

Healthy Garden

Gardening is tradition in my family for generations. It is fun way for the whole family to enjoy outside activity. We grow only organic vegetables, and our garden is not treated with chemicals.

Organic gardening is process of working with nature, which can be unpredictable. Risk for plants disease development in organic gardening is higher, compared to commercial gardening which is based on heavy use of chemicals and pesticides. Of crucial importance for organic gardeners is knowledge about potential risks for plants diseases and timely prevention with proper bio pesticides.

„Healthy Garden“ is application designed to assist organic gardeners in prevention of plants disease development. “Healthy Garden” calculates risk for plants disease development in gardens on selected geographical location. It is suitable for family gardeners that grows vegetable as a source of healthy and fresh food, without primary goal for financial earnings. With its simple user interface “Healthy Garden” addresses the needs of elderly family gardeners, and especially my parents that enjoy organic gardening in their eighties.



NADA

Organic Gardener

“ I like nature and gardening with my family. I enjoy making winter stores and pickles from vegetables grown in my garden. ”

ABOUT

71, married, Enjoying organic gardening for 50 year

I have big family and organic gardening is our joint outside activity. Organic gardening is very unpredictable and demands lot of knowledge and skills. I like to experiment with different organic gardening techniques and sharing experience with other organic gardeners.

Even though I am retired for years, I have very dynamic life and I am in constant search for new ideas and plants to grow in my garden.

WORKS WITH

Other gardeners, Family members, Local community members

JOB RESPONSIBILITIES

- I am responsible for my organic garden.
- I am responsible for preventing diseases in garden by using bio pesticides and bio insecticides.
- I am responsible in my local community for promotion of organic gardening.
- I maintain local newsletter with advices on organic gardening and biodiversity.

NEEDS

- I need reliable source of information to help me maintain my organic garden healthy.
- I need timely and straightforward advice about types of bio pesticides that should be used in my garden.

MAIN GOALS

- I would like to prevent diseases in my organic garden with effective use of bio pesticides and bio insecticides.
- I would like to share my knowledge with other gardeners and promote organic gardening in local community.

PAIN POINTS

- I can't understand complex scientific publications on plants disease prevention.
- Web pages with agrometeorological forecasts are very complex and I can't understand what are critical conditions for diseases development in my garden.
- Web pages about organic gardening are often overwhelmed with information and is difficult to find specific information on plants disease prevention.

Healthy Garden Project

Organic Gardener in search for best treatment for her garden

Current User Experience Journey

Duration of the Journey: 4 hours

Mindset

What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Where can I find information about my plants?

Agrometeorological data is so complex! ☹️

Cucumbers are very tasty this year! 😊

I can't read text on this web page!

Leafs looks sick ☹️

My tomatoes looks healthy! 😊

I don't want to use chemicals in my garden!

Can I use this solution on my tomatoes?

Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

Go to local library and check books about gardening

Look on teletext for weather forecast

Check scientific journal about bio pesticides

Plants looks better after last experiment

Call friend to ask him about his garden

Try another bio pesticide

Friend called me – my advice helped his garden!

Touch points

What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)

Local Library

Weather Forecast Web Sites

Agrometeorological Web Sites

Plants Supply

TV Teletext

Local gardeners community

Garden

Garden Tools

Scientific Journals

Chemicals (Pesticides)

Family Members

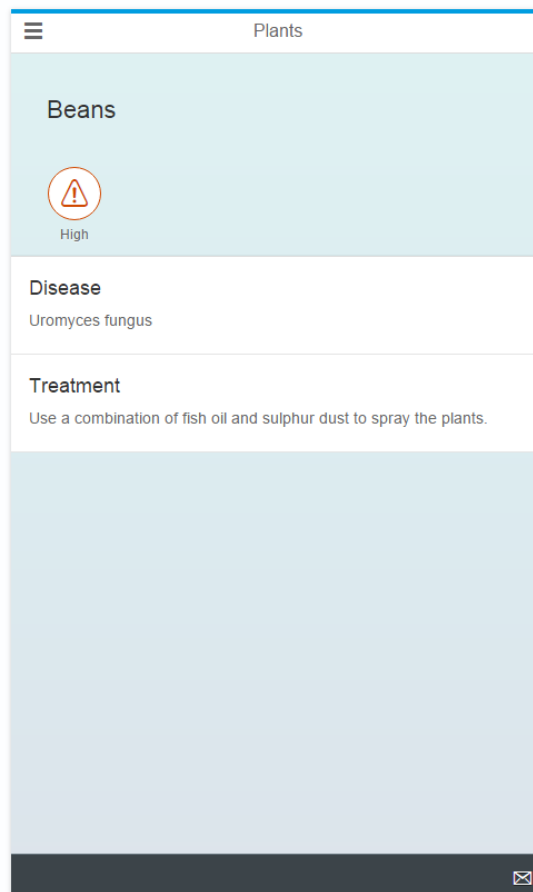
Point of View

Nada, the organic gardener needs a way to effectively protect her organic garden from plants diseases. She needs on time information about optimal use of bio pesticides, so she can avoid use of chemicals in her organic garden.

Mockup

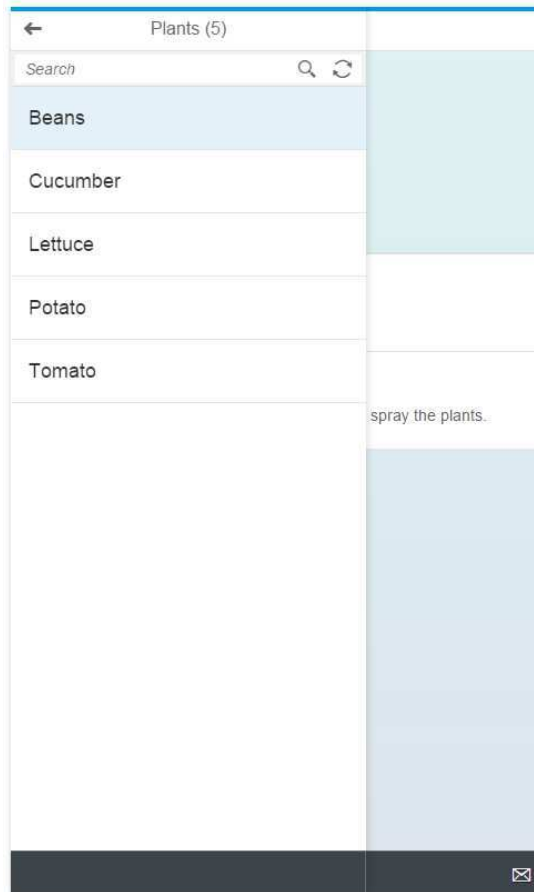
Key criterion during design of “Healthy Garden” user interface was to address the needs of elderly family gardeners. My parents helped me in understanding their needs as organic gardeners. They spend lot of time in garden and they want to have prompt information about risk of disease development and recommendations for treatments on their mobile phones.

Main screen of “Healthy Garden” application on mobile device (screen resolution 480x800) is following;

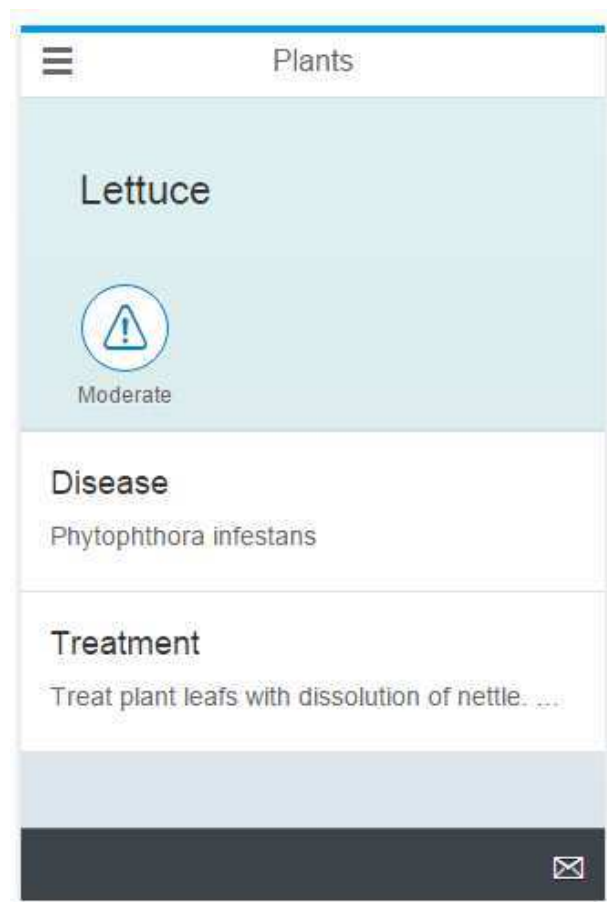


Based on user preferences, list of plants and risk for disease development is presented. Color of icon and textual description represents risk for disease development. Under treatment section, “Healthy Garden” application lists treatment for selected disease suitable for organic gardeners.

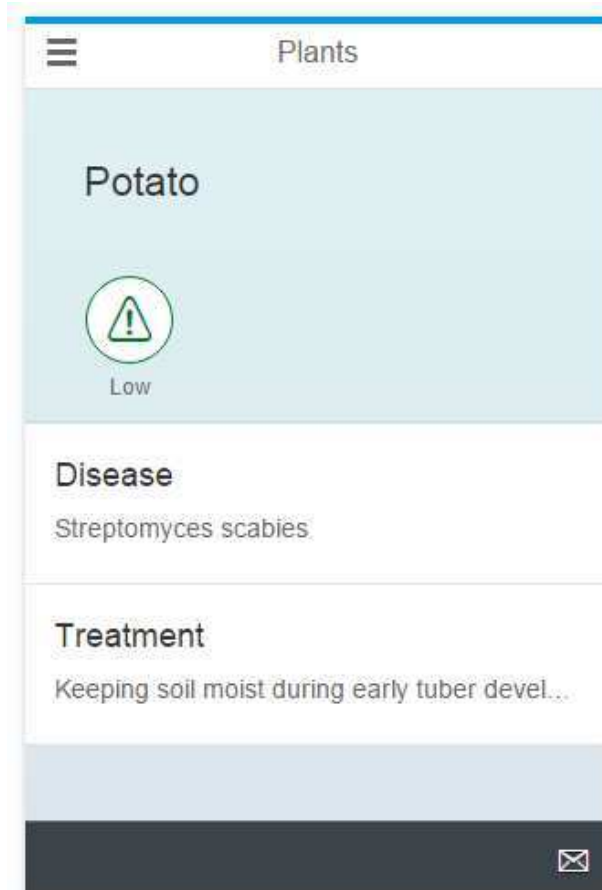
By pressing “hamburger icon” user gets list of plants based on her/his profile;



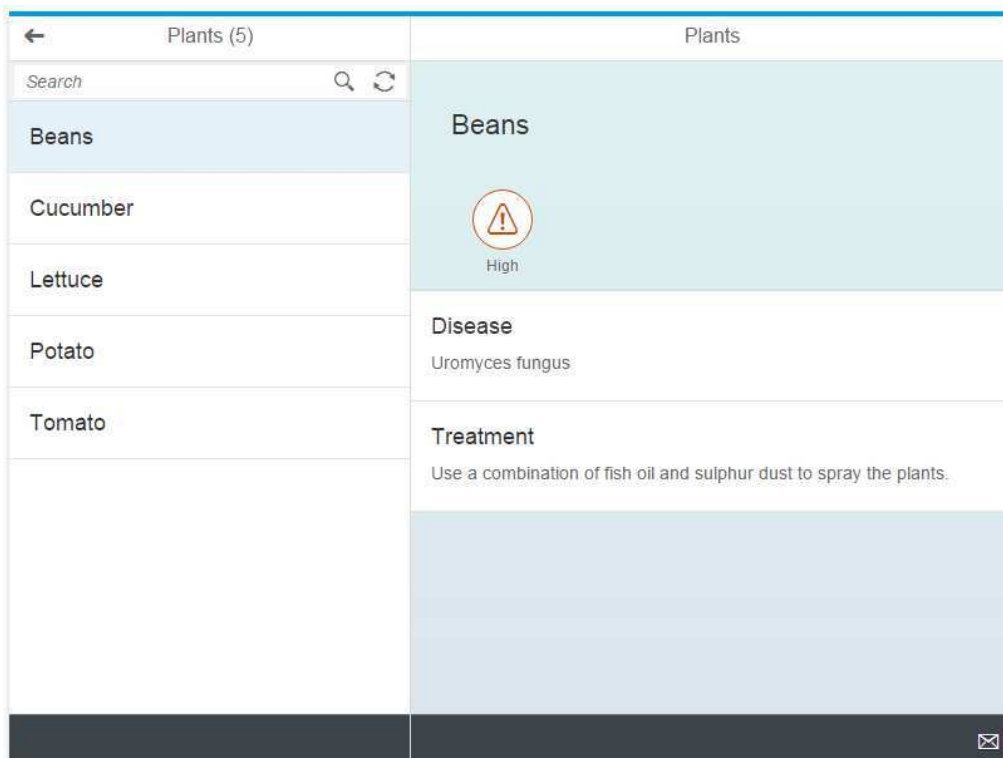
Example of moderate risk for disease development (screen resolution 320x480);



Example of low risk for disease development (screen resolution 320x480);



“Healthy Garden” application on large screen (screen resolution 800x600);



Complex risk calculation is hidden from “Healthy Garden” users and should be maintained by application administrator. Risk for disease development is calculated from agrometeorological weather forecasts and plant disease models. Screenshots were generated with SAP Web IDE application preview.