Blossom 2.0

Case study and final prototype presentation.

JESS YUSCAVITCH-FREEDMAN

ZZ Plant

|	
Plant Type	Tropical perennial
Mature Size	3-4' tall
Sun Exposure	Bright to low indirect light
Soil Type	Well-draining
Soil PH	6.0 - 7.0
Bloom time	Spring
Color	Yellow-brown spadix
Native Area	Eastern Africa
Toxicity	⊗ Toxic

Photo Gallery

Add to My Garden

Client

Blossom is a mobile app that is used to identify flowers or plants and teach customers how to care for them.
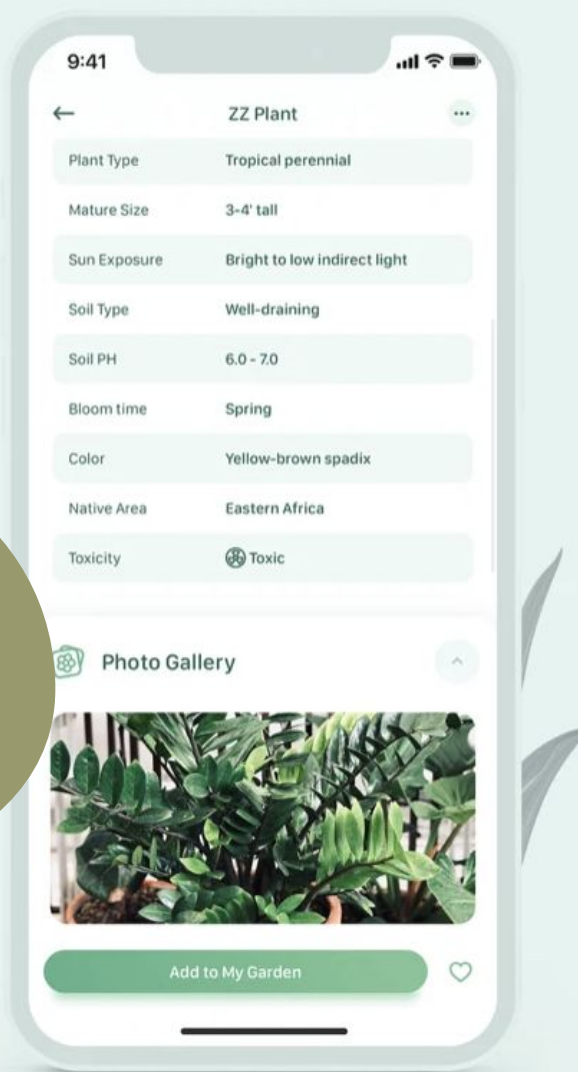
Overview

How might we help customers keep their house plants healthy by providing them with the best information for success?
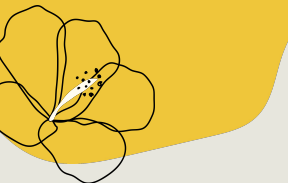
Problem Statement

After doing a competitive analysis, I discovered that Blossom can leverage new functionalities to outperform their main competitors.

I wanted to understand what information plant parents needed in order to identify their plant and properly care for it.

My goal was to create an experience that plant parents would use. My desired outcome was that my prototype would demonstrate new features like location-based tips and a community forums.
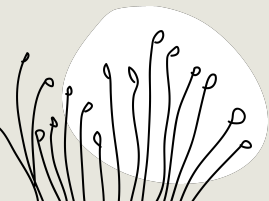
Users + audience

Plant parents were my broad target for this study. I organized these people by user behavior / business behavior:

❖ people who use plant ID apps (customers)
❖ people who don't (prospects)

Two prospect audience types were also identified in my research, separated by gardening experience.

See the **appendix** for the 3 audience profiles reflected in this study:

- Plant app customers
- Novice prospects
- Expert prospects

Roles + responsibilities

What did you do?

I conducted the foundational research and competitive analysis. Based on those insights I designed and iterated, eventually creating a Figma prototype.

Who worked on this?

I'm attending classes at Maryland Institute College of Design (MICA) for a masters in UX Design. Each student had their own project, and this is mine.

Scope + constraints

What was the scope?

Being a design student in practice, means I was working with a very limited scope. I'm using my own personal budget for research recruiting and gifts.

What was limiting?

Not being able to have access to tools that help us recruit an unbiased audience for this study. It was hard to find people who didn't know me to volunteer their time.

Design + testing process

Plan Test

Gather Data

Apply Changes

01.

Recruiting friends to learn

Given my time restraints, I interviewed friends who I knew owned plants and cared about them.

02.

Finding trends by card sorting

I took down notes from research responses and sorted them into groups to find trends and gaps, identify risks and validate my hypothesis.

03.

Using insights for action

I used those learnings to prioritize changes to the design based on the level of impact or risk to the user.

How my test was conducted

01.

Method

Formative study:
30-45 min user interviews

02.

Data Collection

Data collected with Mural
and interview sessions
recorded via Zoom

03.

Test Date

Thurs, Dec 2, 2021 -
Fri, Dec 3, 2021

04.

Location

Online using Zoom for
video interviews

05.

Participants

5 participants total with a
range of audience profiles:
2 Blossom customers
2 Expert prospects
1 Novice prospect

06.

Deliverable

High fidelity Figma
prototype to take into
design thinking phase

For the raw analysis, check out my Mural

TIER 1 - High Risk (prevents user from completeing task)

Reminder Usage 0/4

Reminder Icons Unclear

ID More Photos 3/5

TIER 2 - Moderate Risk (moderate to low frequency)

Cost

Zip Code vs Location

Plant ID Flow / Nav

Pink text didn't feel like it worked as well as the greens

TIER 3 - Low impact (small # of users)

Community tags

Camera flower shape

Consistency

TEST GUIDE + QUESTIONS

PRE-TASK QUESTIONS
1. Tell me about your experience with plant care apps.
2. Have you ever used an app to identify a plant?
3. What do you use to figure out how to take care of your plants?
4. How do you remind yourself to water your plants?

USER TASKS
Plant Identification Flow
Your friend is moving to California and she's giving you a bunch of plants. You've downloaded an app called Blossom on your phone to figure out what plants they are.

1. **(Home + Camera)** *This is the first screen you see when you open the app. Walk me through how you would identify your plants.*
   a. What is your first reaction to this screen?
   b. Is this clear? Is anything missing?
2. **(Results)** *Now, explain to me what you think this screen is for.*
   a. When you first got your results, was it what you expected?
   b. Do you want to scroll or swipe to see your results?
   c. What information would you need to decide if this was your plant?
   d. Can you tell me why that's important to you?
3. **(Plant Page)** *What do you think of this page?*
   a. Is anything missing here?
   b. What would you do first if you're trying to identify your plant?
   c. Would you click to see more care information?
4. **(Results)** *Let's say that none of these results look like your plant in real life.*
   a. What would you do?
   b. What would you expect to happen when you select yes or no?
5. **(Next Steps)** *Walk me through what you see on this page.*
   a. What would you do, if anything?
   b. Which option would you choose?
   c. Would you need more information about these options before proceeding?
6. **(Community Post)** *Let's say that it could take up to a week to hear back from a botanist.*
   a. Does the response time of an ID matter to you?
7. **(Community Overlay)** *Go ahead and publish your post.*
   a. What do you think of this message?
   b. Where would you expect Y/N to take you?
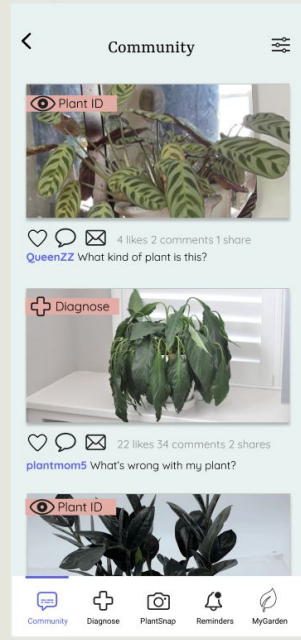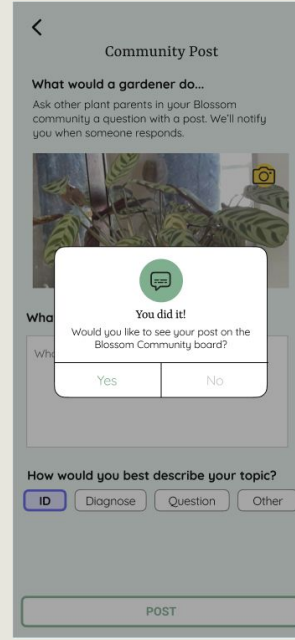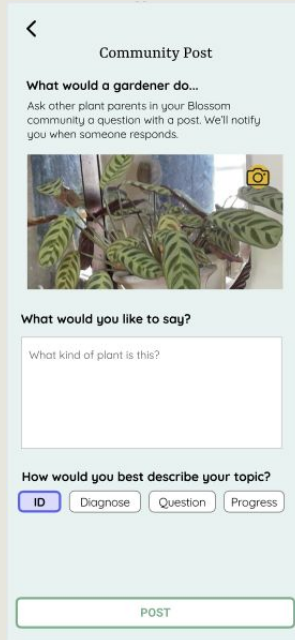   c. Go ahead and click on Yes. What do you...
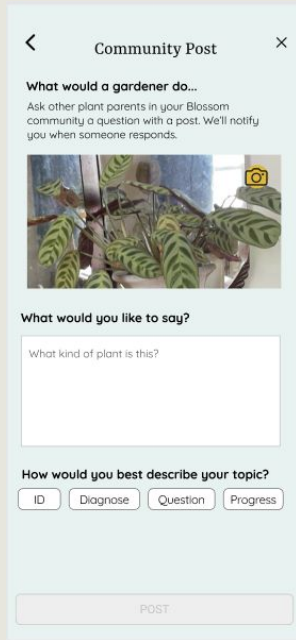
01. Plant identification flow
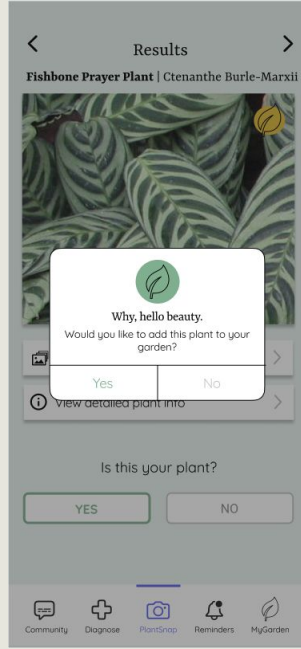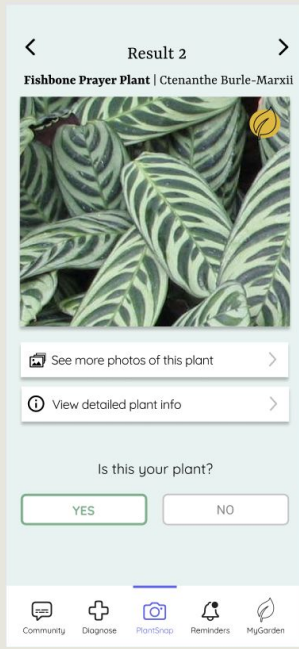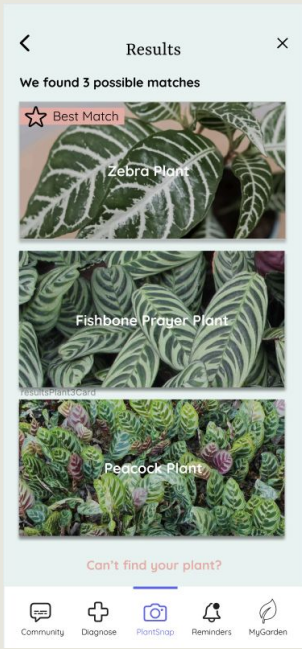
View **first prototype** iteration

02. Watering tips + reminder flow
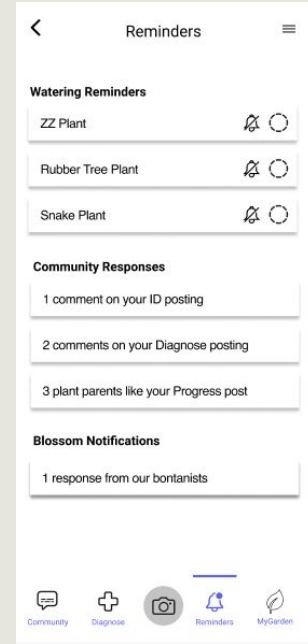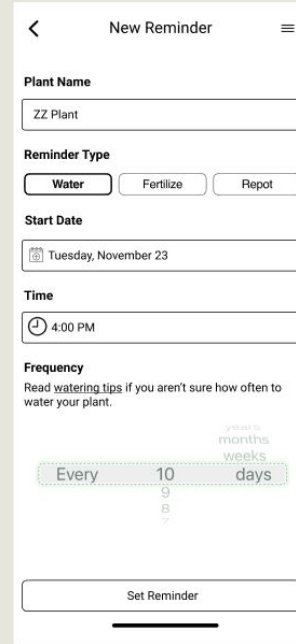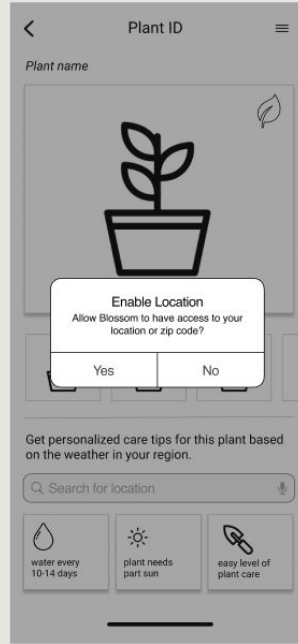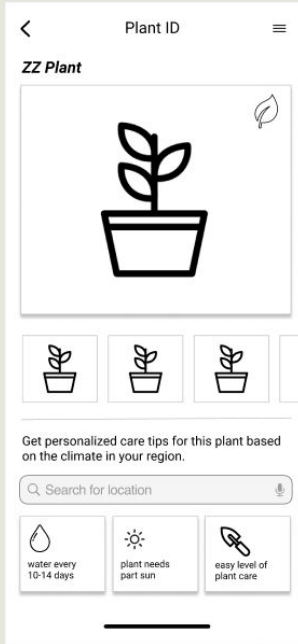
View first prototype iteration

03. Community feature

View first prototype iteration

Outcomes + results

My goal to understand the usefulness of the social and location-based features was achieved.

Community interaction

I learned that there was a strong appetite for seeing and responding to other plant parents in the app.
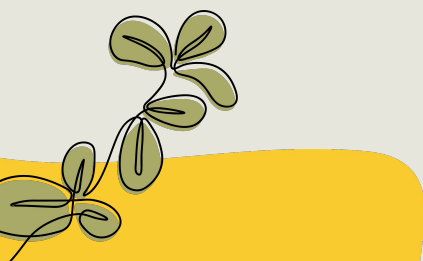
Concerned plant parents

When users couldn't ID their plant, connecting with plant parents was seen as the fastest way to get a response.

Location-based tips a hit

Although there is a misconception that tips can't be personalized for indoor plants, they were considered useful.

Get the **full results** here.

Understanding our insights

STRENGTHS

- Appealing branding and naming
- Unique location-based tips
- Information quality

WEAKNESS

- Plant ID results navigation
- Misunderstanding icons
- Less clicks more visuals
- Design color scheme

SWOT

OPPORTUNITIES

- Social or community features
- Location-based personalization
- Reminder organization

THREATS

- Cost efficiency of the app membership
- Concerns that reminders are only needed for novice gardeners

Recommendations for design iterations

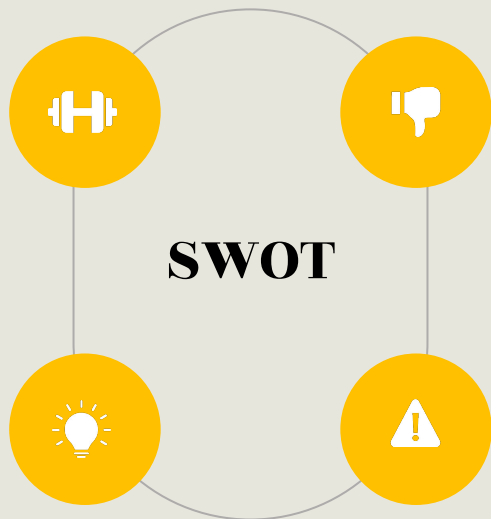## STRENGTHS

- Complete branding look and feel
- Separate zip code from actual location
- Add watering measurement tips

OPPORTUNITIES

- Show scrolling Community tab
- Reorganize reminders so notifications go into profile / login page in top right corner

SWOT

WEAKNESS

- Fix results navigation issues, moving forward with scroll treatment
- Use new reminder icons for snooze and complete states
- Finalize design color scheme, and make sure all links are an accessible color

THREATS

- Make the app **FREE**!
- Pivot the current watering reminder strategy to focus on novice gardeners

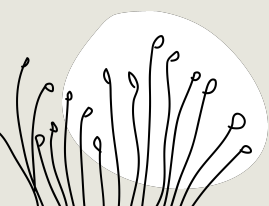**Final prototype**, updated with testing insights!

Summary

01.

What went well

I was surprised with how well my participants navigated my prototype given how complicated it seemed.

The information being shown to users was easily understood and useful.

02.

What did not work

What didn't work well was the whole plant ID flow, I was able to simplify the design while still adding value to the user.

Finding colors that were accessible was difficult, and I had to let go of the pastel color palette for important elements.

03.

What I learned

Overall I learned that plant parents are compassionate people.

They want to know how to properly care for plants in their region, and they care for the all plants in their collective plant care community.
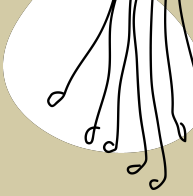
Thanks !

For questions, please reach out to
Jess Yuscavitch-Freedman.

APPENDIX

Blossom customer audience profile

GOALS

- Gain knowledge of new plants
- Gain knowledge of all plants
- Learn what's wrong with plants
- Remember to water plants
- Try not to overwater plants

MOBILE LITERACY

Has proficient mobile literacy skills, enough to enable camera and notification settings within their mobile app.

RESOURCES

- Google to confirm plant IDs
- Word-of-mouth advice from other plant parent friends
- Social networks for advice from strangers

USE CASES

When a customer has a leaf that's discolored on their plant, they will use the diagnosis feature to figure out what can be done to help.

When a customer encounters a new plant, they use the Blossom camera to learn more about it.
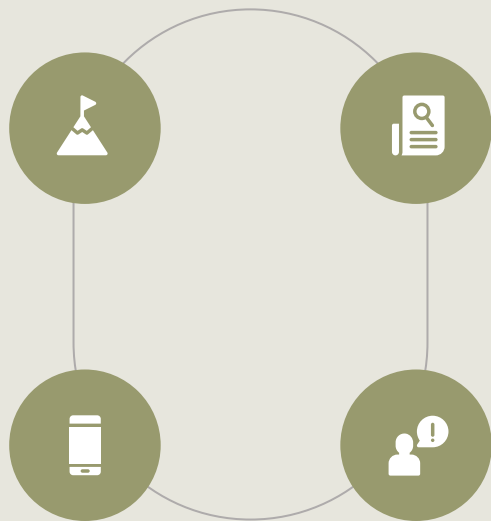
Novice prospect audience profile

GOALS

- Gain knowledge of new plants
- Keep plants alive
- Learn what's wrong with plants
- Remember to water plants
- Try not to overwater plants

MOBILE LITERACY

Has basic mobile literacy skills, and may not be aware that there are apps for plant care.

RESOURCES

- Google to ID plants
- Word-of-mouth advice from other plant parent friends
- Social networks for advice from strangers

USE CASES

When a prospect has a problem with a plant and they aren't confident in what to do, they ask other plant parent friends what to do - or they post to a social media if comfortable.

When a prospect gets a new plant with no labels, they use word-of-mouth or Google to figure it out.

Expert prospect audience profile

GOALS

- Get the best information needed for their plant care
- Needs a product that fills in knowledge gaps created from competitive app limitations

MOBILE LITERACY

Has proficient mobile literacy skills, may already use a competitor plant care app or other tools. They are not aware of the benefits of Blossom vs current practices and behaviors.

RESOURCES

- Their own experience or knowledge
- Their plant expert community
- Google or another app for research

USE CASES

When a prospect has a problem with a plant and they aren't confident in the information found in research, they consider other options like reaching out to their plant community.

When an expert prospect needs information about a plant, it's very specific to their weather and region.