Finding Roots
User Education of plants

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Finding Roots ✕ Goldsmiths
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Introduction

Finding Roots is a MicroGarden subscription that delivers plant displays in a pot to urbanites with small outdoor spaces who want to enjoy all the benefits of a hassle free gardening experience. The self-watering MicroGarden container is designed to hold a ready-planted insert. Each season (every 3 months) Finding Roots will deliver a new ready-planted insert and remove the previous one.

Research Topic

My research topic is how to display the content that the users are interested in and attract them to learn plant knowledge.

● Work Directions

01 Blog/activity/article	02 Plant knowledge	03 How the service work

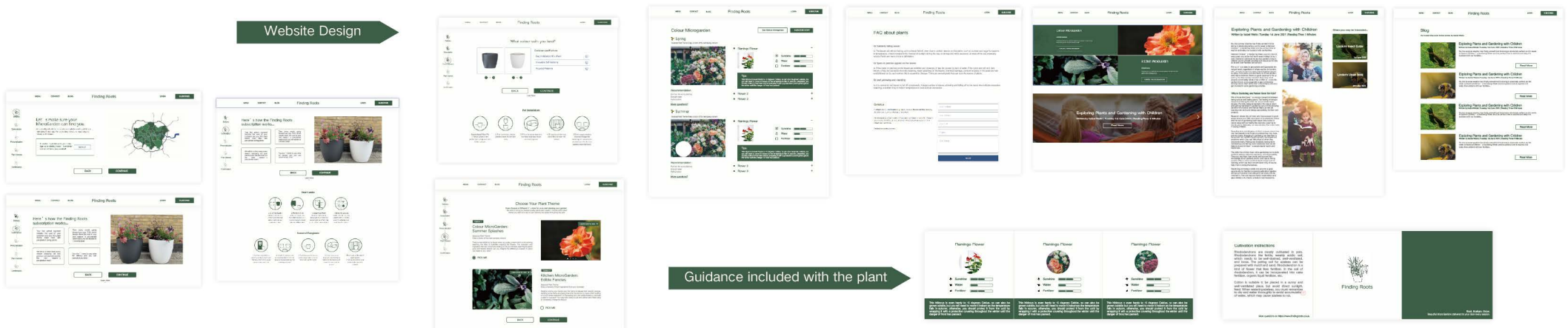## Research Methodology

● Questionaire

Goal	For blogs published on social platforms, understand whether people have read articles, where they saw the articles, and want to know further about the mutual conversion rate of social platform users and website users.
Objects	Users of service
Method	I did a questionnaire with two other students who worked with Finding Roots. In order to get more results, we streamlined the questions, and I only asked a few more simple questions.
Questions	Have you read the articles published by finding roots? Where did you see these articles? How do you feel about the articles published by Finding Roots?
Results	A very limited number of results (4) suggest that half of the people have not read the article, and people read the article more from email and instagram. Unfortunately, website users are reluctant to participate in interviews and questionnaires, especially when the overall number is small, the sample size is smaller.

● Interviews

Goal	Explore people's needs and pain points for plant knowledge, and their views on website services
Objects	People interested in plants
Method	I interviewed six people and collected important information about the conversations with them. Because it is difficult to reach existing users, I interviewed potential users of the website. They don't have much time to care for plants, but are interested in plants, and want to get planting experience. I used face-to-face or telephone interviews, and each interviewee lasted about 15 minutes
Questions	If there is such a product, do you want to use it? Have you ever cultivated plants? Difficulties encountered Why do you want to grow plants? What services do you want to get? What knowledge of plants you hope to acquire? What are your doubts about this service? What are your doubts about this service?
Results	I summarized the results as Behaviors, Opinions and Pain points

● User Journey

|	Read the articles	Subscribe the plants	Receive the plants
Doing	See the articles on platform	Want to find more information	Start to install and plant
Painpoints	Want to see other articles Want to see articles they have read before	Plant habits, growth environment, etc. Plant-related talks, history, anecdotes, etc.	Not sure if it can keep alive Receive plants with detailed instructions and guidance Don't know whether to discard plants (of last season)
Solution	Blog archive on website	More Introduction during subscription process Knowledge Page	Guidance Card Plant cultivation FAQ and inquiry modules on website

Lo-fi Prototype

● I made two sets of low-fidelity prototypes and conducted quick interviews. I chose friends around me who like plants and are interested in the service. I incorporated these content into the subscrition process, because people mainly want to know the content of the plants they subscribe to rather than regular knowledge.

For the first plan, I made improvements on the original website, In addition to the UX optimization of the process itself, I also added some introduction information and page entrances.

For the second plan, I redesigned the subscription process, in which the operation will be completed on the same page.

Clear process of purchase
Need smooth operations of jump, forward and return.

More comprehensive and clear information display
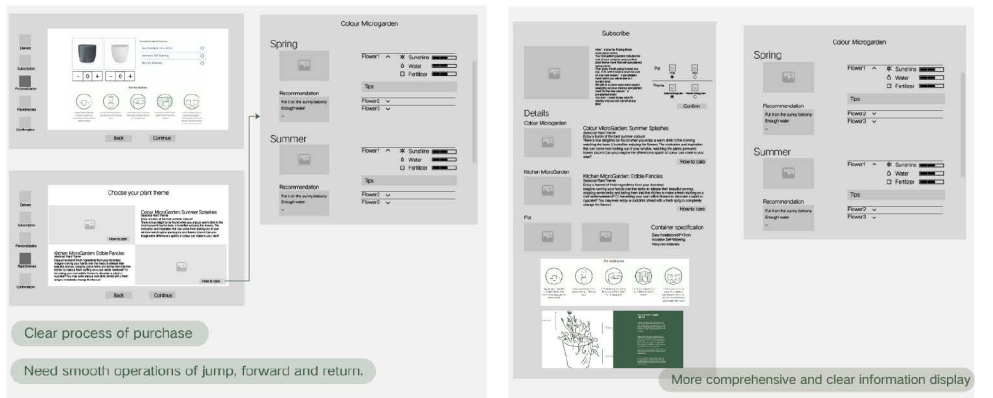
● This is low-fidelity prototype of blog pages. There are two types of entrances, one is from the top navigation bar, and the other is from the homepage. I made several assumptions about the layout of the page. Based on these assumptions, I interviewed some people and recorded the opinions and evaluations gained.
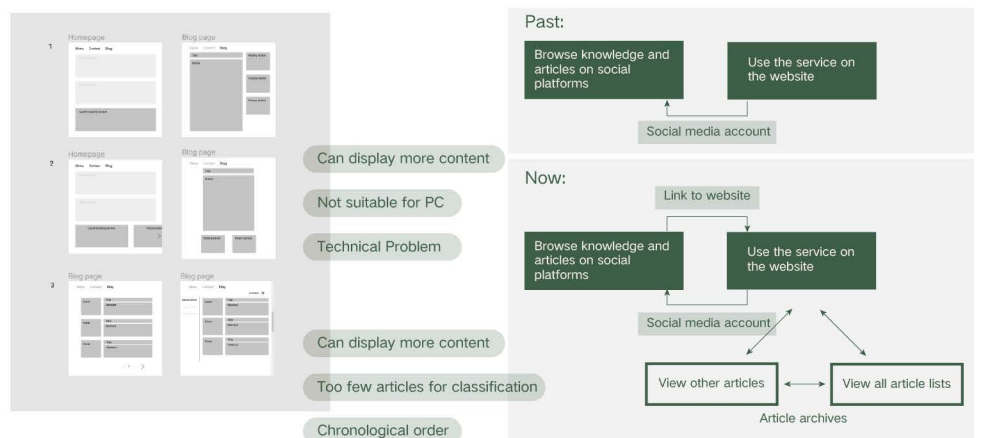
Can display more content
Not suitable for PC
Technical Problem

Can display more content
Too few articles for classification
Chronological order

Past:
Browse knowledge and articles on social platforms → Social media account → Use the service on the website

Now:
Browse knowledge and articles on social platforms ↔ Use the service on the website
Link to website
Social media account
View other articles ↔ View all article lists
Article archives

Results

Website Design →

Guidance included with the plant →