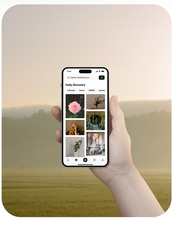
treemie

Mobile App UX/UI Design MVP Project

Mobile Commerce & the Community of the New Generation



About

Treemie is an application for buying plants that perfectly match your style, along with a space to explore a wealth of inspiration shared by plant lovers. It has explored space and offers plant recommendations, reviews of various species, photography tips, and other diverse content to give users a clear view of the products, making it easier to decide on the best plants for their home while also helping users connect with new friends.

Olivia Flores, 28 Marketing Manager

Goals:

Olivia, inspired by her work-from-home experience, now has more time to focus on daily routines. Her aim is to find plants suited to create a lively, aesthetic ambiance inspired by nature, with guidance on growing plants in a limited area. This will help her feel comfortable and peaceful during her vacation days after working hard all week.

Pain points:

- Difficulty purchasing plants and accessories from multiple sources, requiring searches across various offline stores and online commerce.
- Online shops have no customer reviews, affecting credibility and making it challenging to make purchase decisions.
- E-commerce shops frequently respond slowly, hindering convenient inquiries or exchanges of information.
- Limited knowledge about which plants are best suited for her, making it challenging to select the right ones.

Needs:

- A one-stop shop to purchase all necessary items.
- Friendly guidance on selecting plants that suit her needs.
- Access to reviews from other customers.
- A community space to ask questions or discuss various plant-related topics.

Thomas Phillips, 34 Business Owner

Goals:

Thomas, inspired by a family routine of gardening, gained expertise in sustainable planting and plant care when he was young. He is looking for a platform where he can share his knowledge, connect with others over plant discussions, and locate sources for unique plant species that aren't available in typical stores.

Pain points:

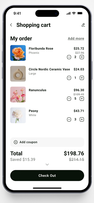
- Many experience-sharing spaces exist and are fragmented into a group smaller with less interaction. And admin no time enough oversight, leading to posts that disrupt the group atmosphere.
- Difficulty in finding rare or less popular plant species in offline stores, and sometimes bought lower-quality online shops.
- Frequently takes on the responsibility of caring for plants abandoned by others who bought them on a fleeting trend without enough knowledge or dedication, leading to wasteful neglect.

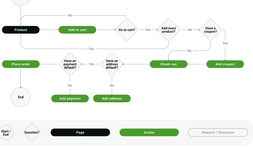
Needs:

- A dedicated space for sharing knowledge about plants.
- A place to connect with friends who share similar interests.
- Access to a reliable, well-organized source for purchasing plants.

User Persona

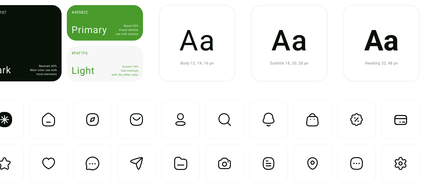
User persona provides the pain points, needs, and goals of the app's target audience. Despite the Treemie application is creating a fictional characters mockup for the MVP project. Can address their specific challenges, providing them with an efficient and user-friendly solution for shopping mobile commerce and the community.





User Flow

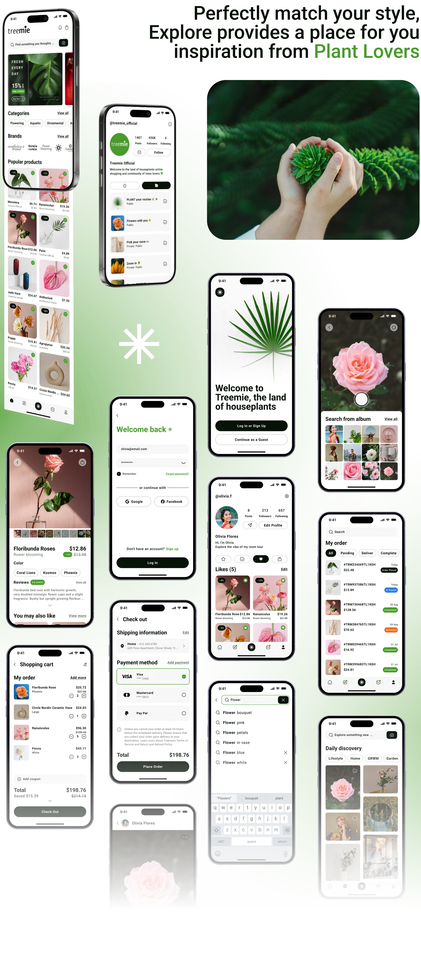
User persona provides the pain points, needs, and goals of the app's target audience. Despite the Treemie application is creating a fictional characters mockup for the MVP project. Can address their specific challenges, providing them with an efficient and user-friendly solution for shopping mobile commerce and the community.



Visual Design Simple

Creates an attractive atmosphere for users with a green primary color, as it is natural, friendly, and lively. This color contrasts with dark neutrals, resulting in a formal and modern look. The use of minimal outlined icons in all elements is intended to draw the user's attention to the products.

Perfectly match your style, Explore provides a place for you inspiration from Plant Lovers



Used program tools

Figma · Photoshop · Unsplash · Icons8 Pro · ChatGPT

User Persona · User Flow · MVP · Low-Fidelity Wireframe · High-Fidelity UI Design · Visual Design · Brand Identity · Prototype

nawarunpawn.c@gmail.com