Plant Identifier Allows users to identify safe to eat or harmful plants/fungus. Has ways to cook them
Safe to animals, plants to have at home/yard that are safe or not

Sustainability Focused on finding recycling centers, where to trade in clothes, take glass; ect
Breaking down the recycling coding and how to recycle certain items
How to reuse materials, sharing ideas of how to use
How to reduce carbon footprint (alternatives)

Party App App that allows you to meet up with people and break into different rooms, pick out playlists, order pizza
Simulate a real party experience with requesting things by a DJ

Home DIY/Life Skills App that teaches important life skills to have
Quick guide reference for how to fix a light, boil water, ect
Home ed/Something to help guide people to basics (how to hold a knife properly)

Fightr App where you can find people to fight
Geolocation to find people to beat up for fun
You consent to this of course

Final Concept: Plant Identification

Our team used a decision matrix to evaluate possible concepts, with the previous three scoring the highest. The "Fightr" concept scored the most points, however, after discussing the concepts within our group and with friends and family, we decided that with the current climate, the plant identification app would be best. We also briefly researched plant ID apps, and couldn't find anything with a focus on safety, toxicity, and edibility.

Description

Allows users to have a pocket guide to identify plants and mushrooms and see if they are edible or toxic, how to prepare them, dishes to make and facts surrounding them. This can be used when in the outdoors or even deciding on which house or yard plants are best for your family's needs.

Features

- Image identifying software
- Toxicity breakdown
- Recipes
- How to prepare plants

Resources

- Field guides
- Outdoors cookbooks
- Toxicology reports
- House/lawn plant guides

Benefits

- Convenient guide to large array of plants
- Quick way to determine if plant is toxic or not
- Quick understanding of plant usage
- Educates user to be safer/keep animals/children safe
- Cuts down on need for multiple books

Description

Guide for a user to use geolocation to find areas around them to recycle at, teach the basics of recycling (eg. clean your waste and the plastic coding system), and how to compost waste that cannot be accepted. Will also show what centers take what and specialty locations such as glass grinders.

Features

- Real time updating info on recycling centers
- Geolocation to find centers near you
- Guide to how to recycle
- Guide to what is recyclable

Resources

- Local recycling resource guides
- Local center information
- Approved recycling guides by the EPA
- Guide to plastic code number system

Benefits

- Lowers risk of contaminated/non-recyclable items being mixed in
- Increased recycling
- Increases knowledge of how to properly recycle
- Greater support to local centers

Description

Social app allowing users to find others interested in competitive activities such as fighting, tennis, swimming, ect. Will search for like minded users in a determined mile radius and match them based on interest areas and what they are seeking (eg. a casual match or extreme stakes).

Features

- Profile customization
- Messaging between users
- Geolocation to find users
- Guide to where activities can happen at

Resources

- Contact with sport facilities
- Information on public meeting spots
- Location tracker for safety
- Weather tracking

Benefits

- Allows those interested in specific activities to connect with similarly minded users
- Removes frustration of multi-level registering (such as Facebook groups or Discord servers)
- Open to everyone no matter skill level
- Encourages socialization/physical activity

Data: Survey of calls to Poison Information Centers in Germany and USA show plant poisoning made up 10% of all calls.
Why?: Shows the prevalence of people of people consuming poisonous plants.

Source: US National Library of Medicine National Institutes of Health

Data: Unintentional poisoning tends to come from Atractylis gummifera (Bird-lime or blue thistle) and Blighia sapida (Ackee tree).
Why?: Gives reference to why a visual pocket guide is helpful for identifying plants.

Source: US National Library of Medicine National Institutes of Health

Data: Normally plant poisoning is a problem of young children ingesting by accident.
Why?: Demonstrates the main demographic that can be harmed by plants.

Source: US National Library of Medicine National Institutes of Health

Data: Almost all deaths from plants in developing worlds were from suicide or homicide.
Why?: Let's user vet items that may be potentially dangerous to those compromised around them.

Source: US National Library of Medicine National Institutes of Health

Data: No magic way to tell what plants are safe, you must learn to identify families, then individual species.
Why?: Demonstrates importance of being able to identify things correctly and not guessing.

Source: Honest Food

Data: How to cook greens: wash, chop, saute in olive oil or bacon fat with garlic, salt, chili, broth or wine, cook over high heat, toss until wilted but still vivid.
Why?: Teaches a user how to prepare safe to eat plants in the wild.

Source: Honest Food

Data: Use recipes for: dandelions, wild lettuce, chicories, amaranth, lamb's quarters, pigweed, New Zealand spinach, sea rocket, orache.
Why?: Highlights how many types of wild plant can be cooked and consumed.

Source: Honest Food

Data: If someone eats a poisonous plant, call poison control for advice and learn the names of the plants to tell them what it is.
Why?: Explains importance of plant identification, especially in an emergency situation.

Source: Poison.org

Data: Only eat wild plants if you know for certain what they are as people have died mistaking hemlock for wild carrots.
Why?: Highlights importance of knowing what you are handling and the consequences of guessing.

Source: Poison.org

Data: NASA found that house plants can remove up to 87 percent of air toxins in 24 hours.
Why?: A reason why people may want house plants.

Source: NBC

Data: House plants can improve concentration and productivity by 15%, reduce stress levels and boost mood.
Why?: A reason why people may want house plants.

Source: NBC

Data: Things to keep in mind when choosing, choose the right plants for an optimal night's sleep, beware of too much sun, some plants like it hot.
Why?: Explain factors that should be highlighted when identifying a plant.

Source: NBC

Data: Call 911 if: person has had a seizure, has troubled breath or loses consciousness.
Why?: Guide of what signs to look for when ingesting poisonous plants.

Source: WebMD

Citations

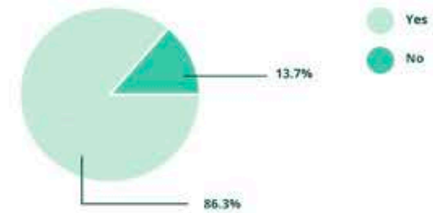
Eddleston, Michael, and Hans Persson. "Acute Plant Poisoning and Antitoxin Antibodies." Journal of Toxicology. Clinical Toxicology, U.S.. National Library of Medicine, 22 Aug. 2003, www.ncbi.nlm.nih.gov/pmc/articles/PMC1950598/.

"Hank Shaw's Wild Food Recipes." Hunter Angler Gardener Cook, 29 Sept. 2020, honest-food.net/.

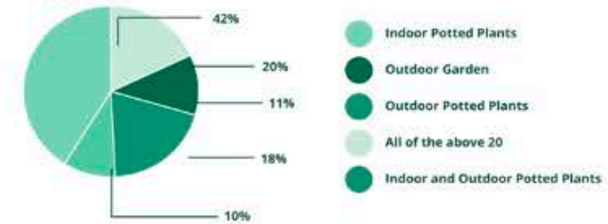
Lee, Sophie. "Why Indoor Plants Make You Feel Better." NBCNews.com, NBCUniversal News Group, 13 July 2017, www.nbcnews.com/better/health/indoor-plants-can-instantly-boost-your-health-happiness-ncna781806.

"Poisonous and Non-Poisonous Plants." Poisonous and Non-Poisonous Plants: An Illustrated List, Poison Control, www.poison.org/articles/plant.

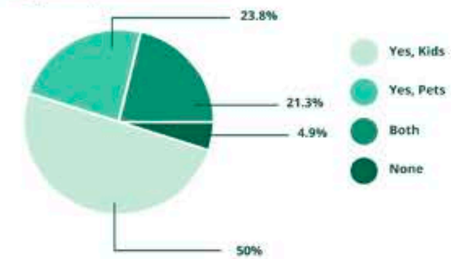
Do you keep plants at home?



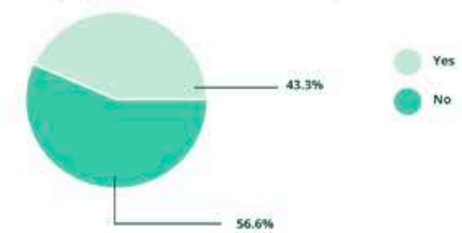
If yes, where?



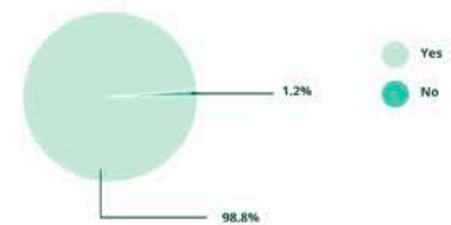
Do you have pets or kids at home?



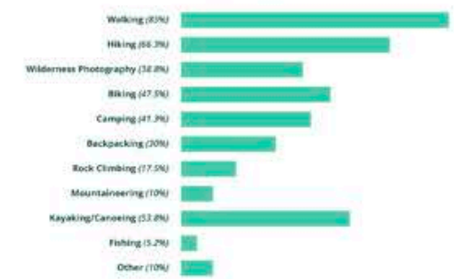
Have your pets or kids ever tried to eat random plants?



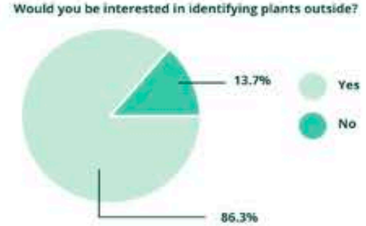
Do you enjoy spending time outside?



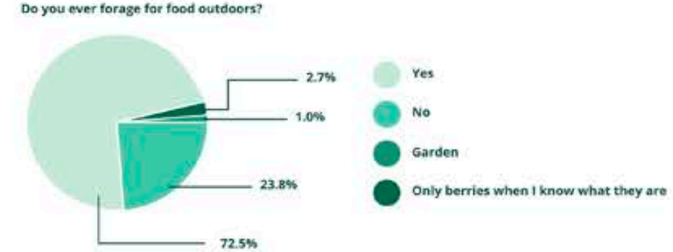
Which outdoor activities do you enjoy?



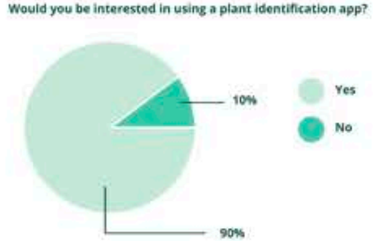
Would you be interested in identifying plants outside?



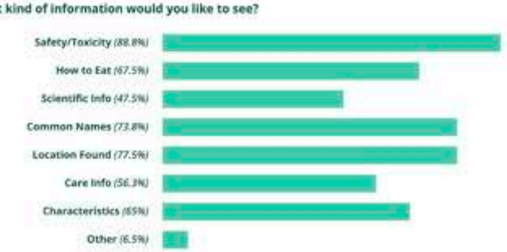
Do you ever forage for food outdoors?



Would you be interested in using a plant identification app?



What kind of information would you like to see?



Key Partners

Users
Databases
Sponsors/Advertisers
Researchers
Toxicologists
Photographers

Key Activities

Platform Development
Research
Hiring of Specialists

Key Resources

Technology (to identify plants)
Advertisements

Value Proposition

Easily identify plants

Get information about safety and edibility

Customer Relationship

Social Media
Customer Support
Information Feedback
Review

Channels

Mobile App

Customer Segments

Nature Lovers/Hikers
Plant Enthusiasts
People with pets
People with kids

Cost Structure

Technology and Development
Advertising

Revenue Streams

Advertisements
Premium Subscriptions

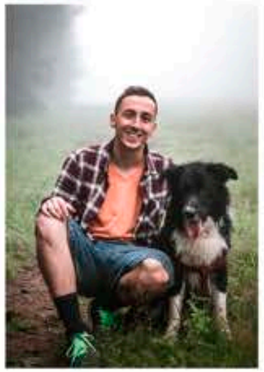
Company Wants

- To make money off of the app
- Having a product that forms a dedicated user base for continued usage
- Deliver reliable information a user can depend on
- Out perform competitors to gain larger user pool
- Have users view/interact with ads for profit
- Be a reliable product that encourages users to share with like-minded individuals
- An easy to user interface with limited/no pain points
- To offer exclusive features that are not offered by analogous apps
- Offer an entry point for those interested in the outdoors/plants & foster an interest in plants to increase app usage
- Be equally functional as a traditional field guide
- An app with all information wanted available without external links

User Needs

- An app with up to date and factual information on the plants they are trying to identify
- Quick, responsive interface that delivers info clearly
- Information written in a way that is understandable at a glance (no jargon)
- Information display having a hierarchy of most to least important (eg. toxicity to fun facts)
- High functioning software that accurately identifies images
- App that deliverers answer before ad being shown
- Functional with or without wifi/cell data
- Most important information is not behind a paywall
- Unlimited photo scans
- Database constantly updating and accessible without an image (name searching capabilities)
- Ability to determine safety of plants for pets and/or children
- Instructions of how to prepare and handle edible plants
- Signs of plant poisoning depending on type consumed/contacted
- Quick guide to caring for plants (indoor and outdoor)

Outdoorsy Owen, 28



Location: Broomfield, Colorado

Occupation: Motion Designer/Animator

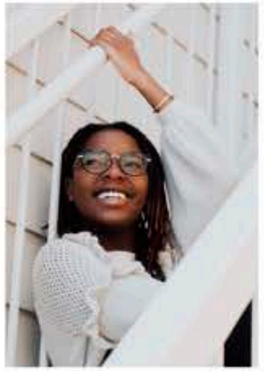
About: Owen has been living outside Denver, Colorado for the past 3 years. He moved cross country with his 2 dogs, looking to spend more time with them and more time exploring outdoors. He plans at least one excursion every weekend, usually multi-day backpacking trips. He is curious about native plants and their uses for cooking and medicinal properties, and would be interested in foraging during his trips.

Motivations: He wants quality time with his dogs out in nature, and has become interested in foraging, but doesn't want to carry a large field guide, possibly multiple, to double check each plant he finds.

Needs: A quick and accessible way to make sure he's not poisoning himself with wild mushrooms in his campfire stir-fry.

Characteristics: Rides his bike to work on sunny days, expanding his culinary knowledge, living room guitarist.

Inquisitive Izzy, 20



Location: Savannah, Georgia

Occupation: Student/Barista

About: Just started her sophomore year of college and got an off-campus apartment with her three best friends and brand new kitten, Pancake. She's very focused on schoolwork, but enjoys spending an afternoon walking around the city or hanging out at the park. Izzy also works part-time at a neighborhood coffee shop. She's recently been interested in decorating her new home with houseplants, but is worried about Pancake nibbling on them.

Motivations: Wants to make smart choices about houseplants, both for her benefit and her cat's well being.

Needs: To be able to quickly double-check safety and info on houseplants, without having to do prior research, while out shopping.

Characteristics: Loves hosting group dinners and movie nights, coffee enthusiast, has a collection of soft blankets and throw pillows for spontaneous pillow forts.

Diligent Dawn, 34

Location: Greenville, Texas

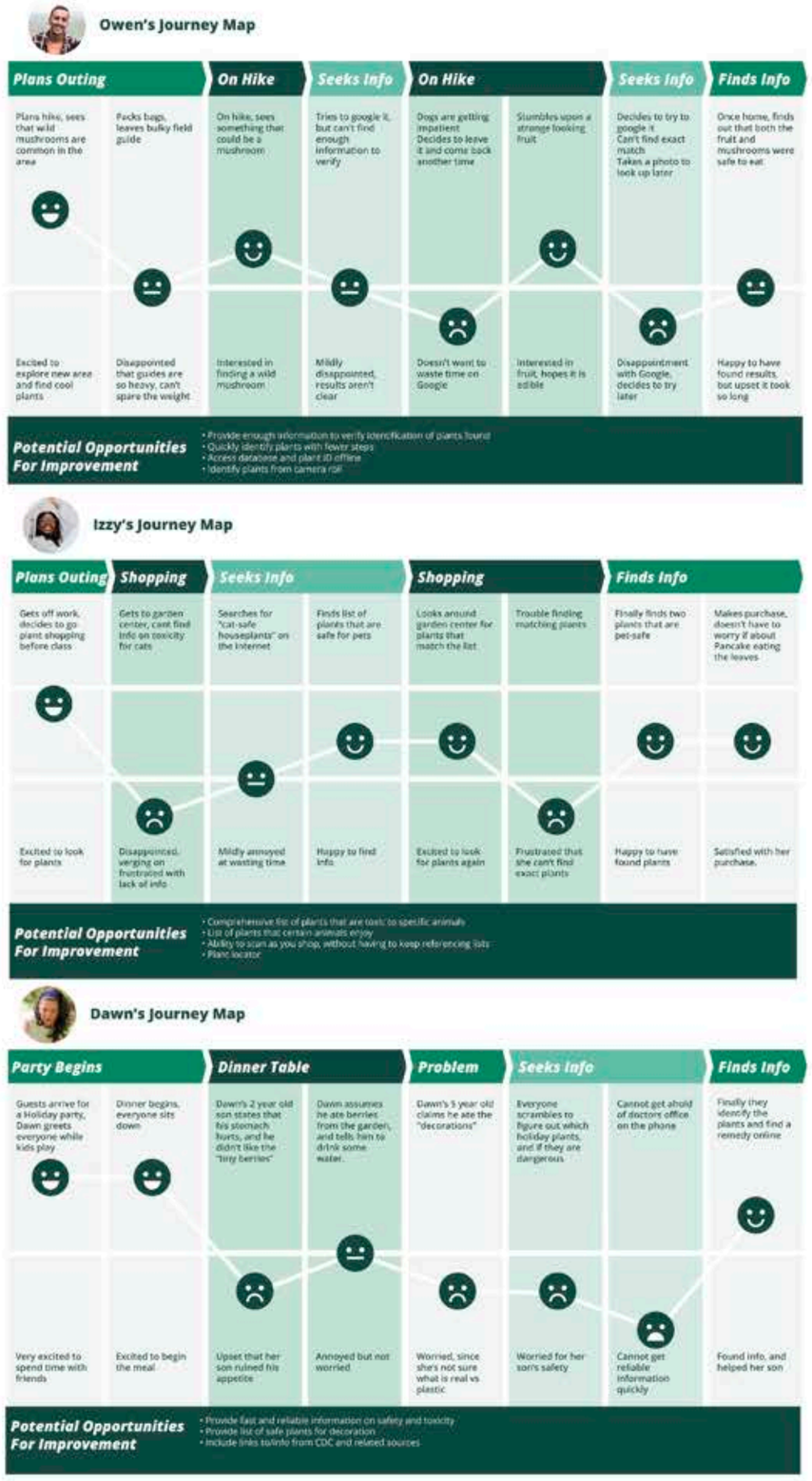
About: Telehealth Psychiatrist

Motivations: Dawn is the mother to three wonderful kids, aged 2, 5, and 8. She works from home on weekdays while the kids are at school and her husband is at his workshop. She recently got into gardening as a way to spend time with her family and cut down on grocery bills. However, her 2 year old now thinks that all plants are edible, and has taken to "snacking" on any plants he can reach, including those he finds on walks, and flower arrangements in their home.

Needs: Wants to quickly identify and determine safety of plants her kid eats, as well as find new recipes for plants she grows.

Characteristics: A quick reference and way to identify plants.

Frugal, prefers to work on DIY projects instead of buying, very health conscious and enjoys clean cooking.



Phyta

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Sub Header
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Avenir Book

Image Styles

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Icons

Name

Phyta

Adjective List

• accessible	• helpful	• Convenient
• Clear	• Informatiomable	• Beneficial
• Straightforward	• Portable	• Helpful
• Factual	• Handy	• Useful
• Credible	• Compact	• Valuable

Moodboard

Subhead Type Studies

Header — Gill Sans SemiBold
Header — Times Regular
Header — Avenir Medium
Header — Manila Book
Header — Montserrat Regular
Header — Hiragino Kaku Gothic ProN
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Body Copy Type Studies

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Avenir Book

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Avenir Black Oblique

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Avenir Medium Oblique

Logotype Studies

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Phyta — Futura Display Regular
Phyta — Mrs Eaves OT
Phyta — Lust Regular
Phyta — Prospectus Pro E DEMO Bold
Phyta — Cartos Pro
Phyta — Prospectus Pro XE DEMO Semibold
Phyta — Omnil OT Medium
Phyta — Bolero Std Regular 24pt
Phyta — Economica Display Regular

Header Type Studies

Header — Gill Sans Bold
Header — Times Bold
Header — Avenir Black
Header — Manila Bold
Header — Montserrat SemiBold Regular
Header — Hiragino Kaku Gothic StdN
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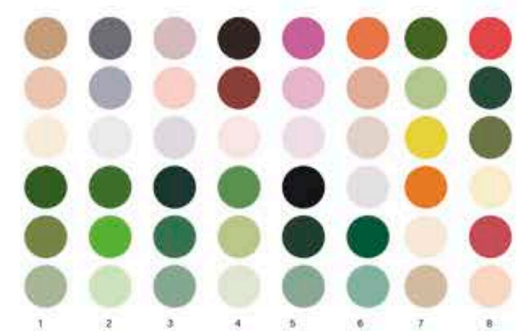
Header — Open Sans Bold
Header — Khmer MN Bold
Header — Georgia Bold

Color Palettes

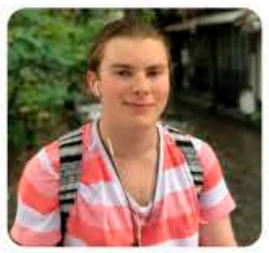


Original Cluster

Information Feedback
Similar Plants
Search Filters
Upload Image To Search
Plant Care Instructions
Social Media Sharing
Plants To Keep Together
Setting Your Location
Account Managment
Camera
Doppleganger Plants
Bookmarks
Settings
Search
Plant Overview
Scientific Name
Account Sign Up
Climate/Region
Plant Uses
How To Prepare Wild Plants
Recipes
Login
User Submitted Photos
User Discussion Board
FAQ
User Photos
User Profile
Corporate Outreach
Store Locater
Information Quick View

Miles Fine

Account Sign Up
User Profile
User Photos
Login
Search
Settings
FAQ
Camera
Search Filters
Upload Image To Search
Bookmarks
Social Media Sharing
Information Quick View
Plant Overview
Similar Plants
Setting Your Location
Account Managment
User Submitted Photos
Climate/Region
Scientific Name
Plant Uses
Recipes
Doppleganger Plants
How To Prepare Wild Plants
Plants To Keep Together
Plant Care Instructions
User Discussion Board
Store Locater
Corporate Outreach
Information Feedback



RJ Jacobs

Login
Account Sign Up
Store Locater
Setting Your Location
Corporate Outreach
User Profile
Account Managment
FAQ
Information Feedback
Information Quick View
Bookmarks
Settings
Scientific Name
Plant Overview
Plant Uses
Plant Care Instructions
Doppleganger Plants
Similar Plants
Climate/Region
Search
Upload Image To Search
Search Filters
Plants To Keep Together
How To Prepare Wild Plants
Recipes
Camera
User Photos
User Submitted Photos
User Discussion Board
Social Media Sharing

Team Sorting

Login
Account Sign Up
Setting Your Location

User Profile
Bookmarks
User Photos
Social Media Sharing

Camera
Upload Image To Search

Search
Search Filters
Information Quick View
User Submitted Photos

Plant Overview
Similar Plants
Plant Uses
Scientific Name
Recipes
Climate/Region
Plant Care Instructions
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Doppelganger Plants
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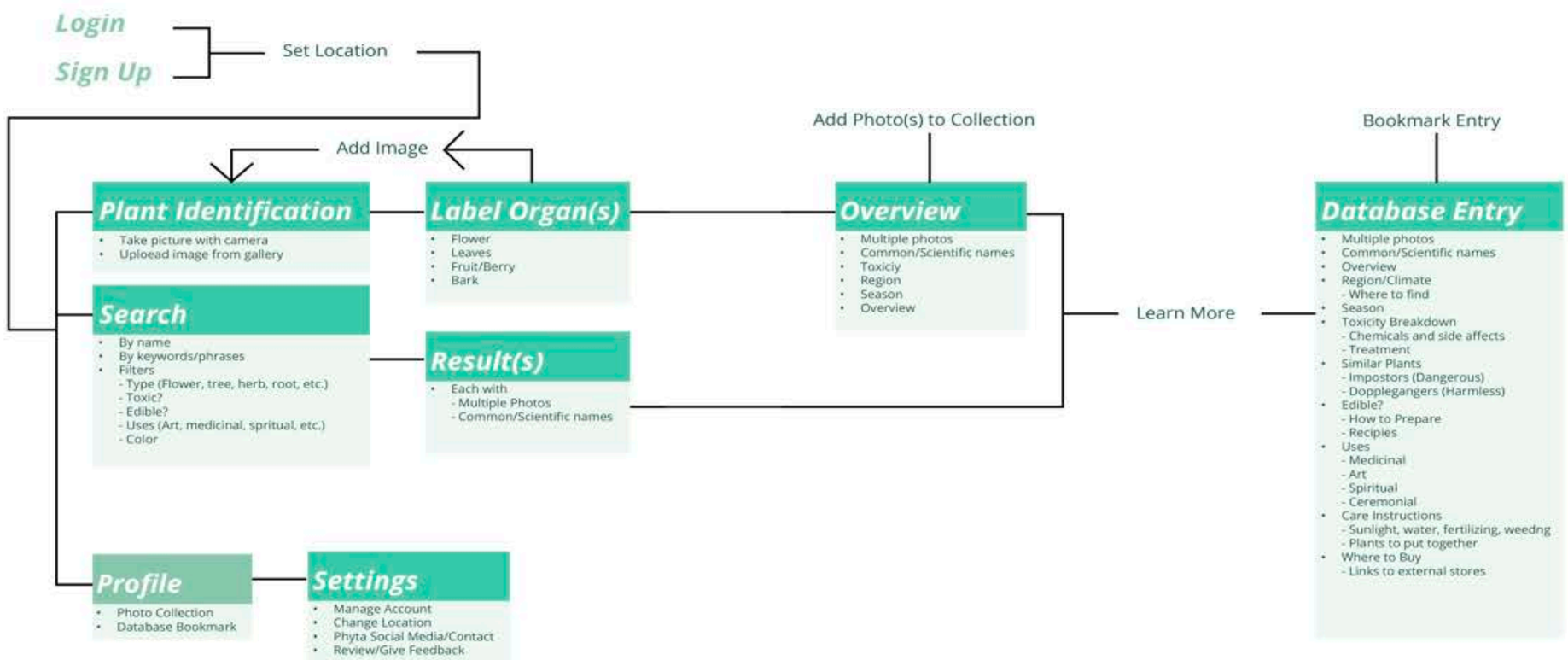
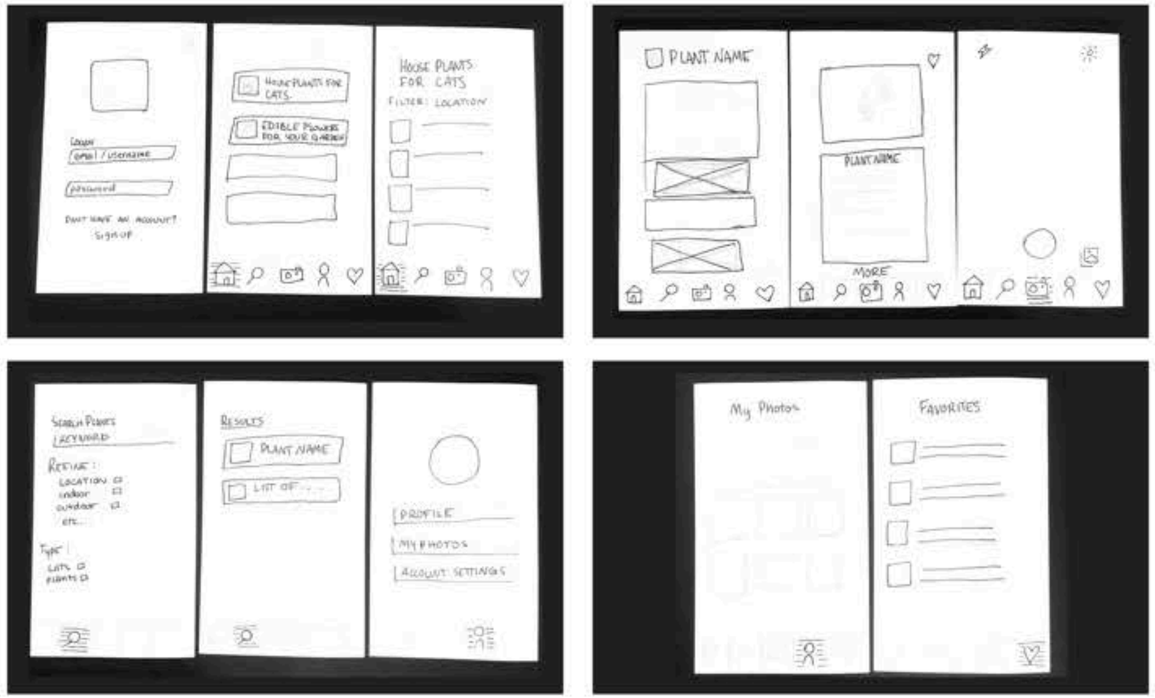
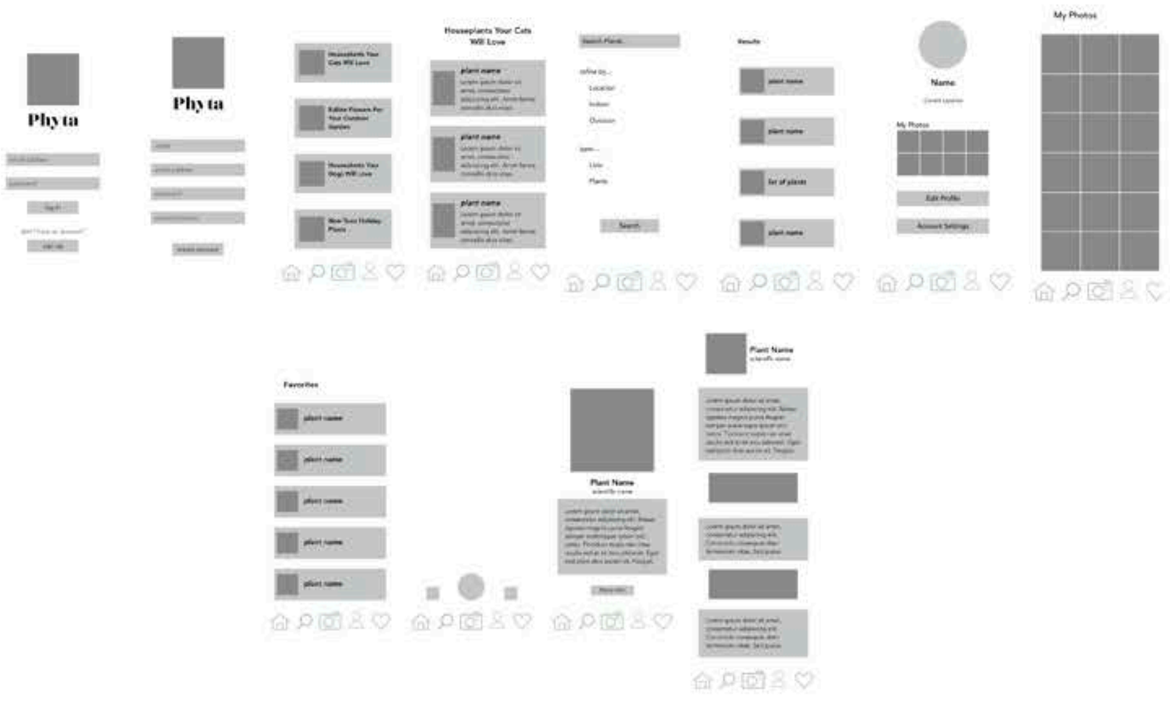
User Discussion Board

Settings
FAQ
Corporate Outreach
Information Feedback
Account Management







Concept 1:
- Dog walker with dogs out of control
- Trying to control them, but is struggling
- One of the dogs gets into the bushes
- The dog eats something
- Dog walker freaks out, sees there are berries on the bush
    - Sees berry juice on dog's mouth
- Walker has limited time to figure out what to do
    - Googling takes too long
    - Reverse image search takes too long
- Introducing Phyta
    - Quick and easy way to check what is poisonous or not
    - Tells if something is dangerous to dogs
- Using the app, he scans the berries
    - They are not poisonous
- Guy is relieved, they continue walking

Concept 2:
- Out on a walk with girls looking for mushrooms
    - As girls do, of course
    - Looking to cook and craft with the mushrooms
    - Carrying baskets
- Find some cool mushrooms
- They think it looks tasty but they aren't sure
- A little elf appears to show them the app
- Introducing Phyta
    - One of them takes their phone out to scan the mushrooms
- They see that it is edible, and they are excited
- Prompt shows up to show them recipes of how to prepare
- They save a few recipes
- Pick the mushroom and head home

Concept 3:
- Group of kids are out playing in their yard
    - Mom is distracted on the porch, drinking wine and browsing instagram
- Kids are making "potions" with random stuff in the yard
- They pick some flowers and berries from the bushes, and add them to the mix
    - One of them tells the other that they should try it
- Kid drinks it, pretends to choke and fall to the ground
- Other kid screams, mom rushes over
- She asks what happened, and the other kid shows her the potion
- She takes out her phone to identify the ingredients
    - Introducing Phyta
- The plants appear to be safe
- Kid jumps up and scares them, saying he pranked them
- Kids laugh, mom sighs in relief

Concept 4:
- College student decides to get some plants for her space to boost productivity
- She wants to make sure her cat will be okay with the plants
- Confused by online lists and various plants listed
- Wants something with a lot of info, rather than having to cross reference
    - Introducing Phyta
- Shes at a nursery, scanning plants she likes and checking toxicity
- Buys ones she likes
- Back at her apartment with her new plant friends
- Cat is happily chilling next to the new plant

scroll
Lean up forward
Pan
Look up
Pan up
scroll w/ figma
Flick
CAT SAFE
Nod
Turn
down
Lean
Reach
Phyta
Now avaliable on Apple

These days, it can be hard to stay motivated for much of anything.

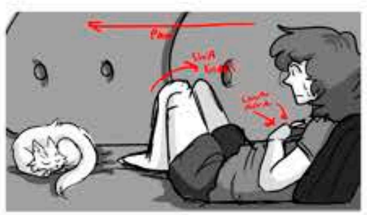
You find yourself aimlessly scrolling for hours on end, looking at nothing.

And before you know it, its night time again.

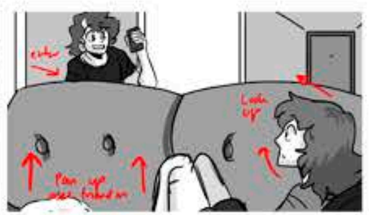
But as you are scrolling you find an article to half-read.

And a specific line catches your eye!

Plants have been found to make you feel more motivated and focused!



But you worry about Whiskers muching on those leaves.



"Hey! Have you ever tried phyta?"

"Phyta is an app where you can scan plants and see if they're toxic"

"Check it out!"

With Phyta, look through our database to see which plants best fit you and your lifestyle.

Detailed lists are complied to make it easy to see which plants are safe for pets!

So now when you go plant shopping, feel safe in your choices with our credible information at your finger tips.

And if you want to double check that you picked the right pet safe plant, use the camera to photograph the item-

- to identify the plant and see if it is toxic or not.

So no more randomly searching lists online before buying plants.

Use our robust library of information-

- incredibly accurate idenfitying tech-

- and shop with ease!

Now when you're typing away on your

-Feel focused and relieved both you-

- and your furry friend can enjoy plants