Story

Taking care of plants is a difficult task, especially if one has little time to invest. Plant owners do not always know how to best take care of their plants and often forget to water them properly. The knowledge of how much water what plant needs is difficult to find online and as a result, plants often die, which causes frustration and disappointment.

A humidity sensor in the plant’s soil and a corresponding app would help her/him to know when to water the plant and how much water this specific kind of plant needs. Additional information like the best temperature or sun exposure for her/his plant, would help the plant owner to best take care of her/his plants. Large companies, flower shops or public places could also use an app like Iplantt to reduce maintenance costs and additional expenses.
As a busy, active person I tend to forget to water my plants, therefore I want to be reminded to water them, so that my home looks nice and inviting and my plants are doing fine.

"Oh! I completely forgot to water my fig tree!"
Max is an IT specialist working for an international software company. Due to his extensive knowledge in his field, he often gets to go on business trips. Max likes to invite friends over to his house and is a good host. He sometimes rents out his place over Airbnb. Max loves plants, but does not really know how to take best care of them.

**ABOUT**

**MAX LILLE**

Age: 34  
Relationship Status: Single  
Job: IT Specialist  
Archetype: Curious Plantlover

**GOALS**

To have an inviting home
To have close and deep relationships to friends and family
To travel the world and meet new, interesting people

**FRUSTRATIONS**

To be overwhelmed with chores
To forget to water his plants
A messy home

**PERSONALITY**

Lazy
Introvert
Thinking
Judging

Motivated
Extrovert
Feeling
Perceiving

**MOTIVATIONS**

Incentive
Achievement
Social Acceptance
Development

"I want to spend as little time as possible thinking about chores and instead learn new things."
User Experience Journey without iplantt

**Actions**
- Wakes up in the morning
- Remembers to water his plants
- Searches for one of his plants online
- Can not find his plant online
- Decides to water the plant with lots of water
- Max forgets to water the plant in his bedroom
- Max has a very busy week with a lot of work and gets home late
- After his business trip, Max finds that two of his plants have died

**Mindset**
- “I have to get ready and get to work on time”
- “I don’t remember the last time I gave water to my plants”
- “I don’t know how much water this plant needs”
- “I don’t know how to search for this plant. I don’t know the name”
- “The plant probably needs a lot of water”
- “I think all my plants have water now”
- “I am too tired to think about my chores or clean up”
- “Oh No!”

**Feeling**

**Touch Points**
- Water
- Watering Can
- Flowers/Plants
- Smartphone
- Internet
- Flowers/Plants
- Smartphone
- Internet
- Flowers/Plants
- Work
- Flowers/Plants
- Watering Can

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User Experience Journey with iplantt

Actions
- Wakes up in the morning
- Gets a notification on his phone to water his plant in the bedroom
- Opens Iplant and sees that his fig tree needs to be watered
- Max learns some interesting facts about his plant
- Max checks the app for his other plants, but they are all doing great
- Max has a very busy week with a lot of work and gets home late

Mindset
- “I have to get ready and get to work on time”
- “Oh cool! I completely forgot to water that plant”
- “Nice! I can check how much water this plant needs!”
- “I should probably move this plant to a sunnier place”
- “I am glad to know that my plants all have enough water”
- “I am happy that I get notified if one of my plants needs water”

Feeling

Touch Points
- Smartphone
- Iplantt
- Watering Can
- Flowers/Plants
- Smartphone
- Iplantt
- Internet
- Flowers/Plants
- Smartphone
- Iplantt
- Internet
- Flowers/Plants
- Smartphone
- Internet
- Flowers/Plants
- Watering Can
- Work
- Iplantt

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When it comes to fig tree care, you should know that growing fig trees requires well-drained and fertile soil. The best soil for growing fig trees would be loamy soil that has plenty of organic matter cut through it. Also, be sure the area gets plenty of moisture. The perfect pH for growing fig trees is a soil pH of 6.0 to 6.5.

After selecting a plant, the user gets specific information on how to take care of the specific kind of plant. How much sun and water it needs and additional information, like origin etc.
The app is searching for new humidity sensors.

After a new sensor is found, additional information can be added. The kind of plant can be typed in or searched for online. Possible future scope: taking a picture of the respective plant and having iPlantt recognize the kind.