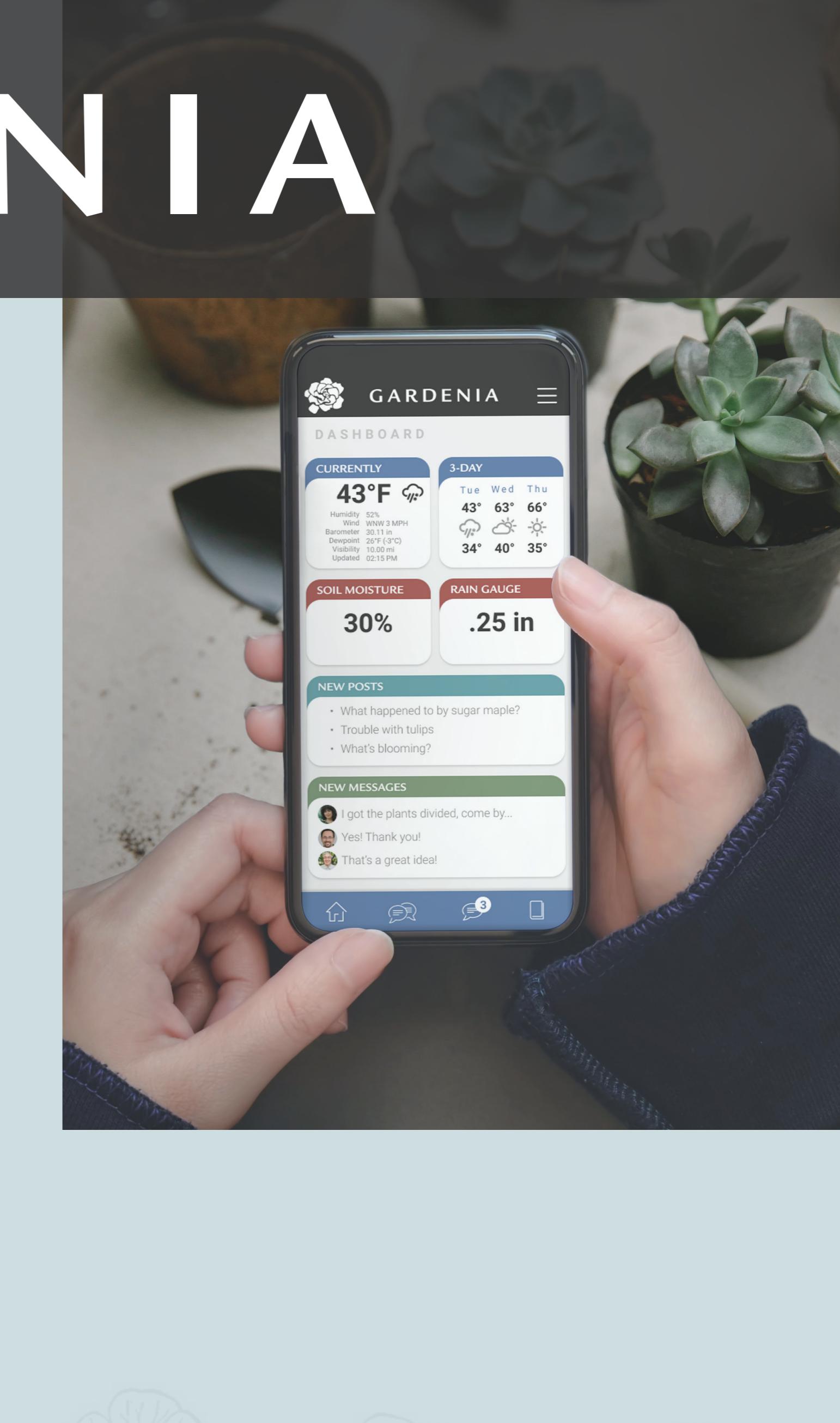# GARDENIA

situation

Gardening is a popular pastime that can be very rewarding, but it can become less enjoyable when efforts fail because of mistakes or weather events.

It is very important to understand your local conditions in order to succeed. While gardening information is abundant on the internet, it is often difficult to find what you need to know for your specific area.
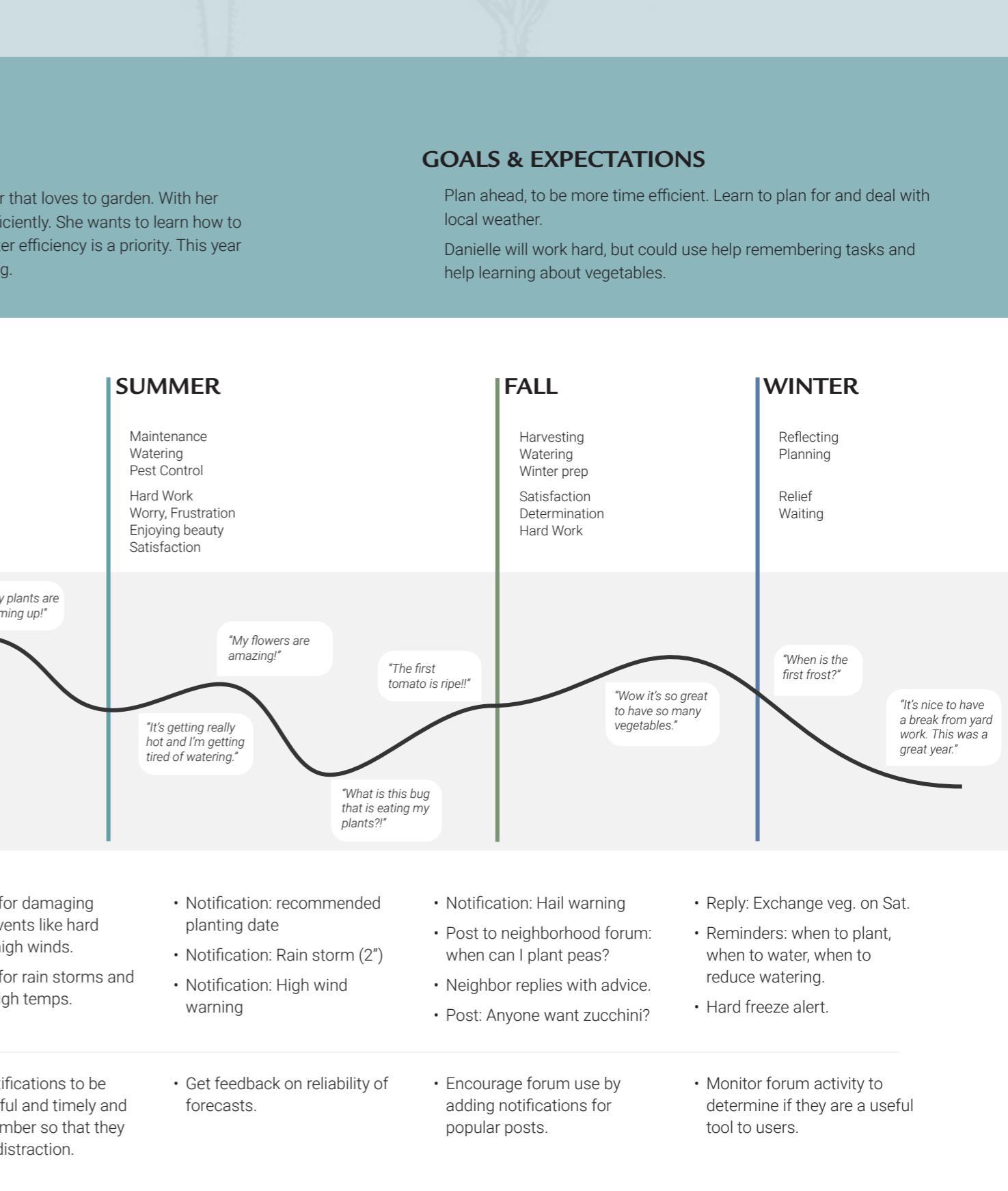

RESEARCH

Gardeners of varied ages and skill levels were interviewed to get a better understanding of what would best support their gardening efforts.

Many of the participants expressed a love for growing things and a belief that they benefit physically and emotionally from gardening.

Another common thread was a frequent need to find helpful information that would be relevant in their specific location.

Gardening efforts are governed by changing weather conditions. Accurate, local information alleviates much of the worry and guesswork.

"It is soothing and healing to me."

"I love growing things."

"I love watching everything turn green and come back to life after the long winter."

"I don't always know when there's a wind storm coming and I take my plants in a bit too late."

"Not as many of my neighbors or family members garden anymore. It is harder to find people to ask for advice."

PERSONA

DANIELLE EVANS

"I love gardening. Watching the seasons and helping things grow is good for my soul. I want to improve the water efficiency of my landscaping because I live in a dry climate. I'm learning vegetable gardening and could use some tips."

AGE   29
OCCUPATION Teacher
STATUS   Married
LOCATION   Sandy, Utah
GARDEN TYPE Small yard, small vegetable patch

Organized
Hardworking
Practical
Outgoing

Bio
Danielle works full time indoors, so she is eager to get outside and enjoy some sun and a better connection with nature. She has a few years of limited experience, and could really use advice and help with local questions. With her busy schedule it is easy to forget gardening tasks so she could use reminders and help planning tasks. She is new to Utah and is unfamiliar with the weather.

Goals
- Learn to be less wasteful with watering my landscaping
- Learn about vegetables, which ones do well in my area, when to plant, etc.
- Expand vegetable garden each year as I learn more
- Learn how to deal with Utah weather

Motivations
- Spending time outdoors
- Watching plants grow
- Pride in the beauty of my garden

Frustrations
- I have limited time during the spring and fall when a lot of gardening work needs to happen
- I have limited knowledge of vegetable gardening
- When I forget to water I set my garden back, wasting my time and money when plants die

Technology
- Very comfortable using apps for planning and helps
- Enjoys posting gardening successes on instagram

JOURNEY MAP

SCENARIO
Danielle is a middle school teacher that loves to garden. With her limited time she wants to work efficiently. She wants to learn how to garden in her local conditions, water efficiency is a priority. This year she is learning vegetable gardening.

GOALS & EXPECTATIONS
Plan ahead, to be more time efficient. Learn to plan for and deal with local weather.
Danielle will work hard, but could use help remembering tasks and help learning about vegetables.

	SPRING	SUMMER	FALL	WINTER
ACTIVITIES	Planning Planting	Maintenance Watering Pest Control	Harvesting Planting Winter prep	Reflecting Planning
EMOTIONS	Excitement Expectant	Hard Work Worry, Frustration Enjoying beauty Satisfaction	Satisfaction Determination Hard Work	Relief Waiting

OPPORTUNITIES
- Set alerts for damaging weather events like hard freeze or high winds
- Set alerts for rain storms and extreme high temps
- Adjust notifications to be more helpful and timely and reduce number so that they are not a distraction
- Notification: recommended planting date
- Notification: Rain storm (2")
- Notification: High wind warning
- Get feedback on reliability of forecasts
- Notification: Hail warning
- Post to neighborhood forum
- Neighbor replies with advice
- Post: Anyone want zucchini?
- Reply: Exchange veg. on Sat.
- Reminders: when to plant, when to water, when to reduce watering
- Hard freeze alert.

INTERNAL OWNERSHIP + METRICS
- Encourage forum use by adding notifications for popular posts.
- Monitor forum activity to determine if they are a useful tool to users.

PLANNING

WIREFRAMES

SOLUTION

Gardenia is an app that enables gardeners to improve their gardening experience through the use of data and networking. Data from local weather stations as well as personal weather sensors are combined in one app. Local gardening information is collected and local gardeners are connected in one app.

Gardenia helps users find success in gardening by removing the frustrations of guessing how the weather is affecting their garden and by creating connections with local gardeners for help and support.

RESULTS

WEATHER DATA
LOCAL GUIDES
COLLABORATION

By connecting gardeners with help in their area and providing the necessary data for day-to-day operations, they will be more successful and able to find the joy in their hobby.

FUTURE PLANS

Features to add:
- Journaling - keep a log of gardening work to aid in future planning.
- Watering alerts - create watering schedules that can adjust based on the weather and actual soil conditions.