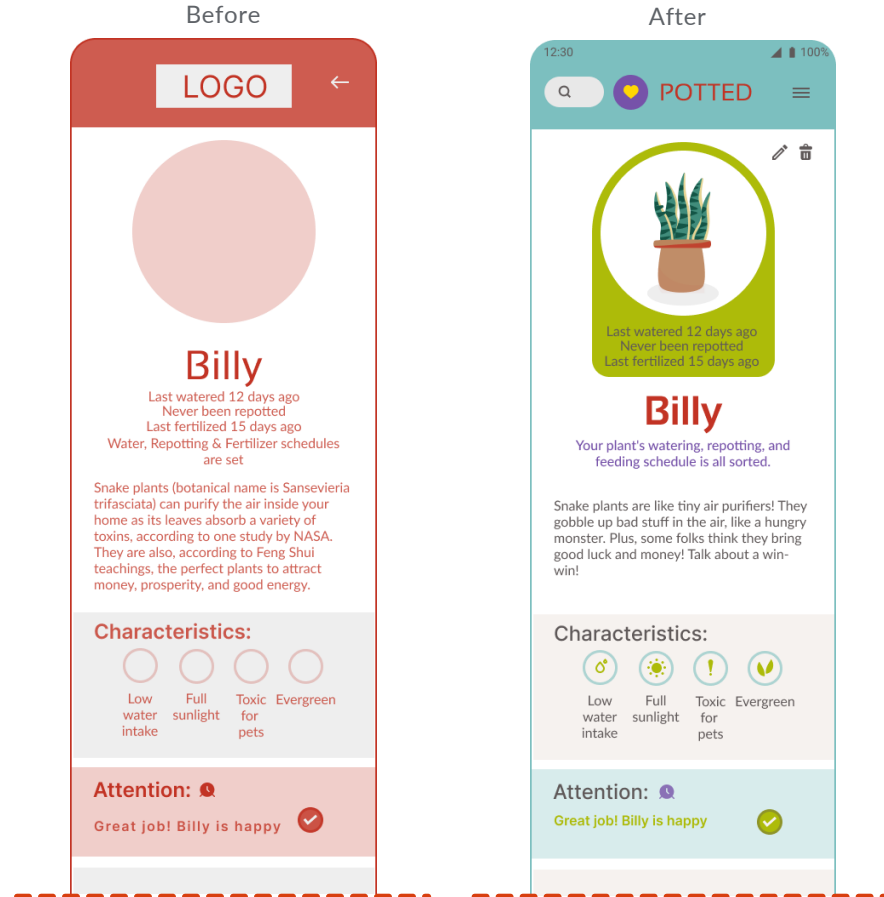
# Usability findings Round 1

One user wanted to get access to previous diagnosis records and chats of a plant for future reference. Hence a drop down menu was added to reduce the cognitive load of the user. Users can refer to the previous diagnoses of that particular plant by date.



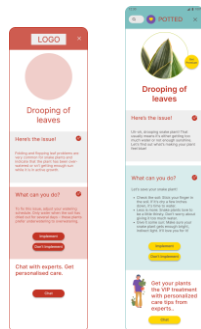
# Usability findings Round 1

One user wanted to change the name of the plant but could not find how to edit information. This was an oversight on my part and it was fixed by adding an edit/remove button.

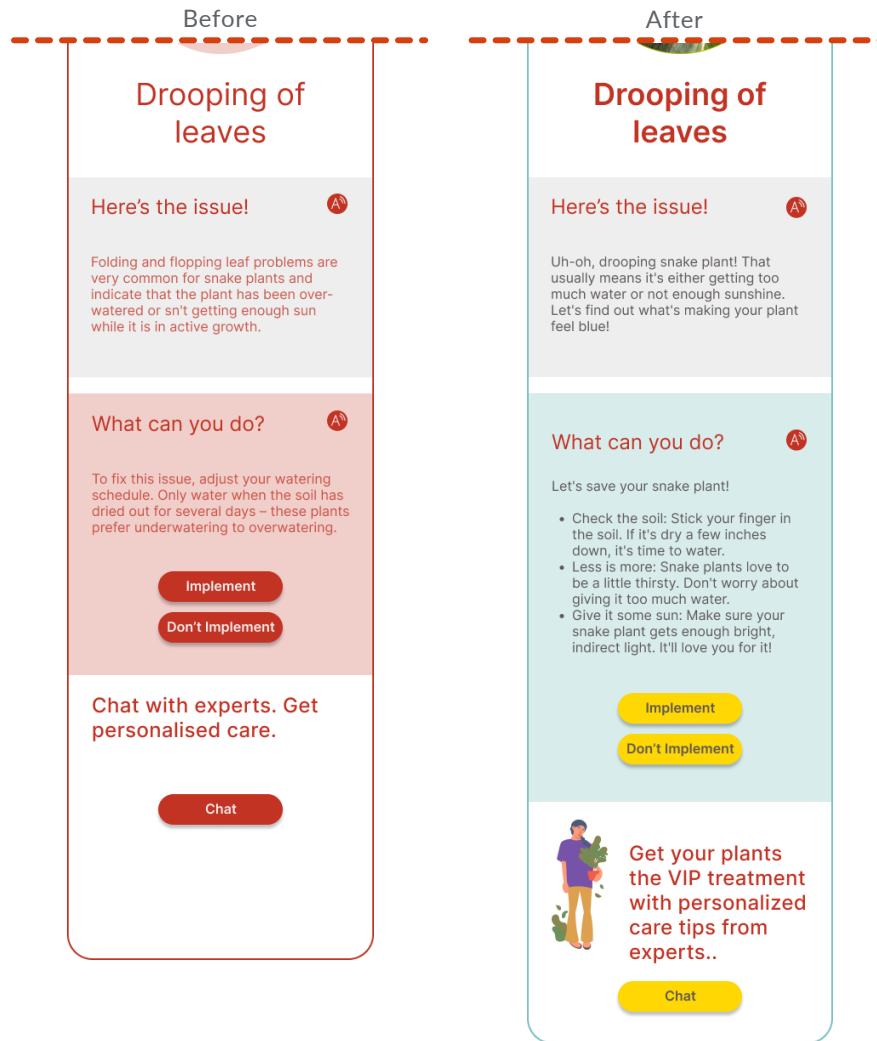


# Usability findings Round 2

Some users preferred actionable step by step tasks for fixing the plant issue. They also wanted to incorporate the suggestions and implement it in their care package. This led to adding of an additional feature in the app which gave users the possibility to accept or reject the diagnosis and option to implement the suggestions in the upcoming task. This feature was incorporated in the Premium plan.

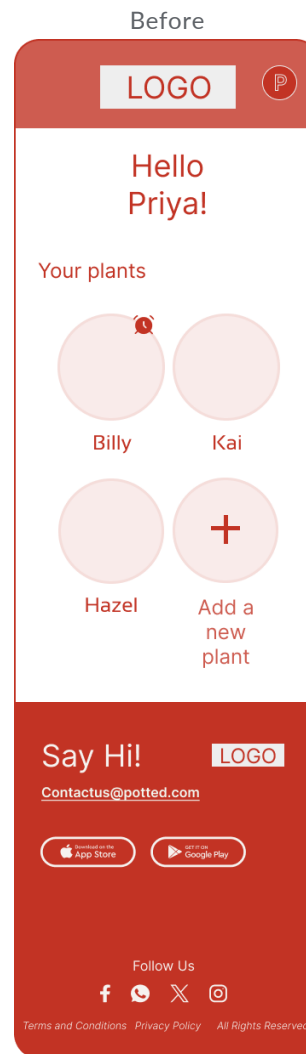


The language and tone was also modified to make it more user-friendly.



## Usability findings Round 2

Few users wanted the Search icon to be added to the main navigation menu and the “Install App” button to be easily accessible without having to look for it. These changes were incorporated.



# Usability findings Round 2

Most users while accessing the website was not sure of the sequence of steps to navigate the site.

For the app, this was not a problem.

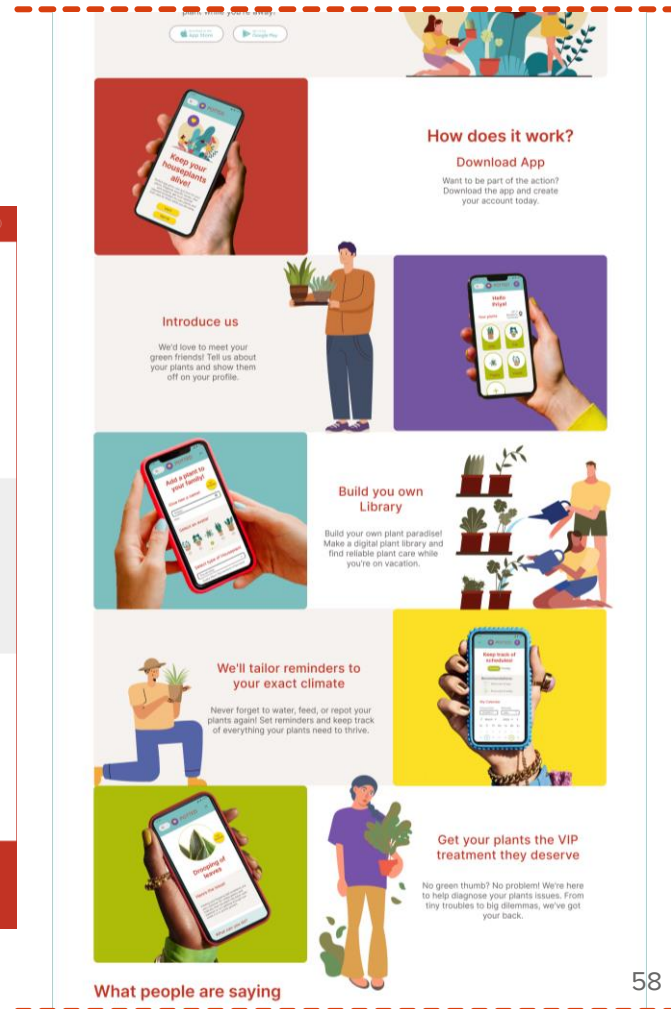
Hence a “How does it work?” section was added to the home page. This was done so that users can relate to, understand the features of the app and how to use it.



Before



After



# Design

## Accessibility

Accessibility considerations

# Accessibility considerations

Next, I approached accessibility and I had made a mistake of checking the WCAG guidelines for last. I had chosen and designed the app as per the brand colors I had developed earlier. This was clearly a mistake. When I checked the color contrast between background a text, it was not as per the guidelines. This led me to reiterate the color scheme and change the look of the app. In hindsight, I made a note to check the accessibility standards much beforehand. The revised version had the below considerations:

- Color Contrast: I ensured sufficient color contrast between text and background for users with visual impairments.
- Hierarchy: I have done a text hierarchy throughout the app and all Icons are accompanied by text for easy understanding by the users.
- Clear and Simple Language: I have used plain language and avoided jargon. I have also limited the amount of text so that the user is not overwhelmed.
- Landmarks: I implemented Landmarks like navigation, Search bar, Footer and Main body so that it the site is easier to navigate with assisted screen readers.
- Error Prevention: The website provides clear guidance as to how to use the app.
- Consistency: Maintain consistent design patterns and language throughout the app.
- Voice Control: Consider integrating voice control options for users with motor impairments.

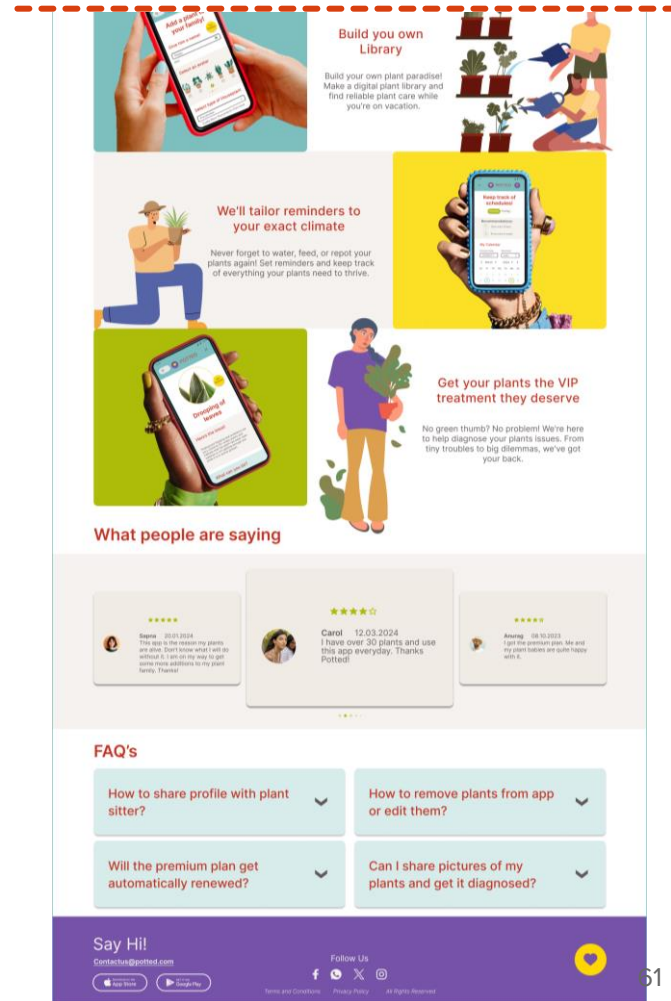
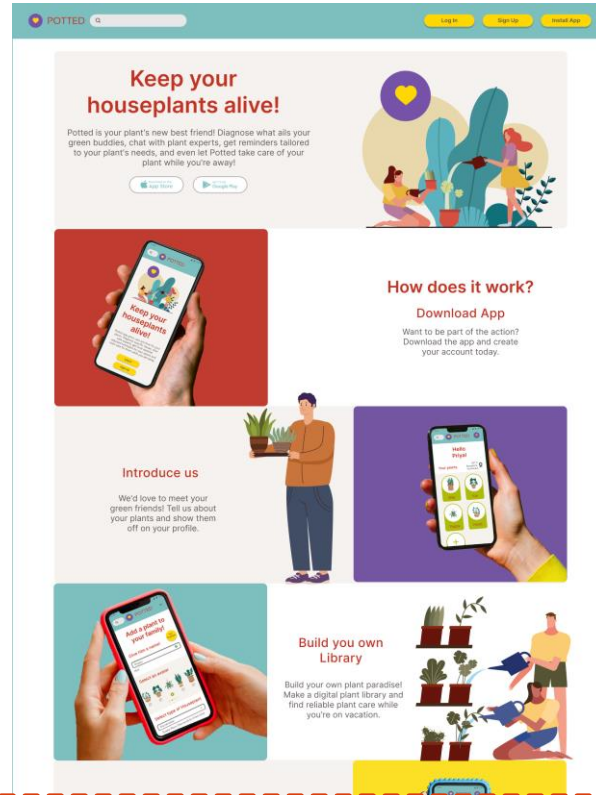


# Accessibility considerations

Chose a red for the text to have good contrast and be more legible. The action buttons are in bright yellow with dark grey text as per web accessibility contrast compliance checker.

I have also maintained a text hierarchy for Headings, sub headings and main body throughout the app and which is consistent with the website as well.

The Home page of the website has a “How does it work?” section that provides clear guidance as to how to use and navigate the app which could help users with limited technical knowledge.

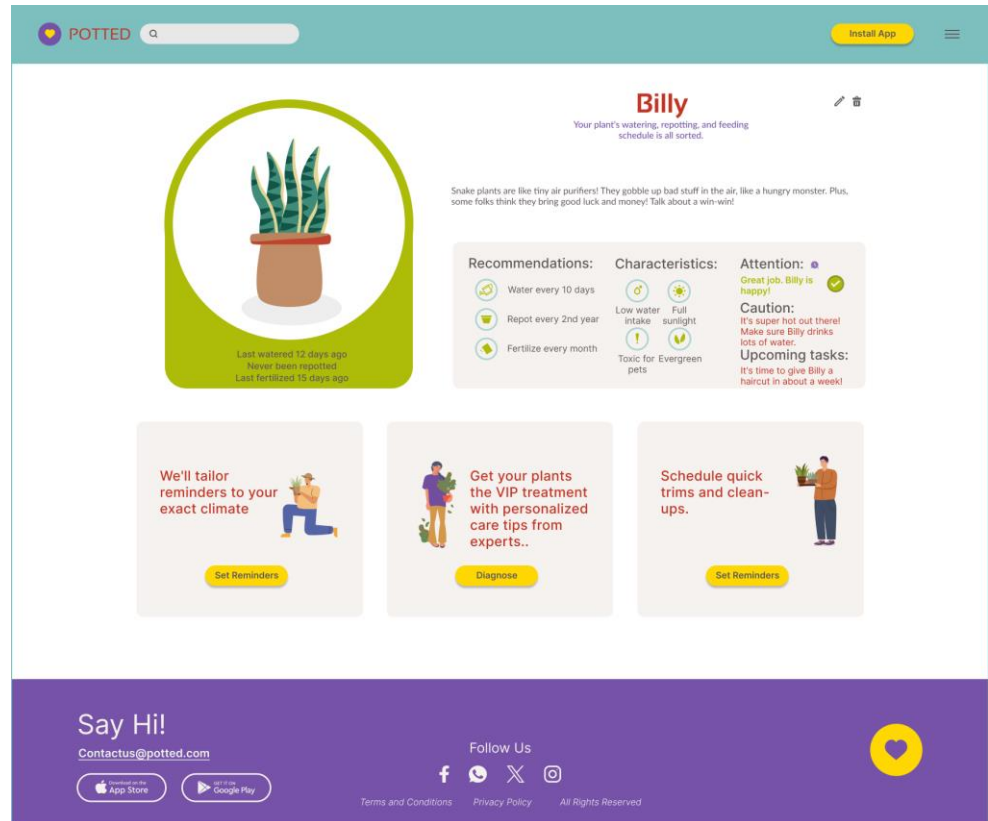


# Accessibility considerations

I have tried to use clear and simple text free of jargons. The tasks are broken down into small bits so that it is enjoyable and easy for even beginner level users.

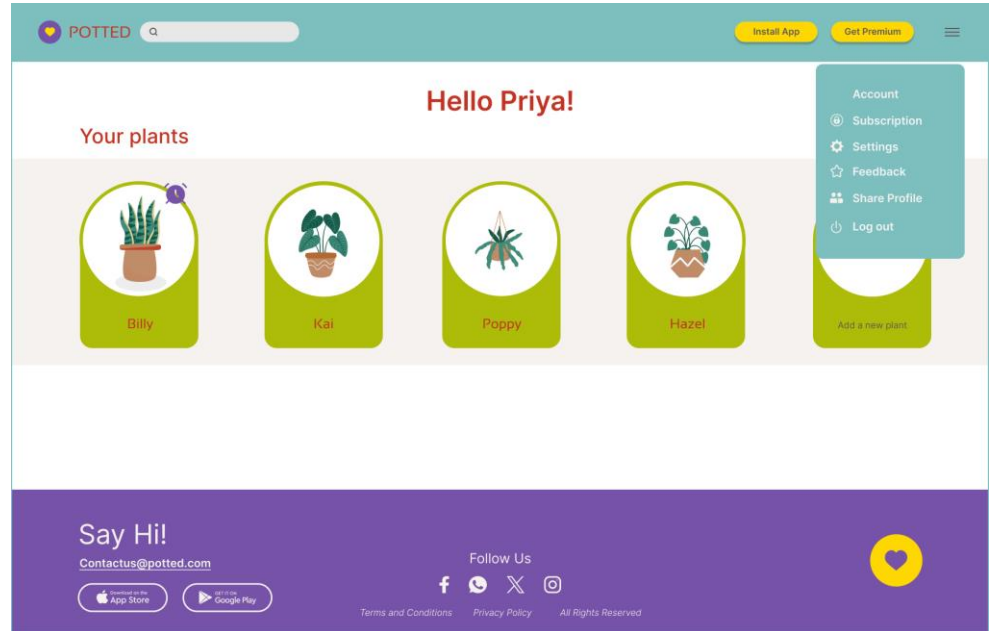
Further I have used the principle of similarity, proximity and ample negative space to group the information and present in a manner that doesn't overwhelm the user.

All the icons are accompanied by text so that it is easier for the user to understand.



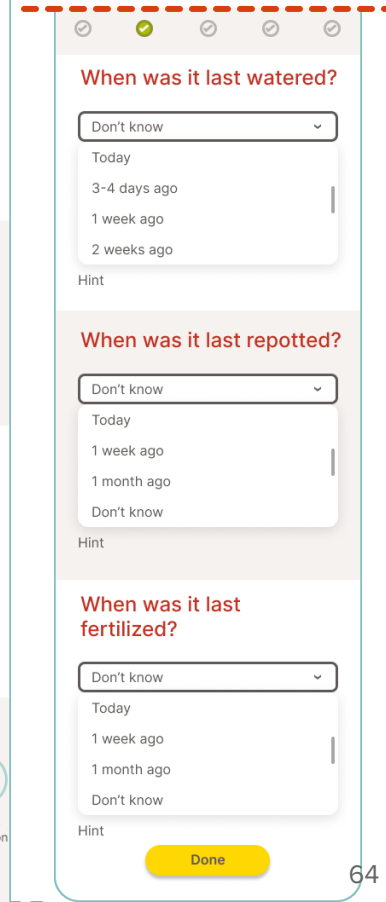
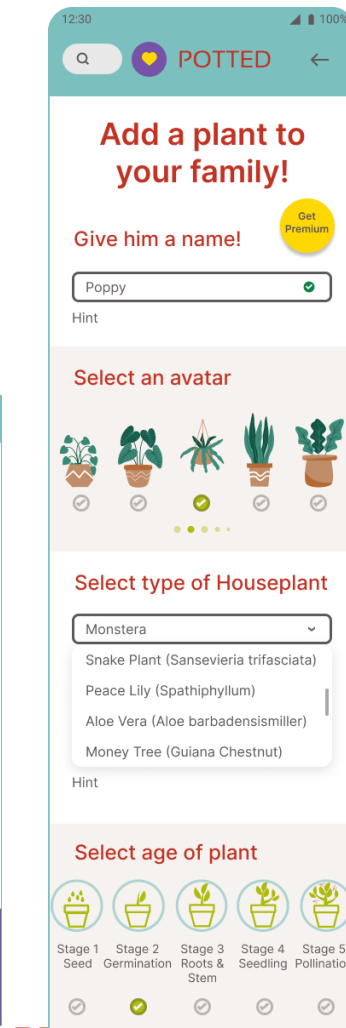
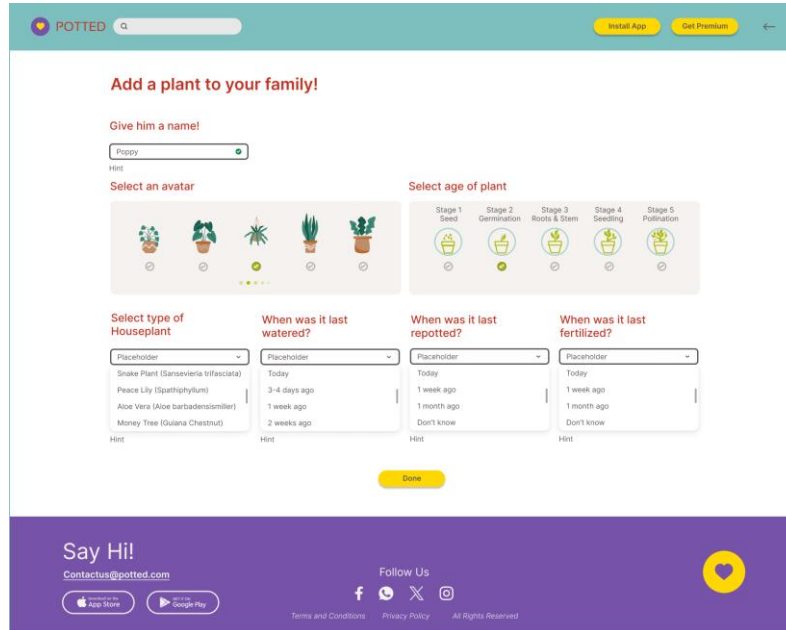
# Accessibility considerations

I implemented Landmarks like Navigation menu, Search bar, Footer and Main body so that it the site is easier to navigate with assisted screen readers.



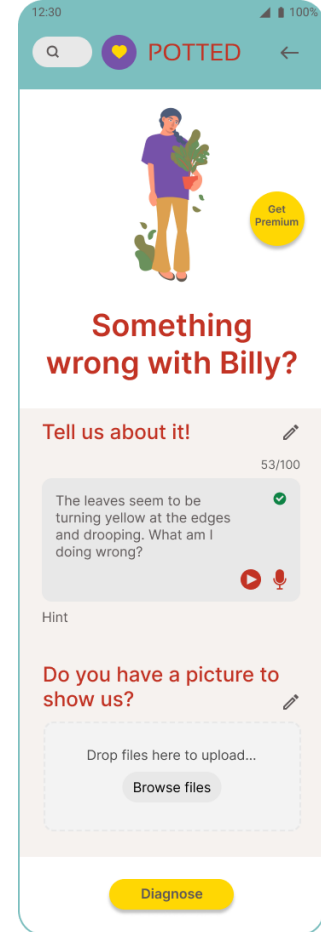
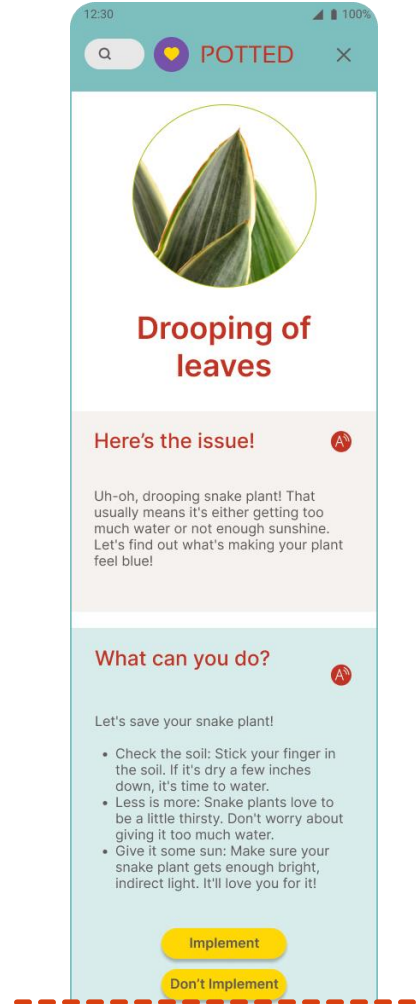
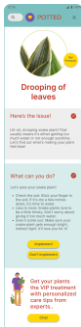
# Accessibility considerations

I have tried to use the Gestalt principles of similarity and symmetry to maintain consistent design patterns and language throughout the app and website.



# Accessibility considerations

I have tried integrating voice control options such as record, play message and read aloud feature for users with motor impairments.



# Design

## Final Design

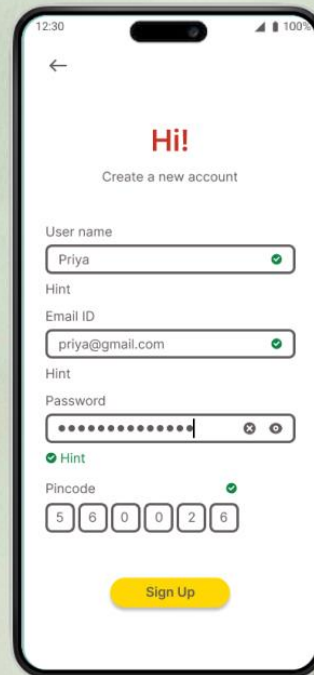
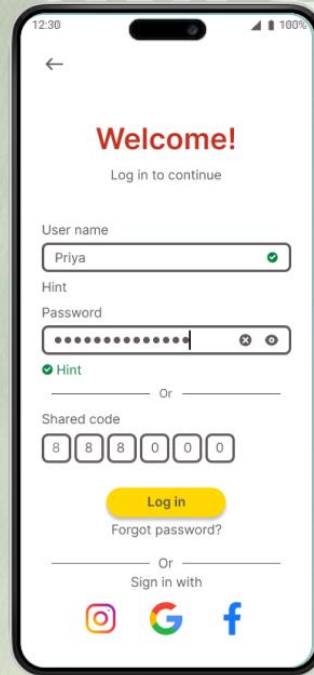
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Final screens - App

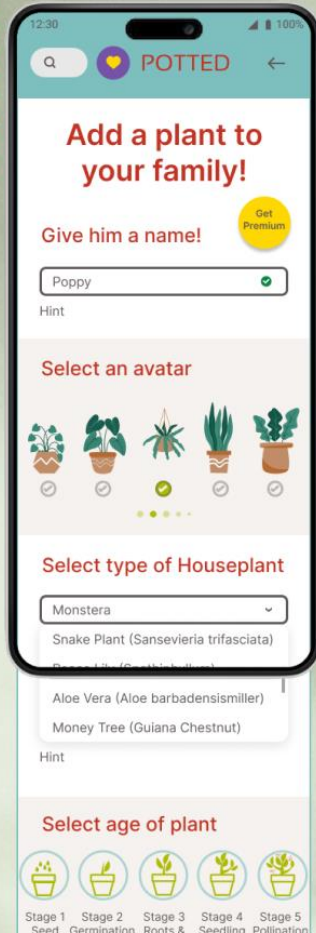
Final screens - Responsive website

# Onboarding screens

**Potted** is an app to empower users to become efficient, confident and successful plant caregivers by providing them with **reliable information, accurate diagnoses, and helpful treatment** options.





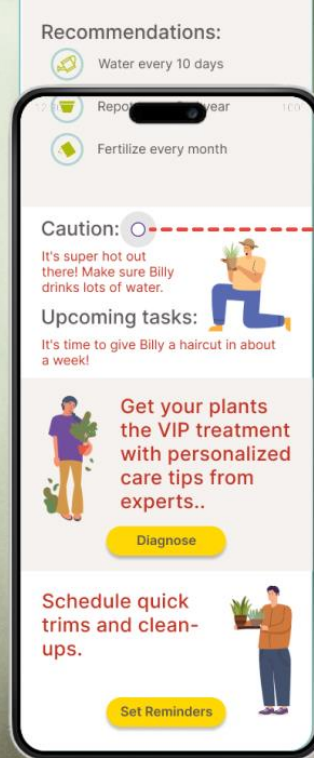
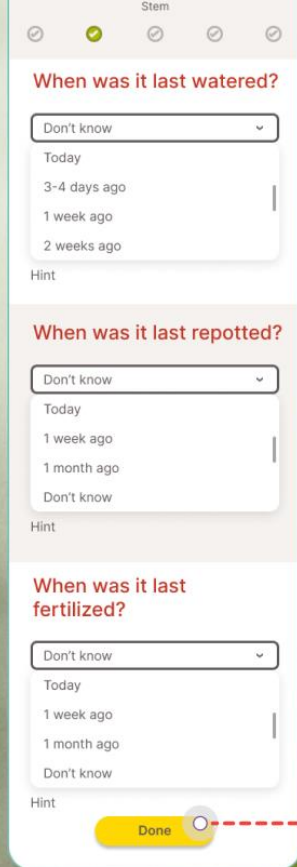
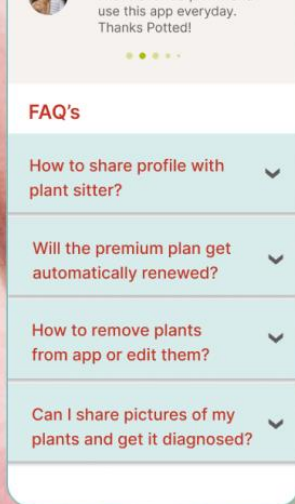


Users can **create their own plant paradise**, pick a cute name, choose a cool avatar. Potted makes gardening fun and turn plant care into a happy hobby.

Potted sends **personalized reminders** just for your plants. Plus, Premium members get smart plant care tips based on your **local weather** and **plant history**.

# Plant Library



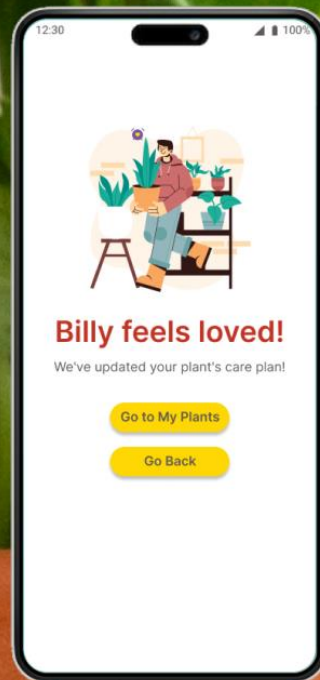
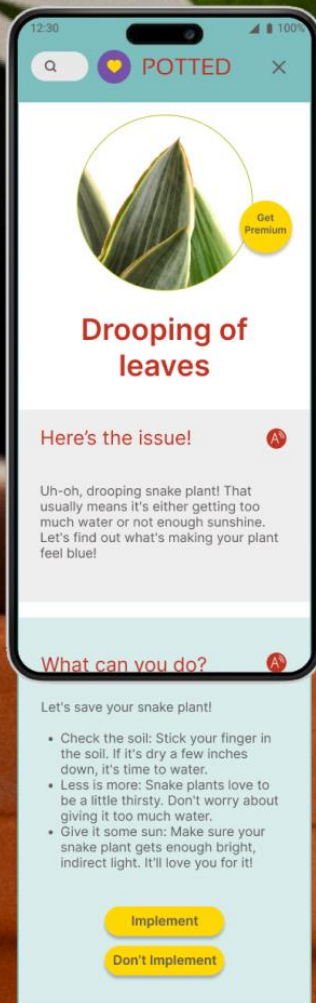
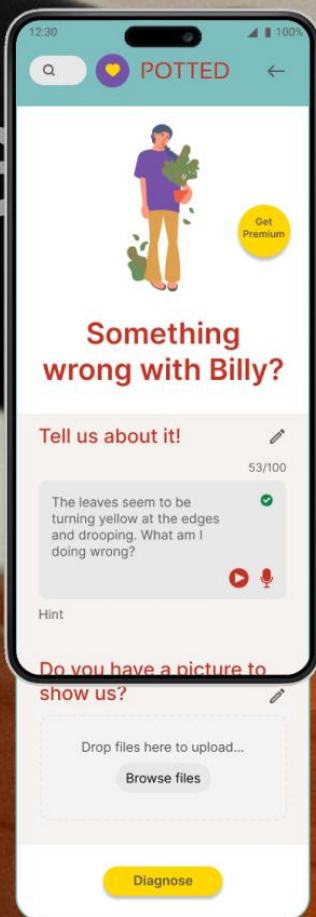


Users can become plant pros with Potted! They'll **learn cool tips, tricks** and stay on top of plant care with easy-to-follow **reminders about upcoming tasks**.

By providing some basic information about the plant, users can **add a new plant** and get started.

# Diagnose

Potted is like having a **plant doctor** in your pocket! Just snap a picture of your sick plant and tell us a bit about it. The app will **diagnose** the problem and provide **simple, easy-to-follow steps** to help the plant recover. With Potted Premium, users can trust the diagnosis and **follow the treatment plan** with confidence.



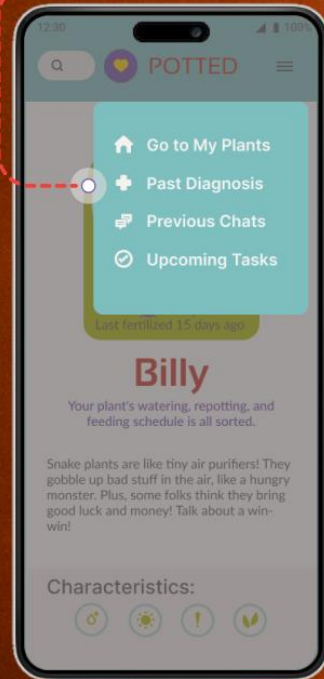
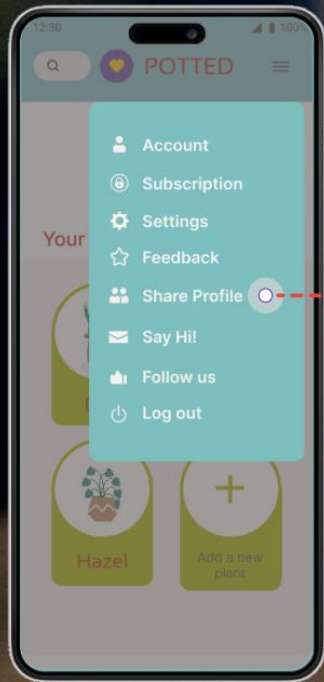
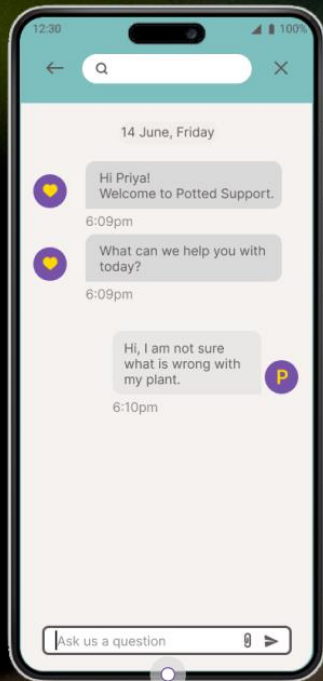


# Share profile



Get your plants the VIP treatment with personalized care tips from experts..

Chat



Sharing the plant Library with friends and plant sitters allow the users can relax on their vacation knowing their green buddies are getting the care they need, right from their **personalized care plan**.

Easily share plant care responsibilities with friends by **generating a unique code**. They simply download the app and enter the code to **access your plant profiles and detailed care instructions**.

Keep track of your plant's journey! You can **review old diagnoses and chats** to help keep your plants healthy.

Need a second opinion? Our **plant experts** are here to help! Just **send them a message**.

Potted's Premium plan goes beyond basic care. In addition to **reminders for watering, fertilizing, and repotting**, user's can create **custom schedules for cleaning and pruning** based on our expert recommendations.

Easily **select specific dates** or **set recurring reminders** to optimize your plant care routine.

12:30 100%

POTTED

### Set reminders!

Cleaning Pruning

Recommendations:

- Clean every 15 days
- Prune every 3 months

My Calendar

Choose Date Repeat

DD/MM/YY None

< March 2023 >

| Sa | Fr | Th | We | Tu | Mo | Su |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

Close Done

12:30 100%

POTTED

### Set reminders!

Cleaning Pruning

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My Calendar

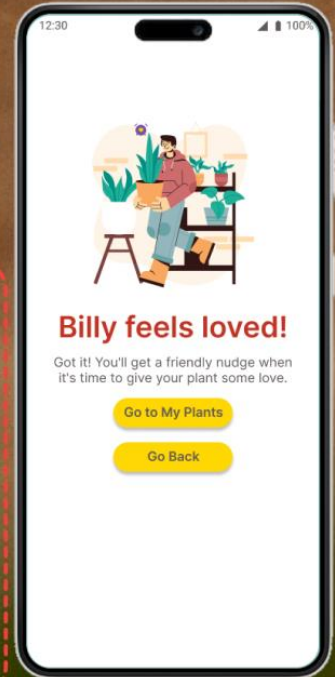
Choose Date Repeat

DD/MM/YY Every 15 days

< March 2023 >

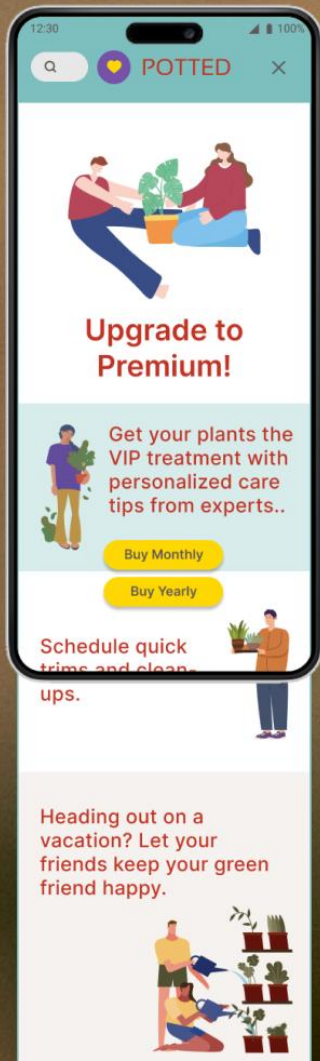
| Sa | Fr | Th | We | Tu | Mo | Su |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

Close Done



# Scheduling





12:30 100%

**Billing Information**

Name  
Priya

Hint

Address  
8, Sun Apartments, Hill Road

Hint

Pincode  
5 6 0 0 2 6

City  
Bangalore

Country  
India

Hint

Phone  
9830034544

Hint

**Card Details**

Name  
Priya Dubey

Hint

Card Number  
2287 5567 5432

Hint

Expires on  
MM/YY

CVV  
...

Hint

Proceed

Go Back

12:30 100%

**Checkout**

Transaction number: BO97921

1 Item

Yearly Plan Rs 1250

(21st April'2024 - 20th March'2025)

Total Rs 1250

**Billing Information**

Priya Dubey

8, Sun Apartments, Hill Road

Bangalore 560026, India

+91 9830034544

**Card Details**

Priya Dubey

Card Number: 2287 5567 5432

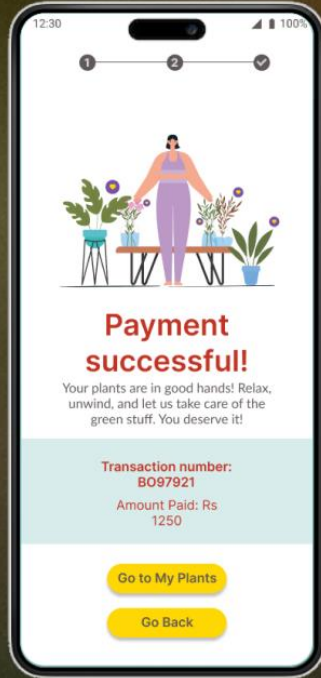
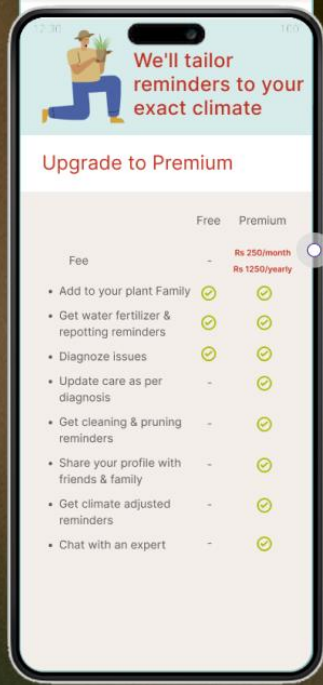
Expires on: 22/09

Make Payment

Go Back

To simplify the payment process, we've implemented a **clear and easy-to-follow checkout experience**. A **progress bar** guides users through each step, and a **confirmation page** is included to review details before finalizing the purchase. This streamlined approach helps minimize confusion and **ensures a smooth transaction**.

Payments



# & Premium

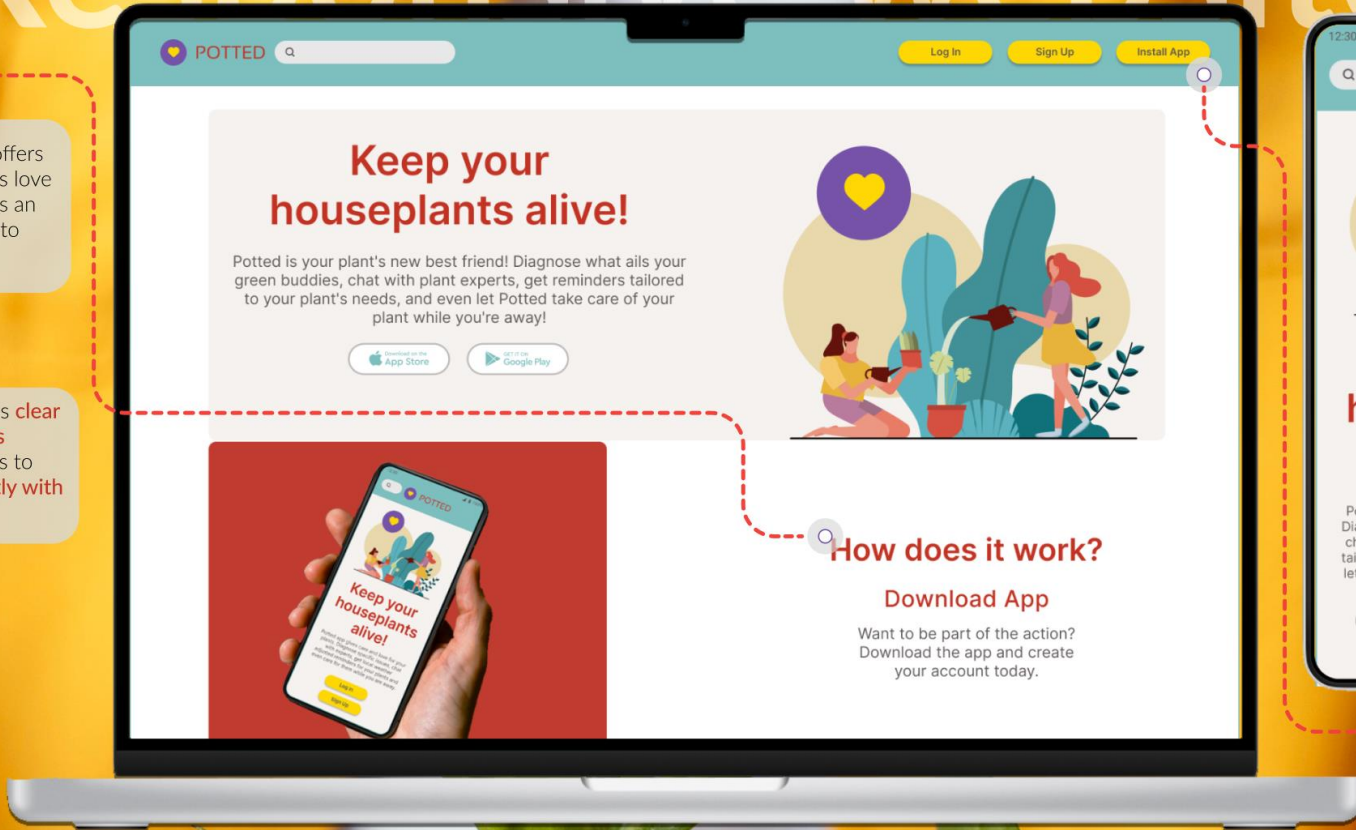
Potted offers a **free plan** that includes **essential features** to help you get started, such as adding plants, diagnosing issues, and setting basic care schedules. To unlock **advanced features** like detailed treatment plans, expert advice, custom care routines, plant sharing, and personalized weather-based reminders, Potted offers a **premium subscription**.

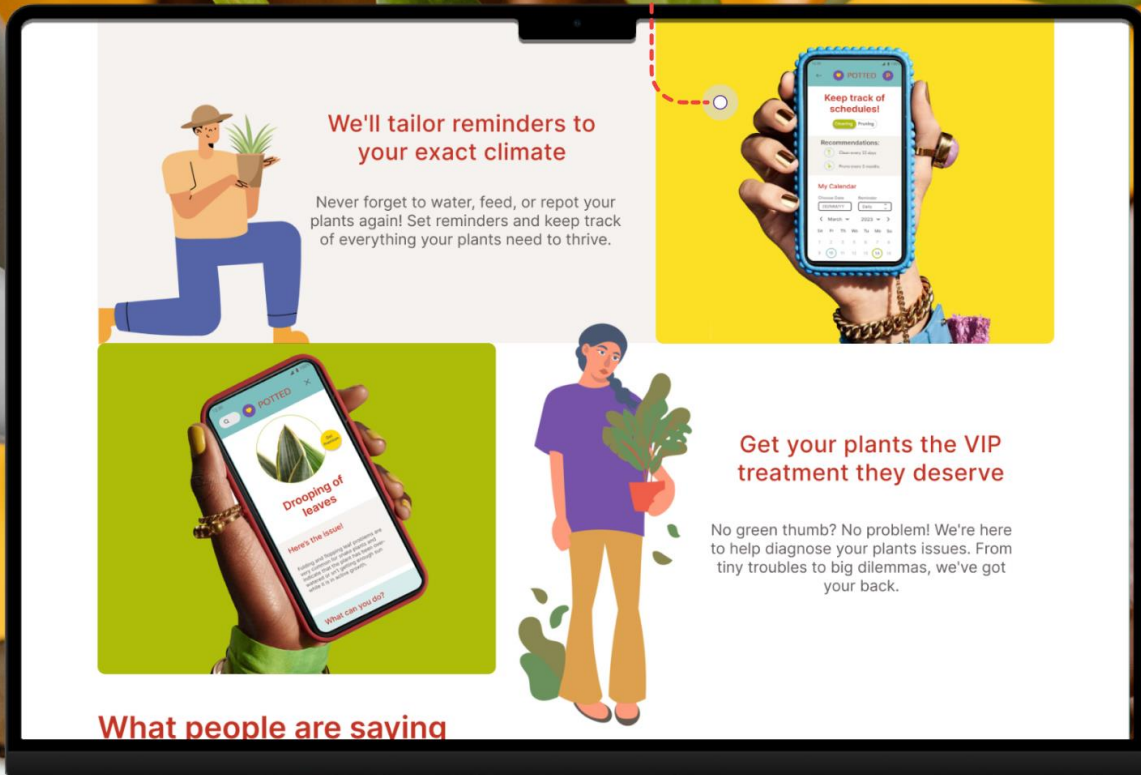
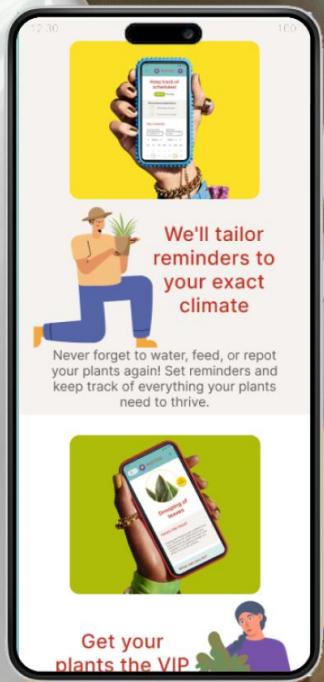


# Responsive website

The **responsive website** offers all the great features users love about the Potted app, plus an **informative introduction** to help you get started.

The website also provides **clear explanations of the app's features** and guides users to **download the app directly with just a click**.



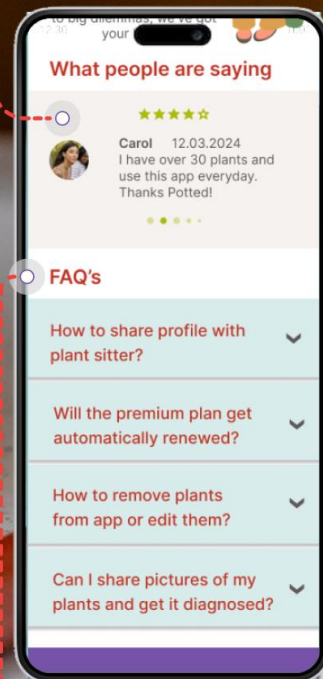
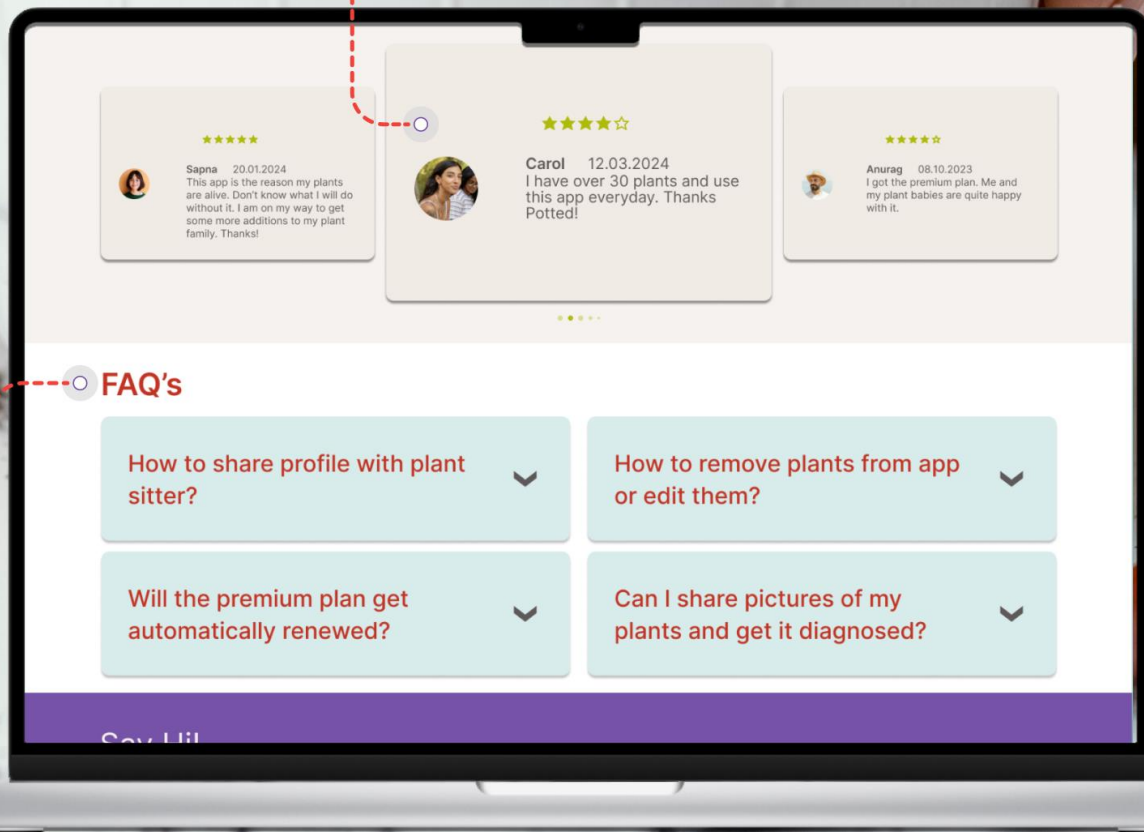


To enhance user understanding, **visual examples of app screens** have been included in the website. These images provide a clear representation of the app's interface and features, **guiding users through the process** and making it **easier to navigate**.

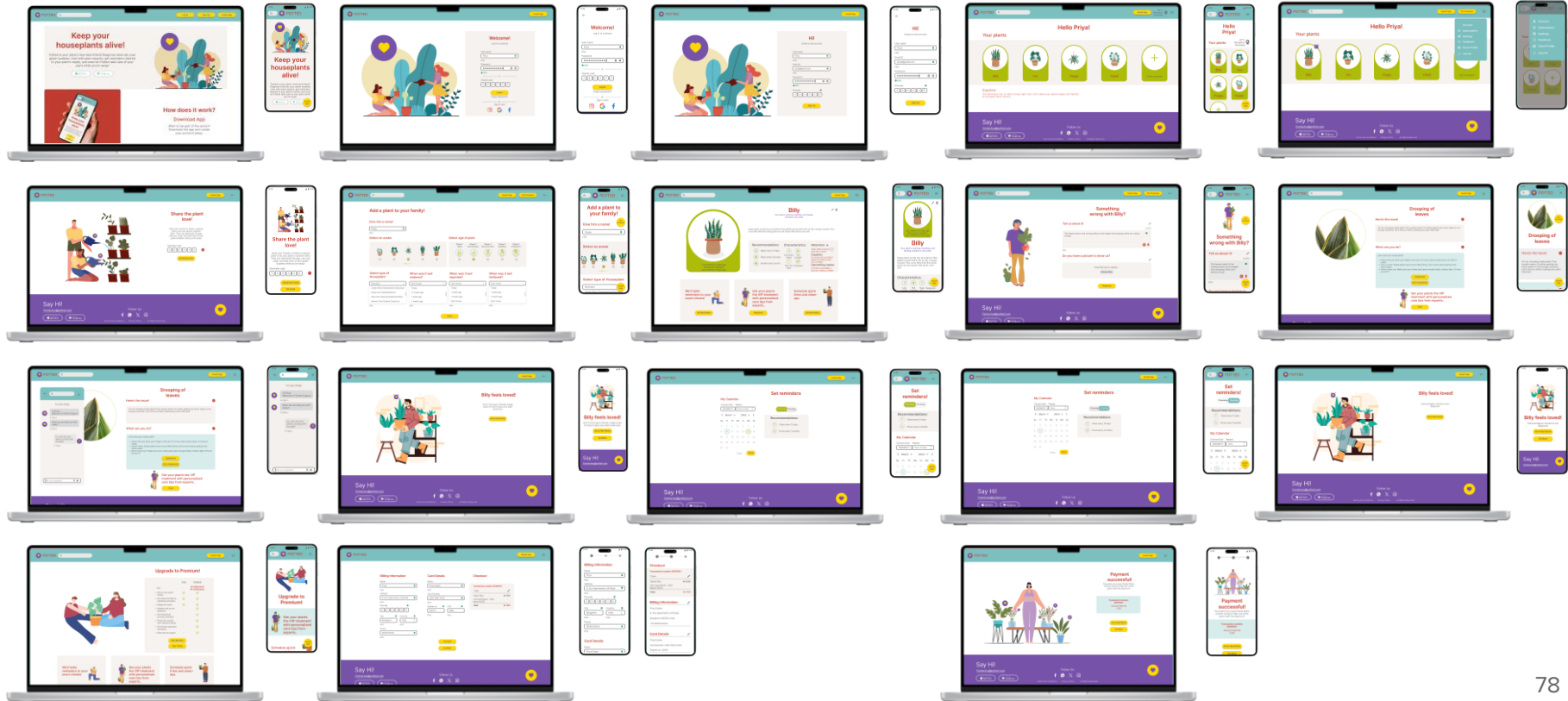


Feedback from our users were included to highlight the benefits of Potted. These testimonials offer valuable insights and **help potential users feel confident** in choosing our app.

A **frequently asked questions** section has been added to **address common user inquiries** and provide clear, helpful information.



# Responsive Website screens



# Conclusion



**Takeaways**

**Let's Connect**

# Takeaways

## Challenges

- The Strategy section was the most challenging by far. In the beginning, the concept development of an app and a responsive website seemed like a mammoth task but with step by step guidance I was able to break down the project into bite size pieces and achieve it. I went back and changed the user flow multiple times before settling on the current version.
- Conducting User interviews and identifying themes & patterns by affinity diagrams was another area where I faced a challenge.

## Learnings

Since this was my first project as a UX designer, I have gained valuable insights. I have learnt the importance of usability testing and information architecture.

Because of usability testing, I could add an important feature of implementation of diagnosis findings. In hindsight, this feature is unique to 'Potted' and quite valuable to its users.

I also received valuable feedback like add the "How does it work?" section and change the tone which made the app user friendly.

One valuable lesson I learnt is to always keep users and accessibility in mind right from the beginning and not at the end in the design phase.

## Next steps

Show the design to real users and observe how they are using it. I will need a validation on my design from the users. Based on the insights from user testing, I will iterate and make changes. I would also like to explore the use of animations to make the design more dynamic.

## Let's connect

Thankyou for taking the time to go through my project. I would appreciate your feedback.

Please contact me at [bose.sayani2@gmail.com](mailto:bose.sayani2@gmail.com)