Project #3 App Design (florage)
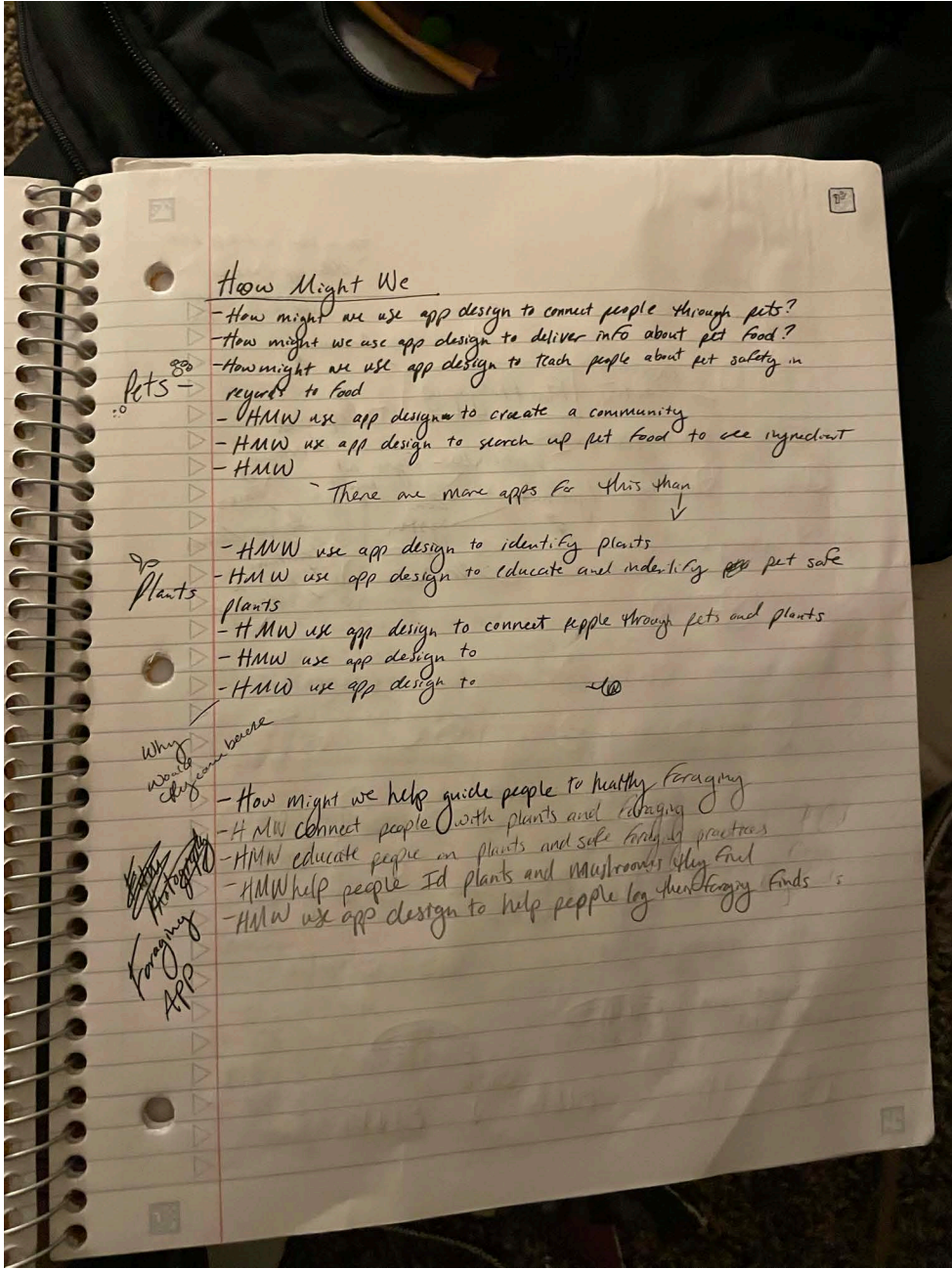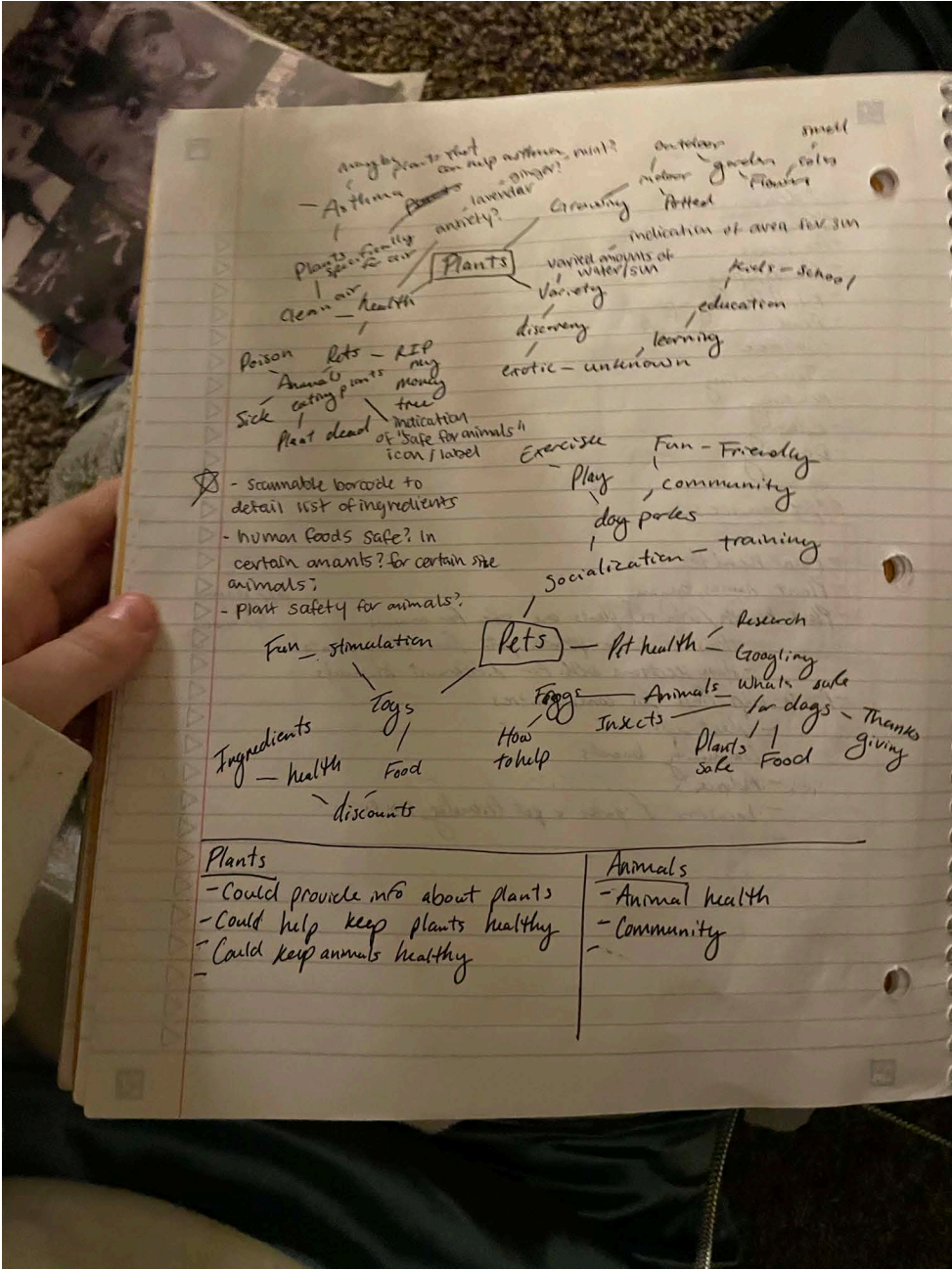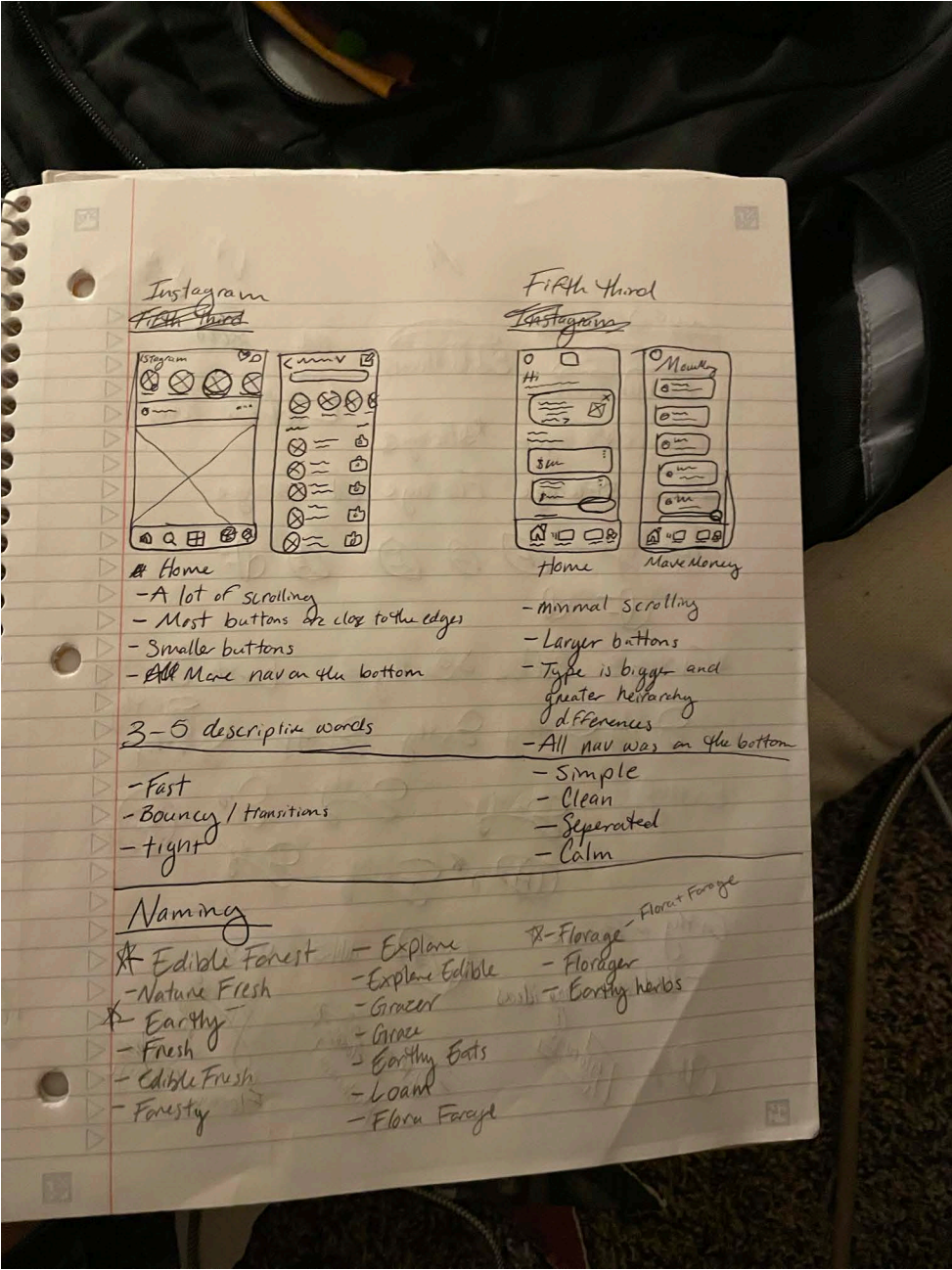
Halle Prynn
ART 214
Winter 2024

Existing App Layout Research & HMW

Competator Analysis

SHROOMIFY

SEEK

Key Features (what are the selling points, user's favorite aspects, etc.?)
- identify mushrooms
- foraging tips and edible mushroom guide

Key Features (what are the selling points, user's favorite aspects, etc.?)
- Large species guide
- can log personal sightings of plants
- includes a map that pin points your sightings
- includes community sightings, map and list

Usability (is it user-friendly – why or why not? Be specific.)
- uses both picture and illustrations to help identify mushroom species
- large buttons and pictures
- some text is a little small and may be hard to read
- Some text on images is hard to read due to the color and size

Usability (is it user-friendly – why or why not? Be specific.)
- Drop down menus use a hard to read color, not enough contrast ebtween type and background.
-

Strengths (identify as many as possible)
- very in depth identification process based on characteristics of the mushrooms with illustration
- easy to navigate sections
- Gives common mushrooms found in each season

Strengths (identify as many as possible)
- a lot of pictures
- straight forward community board
- quiz to help educate youself more and test your knowledge

Weaknesses (identify as many as possible)
- not a lof of movement

Weaknesses (identify as many as possible)
- Most things are under the pro so they require a subscriptopn
- Doesn't include or organize species by region or location

Rate of Usage (is this app used by many people? how is it rated? what are reviews saying?)
- rated very well, 1.5k reviews 4.7 stars
-

Rate of Usage (is this app used by many people? how is it rated? what are reviews saying?)
- Doesn't look like it is used much

Naming Exercizes

TASK: Foraging and edible plant identification
INDUSTRY: Botanical, Educational

WHAT ARE THE MAIN GOALS:
- The app will provide infortmation and guidance to indentify plants in the wild
- The app will benefit people of all ages who want to learn about plants (possibly more college/ millenials)
- A user would come to my app over a competitors because I will have info about both plants and mushrooms as well as have info on what is safe for animals as well
-How would you describe your app in a few words?
- clean
- friendly
- green
- natural

IF YOUR APP'S NAME COULD ONLY CONVEY ONE THING, WHAT WOULD IT BE? AND WHY?
- Friendly
- this is educational and is supposed to be about edible foods

-Natural
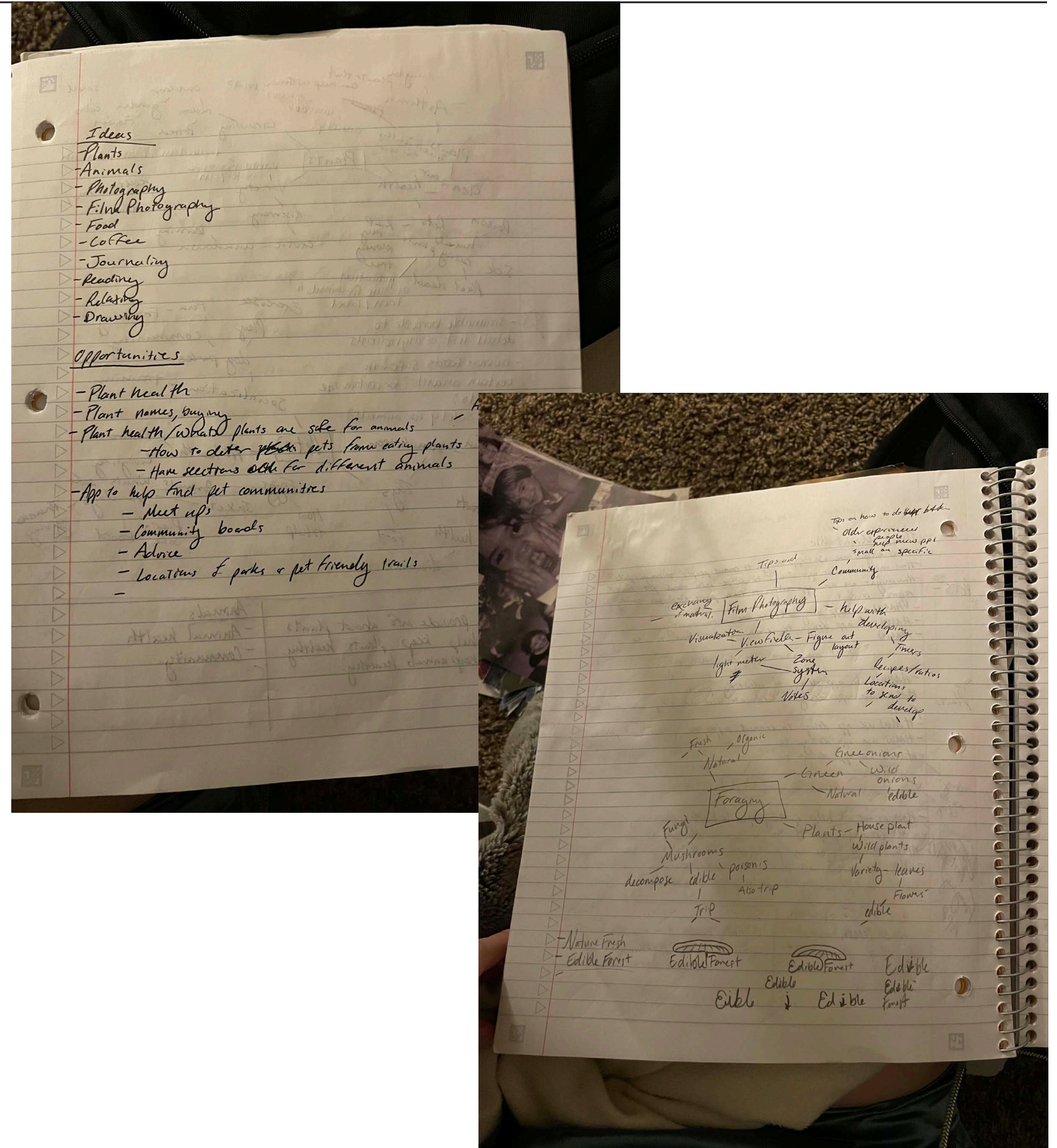- the whole app is about nature so the name should scream nature

WHAT ARE THE "INGREDIENTS" FOR YOU BRAND
- Friendly and educational
- natural and calm
- oraganized and clean
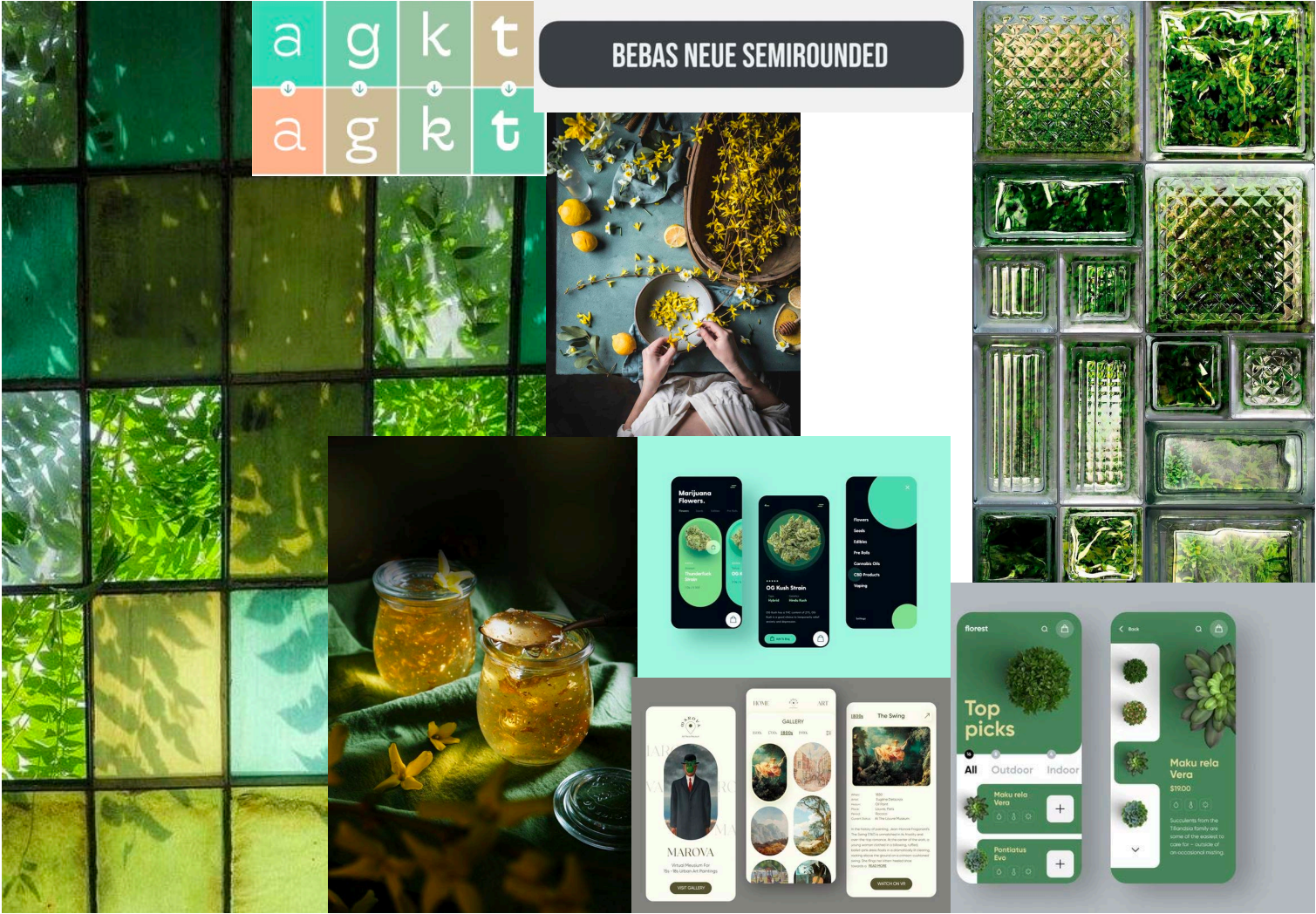- Informative and extensive
-

BRAND CRITERIA
How will the app/brand value first and foremost? Second? Third?
1. Explore and Identify safe plants
2. Catalog plants they see and where
3. Connect with the community of fellow plant lovers and foragers

Mood Boards

-LIGHTER
-MORE SATURATED COLORS
-YOUNGER TARGET AUDIENCE
-MORE FUN AND EDUCATIONAL BASED
-GREEN HOUSE AND FIELD AESTHETIC
-

-DARKER
-MORE MUTED COLORS
-MORE SOPHISTICATED
-MORE MODERN BUT RUSTIC
-DEEP WOODS AESTHETIC

Personas

Casey Jones 22

OCCUPATION: Full-time Student

STATUS: Single

LOCATION: Grand Rapids, MI

ARCHTYPE: Nature Researcher (BIO MAJOR)

ADVENTUROUS

CURIOUS

OUTGOING

GOALS:
- learn more about plants
- study the locations of palnts in her area
- use plants to bring back to garden

FRUSTRATIONS:
- ALWAYS FORGETS WHERE SHE LAST SEES A PLANT
- DOESN'T REMEMBER THE SCIENTIFIC NAME OF PLANTS
- WANTS MORE FREE PLANTS FOR GARDEN

PRIMARY MOTIVATION:
- FURTHER HER KNOWLEDGE OF PLANTS AND DISCOVER NEW PLANTS TO RESEARCH

SECONDARY MOTIVATION:
- FIND PLANTS TO BRING BACK TO HER GARDEN

BRANDS:
- Instagram
- Twitter
- Door Dash
- Reddit
- Snapchat

Stephen Dunlap 36

OCCUPATION: Accountant

STATUS: Married

LOCATION: Holland, MI

ARCHTYPE: Culinary Explorer

CAREFUL

ORGANIZED

CURIOUS

GOALS:
- FIND NEW RECIPES A
- FIND NEW PLANTS TO ADD TO HIS FOOD
-

FRUSTRATIONS:
- DOESN'T KNOW A LOT ABOUT PLANTS AND FORAGING
-

PRIMARY MOTIVATION:
-FRESH PLANTS AND VEGETABLES FOR COOKING

SECONDARY MOTIVATION:
-

BRANDS:
- Facebook
- Linkedin
- Lyft
-

Content Inventory

WHAT IS THE MAIN GOAL OF YOUR APP?

The main goal of my app is to help people identify and find edible plants in their area.
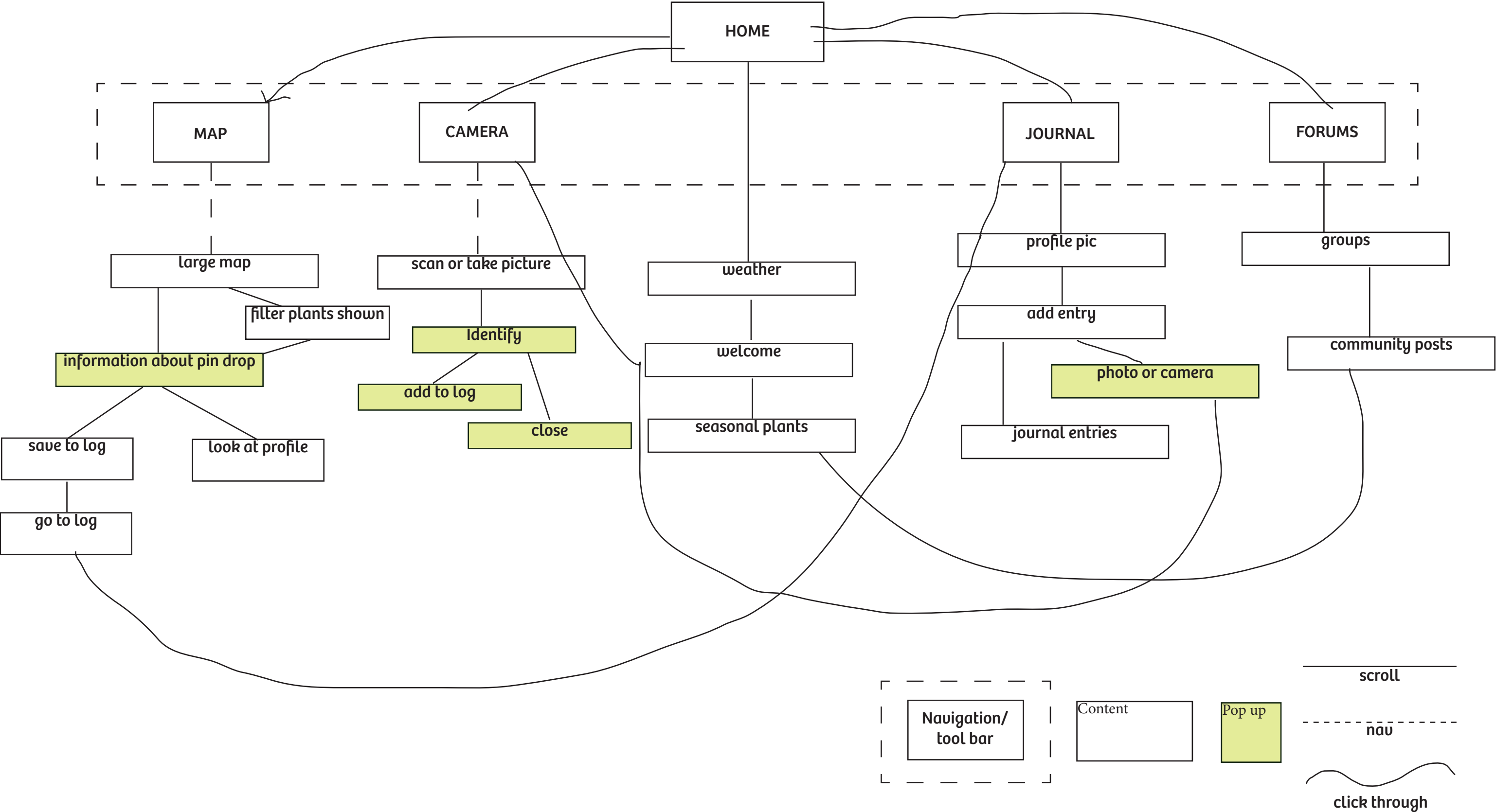
WHAT CONTENT WILL THE USER NEED TO ENGAGE WITH YOUR APP
- DEFINE 1ST, 2ND, AND 3RD USER GOAL FOR YOUR APP

1. Identify Plants
2. Locate plants
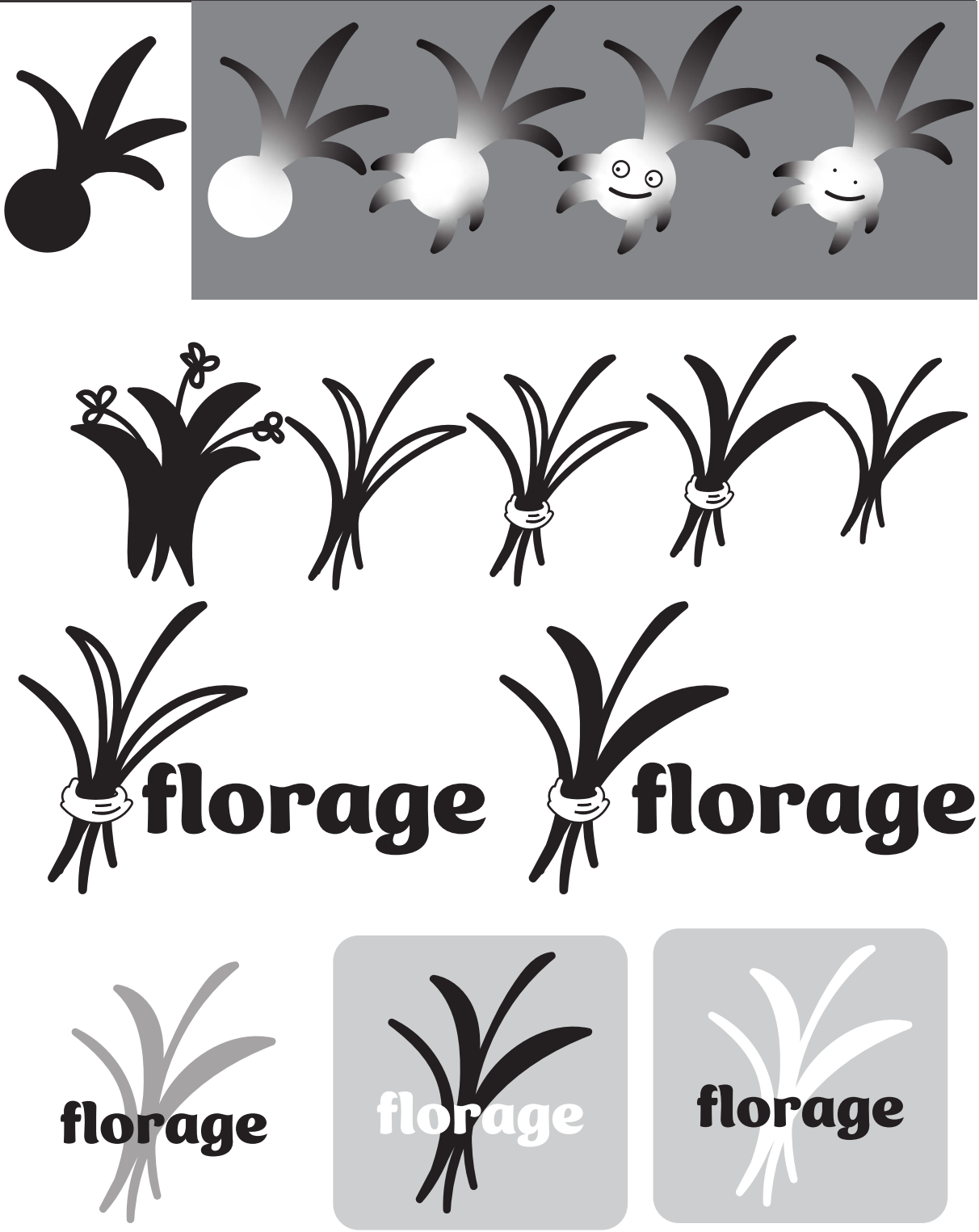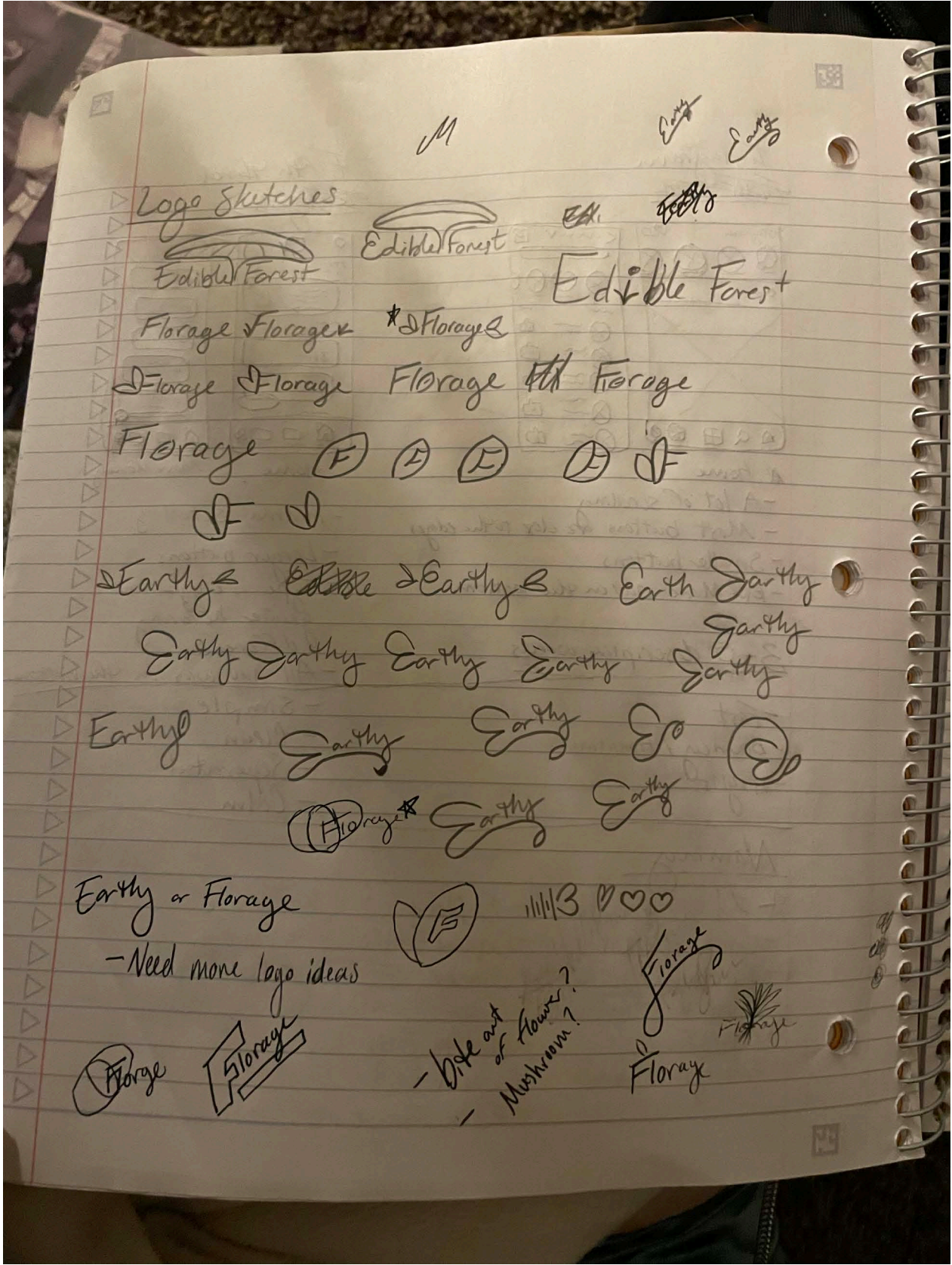3. Log plants the find on their forages

- WHAT INFORMATION WILL THE USER NEED OT SUPPORT EACH GOAL

The useer will need either a camera that can identify the plant or illustrations/pictures that will help them indetify it themselves.
The user will need a map to help locate the plants, community map that connects with the community
The user will need a journal to log plants includes location, image, and a section for notes

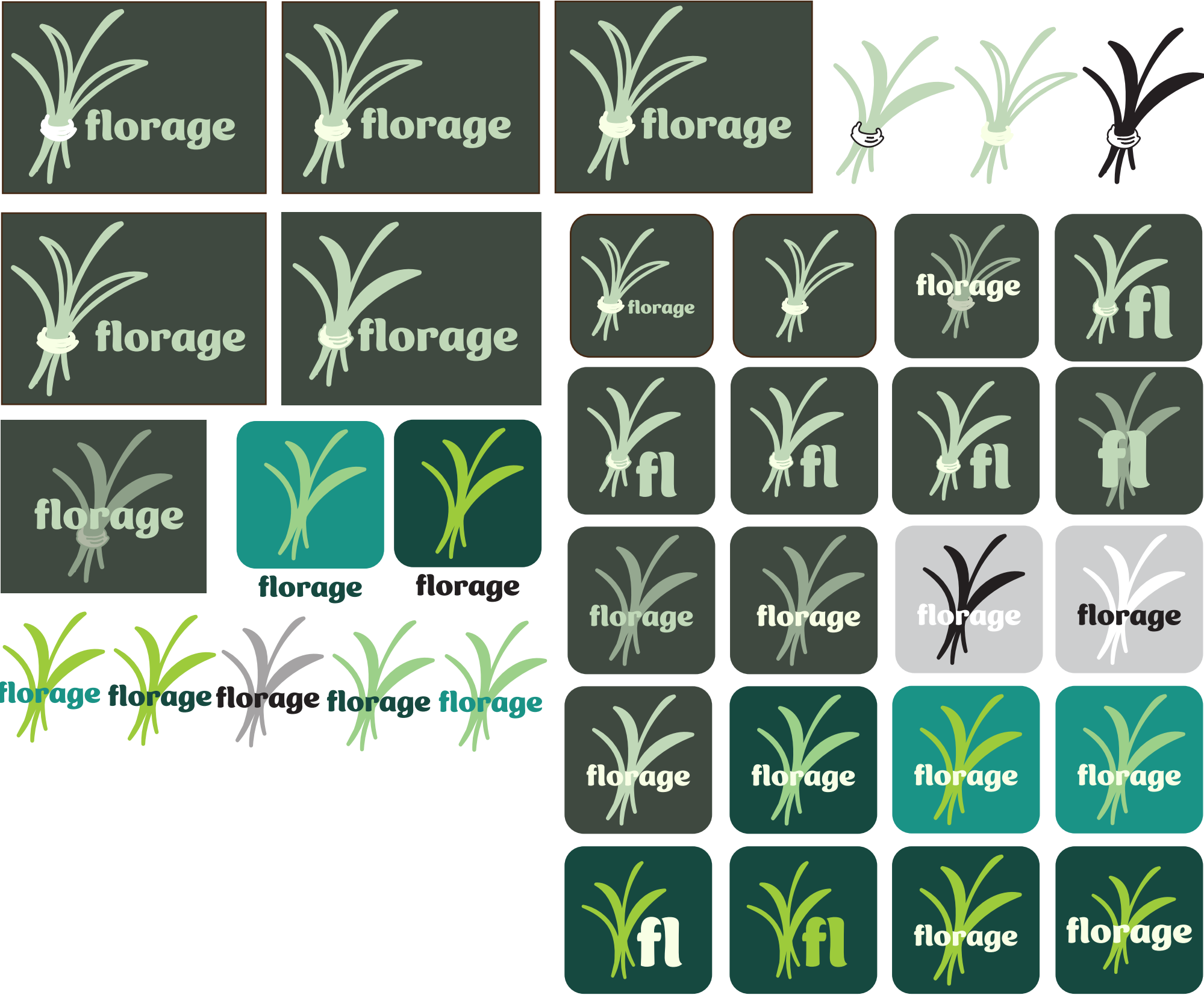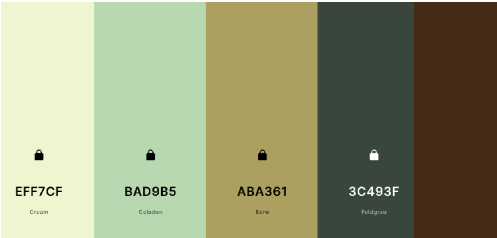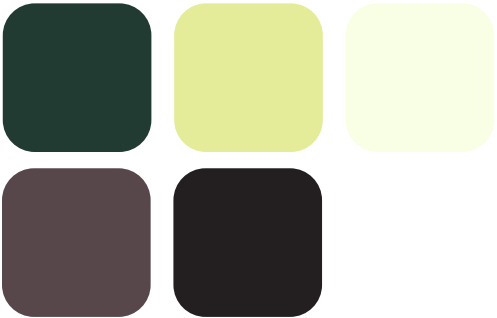|	HOME	MAP	CAMERA	JOURNAL	FORUMS
CONTENT	- Welcome? - Weather? - Current season plants - Navigation - Profile	- Satellite map - pin drops of plant locations - weather - information about plant logged and by who (maybe not the who? pr just by how many people)	- ability to take pictures - ability to scan plant - information about the plant - Button the log info	- ability to log images and plants - orgainze entries - notes - dates of when pplant was found -location of plant	- groups -comments and posts of people
VISUAL	-Images of Season Plants - Icons for navigation - larger icon and buttom for camera in the center - icon for weather type -	- Satellite map - color coded icons for the different plant families, -	- icons for camera - images after identified - buttons to navigate to the log or map	- images of the plants -boxes to hold the imofrmation - profile picture	- Images of the posts - images for the groups -boxes to hold text and image

Content Map

HOME

MAP   CAMERA   JOURNAL   FORUMS

large map

scan or take picture

weather

profile pic

groups

filter plants shown

information about pin drop

Identify

add to log

close

welcome

add entry

community posts

photo or camera

seasonal plants

save to log

look at profile

journal entries

go to log

Legend

Navigation/ tool bar

Content

Pop up

scroll

nav

click through

Logo Sketches and Explorations

Type and Color Explorations

Bree FLORAGE florage JOURNAL

Icecream FLORAGE florage

Brand Assets

Bree **FLORAGE** florage JOURNAL

Icecream **FLORAGE** florage

Mockups