GARDEN STORY
Story

Summary

The Head Gardener of a large vegetable garden needs a solution to control the watering of the numerous varieties of vegetables growing in the gardens using as much rainwater as possible instead of tap water.

Storyline

The Head Gardener would like to improve the vegetable yield of the gardens. The main target to achieve this is by maintaining the perfect amount to humidity in the soil. However, this is a time-consuming process and different vegetables need different humidity levels. If the Head Gardener could have a garden that automatically gets water from the rainwater tanks or tap water when need and distribute it to the different areas of the garden according to the current crops he could improve the yield of the gardens.
### Persona

Explain the needs, goals, and pain points addressed

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### ROBERT
**Gardener**

“Nothing is more important than a well-tended vegetable garden.”

**About**
- 34, married, 12 years of gardening experience
- Robert is in charge of many gardens in multiple sites
- He works with other Gardeners under the supervision of the Head Gardener
- He also moves a lot to visit suppliers and customers

**Responsibilities**
- Optimize the crops yield
- Water the gardens
- Weed out the gardens

**Main Goals**
- Optimize the crops yield
- Reduce water, fertilizer and other resource consumption

**Needs**
- Track the humidity level of each crop in each garden
- Know when gardens need to be watered
- Use rainwater as much as possible

**Pain Points**
- Switching from rain water to tap water when rain water is depleted is complicated and when in a hurry I do not use rain water at all
- Measuring humidity while watering is tedious and time consuming
Point of View

As a gardener,

I need a way to easily water the gardens using mainly rainwater

so that the crops give better yields while using as little tap water as possible.
UX Journey
Describe Actions, Mindset, Feelings and Touch points
# User Experience Journey Template – The gardener waters the gardens

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Get to garden A and check humidity</th>
<th>Water the garden</th>
<th>Check humidity again</th>
<th>Get to garden B and check humidity</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>“Measuring humidity takes so long!”</td>
<td>“Hope there is enough rainwater, switching to tap water is long!”</td>
<td>“I hope I did not overwater this time!”</td>
<td>“Measuring humidity takes so long!”</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Hand-held humidity measuring device</td>
<td>Rainwater barrel vs tap water</td>
<td>Hand-held humidity measuring device</td>
<td>Hand-held humidity measuring device</td>
</tr>
</tbody>
</table>
Prototype screens for an IoT application to solve your PoV

The gardens will have autonomous humidity sensors in the soil. The gardener will have this application to see all the gardens he manages and their respective humidity levels.

Prototype mockups: