

LiveLeaf



Simplifying plant
care, one reminder
at a time.

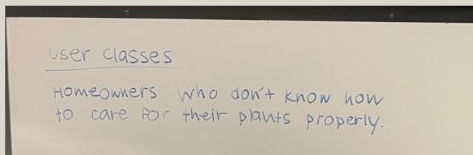


Needfinding

Interviews and Observations

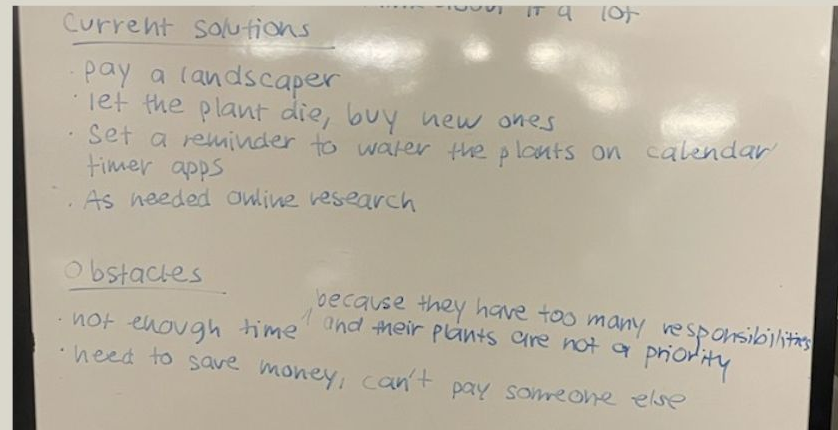
Initial User Class:

- Homeowners who don't know how to properly care for their plants



Initial Problem Statement

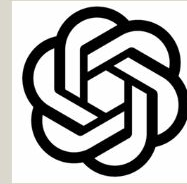
- Homeowners want to have plants in their house/backyard, but don't have the knowledge, bandwidth, or instinct to care for them.



Surface-Level Questions

Approach:

- Asked basic questions:
 - "How many plants?"
 - "How often do you water ?"
 - "What tools do you use to remind yourself?"
- Avoid bias by keeping questions open-ended.



Existing methods

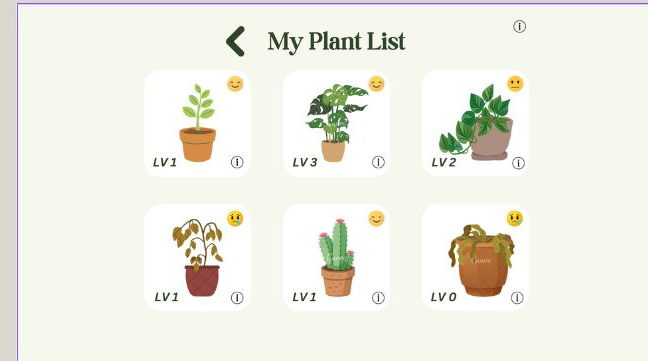
Outcome:

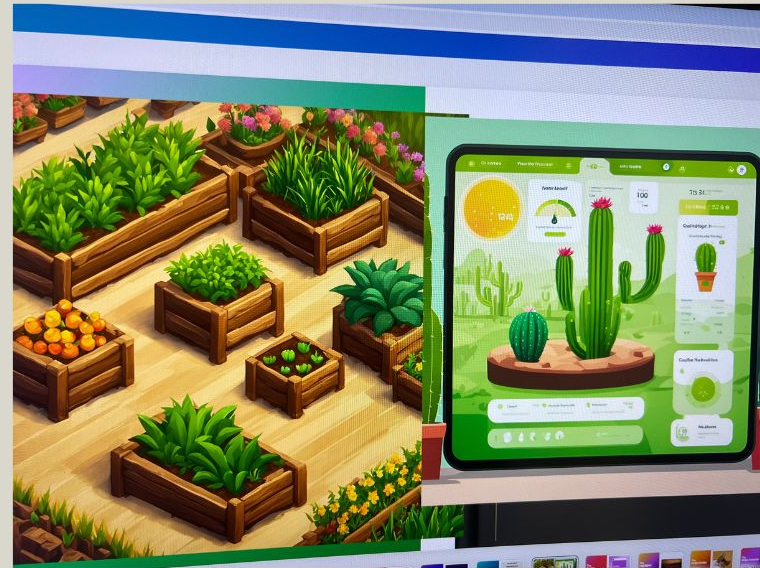
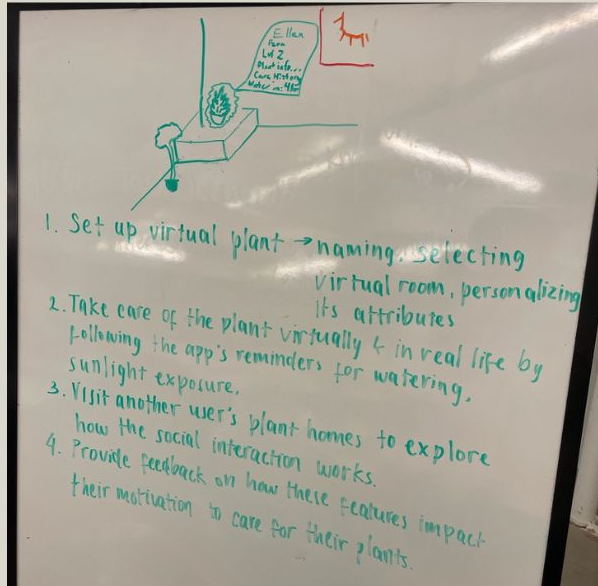
- Collected scattered information:
 - Users faced diverse challenges (low priority, too many tasks, lack of knowledge and tools).
 - Didn't get to the crux of the issue:
- Created a one-size-fits-all "gamified" prototype.



First Design Argument

- Fosters community and accountability by letting users visit friends' virtual plant homes
- Encouraging care and progress sharing
- Gamification adds fun and priority by rewarding thriving plants and social engagement, boosting motivation and enjoyment





When Testing Missed the Mark...

- Data entry made the solution tedious
- Users didn't care about virtual plant health > low emotional stakes.
- Shallow testing (Canva slides) failed to engage users meaningfully.
- Assumptions overshadowed root cause of user disengagement
- Brainstorming solutions to hypothetical problems created useless features

"I don't want to type in every detail about my plant every time I water it—just keep it simple."

"Social pressure could work, but only if it feels fun, not like another task."

"If the app nags me too much, I'll just turn it off."

"There's no real consequence if I forget to virtually water so it's easy to ignore."

Revisiting the Problem

"What motivates you to care for plants?"



"When my plants thrive, it gives me a small sense of accomplishment."

"How do you feel about not watering them?"



"It's a bit embarrassing when they start looking unhealthy, but I usually just put it off until it's obvious."

"What challenges do you face when it comes to remembering plant care?"



"Honestly, I forget because it's not a priority—unless something reminds me, it just slips my mind."

Refining the Problem and Design

Revised Problem Statement

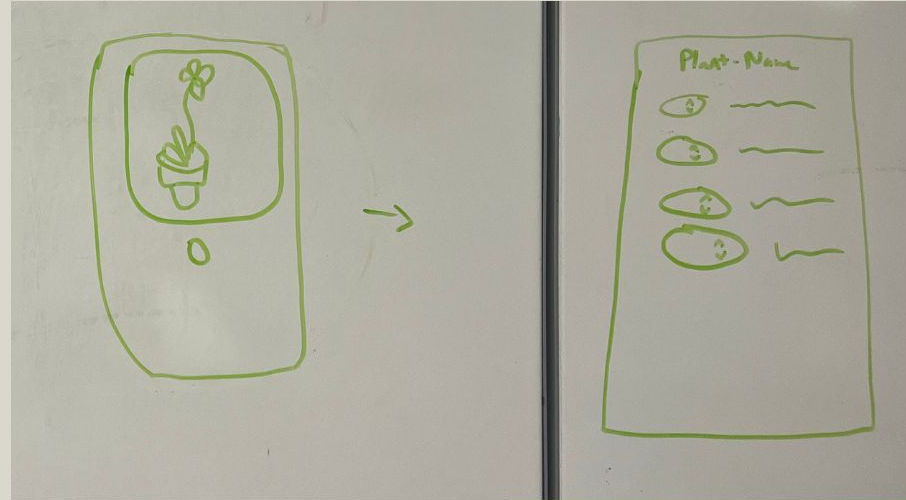
Working individuals want to maintain healthy plants for a sense of internal fulfillment, but they struggle to prioritize care as it often slips their mind, which leads to neglected plants and frustration.

Revised Design Argument

Leveraging social pressure and personalized, toned reminders fosters motivation and accountability, addressing forgetfulness with emotionally resonant notifications.

BeReal-Inspired Solution

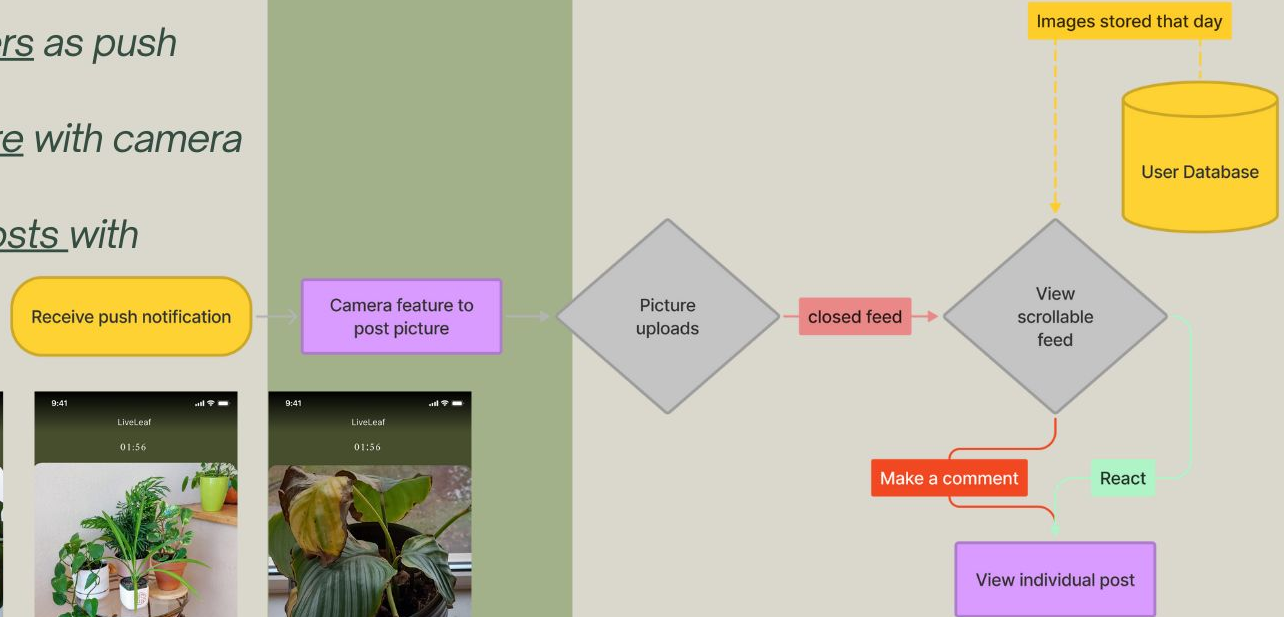
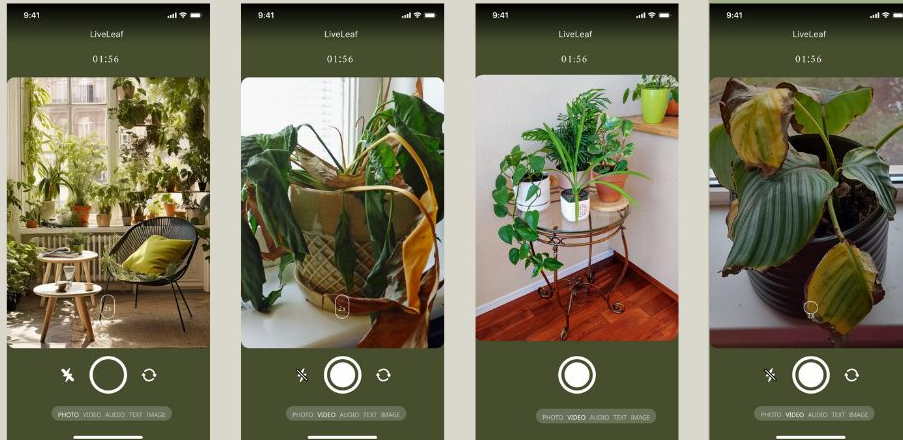
- **Forgetfulness:** Toned notifications remind users in a direct and emotionally engaging way.
- **Accountability:** Social posting fosters motivation through peer pressure.
- **Consistency:** Quick updates keep plant care simple and habitual.
- **Fulfillment:** Viewing others' thriving plants reinforces a sense of accomplishment.



Interface and the System

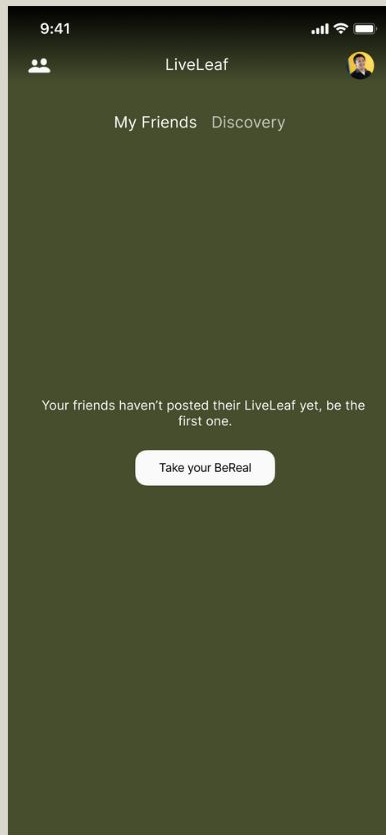
FEATURES

- *Personalized reminders as push notifications*
- *Ability to post a picture with camera feature*
- *Ability to see other posts with community feed*





Notifications for reminders



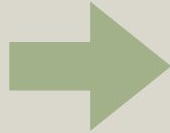
Post before viewing



View others' plants

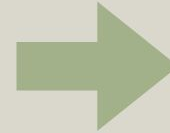
Initially

- *Click-through experience*
- *How likely are you to respond to the notification?*
- *How much did seeing other plants influence your decision to post?*



Realized

- *Does this problem even exist?*
- *Why not just keep fake plants?*
- *Does taking care of a plant feel like furniture or a pet?*



Outcome

- *“Deeper aspect of fulfillment”*
- *A groupchat!*
- *Scrappiness*
- *Figma is only part of the larger solution*



Psychology of Plant Parenthood

· feel some emotion (guilt, satisfaction, etc.) which motivates them to water their plants
↳ make them feel different emotions to keep them engaged with the app

User Test 6

Evolution of Testing

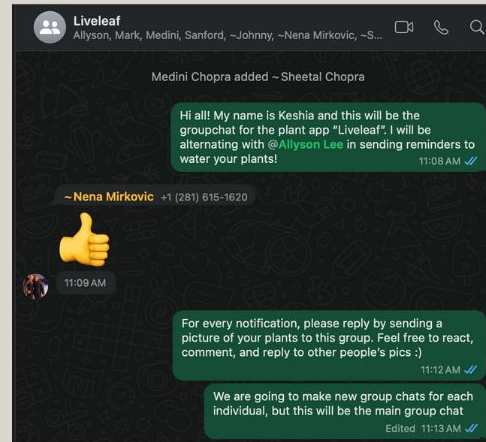
Riskiest risk: not enough users, defining good metrics or proxies to measure success

Changed our approach too many times

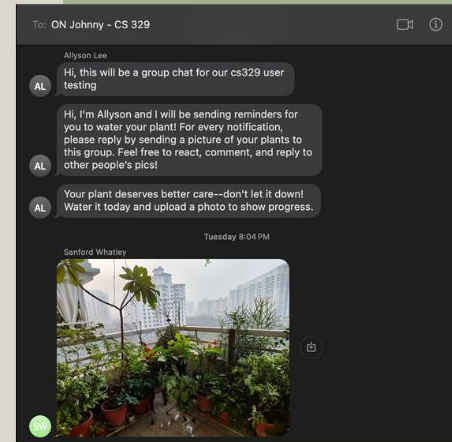
- Combining all users in 1 test?!
- Kept revising experimental plans
 - # of groups
 - Control, IV, and DV
- Debating the setup --> delayed the actual testing process.

Focused too much on creating flawless experiments instead of getting actionable user feedback.

Initial:
1 group for ALL users



Final:
1 group for EACH user



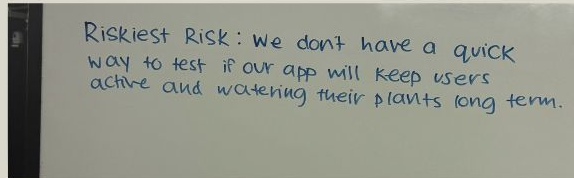
Sent this huge chunk of text just to not use the group (bcs we changed... AGAIN)

Never Ending Risks & Questions

MORE QUESTIONS AND RISKS

- *How to isolate the effects of open/close feed, encouraging/negative notification tone?*
- *How to simulate community aspect?*
- *How to measure the effectiveness of the app?*
- *Different timezones between users?*

How do we quickly test long-term effects? →



Riskiest Risk: we don't have a quick way to test if our app will keep users active and watering their plants long term.

REALIZATION

No perfect experiment

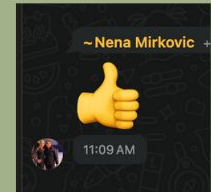
There's always going to be "riskiest risk"

Focus on progress, not perfection

Focus shifted to improving the user experience instead of creating the perfect experiment.

Perfection delayed us, but imperfection got us moving.

Still got a thumbs up from a user despite our errors :D



Results

User 1

(Closed Feed & Positive Messages)

- *“I was so worried about getting the perfect picture of my plant to post that I kept pushing it off, and never ended up posting”*



User 2

(Open Feed & Negative Messages)

- Was away from home and his plant, making him unable to water



Results

User 3

(Closed Feed & Negative Messaging)

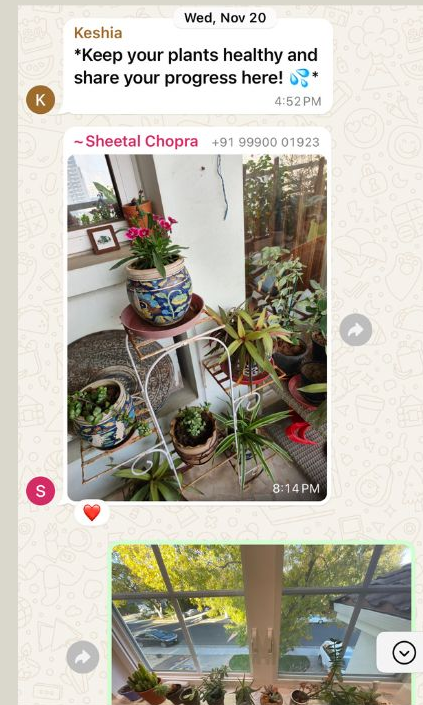
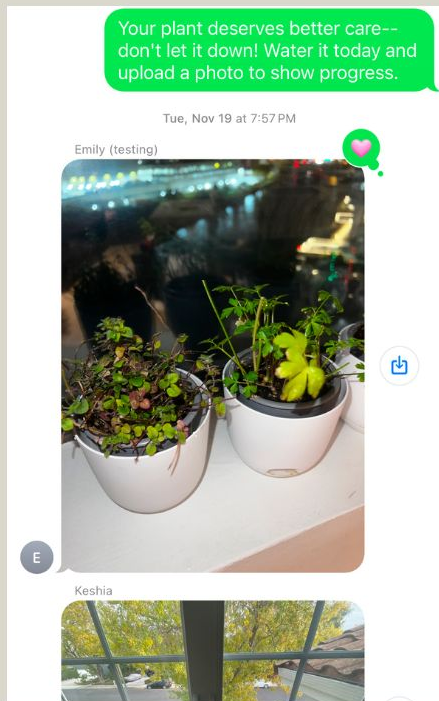
- *“I felt like it helped me remember some days, but other days it felt tedious”*



User 4

(Open Feed & Positive Messaging)

- *“How come you stopped sending messages?”*

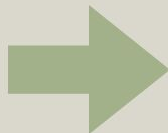


“I was so worried about getting the perfect picture of my plant to post that I kept pushing it off, and never ended up posting”



Rather than motivating posting and watering, peer pressure can do the opposite for some.

User 2 was away from home and his plant, making him unable to water



An “away from home” feature should be adopted.



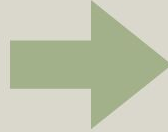
Next Steps

Users 3 and 4 sent photos consistently, but they had different levels of enjoyment



Conduct interviews and further testing on why certain users might enjoy using our app more/less

Closed/open feed and negative/positive messages made no difference



Add more users to our future testing



Next Steps

Discussion

- Keep a closer eye out for **patterns** in user needs
- Don't try to **over-engineer** and solve too many problems at once
- It's okay to take time to go “**backwards**” in the design process
- Focus on **progress** rather than perfection

