PlantPet

PlantPet is a mobile application designed to help users establish a deeper and more meaningful relationship with their plants. Plant Pet fosters a sense of companionship between users and their plants.

Role: Design, User Research & Testing

Tools: Figjam, Figma

Timeline: 4 Weeks

Illustrations by Freepik

Project Overview

The PlantPet app aims to foster a deeper relationship between plant owners and their plants by transforming plants into virtual pets. This innovative approach encourages consistent plant care and prevents neglect by creating an emotional bond between the user and their plants.

Problem Statement

To develop a digital solution that enhances the relationship and prevent neglect between plant owners and their plants.

Understanding the problem

Upon research, the findings indicate that plant owners frequently encounter challenges such as inconsistent care routines, insufficient plant care knowledge, difficulty in monitoring plant health, and emotional disconnection, leading to neglect and poor plant health.

Research Findings

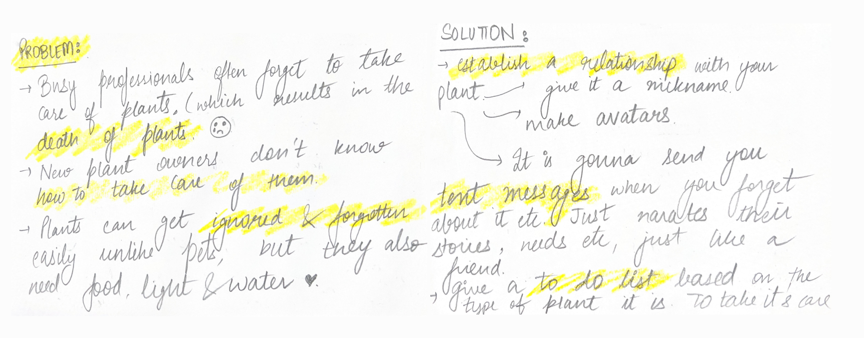
What do people want?

Care Guidance | Real-Time Updates | Emotional Engagement

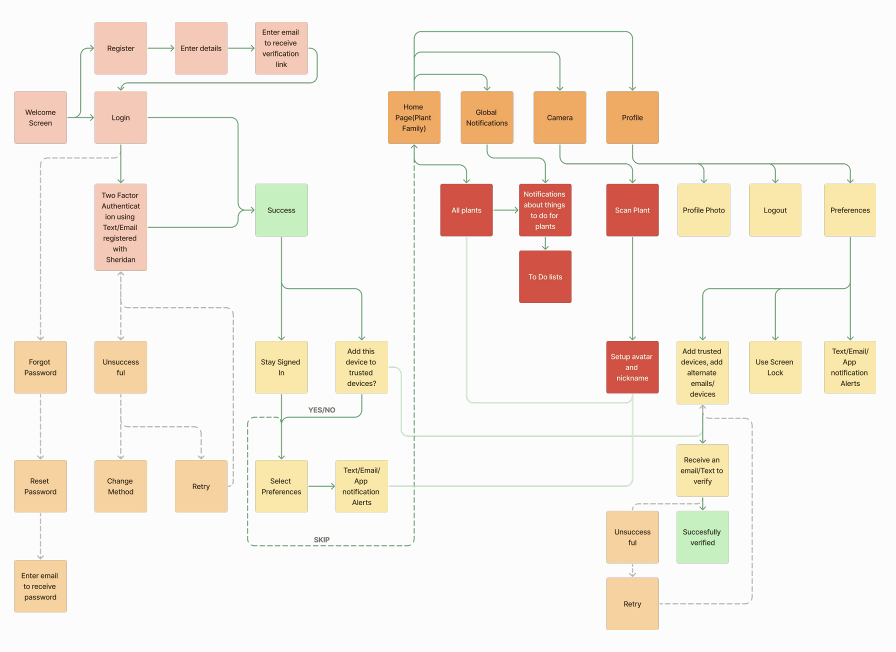
The findings indicate that plant owners want solutions to maintain consistent care routines through reminders and schedules, access comprehensive plant care knowledge and tips, and easily monitor plant health with real-time feedback.

They also want to create a deeper, more meaningful connection with their plants, making plant care a rewarding and enjoyable experience.

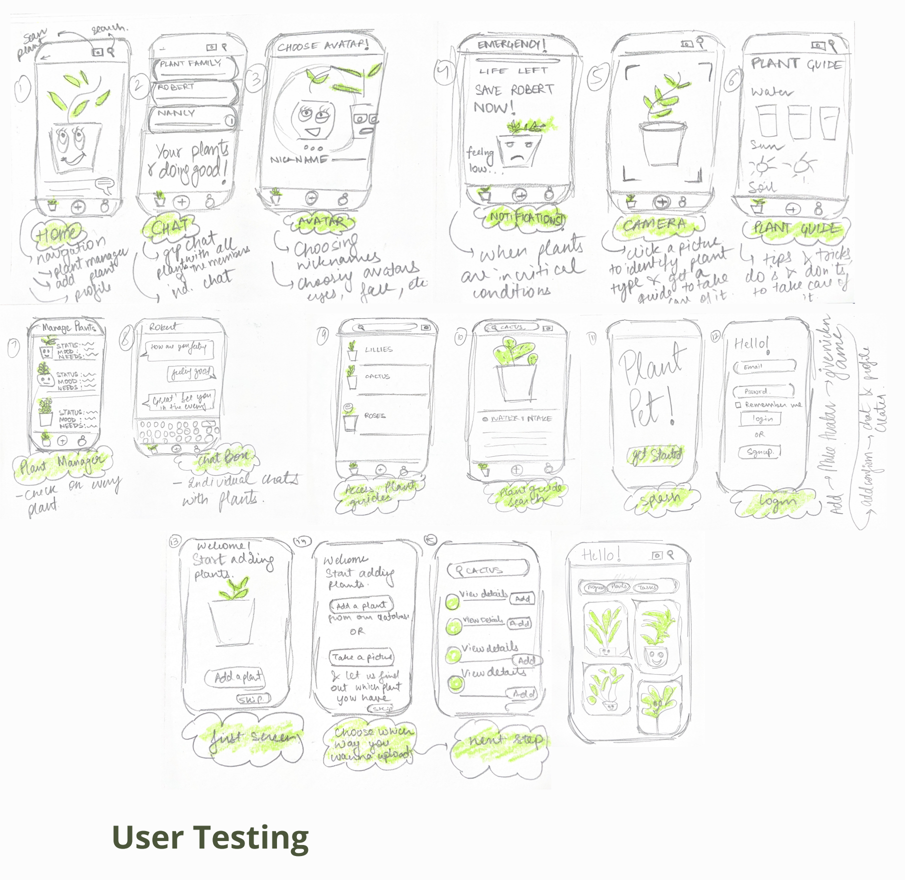
Early Thoughts



User Flow



Low Fi Wireframes



User Testing

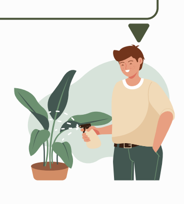
Before I moved forward with the design, I conducted user testing on 5 plant owners, asking users about the user flow of the application, it's features and screens as well.

What did the users say?

> The app should use colors or icons to show plant status at a glance.

> My main thing is it needs to be super minimal. Just tap and go.

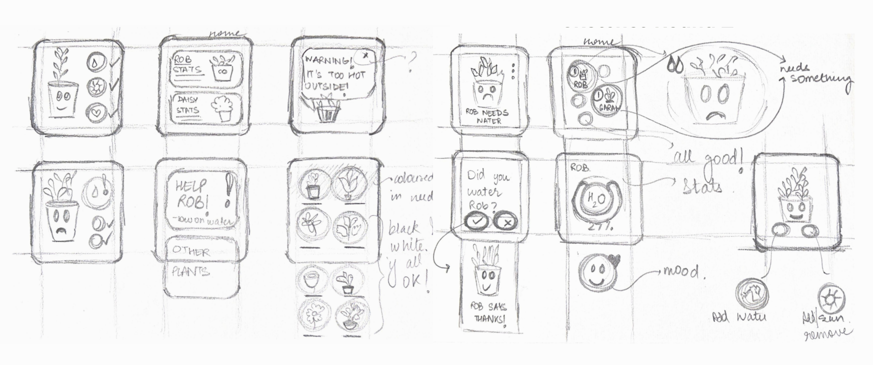
> Having an alert pop up on my watch would be perfect.



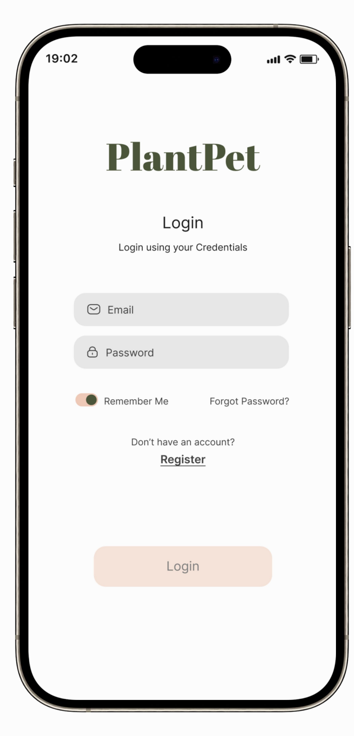
Testing Results

During user testing, participants emphasized the need for simplicity and quick access to plant information. While users appreciated the clear navigation and avatar customization, they suggested improvements for faster updates, personalized reminders, and integration with wearable devices.

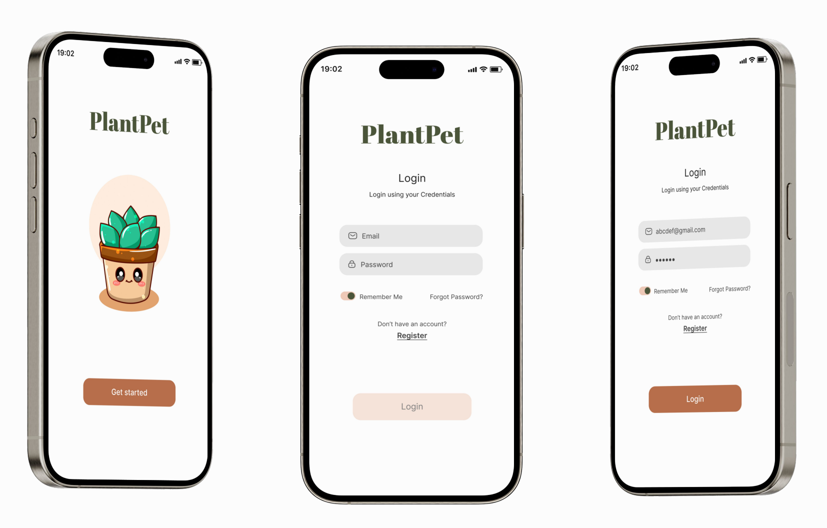
Low Fi Wireframes

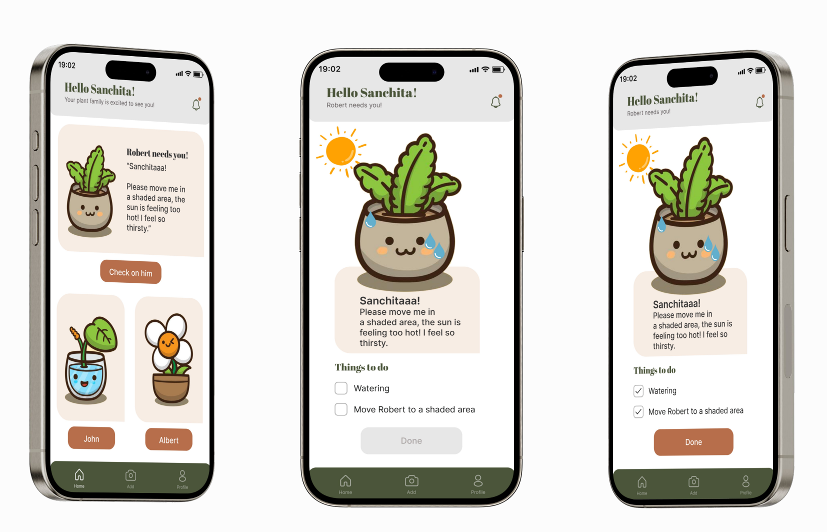


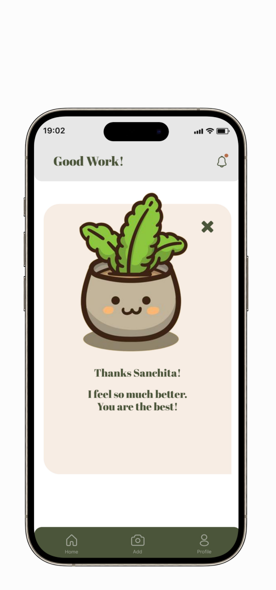
Design Outcome



View Prototype







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Style Guide

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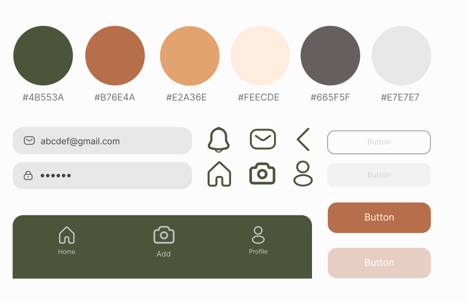

Future considerations

As I developed PlantPet, future considerations include integrating advanced technologies like AI for personalized care suggestions.

Reflecting on this project, my goal will be to continually enhance user experience, ensuring the app evolves with user needs and technological advancements. Engaging with user feedback will be crucial in refining features, fostering a sustainable and enjoyable plant care ecosystem.