



**Millennials  
House plant**



**Food crisis**



**Research Kit**

# Problems and Research

SDGDs



We examined the role that plant IoT kits can play in addressing issues such as food waste and food shortage due to population growth.

research



After building our own research kit, we used it to explore the relationship between the target millennials and their plants.

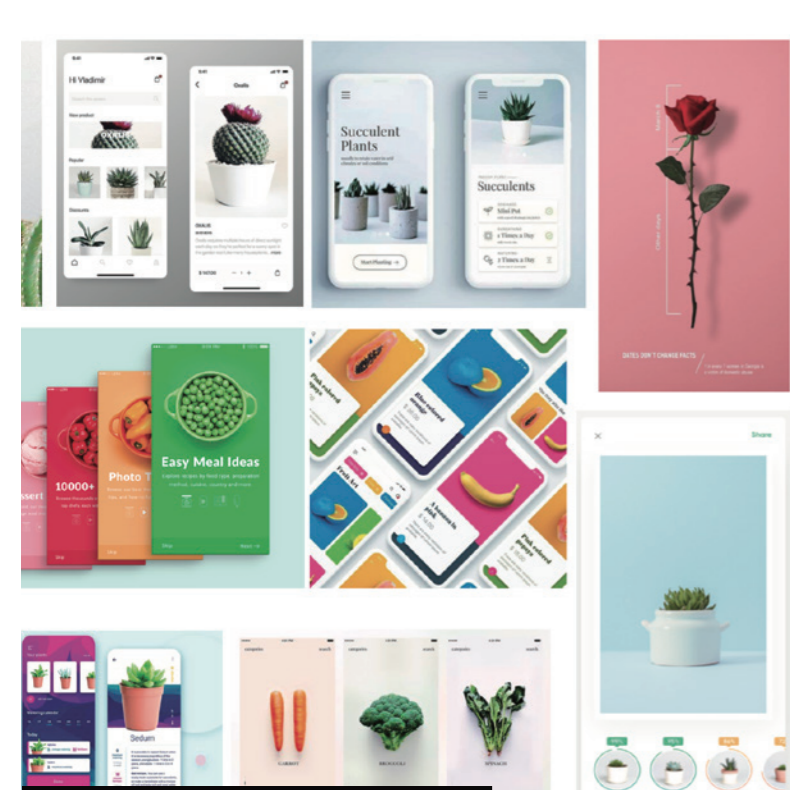
Problems



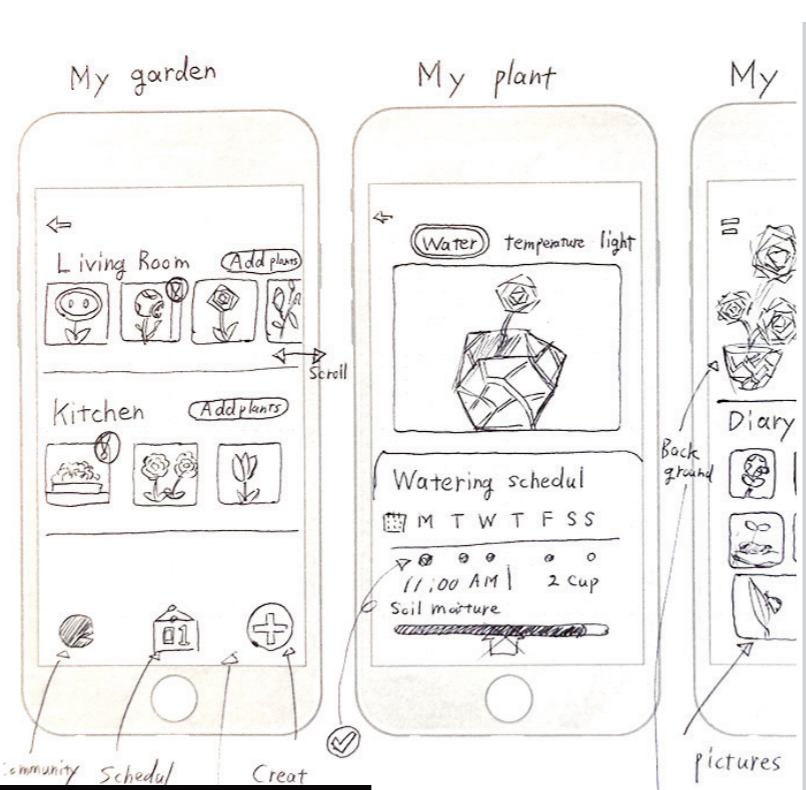
Forget watering



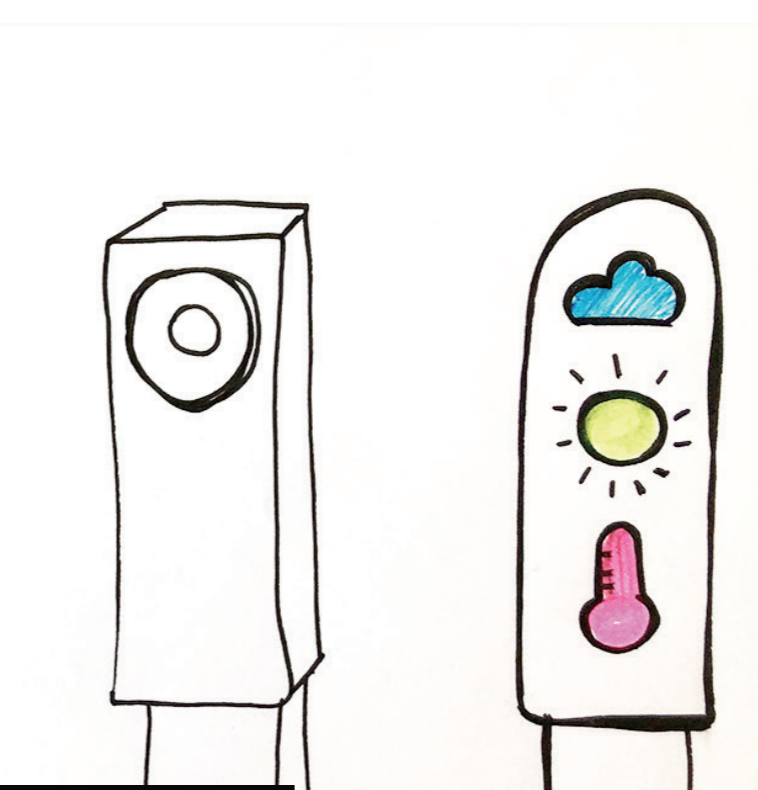
Plants death



**Mood Board**



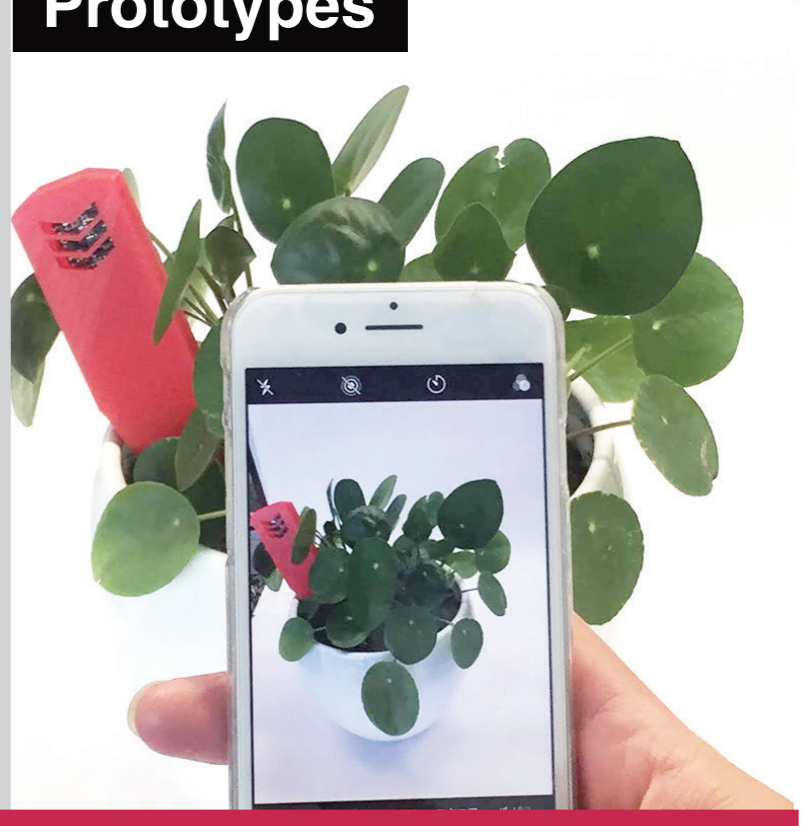
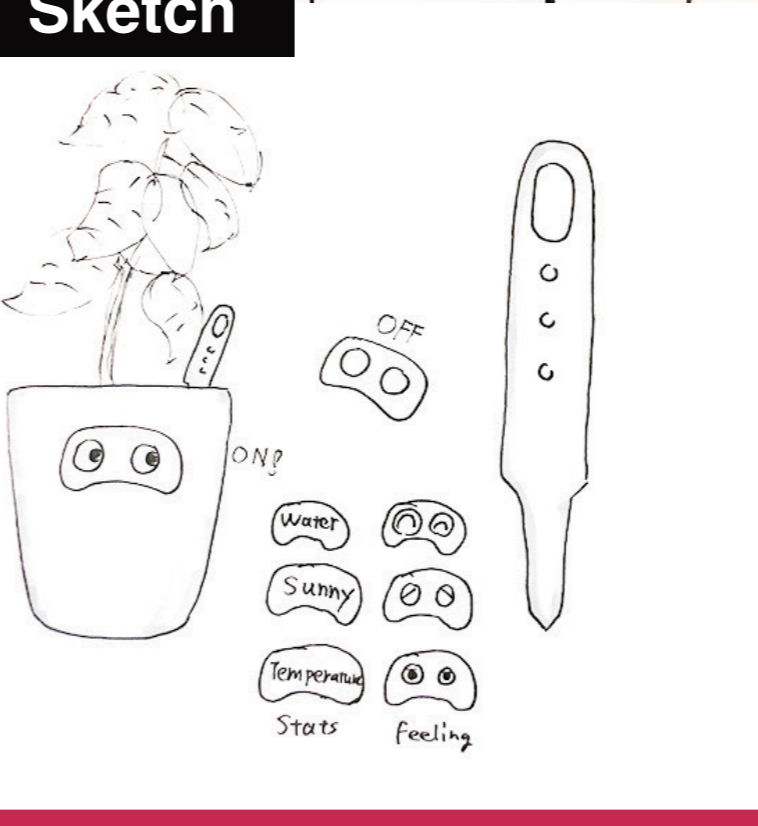
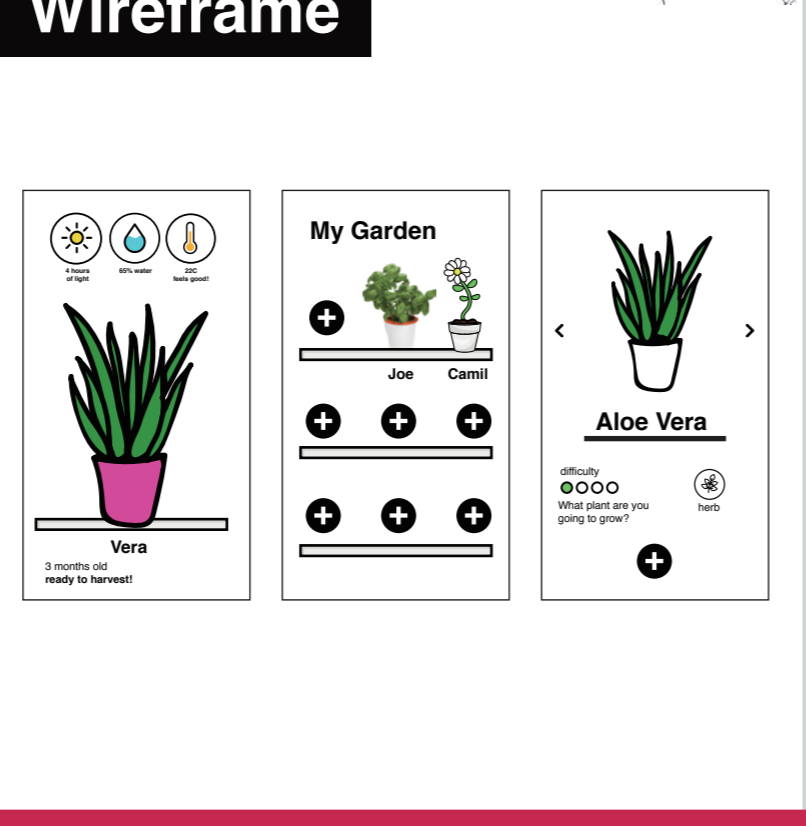
**Wireframe**



**Sketch**



**Prototypes**



# Ideation

We looked at competing products and drew ideas based on the functionality needed for the stick. We also tested ideas with wireframe and 3D models.

Three design concept



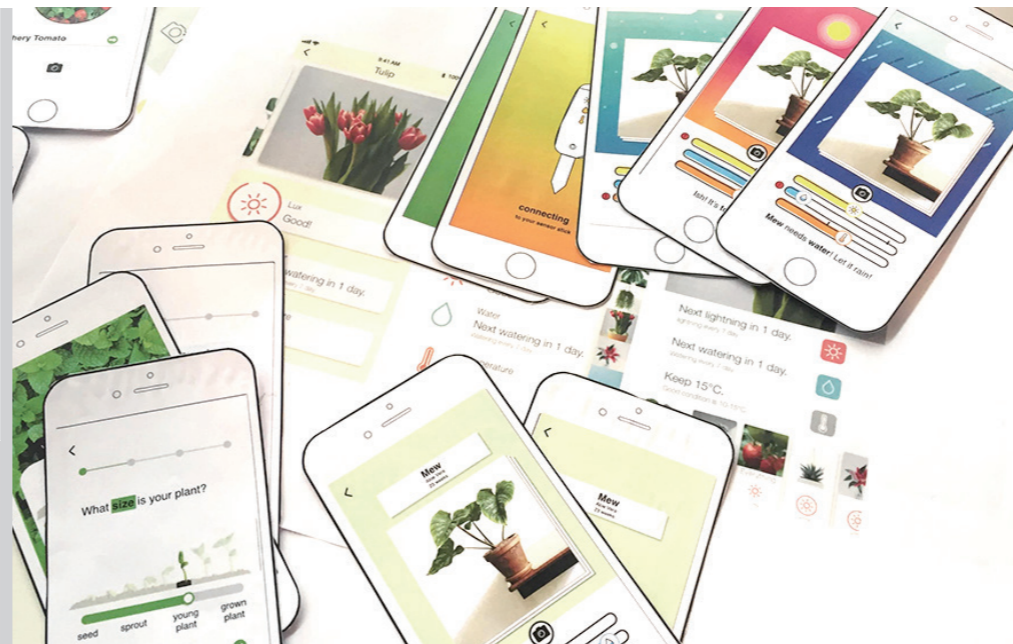
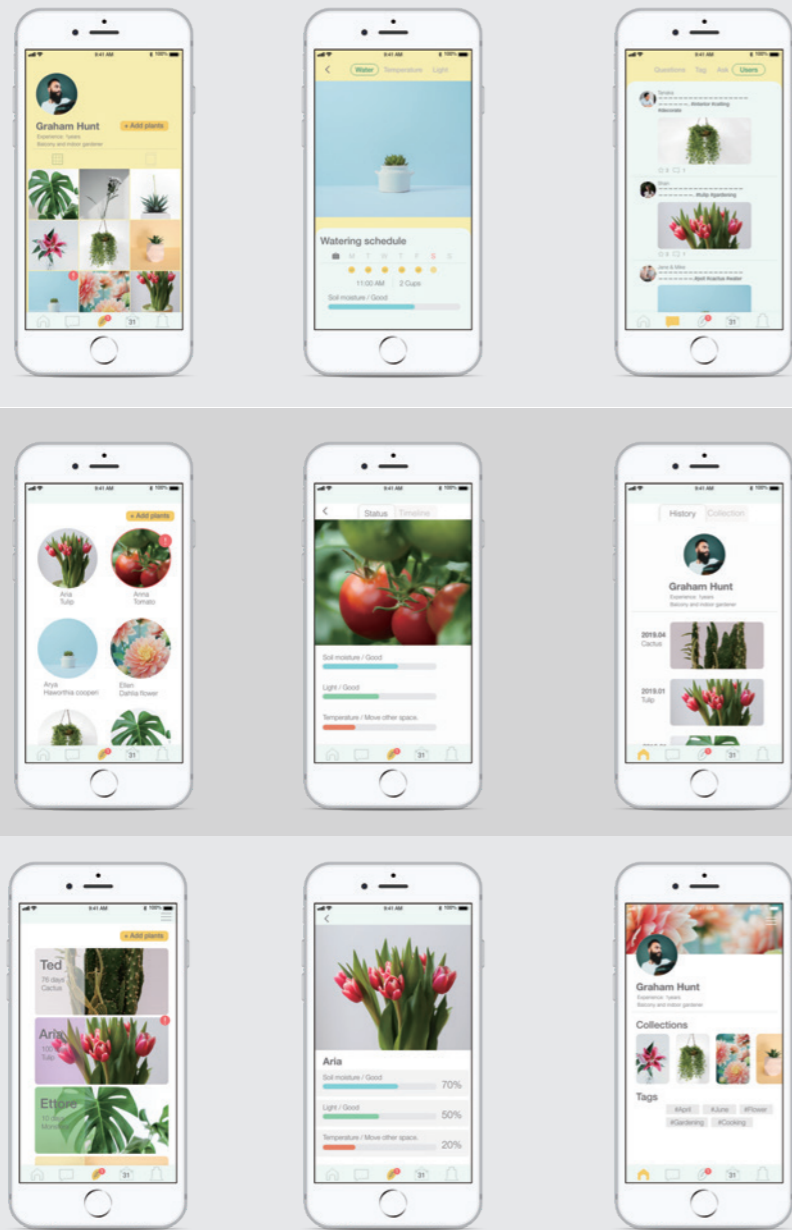
Ease of use



Use it everyday



Function accurately.



# User Testing

Using the prototype we built, we can identify what the user wants and refine the design.

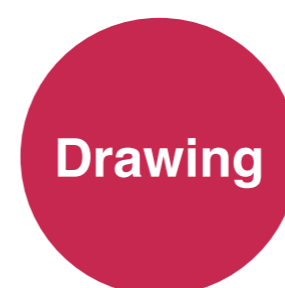
## Test flow



They use paper UI parts to create instant wireframes.



Ask the user to draw a blank wireframe of the features they want.



Ask users about their favorite prototypes.

## Resulting Feedback

**Usability**

The function is clear and concise.

**Utility**

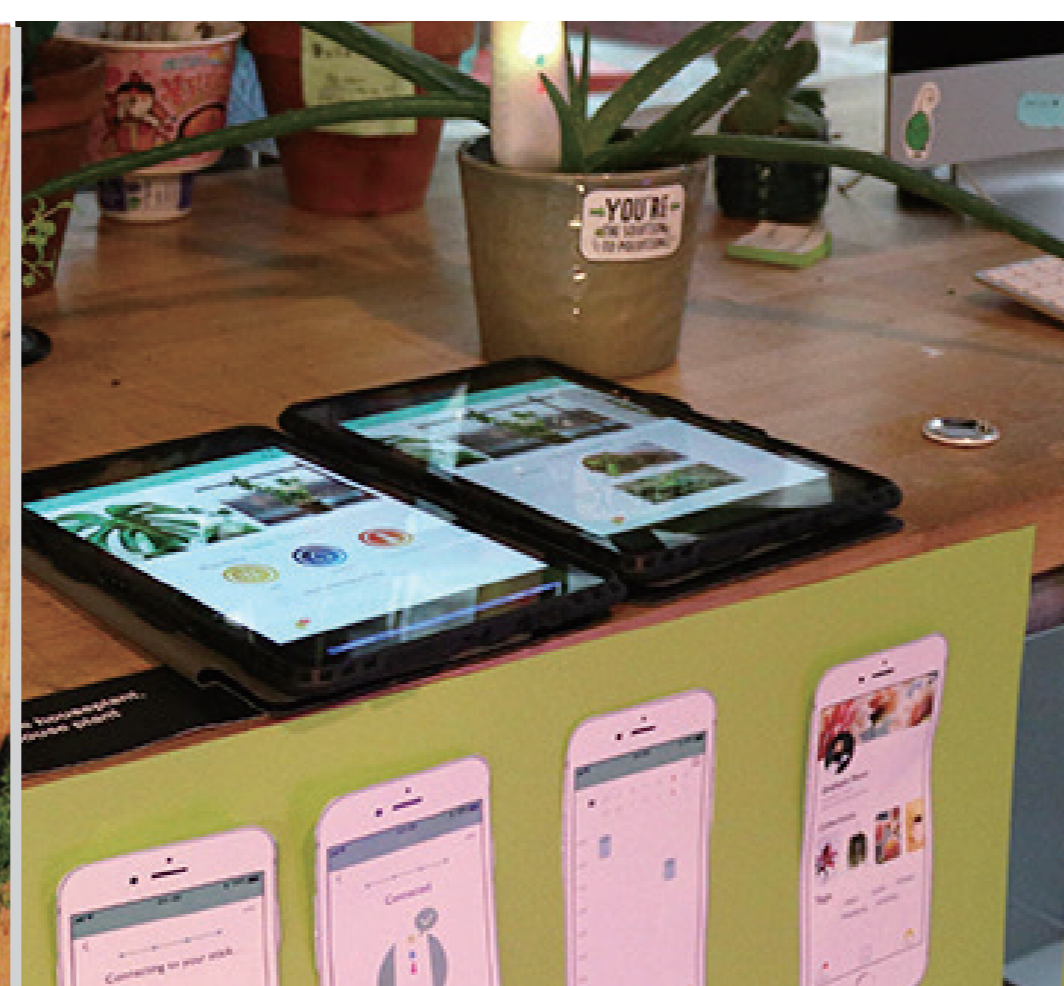
Provide content that users can continue to use.

**Accessibility**

The user can obtain the plant information immediately.

**Desirability**

The app is so clean that someone would feel familiar with it.



# Showcase

The concept of the exhibition is a stylish cafe that appears on Instagram. We tried to create an atmosphere that millennials would like.

## Contact info

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