Greg

Plant care app

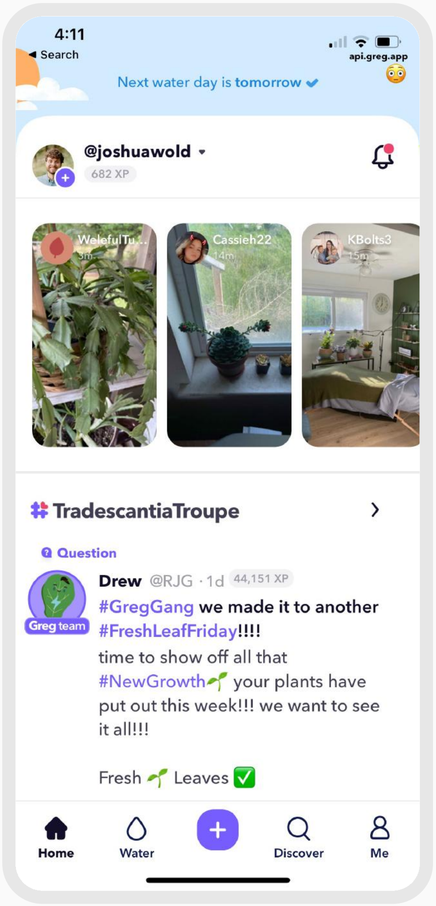
Increasing user activation - 2022

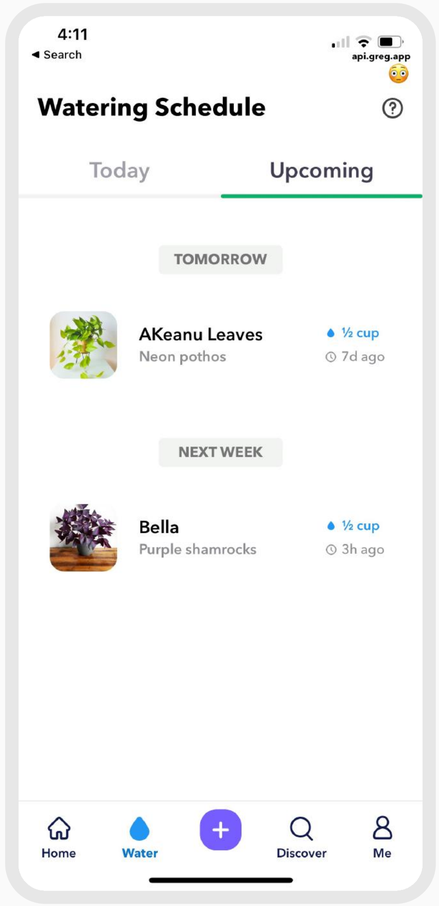
About me

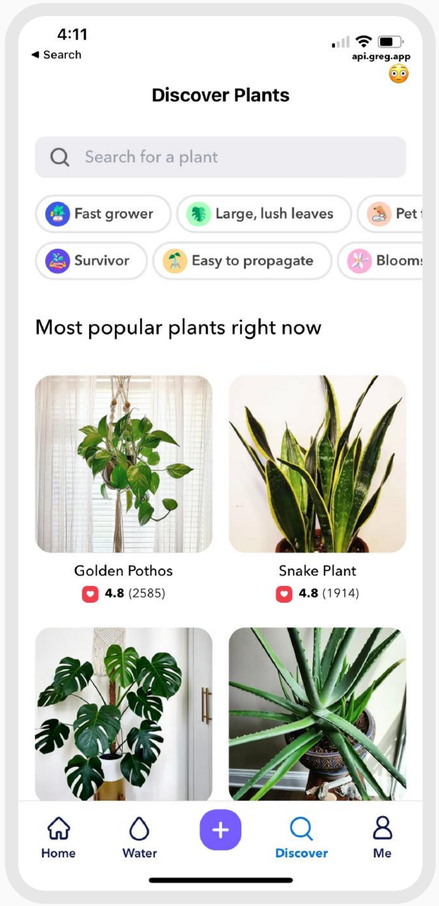
- Who I am
- Motivations
- Future TedX Talk (3 C’s)

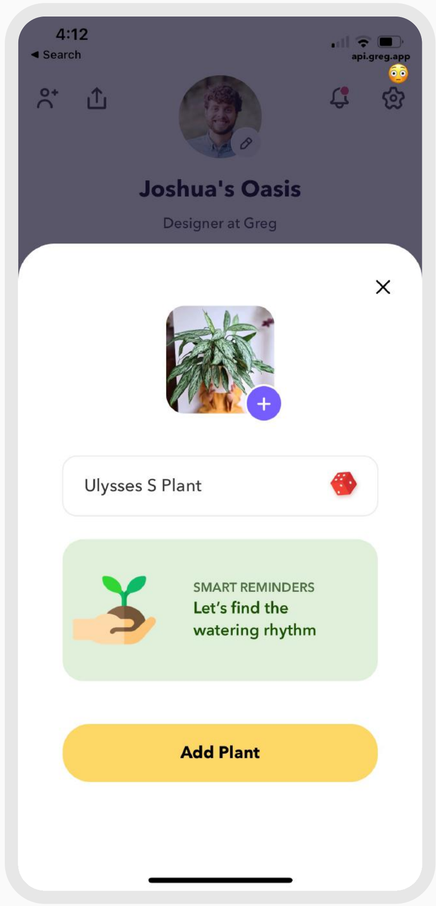
Care reminders

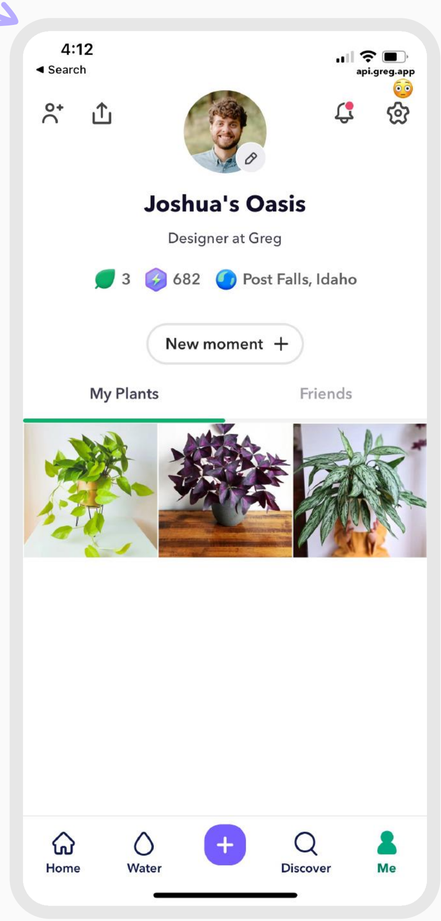
Plant Oasis







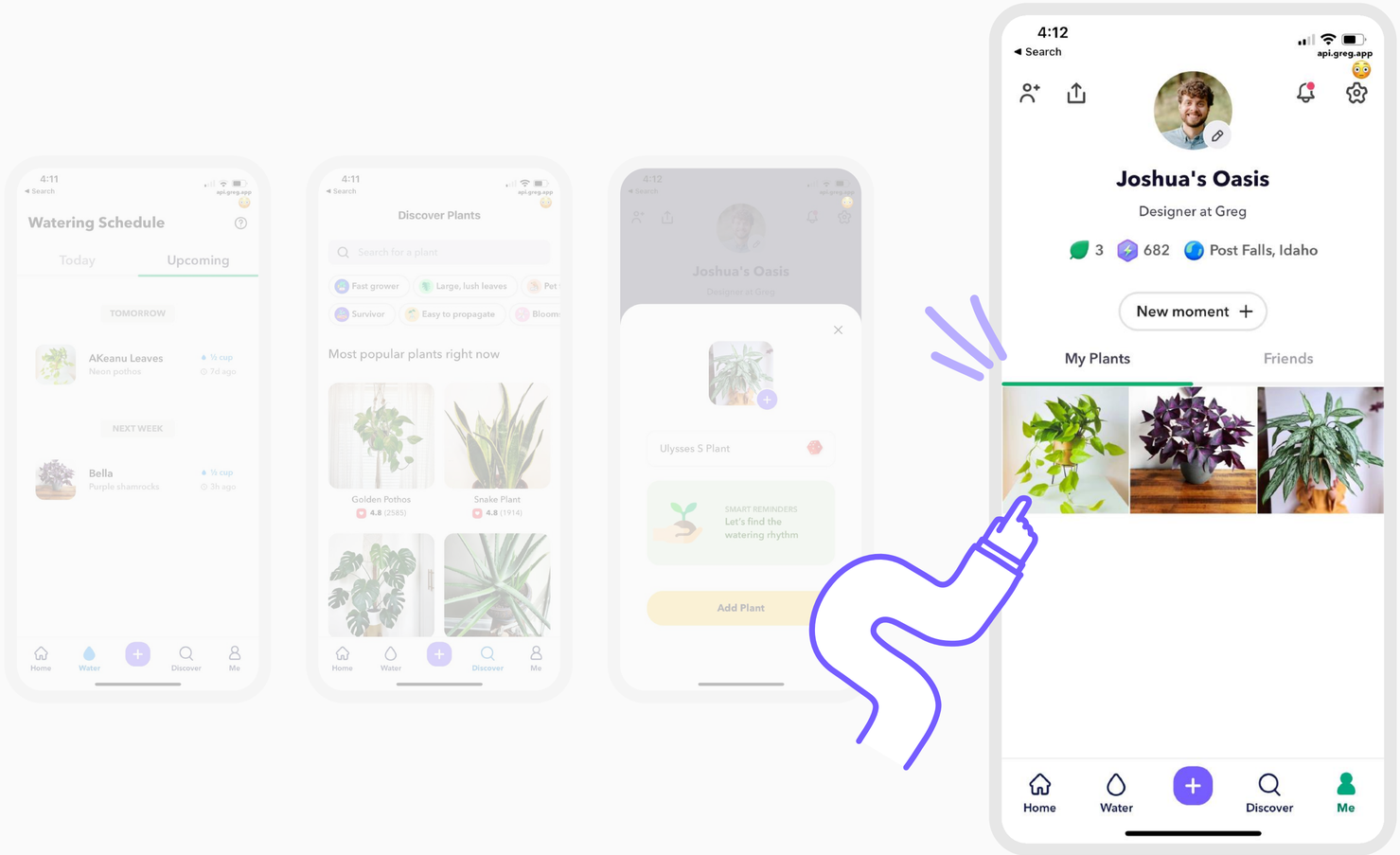




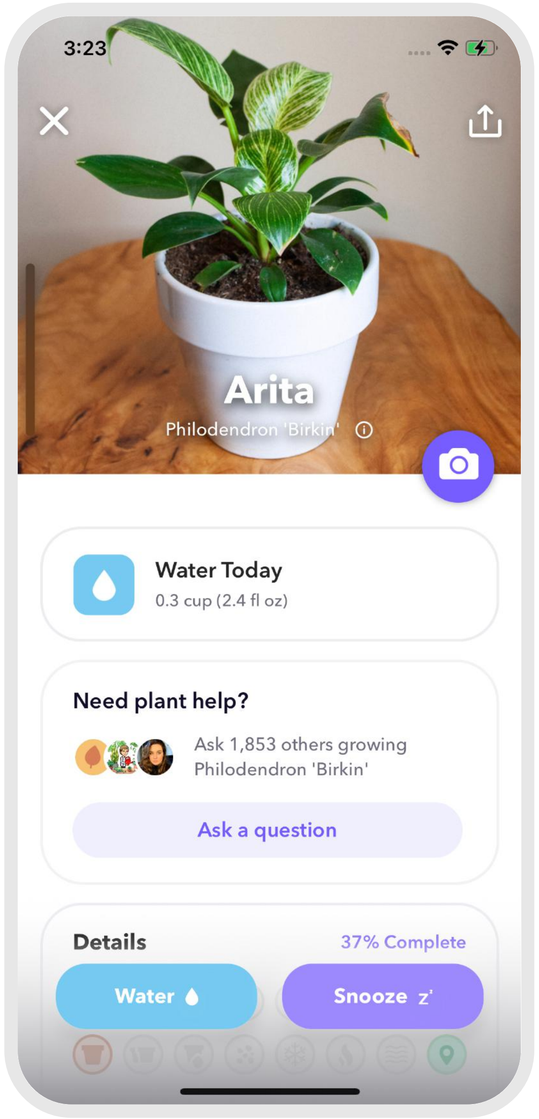
1 million+ plants

Plant ID

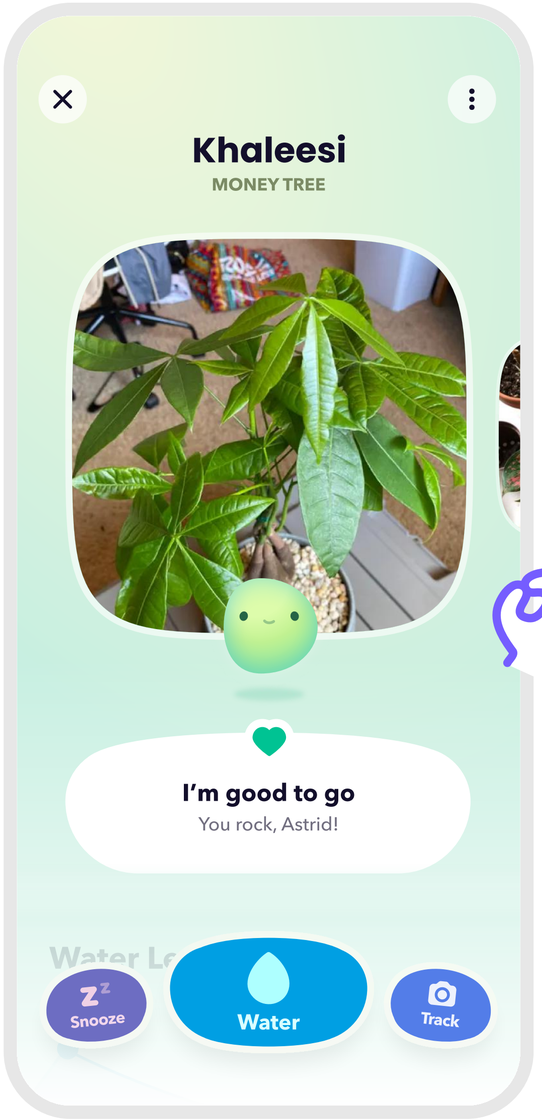
Plant Oasis


4:11
Search
api.greg.app
Watering Schedule
Today
Upcoming
TOMORROW
AKeanu Leaves
Neon pothos
½ cup
7d ago
NEXT WEEK
Bella
Purple shamrocks
½ cup
3h ago
Home
Water
Discover
Me
Discover Plants
Search for a plant
Fast grower
Large, lush leaves
Survivor
Easy to propagate
Most popular plants right now
Golden Pothos
4.8 (2585)
Snake Plant
4.8 (1914)
Joshua's Oasis
Designer at Greg
Ulysses S Plant
SMART REMINDERS
Let's find the watering rhythm
Add Plant
4:12
Search
api.greg.app
Joshua's Oasis
Designer at Greg
3
682
Post Falls, Idaho
New moment
My Plants
Friends
Home
Water
Discover
Me

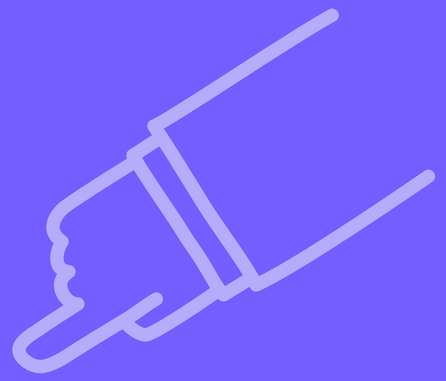
Before



After

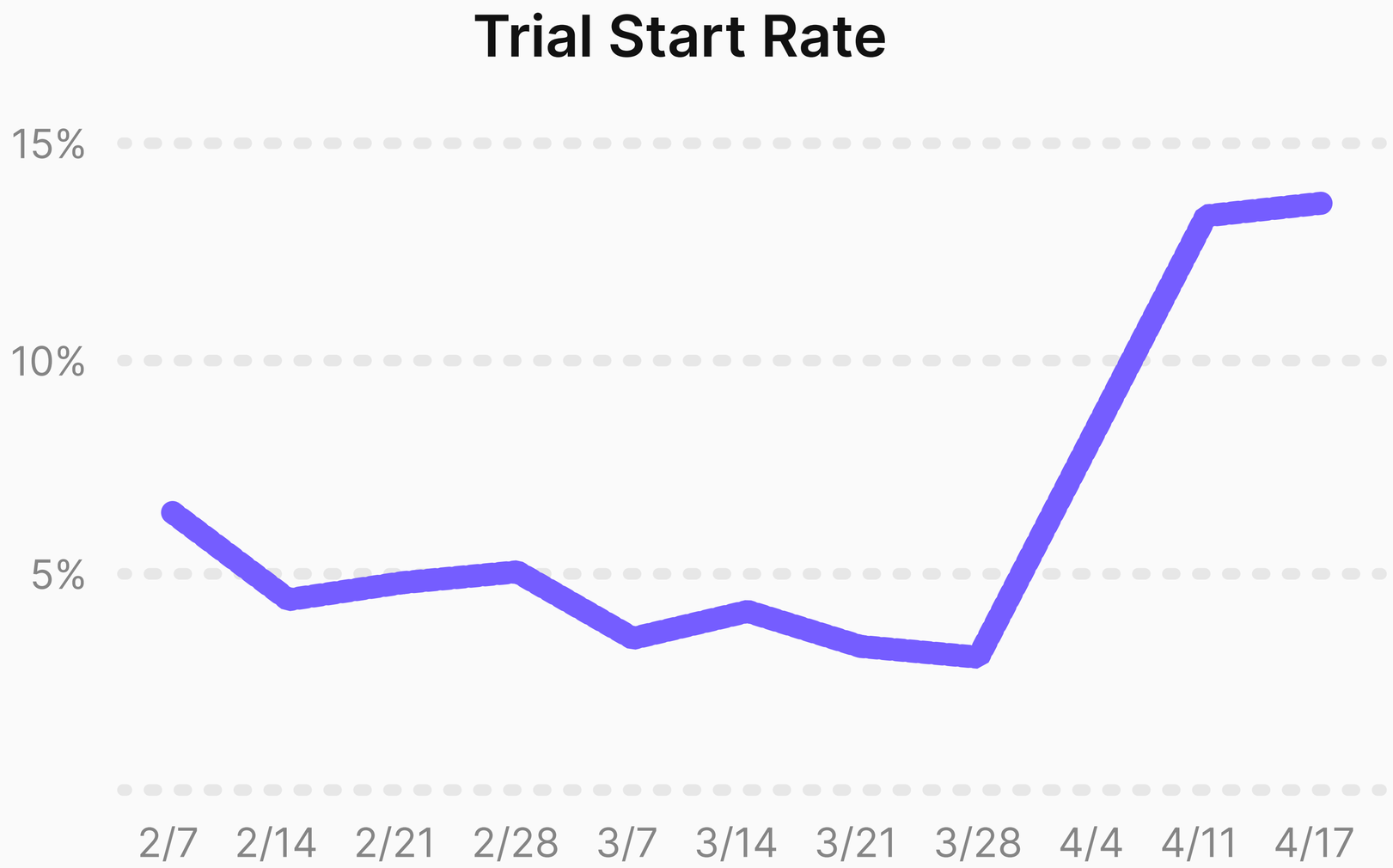


Demo 1



d.pr/v/2gxCm8

Results



Plant Card

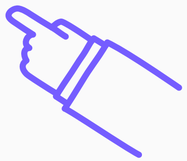
- Water / light / fertilizer care
- Guides and community
- Digital archive

Audience

- All users who add a plant
- 53% of all users see it
- 83% of all users with plants see it

Team

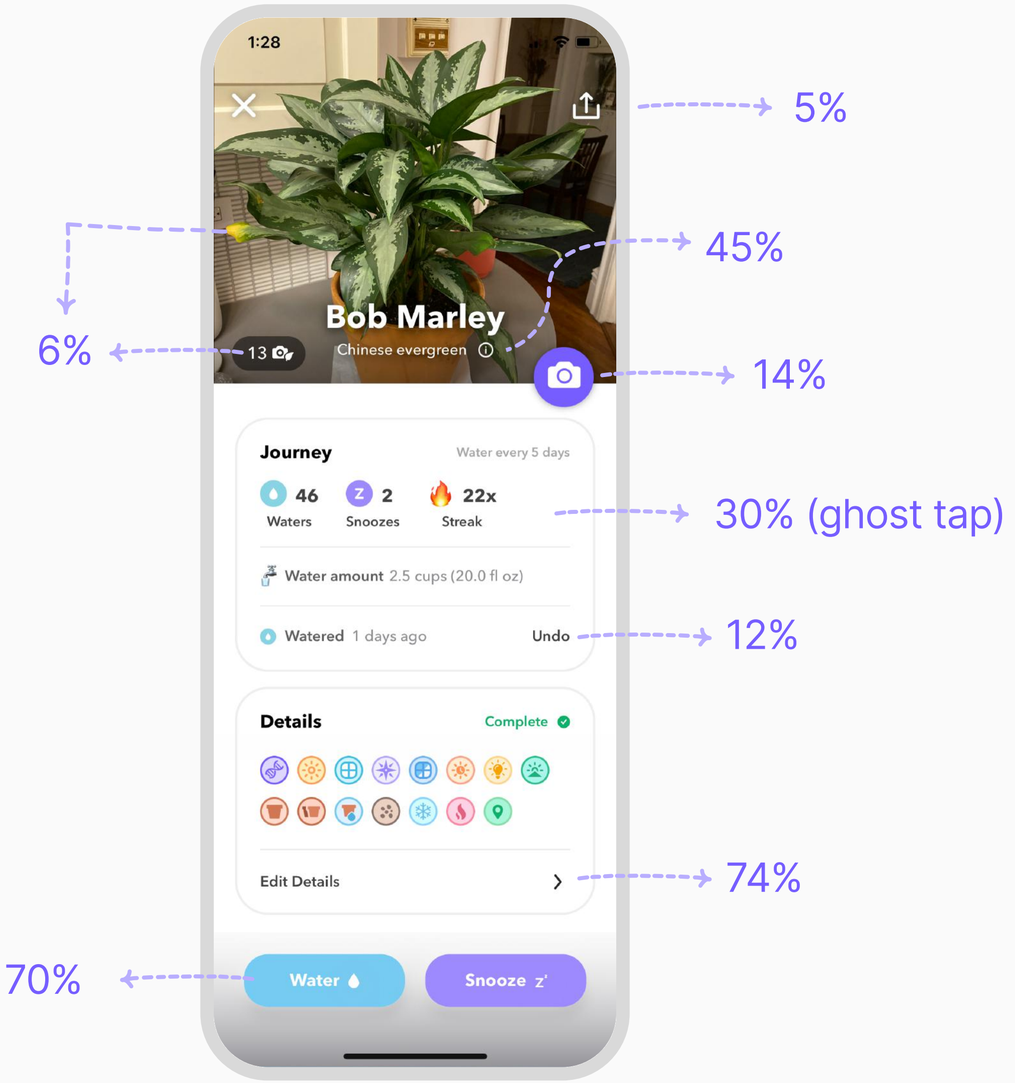
- CPO
- Senior Product Designer
- **Senior Product Designer**



- CEO / CTO
- Head of Brand
- Biologist

Analytics

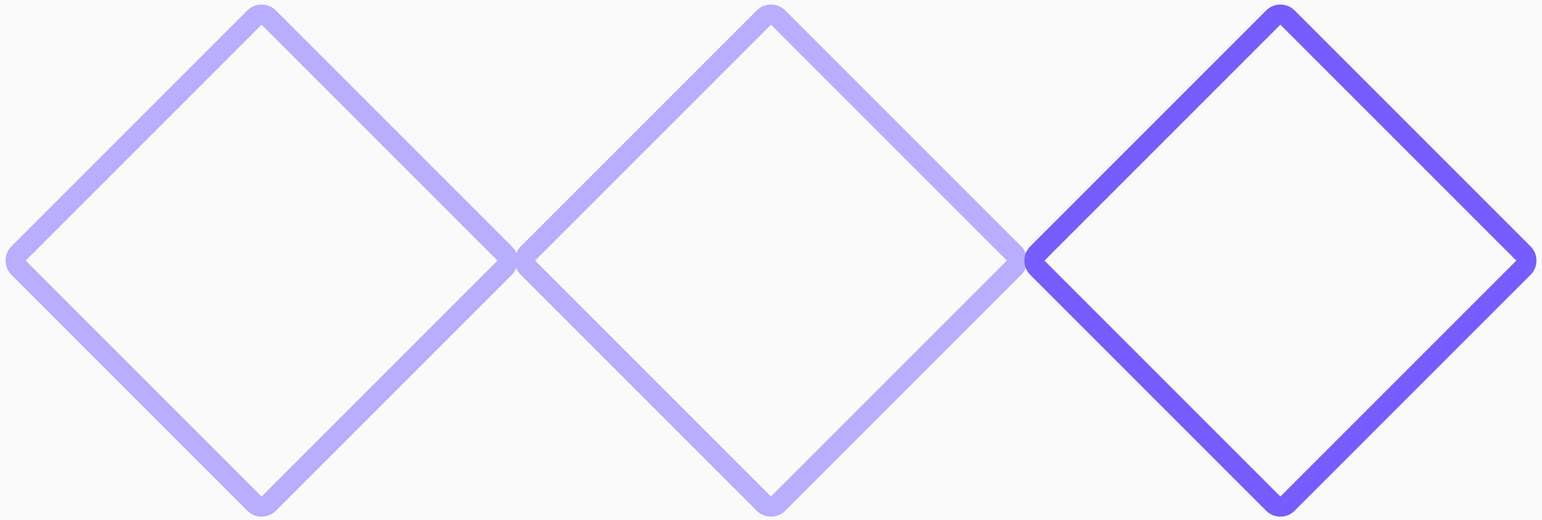
Button taps

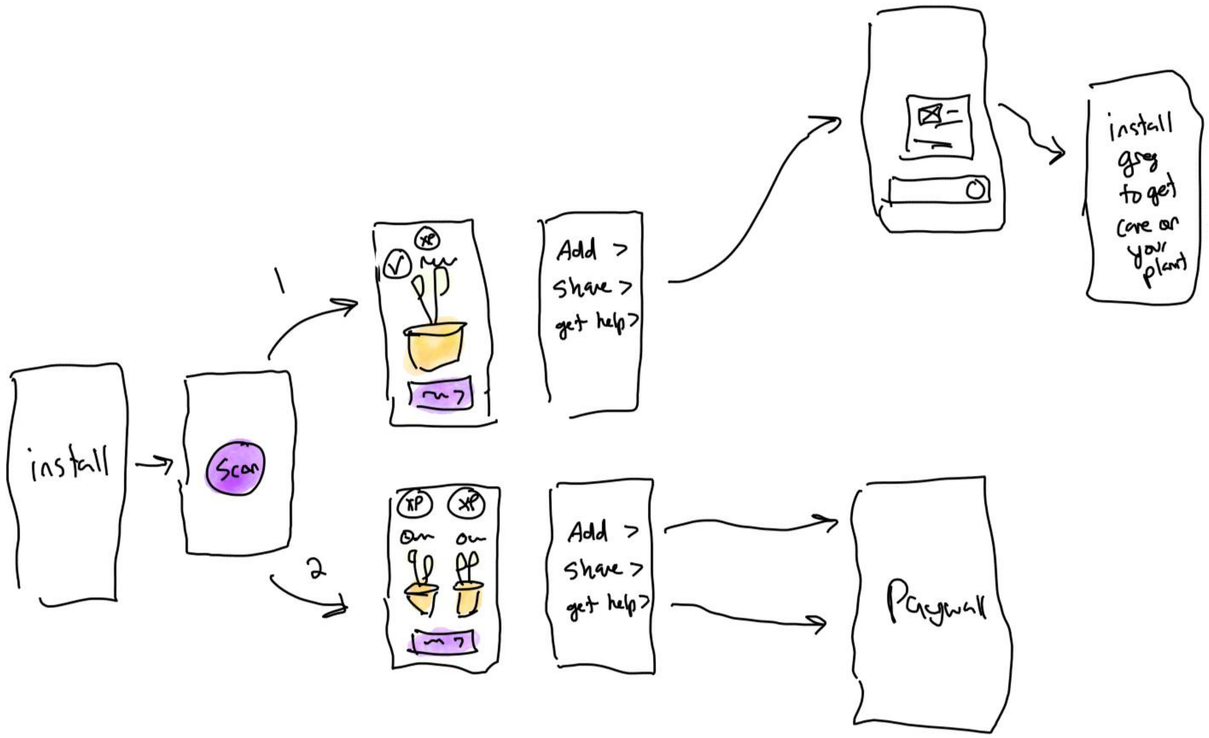


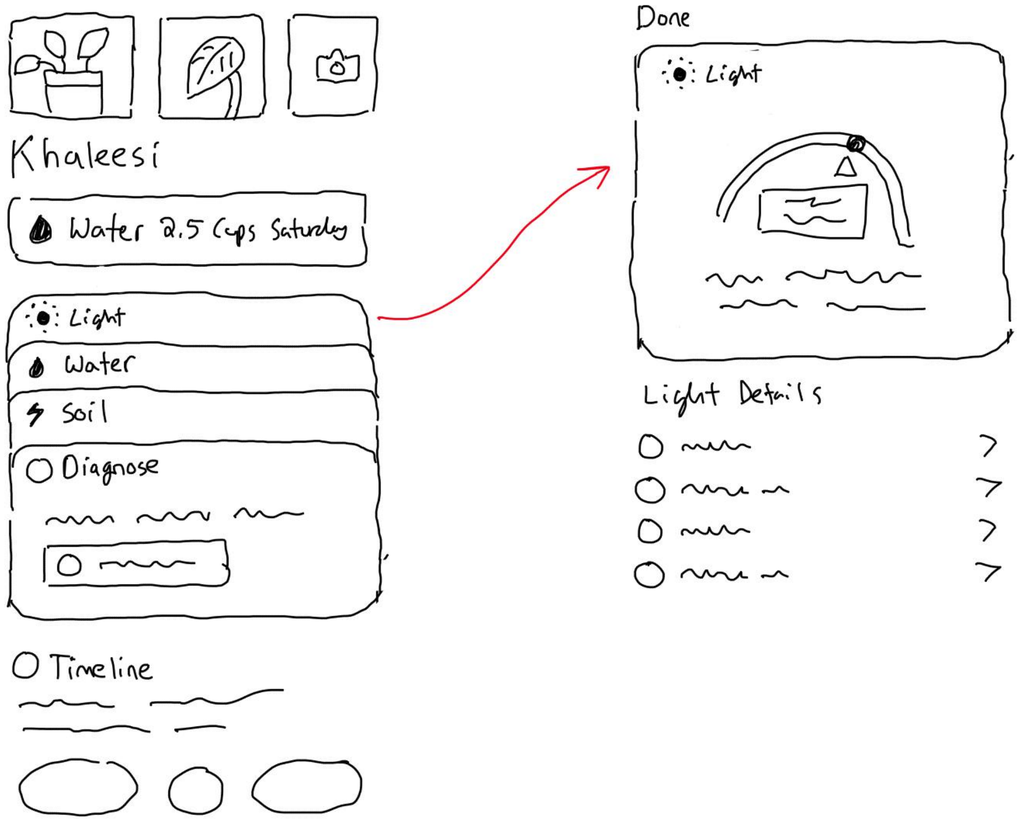
Cross-function

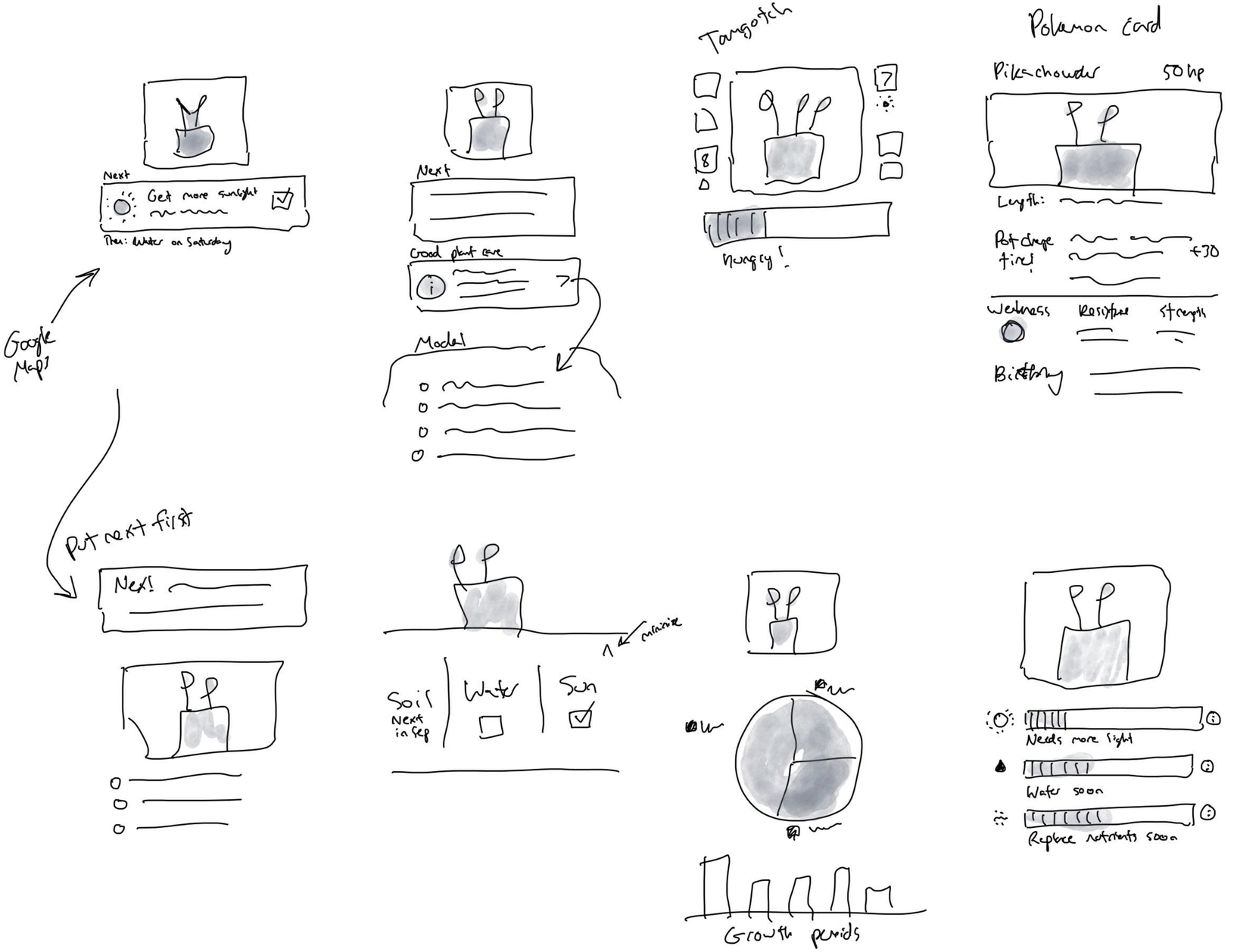
- Design
- Development
- Product
- Marketing / Ads

Diverge/Converge

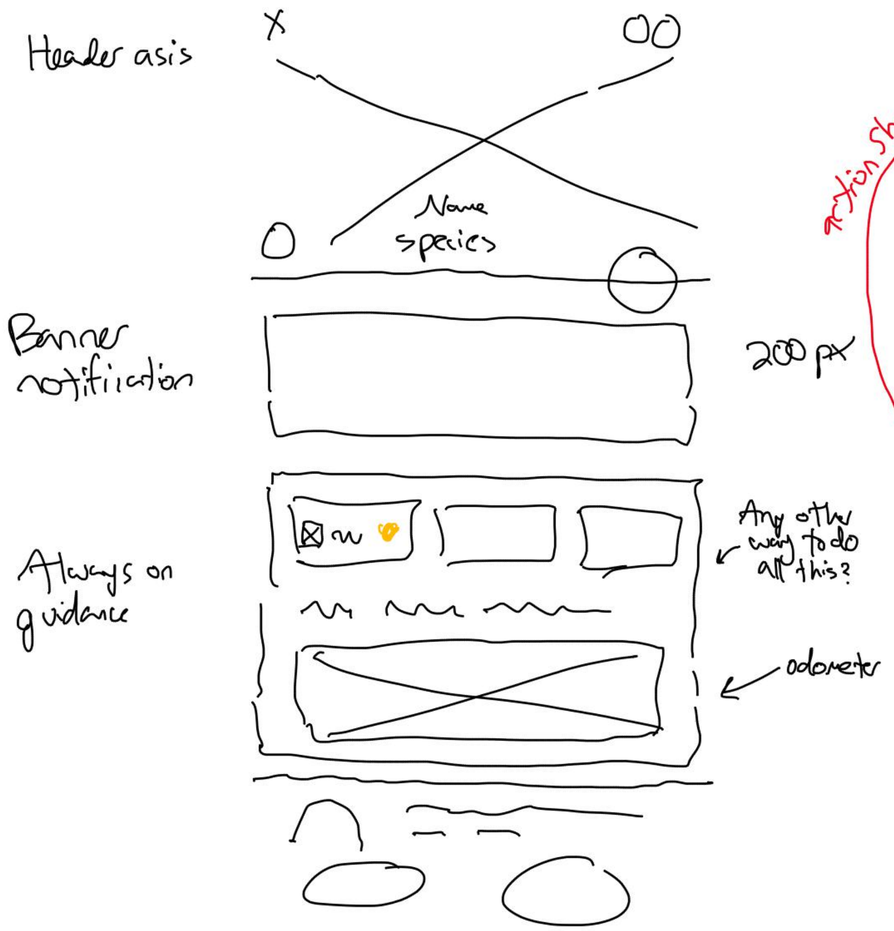



install
Scan
1
2
Add >
Share >
get help?
install grow to get care on your plant
Add >
Share >
get help?
Paywall


Khaleesi
Water 2.5 Cups Saturday
Light
Water
Soil
Diagnose
Timeline
Done
Light
Light Details

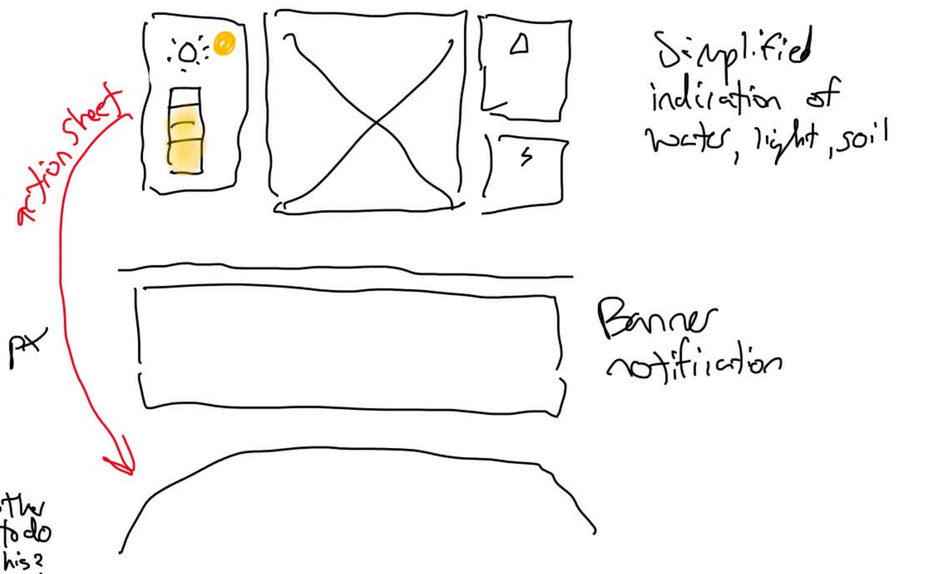

Next
Get more sunlight
Then: Water on Saturday
Google Maps
Next
Good plant care
Modal
Tamagotchi
7
8
hungry!
Pokemon card
Pikachowder
50 hp
Length:
Fast charge time!
+30
Weakness
Resistance
Strength
Birthday
Put next first
Next!
minimize
Soil
Next in rep
Water
Sun
Growth periods
Needs more light
Water soon
Replace nutrients soon

1



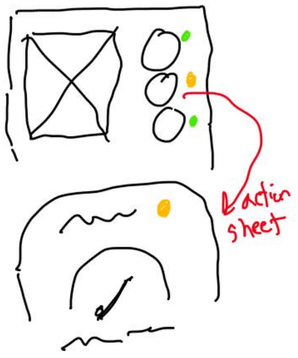
Solid. Simple. Functional

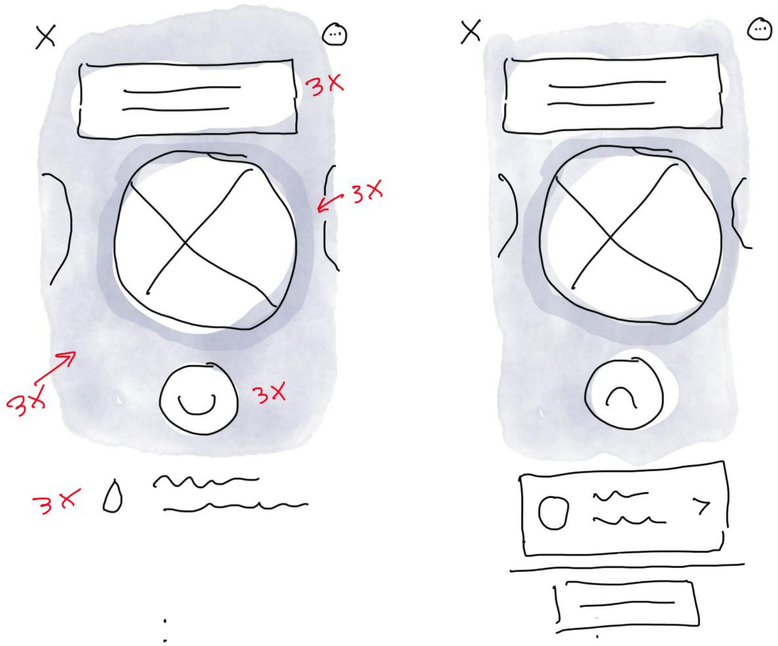
2

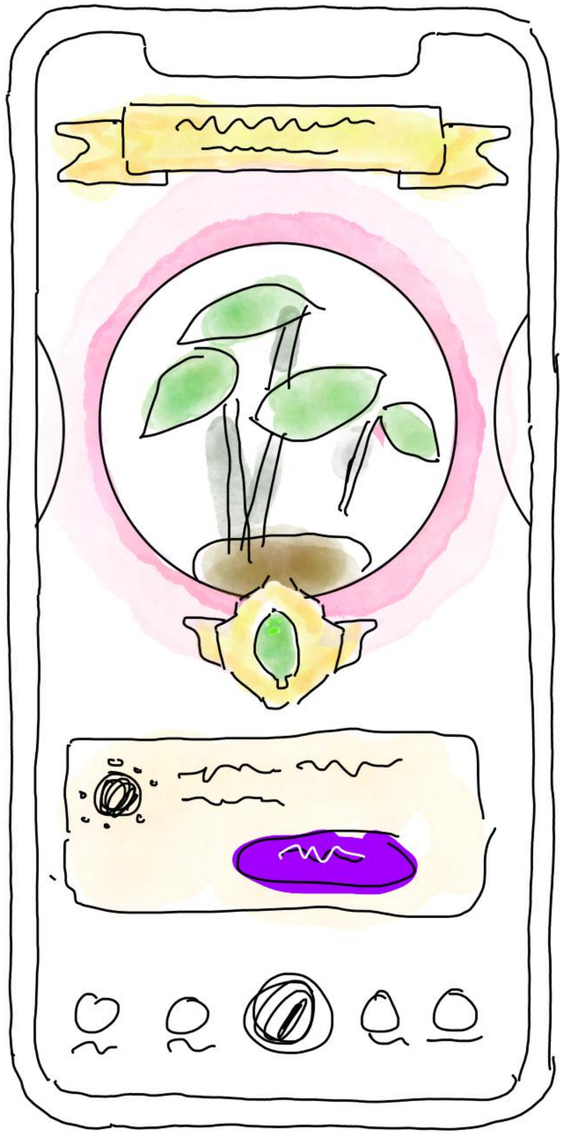


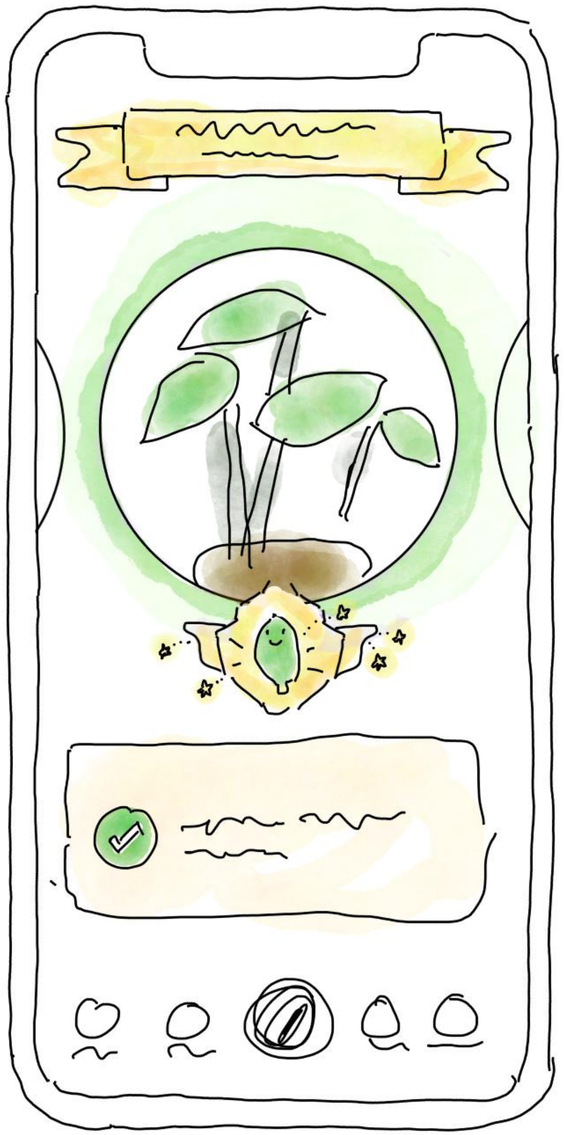
Authentically vs. Brand statement

2.1




3X
3X
3X
3X
3X





Greg team

Wellness Check

Get connected with a plant expert and check-in on how Khaleesi is growing.

Get a response by 7:25pm

Get a Diagnosis

Water LOW

2.5 Cups Saturday. Soil should be dry.

By the way, Khaleesi doesn't have drainage

Light LOW

Not receiving enough light to thrive.

Soil GOOD

Fertilize Khaleesi May 1st - August 1st, 2022.

Weather

Feb: No new growth
Mar: Limited growth

Location
NEW YORK

Humidity
LOW

Sunlight
LOW

Clouds
LIMITED

Timeline VIEW ALL

Feb 16
Watered 2.5 Cups

Feb 16
Added moment

Dec 29, 2021
Added note

ADD ENTRY

Timeline

JAN 22
Watered 2.5 Cups

JAN 7
Added moment

DEC 29
My plant dropped another leaf today. Going to keep an eye on it. Not sure if that's normal yet.

ADD NOTE VIEW ALL

Key stats

TOXICITY
LOW

HARDINESS ZONE
HIGH

LOREM IPSUM
YES

LOREM IPSUM
NO

Water LOW

Careful! Khaleesi doesn't have drainage
Measure how much you water.

Water 2.5 Cups on Saturday March 1st.
Soil should be dry.

MORE INFO REMIND ME

Light LOW

I need direct sunlight
Sed scelerisque mauris metus, eu auctor.

I'm not receiving enough light to thrive. Sapien elit sodales tortor, ac malesuada nibh augue.

MORE INFO REMIND ME

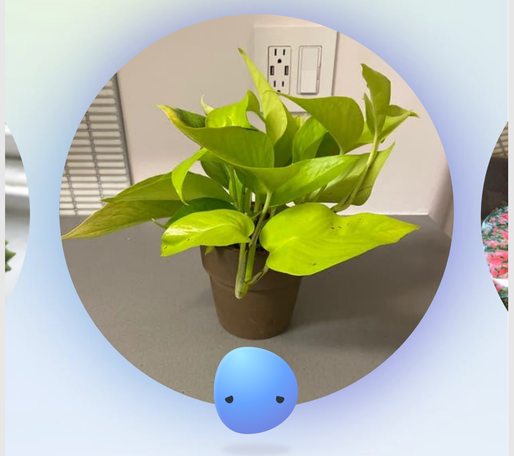
Repotting

Fertilize Khaleesi between May 1st and August 1st, 2022.

MORE INFO REMIND ME

Khaleesi

NEON POTHOS



Water me 2.5 cups today

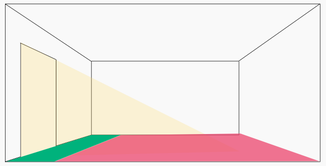
My soil should be dry.

Water LOW

Water 2.5 cups every 7 days

Khaleesi is hydrated! Let the soil dry out between waterings. ›

Light GREAT



Great light for growth

Khaleesi likes ample light, it's currently getting what it needs.

See more ›

Soil GREAT

Soil GREAT

Nutrient rich

Khaleesi's potting soil has all the nutrients it needs. No fertilizer required.

See more ›

Wellness Check-in

Diagnose plant problems, or check in to see how it's doing.

Diagnose

About, Timeline, Community

Water

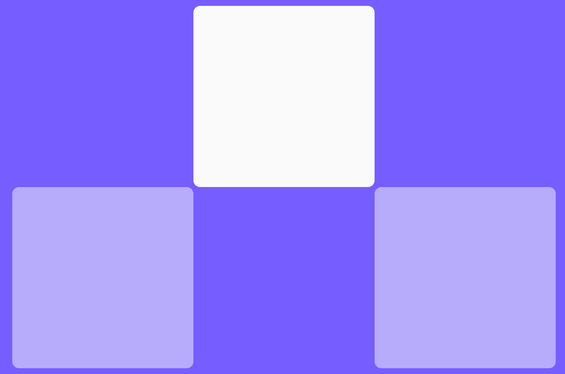
Delay z

User Testing

- Craigslist form
- Persona filtering
- Realtime interviews
- Quick insights

Accessibility

- Contrast
- Font sizes
- Affordances
- Cognitive overload

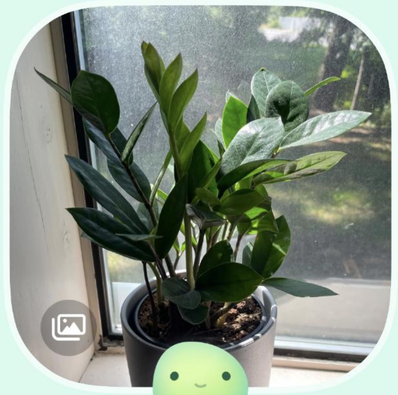


Splitting design

7:13
Search

Aristotle

ZZ PLANT



I'm good to go

All caught up on plant care!

Snooze

Water

Track

7:13
Search

Aristotle
ZZ PLANT

I'm good to go
All caught up on plant care!

Water Level
More info

Mon 08/01
Today
Sat 08/13

I'm hydrated

Water me ½ cup (4 fl oz) next week

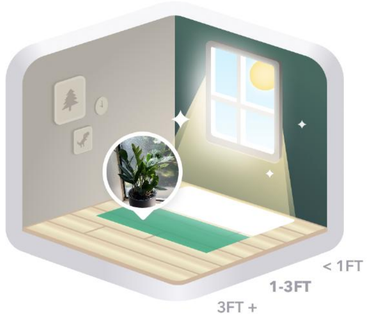
Indoor Sunlight
More info

7:13
Search

Aristotle
ZZ PLANT

Water me ½ cup (4 fl oz) next week

Indoor Sunlight
More info



Great Light

Nailed it! I'll be sure to thrive in this spot.

Fertilizer
More info

Growing Season

7:13
Search

Aristotle
ZZ PLANT

Nailed it! I'll be sure to thrive in this spot.

Fertilizer

More info

Growing Season

JAN MAR MAY JUL SEP NOV

I can be fertilized **every 26 weeks** during growing season since I'm getting lots of light – 1 time next season.

Turn on fertilizer reminders for Aristotle.

About Me

7:13
Search

Aristotle
ZZ PLANT

About Me

ZZ plant

Also known as: Zanzibar gem, Zuzu plant, Aroid Palm, Eternity Plant, Emerald Palm

ZZ plants have survived 42 million years of plant pathogens, pests, and climate change.

Show More

Guides More

Tap on a guide to learn more.

Difficulty Easy

Toxicity Toxic

Soil Type Drains water

Fertilizer Yes

7:13
Search

Aristotle
ZZ PLANT

Show More

Guides

More

Tap on a guide to learn more.

Difficulty Easy

Toxicity Toxic

Soil Type Drains water

Fertilizer Yes

Direct Sun No

Placement < 3ft

Pot Type Porous

USDA Zone 9a - 10b

Water Needs 2+ weeks

Humidity Any

Taxonomy

Scientific Name Zamioculcas zamiifolia

Genus Zamioculcas

Family Araceae

Tips

1 / 3

7:14
Search

Aristotle
ZZ PLANT

Taxonomy

Scientific Name
Zamioculcas zamiifolia

Genus
Zamioculcas

Family
Araceae

Tips

1 / 3

No drainage hole = 😟

Since H2O has no way to escape, pay extra close attention to watering quantities! **More ›**

Next tip

Get even more tips – finish adding details

Sunlight in Post Falls

7:14
Search

Aristotle
ZZ PLANT

Get even more tips – finish adding details

Sunlight in Post Falls

Plants in your area are growing rapidly.
Sunlight will decrease by 23% next month.

Today's Weather

Temp
84°F

Humidity
30%

Sunlight
15 Hours

Clouds
4%

Update Location ›

Community

#ZzPlant

7:14
Search

Aristotle
ZZ PLANT

Timeline

August 2022

Mon
1

Watered

July 2022

Fri
22

Updated plant details

Updated plant details

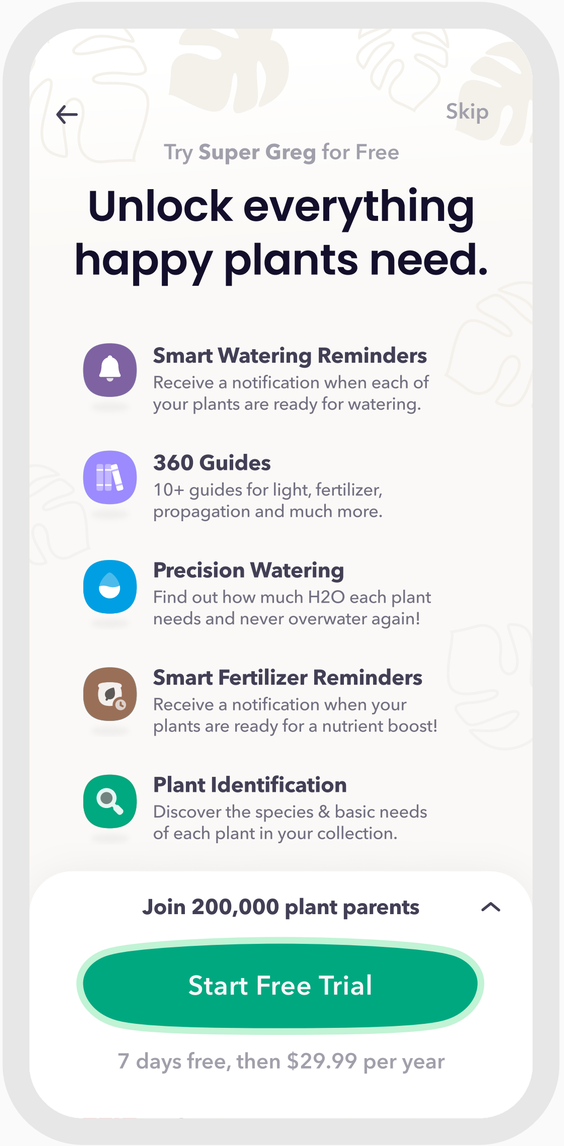
See More ›

Your feedback is important to us.
Something not right? Let's fix it!

Share feedback ›

Our “ah-ha”

Paywall



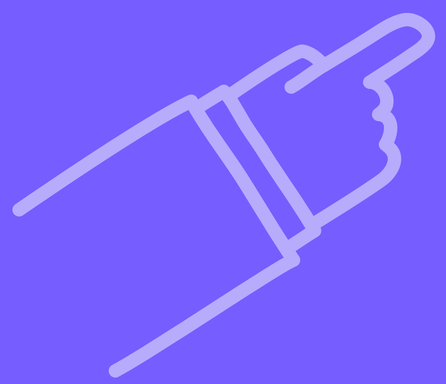
What I’d change

- Our bet on scrolling
- Timeline
- Tamagotchi…
- Followup for Q2

Beyond

Demo 2

d.pr/v/F4zxCu



Thanks!