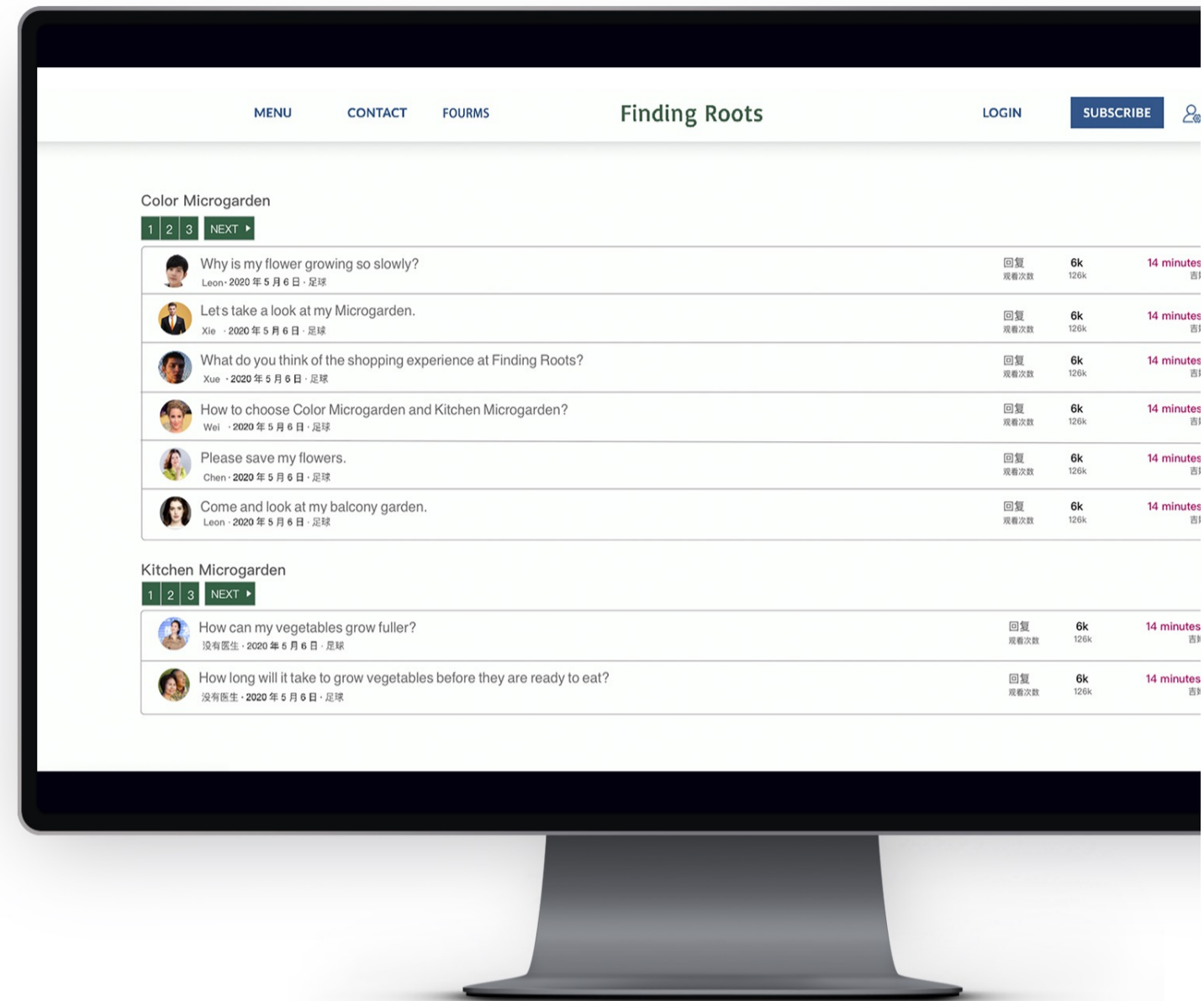


# Title: How to promote a community of urban plant and garden enthusiasts through finding roots

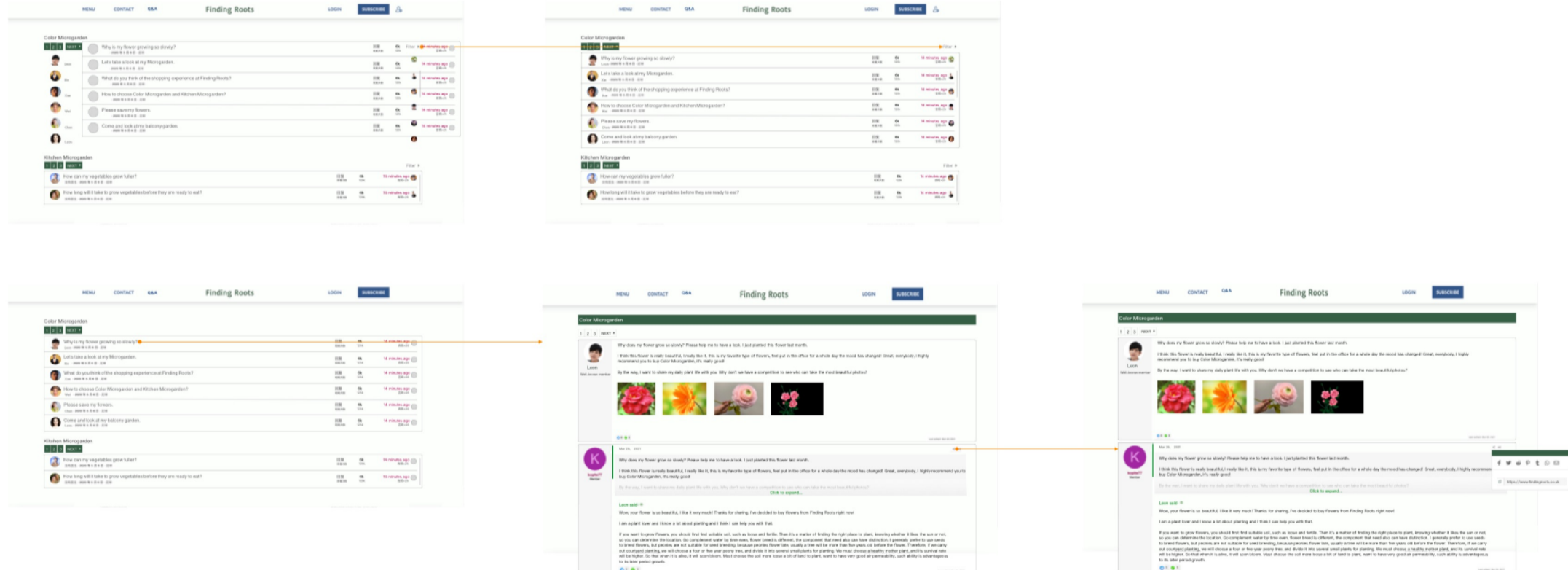
Name: XUE DONG

## Abstract & Introduction

This essay is written around the social enterprise of Finding Roots and carries out user journey map, scenario, persona, questionnaire for Finding Roots. Literature review, etc. And according to the research results, find out the missing part about social Enterprise in the current company model. In the end, I decided to add a forum module on the website Finding Roots, in which people can discuss and share their daily lives, and the official staff of the company can answer some after-sales questions about products. The combination of Forums and Sale will help expand the company's influence and get more people to engage in this company. Increase the purchase volume and visibility of Finding Roots.



## Diagram & Design



## Research & Testing

Since my project is an independent one, I am the first to do the user's journey, find the breakthrough point of the product, find the existing pain points and contact points according to the user's journey map, and then analyze the product mode and the company mode through the pain points and contact points. Then I analyzed competing products of companies of the same type as Finding Roots, and analyzed the reasons why Finding Roots did not have some functions, and the reasons why Finding Roots did not have some competing products. Then I did an analysis of Scenario and Persona, with Persona describing what typical users of Finding Roots look like. In addition, I also conducted literature review and questionnaire for preliminary analysis, produced a number of similar low-fidelity solutions, and conducted some evaluation tests according to the low-fidelity solutions, for example: First click test, Usability test.

## Conclusions & Future Work

Based on the results of my numerous research and tests, I decided to create a Forums Module at The website Finding Roots, a module where people can share their daily planting experiences and where other users can reply and comment. Any questions about plants and flowers can be shared and asked in this section. If the products of Finding Roots are purchased, some questions can also be asked in this section, which will be answered one by one by employees of Finding Roots.