



Client Kickoff

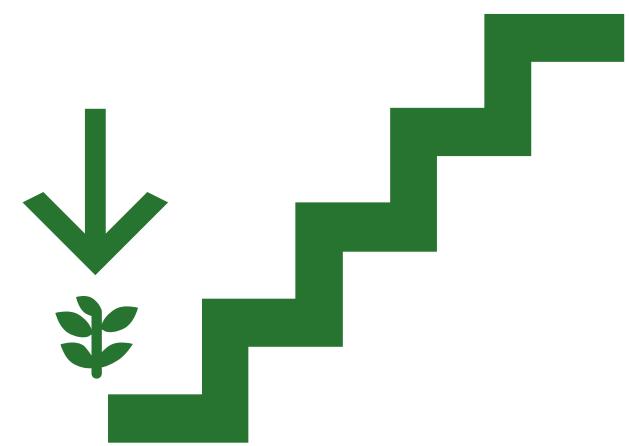


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📍 1.204, School of Information

📅 September 17, 2019

Takeaways



Support Novice



Build Community



Provide Great Experience





Competitive Analysis

| | Gardenuity | The Sill | horti | LÉON&GEORGE | bloomscape | The Home Depot | Lowe's | amazon |
|--|------------|----------|-------|-------------|------------|----------------|--------|--------|
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| | | | | | | | | |
|--------------------------|-------|------------------|----------------------|----------|----------|------------|-----------------------|------------|
| Plant Type | Herbs | Live/faux indoor | Indoor | Indoor | Indoor | Everything | Everything | Everything |
| Physical Store | | leaf | leaf | leaf | | leaf | leaf | |
| Community | | Workshops | PLAY (meetups) | | | Online Q&A | Online Q&A | Online Q&A |
| Subscription | leaf | leaf | leaf | | | | | leaf |
| Plant Information | | | | | | | | |
| Plants for Novice | | leaf | | | leaf | | | |
| Plant Size | | | | leaf | leaf | leaf | leaf | leaf |
| Pet Friendly | | leaf | leaf | leaf | leaf | leaf | | |
| Light Level | leaf | leaf | leaf | leaf | leaf | leaf | leaf | leaf |
| Temperature | | | | | | leaf | leaf | |
| Watering Frequency | | leaf | leaf | leaf | leaf | leaf | leaf | leaf |
| Tips for Plant Care | Blog | Articles | Blog | Articles | Articles | | Use and Care Handbook | |
| “Experts” | leaf | | Virtual Consultation | | | Plant Mom | | |

More competitors: <https://www.mydomaine.com/online-plant-delivery>



Business Canvas Model

Key Partners

- Nurseries
- Experts
- Delivery services
- Schools

Key Activities

- Attract experts to the community to provide guide/share experiences with others
- Create app to provide convenience of purchasing plants and ease of taking care of them for novice gardeners
- Build connections with local nurseries
- Create reliable pipeline for delivery
- Develop a community for all gardeners

Key Resources

- Plants
- Community
- Expertise
- Funding
- Customers

Value Propositions

Main customer:

- Convenience of learning about gardening
- Offers support to reduce frustration and failure
- Ease of buying plants
- Provide sense of accomplishment after successfully grown a plant

Classroom project:

- Educate kids about gardening and virtues (such as attention to details, patience, etc.)

Nurseries:

- Advertise their products and brand
- Collaboration to deliver plants to customers

Experts:

- Provide a place for them to share experience and meet other gardeners

Customer Relationships

Main customer:

- Receive guidance for gardening
- Provide support

Classroom project:

- Collaborate with educational institutions

Nurseries:

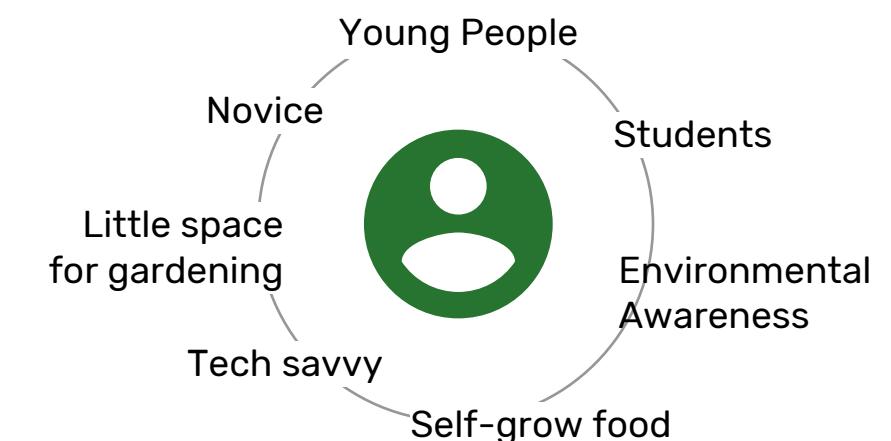
- Advertise local nurseries
- Reach out to further customers (geographically)

Experts:

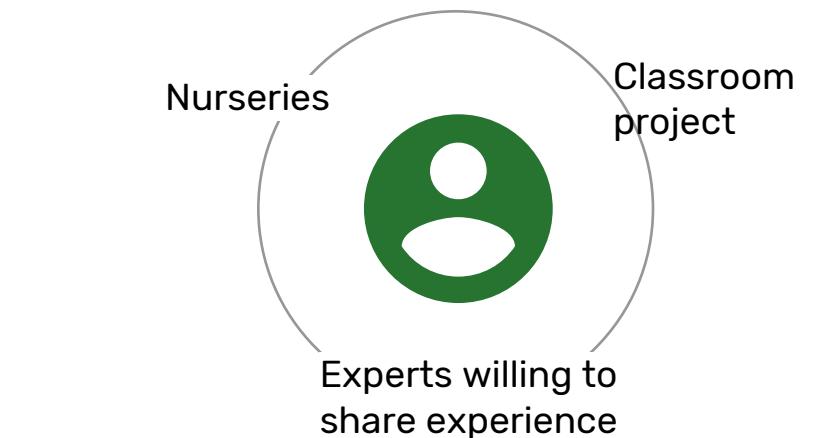
- Provide platform to let them share experience

Customer Segments

Main customer:



Other customers:



Cost Structure

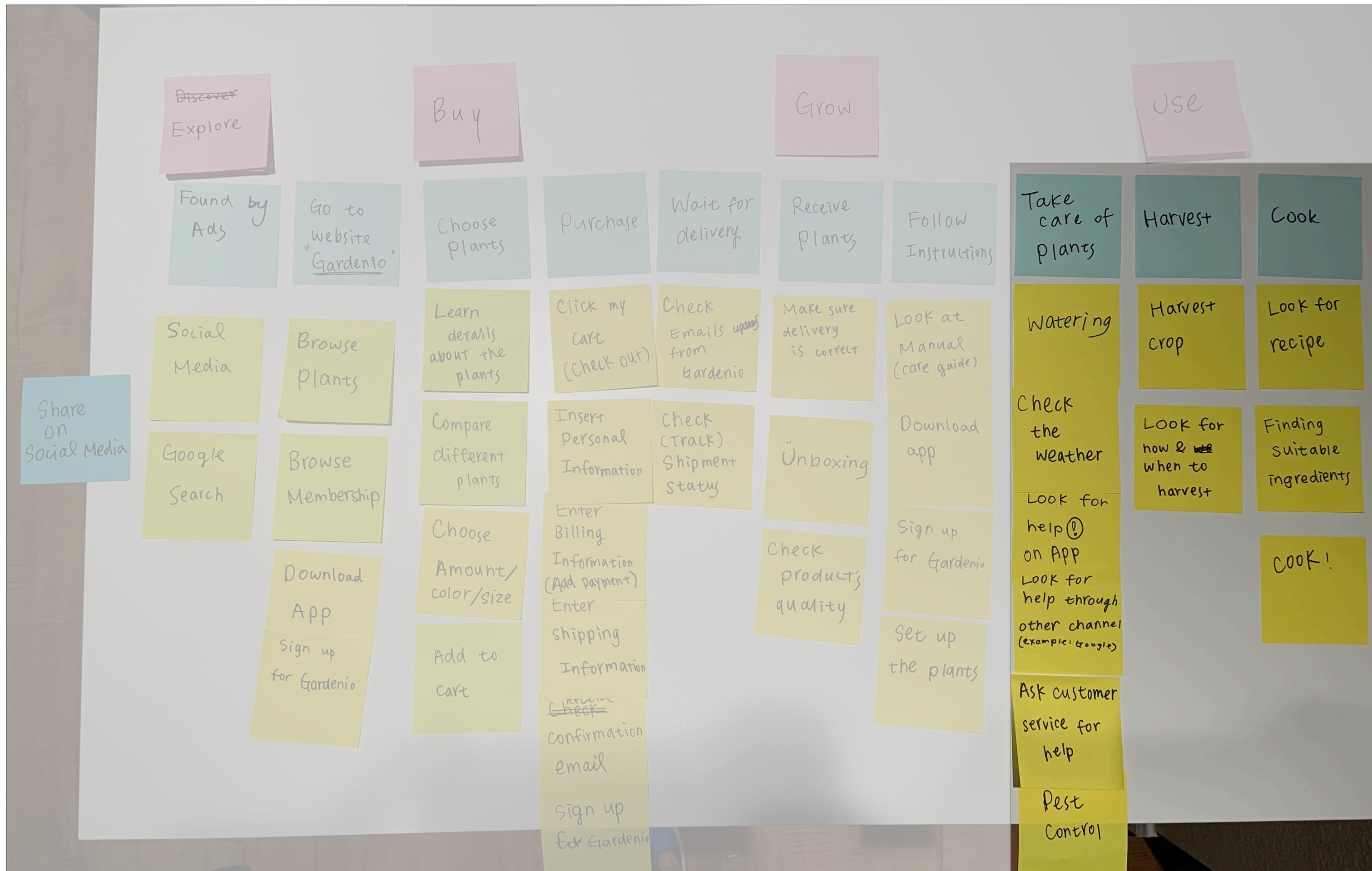
- Nurseries (plants, seeds, soil)
- Packaging
- Delivery services
- Maintaining mobile app, website
- Advertisement

Revenue Streams

- Individual customers purchasing plants
- Large quantity orders (by educational institution for in-class projects)
- Membership subscription



Story Map



Opportunities

Plant care

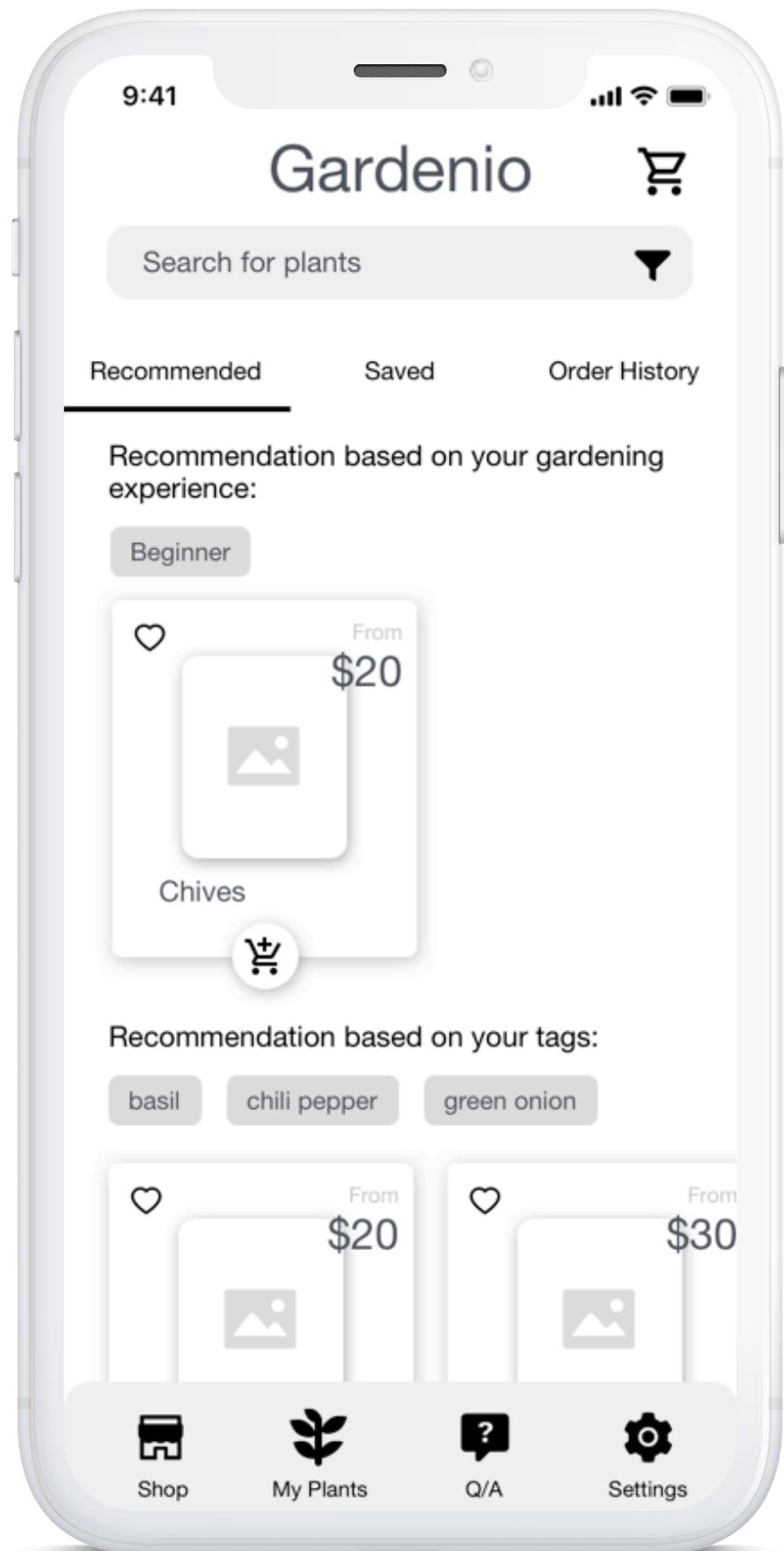
Harvest experience

Food produced by user

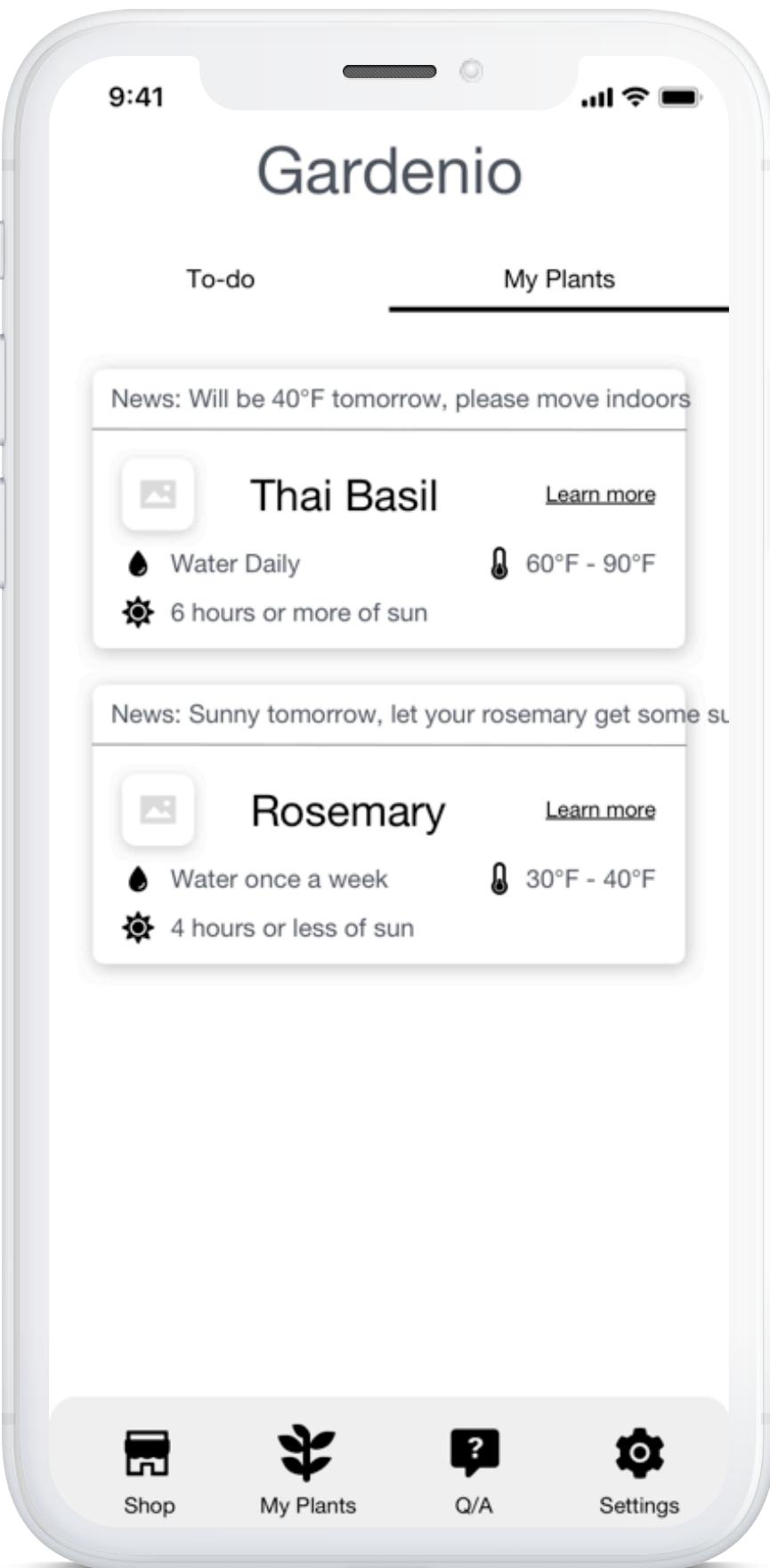




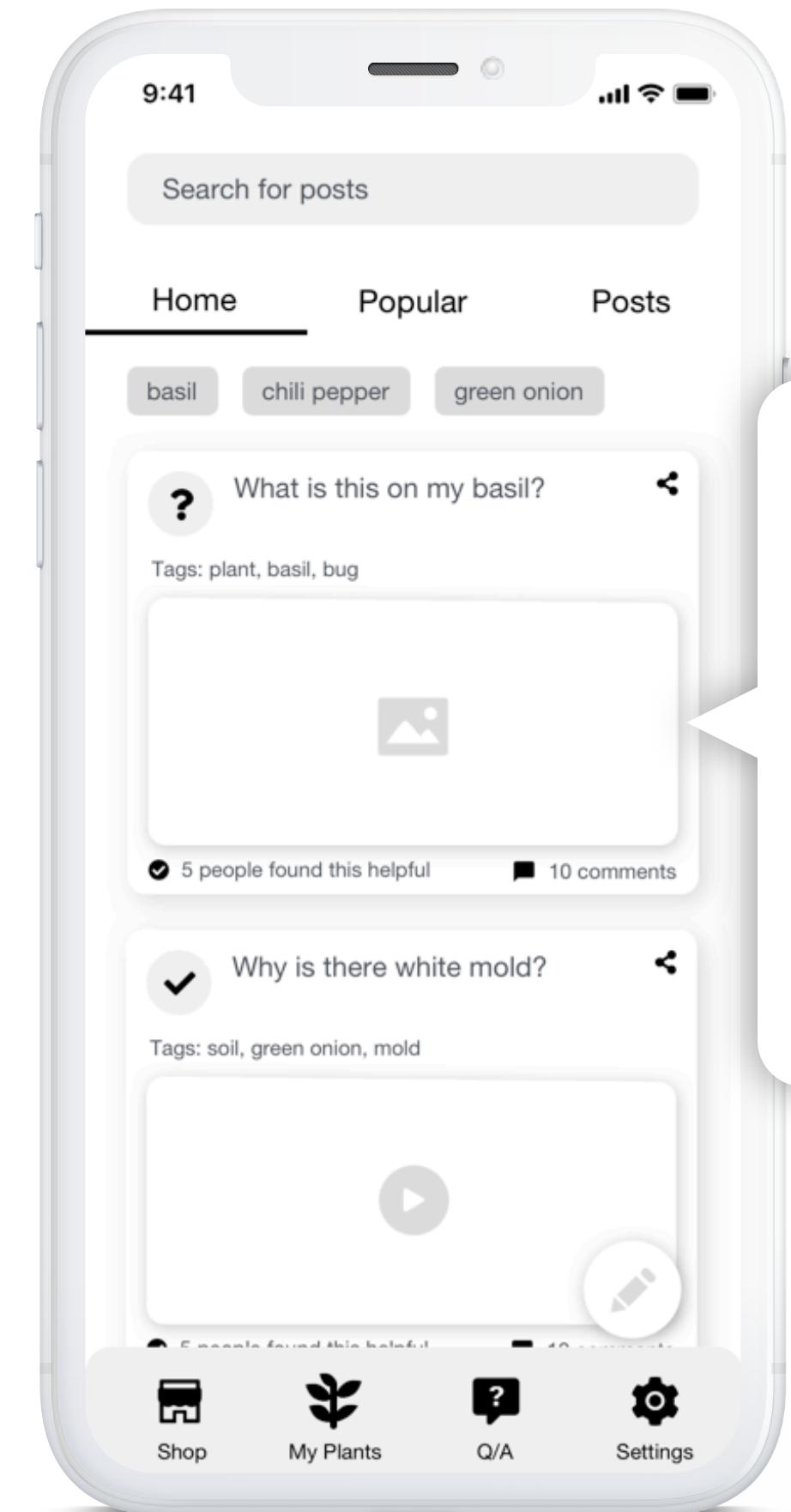
Low-Fidelity Prototype



Recommend plants for novice
as well as user's preference



Displays basic information
about the plant



A question and answer
platform like Quora and Stack
Overflow



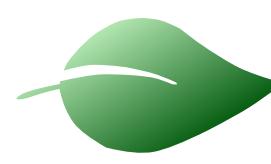


User Testing

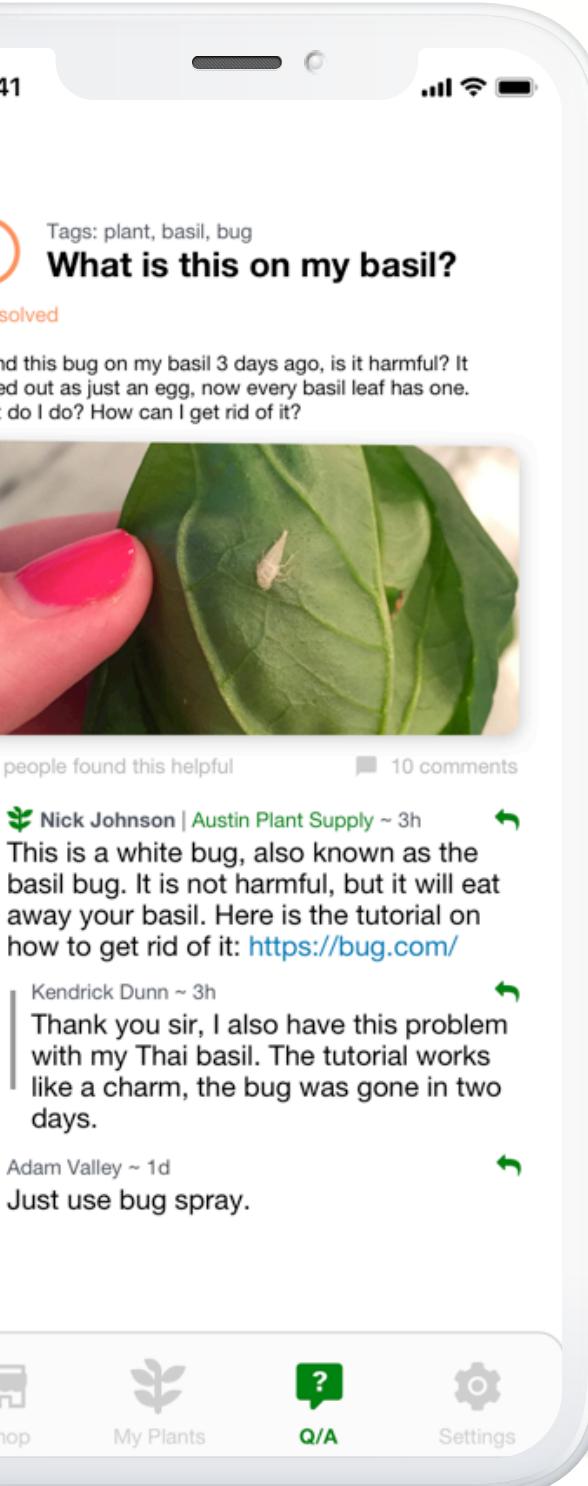
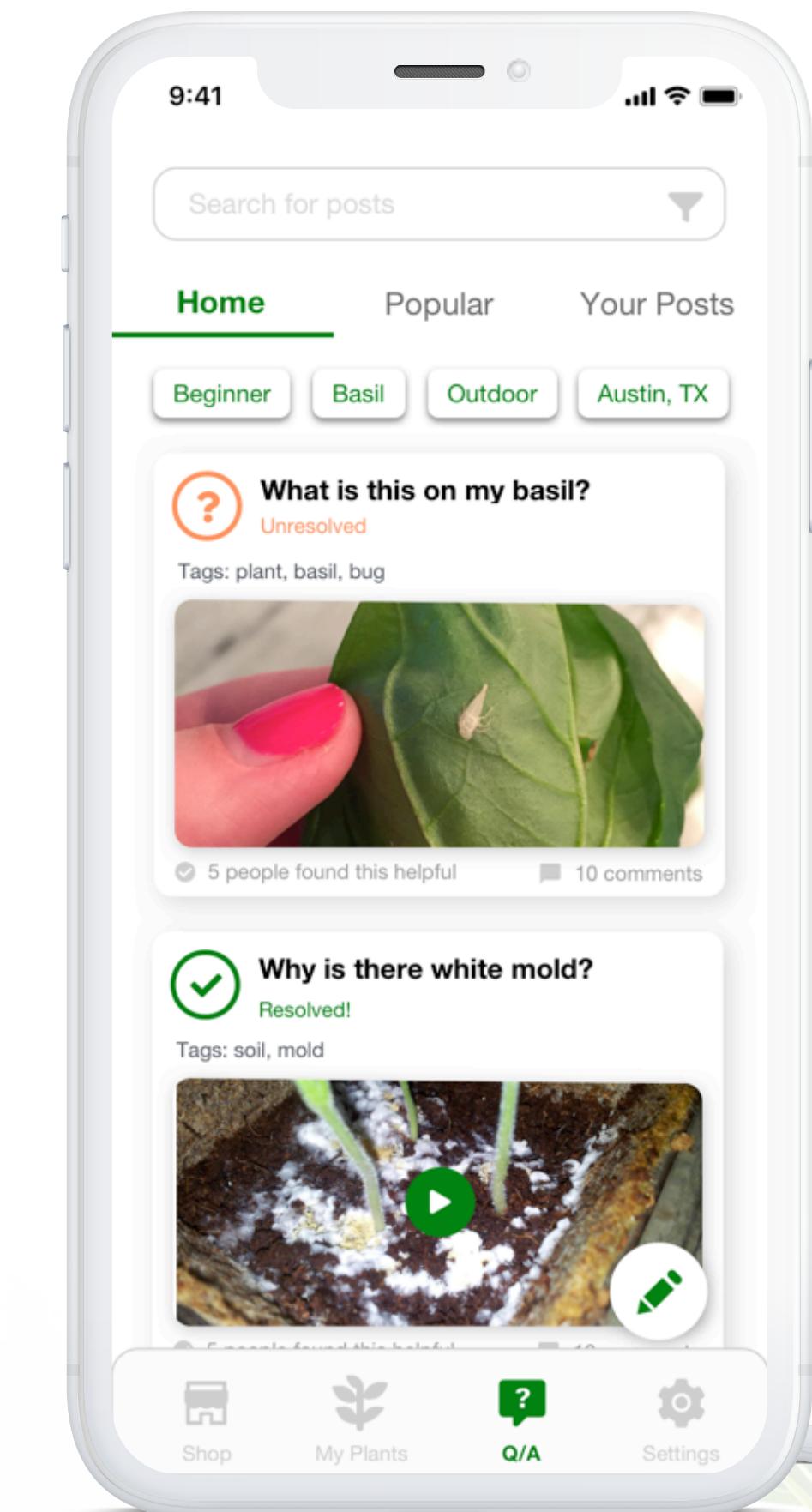
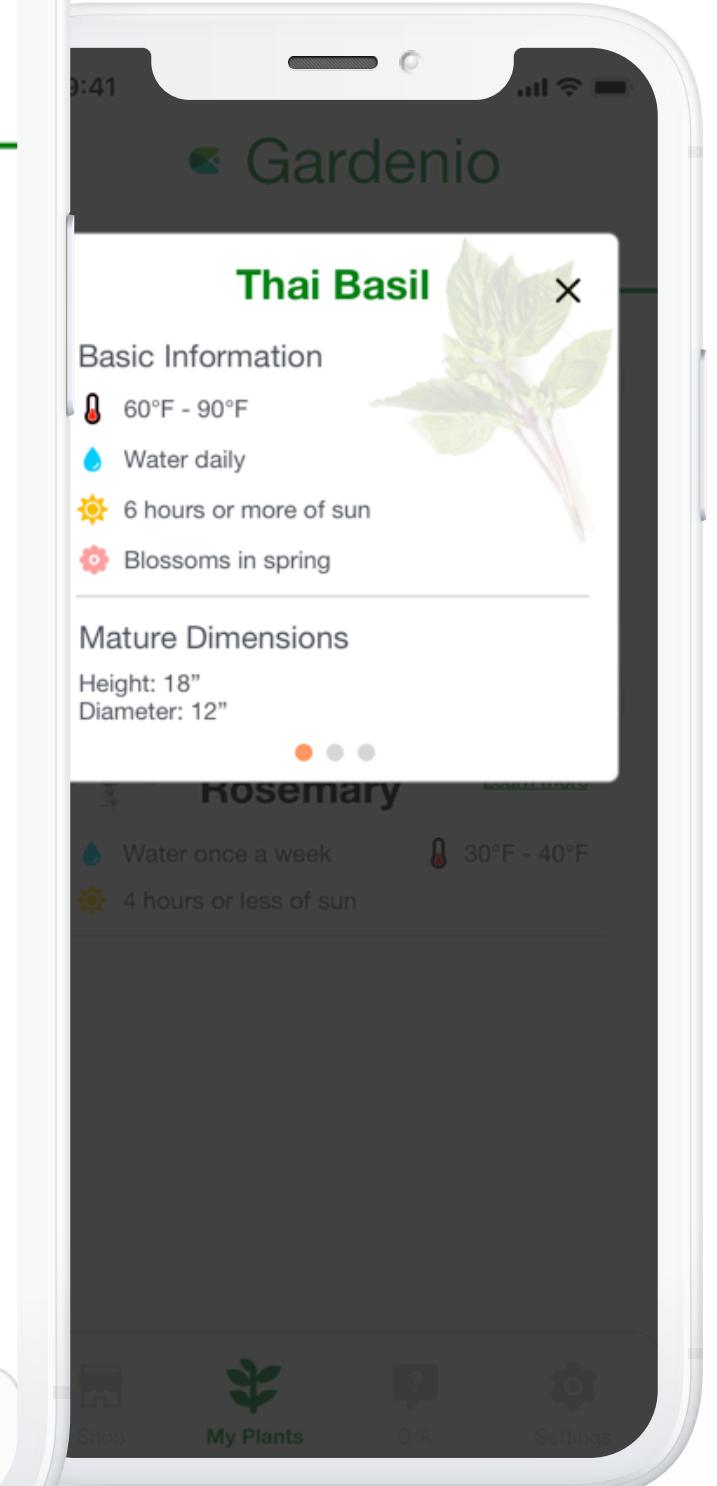
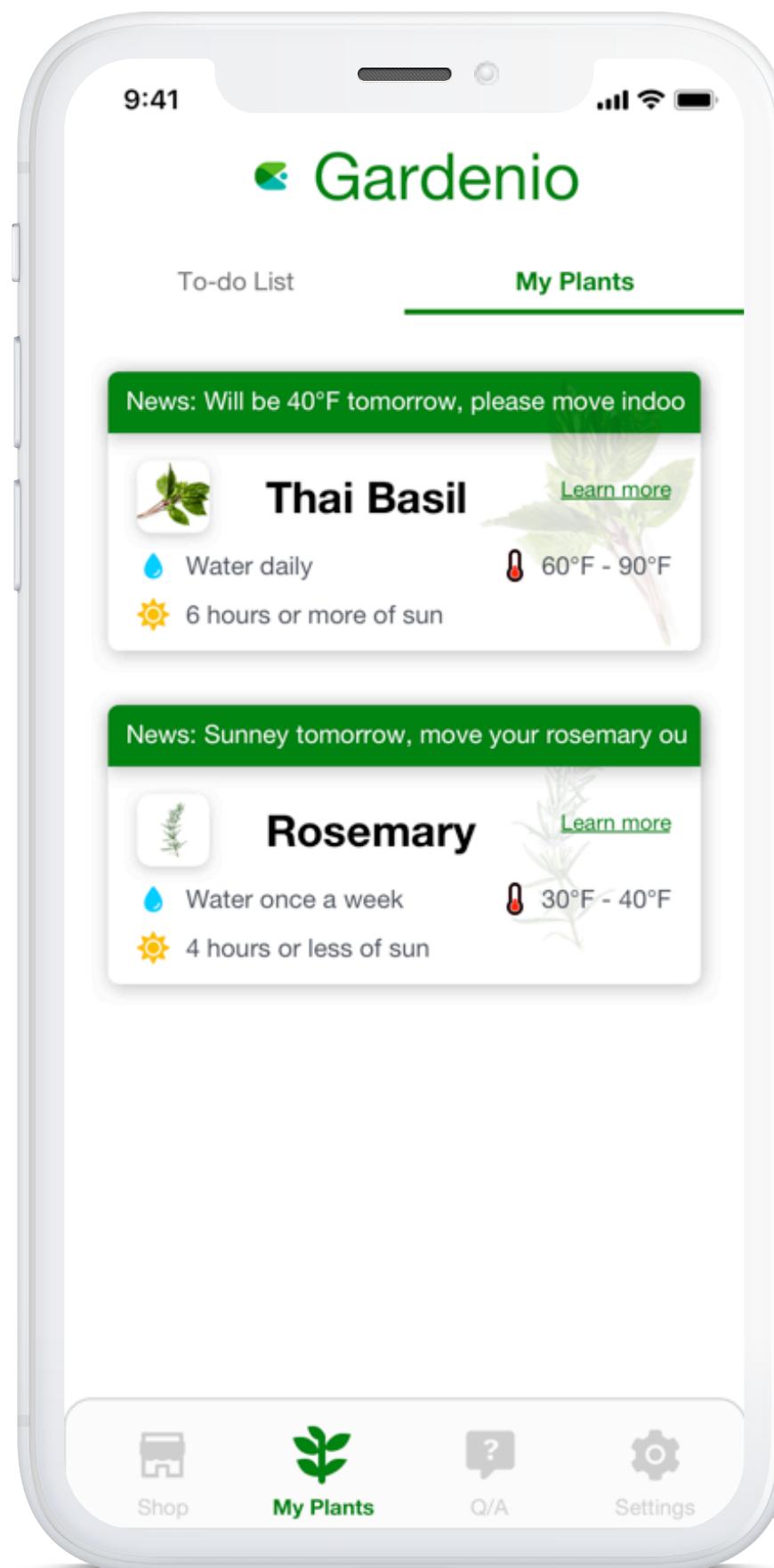
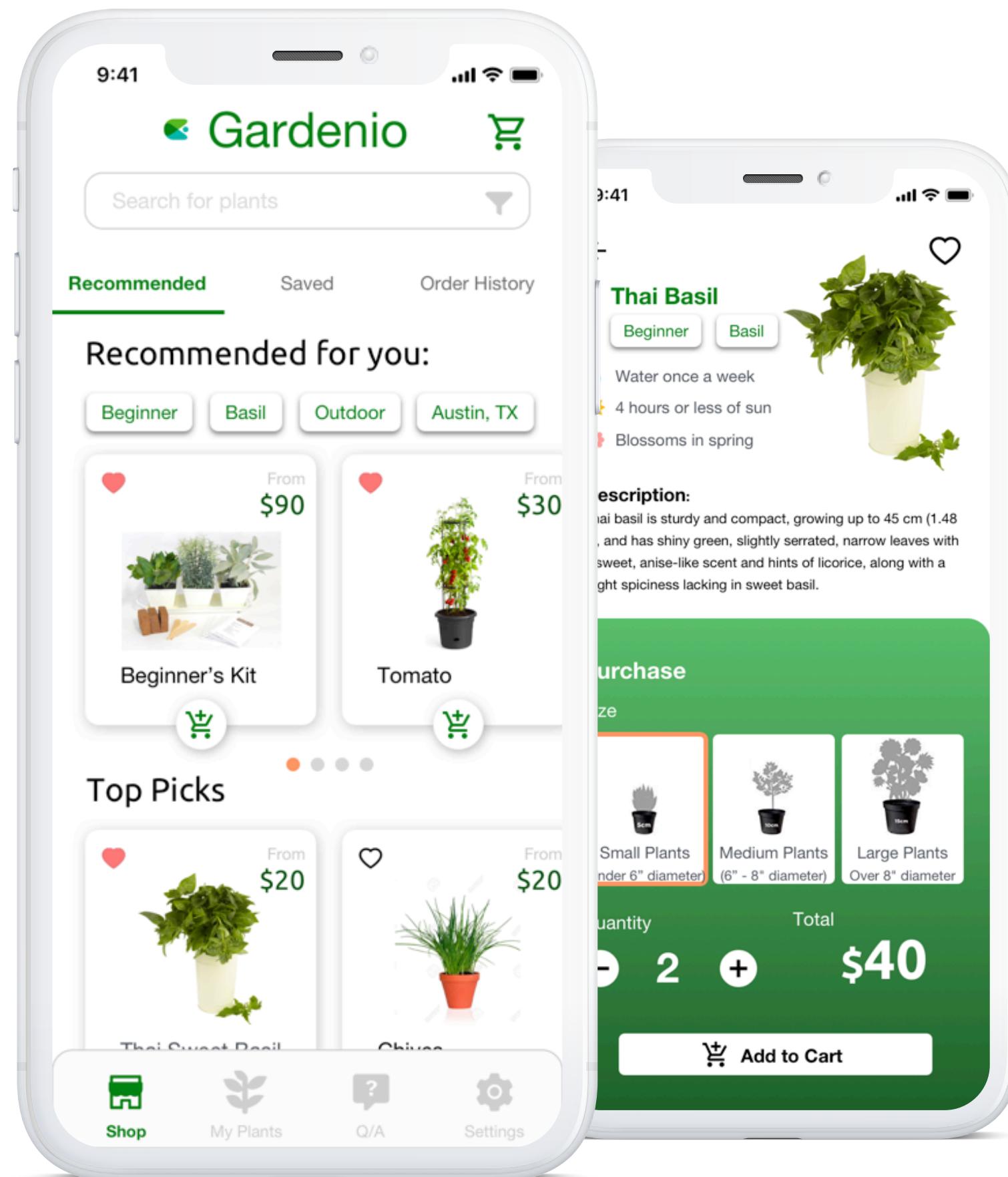
Takeaways

- Different from indoor plants, garden plants have a harvest time
- Expected more information about the purchased plant such as harvest time, recipe, and growth time
- Unsure about the icon/status of the posts
- Confused about the wording, e.g. Home versus Posts in Q/A





Hi-Fidelity Prototype





Recommendations

- Can consider opening a **physical store**, easier to bring the community together
- Hold events** such as workshops, talks, etc.
- Collaboration with **local schools**

