

PLANTEPLANETER

KAJA SKYTTE



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Websolution: <http://dominikleib.xyz/planteplaneter-last-version/Shabang-team/index.html>

GitHub repository: <https://github.com/DominikLeib/Shabang-team>

TEAM 6

52535 characters = 21,8 standart pages

TABLE OF CONTENTS

01

INTRODUCTION

Introduction

Problem area

Problem formulation

Development process

Tools and methods

02

THE PROCESS

Research

Translation

Ideation

Prototyping

Technical
documentations

Testing

03

CONCLUSION

Conclusion

Perspective

04

APPENDIX

1. Introduction

2. Research

3. Conclusion

TEAM 6

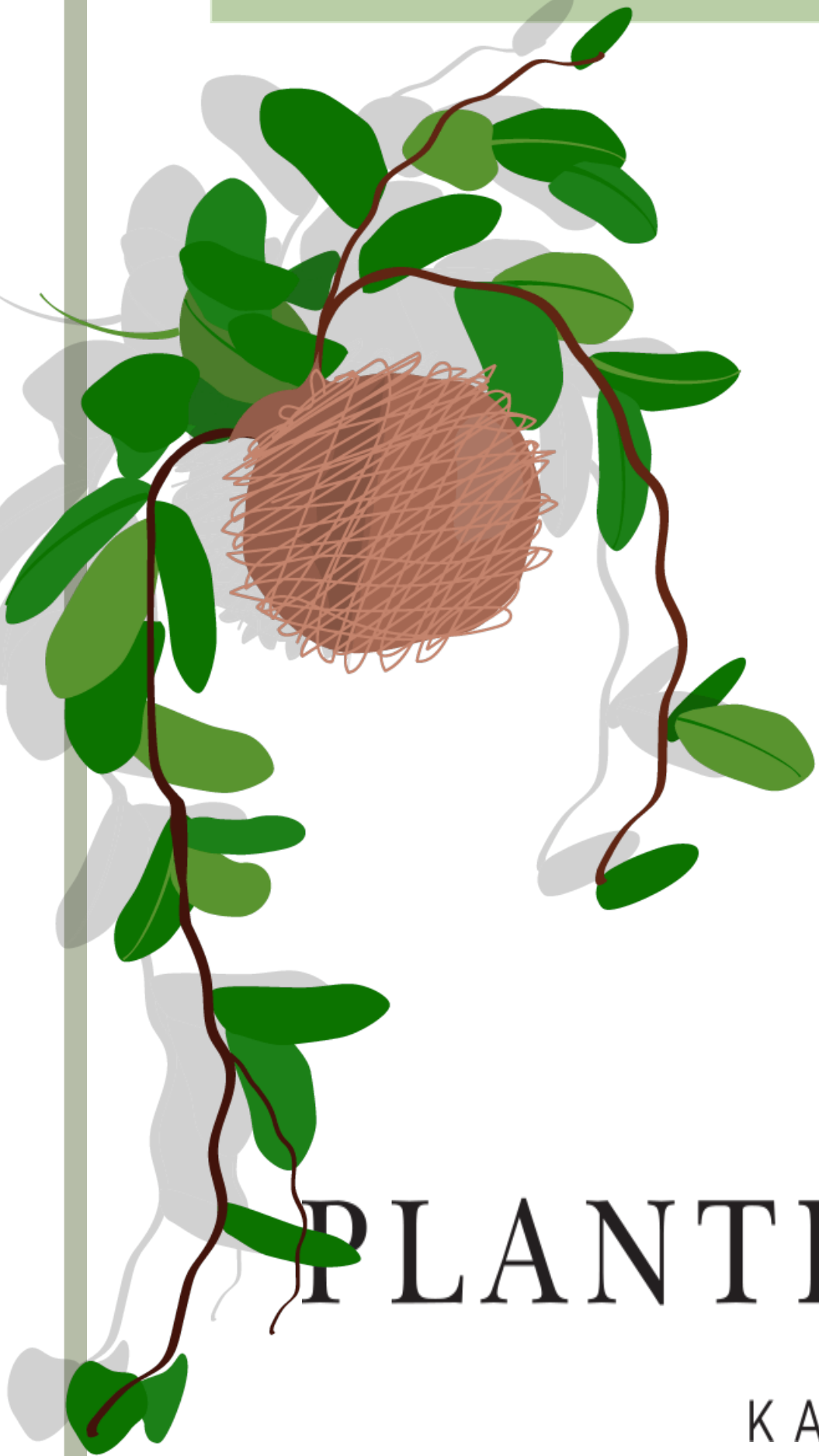
01

02

03

04

Introduction



PLANTEPLANETER

KAJA SKYTTE

Planteplaneter is a small business run by the Copenhagen based architect Kaja Skytte.

She is mainly working with interior design with focus on materials and the interaction with spaces.

Planteplaneter are handmade in Denmark and are being sold mainly over the website or through various design/interior or plant shops throughout Europe.

The brand's vision is to combine traditional Japanese techniques with a more modern and Scandinavian twist to create a fun and eye-catching

ing new way of keeping houseplants.

The production is kept simple with only a few helping hands and a lot of the plants used are grown in Denmark as well.

TEAM 6

01

02

03

04

Problem area

Planteplaneter has experienced a decrease in private online orders over their website.

They would also like to get a better web solution for the workshop section of their website to gain more attendees.

Overall they are looking for new ideas for their social media to gain more purchases as well as workshop attendees.

Problem formulation

What inspiring and engaging visual content can *Planteplaneter* create, with the goal of increasing sales on webshop, as well as raise awareness about their workshops?

01

Development process

- Team canvas (appendix)
- Trello board (appendix)
- Miro board (appendix)

02

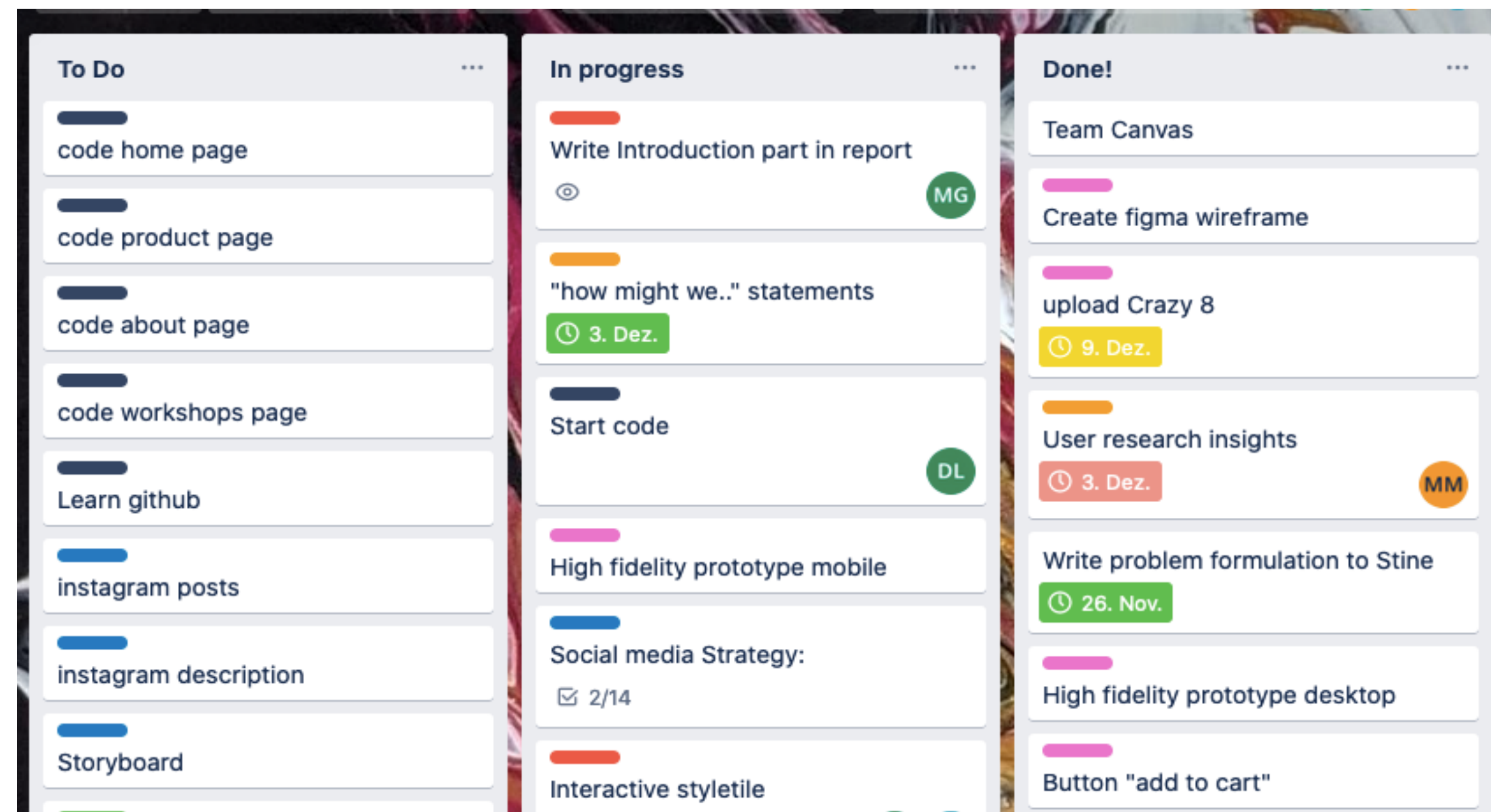
In the beginning of this project we created a Trello project where we added all the minor and major tasks that needed to be done.

We color coded each task to the area it belonged to, such as "social-media", "research" and "code".

03

Throughout the project this has been a very useful tool that helped us stay organized and also have a better overview of who is working on what.

04



TEAM 6

01

02

03

04

Development process

We also created a Google Drive folder where we collected every document that we are working on, as well as all types of images, designs, screenshots needed for the final report.

Our group met up multiple times each week to work together and help each other out. On days we couldn't meet we would keep in close contact with each other to have a clear idea what each of us currently works on.

In general we made loose deadlines for each "section" of our project that we would aim for while working. This work process has been very transparent and easy to navigate as every small task was put into our Trello board.

In addition to that we also created a Miro board where we would collect inspiration, questions and other screenshots that we would work with later on.

TEAM 6

01

Tools, methods and theories

Screenshots and other documentation can be found in the appendix.

02

Interview/ survey

The first tool we applied to our research is an interview. We each interviewed a person, first regarding their personal status and then along the way asked more specific questions about their personal preferences in keeping houseplants and how their social media/ shopping habits are. The interview was conducted on individuals that matched Planteplaneter's target audience. With the interview we could get somewhat of an idea which social media to focus on and how that target audience likes to interact with brands.

The survey focused more on the social media part and was sent out to various people of various age groups to research their wants and needs for online shopping houseplants.

03

Card sorting

We used card sorting to categorize the statements from our interviews and our survey. Later on, this is how we narrowed the main points and created our "How might we..." statements.

Design Benchmark

Another method used is a Design benchmark. We chose to use this tool to research similar brands' websites and how their websolutions looked as well as comparing their Instagram feed. This way we could not only get inspiration but also compare what features we want and what doesn't work

04

01

Tools, methods and theories

Screenshots and other documentation can be found in the appendix.

02

Trend analysis

Throughout our project we conducted various trend analysis. We did research on upcoming trends for webdesign in 2022 and how they might be considered for our websolution and what social media trends could be relevant for the business we are working with. Last but not least, we conducted research on instagram, pinterest and how to implement hashtags to our benefits.

Details about our research can be found in the research chapter.

03

Business Model Canvas

We created a Business model canvas to narrow down exactly what our client wants to gain from this work and how we can develop the best possible solution for their needs. The business model canvas helps to keep it all easy accessible to comprehend.

Digital customer Journey

Through a digital customer journey it shows visibly how to create content for new customers and still target our existing customers and keep them excited and loyal to the brand. The model shows clearly which platforms and what type of content will be used for which purpose and for what target audience.

04

01

The process

02

The process chapter includes everything that we worked on from the beginning to end.

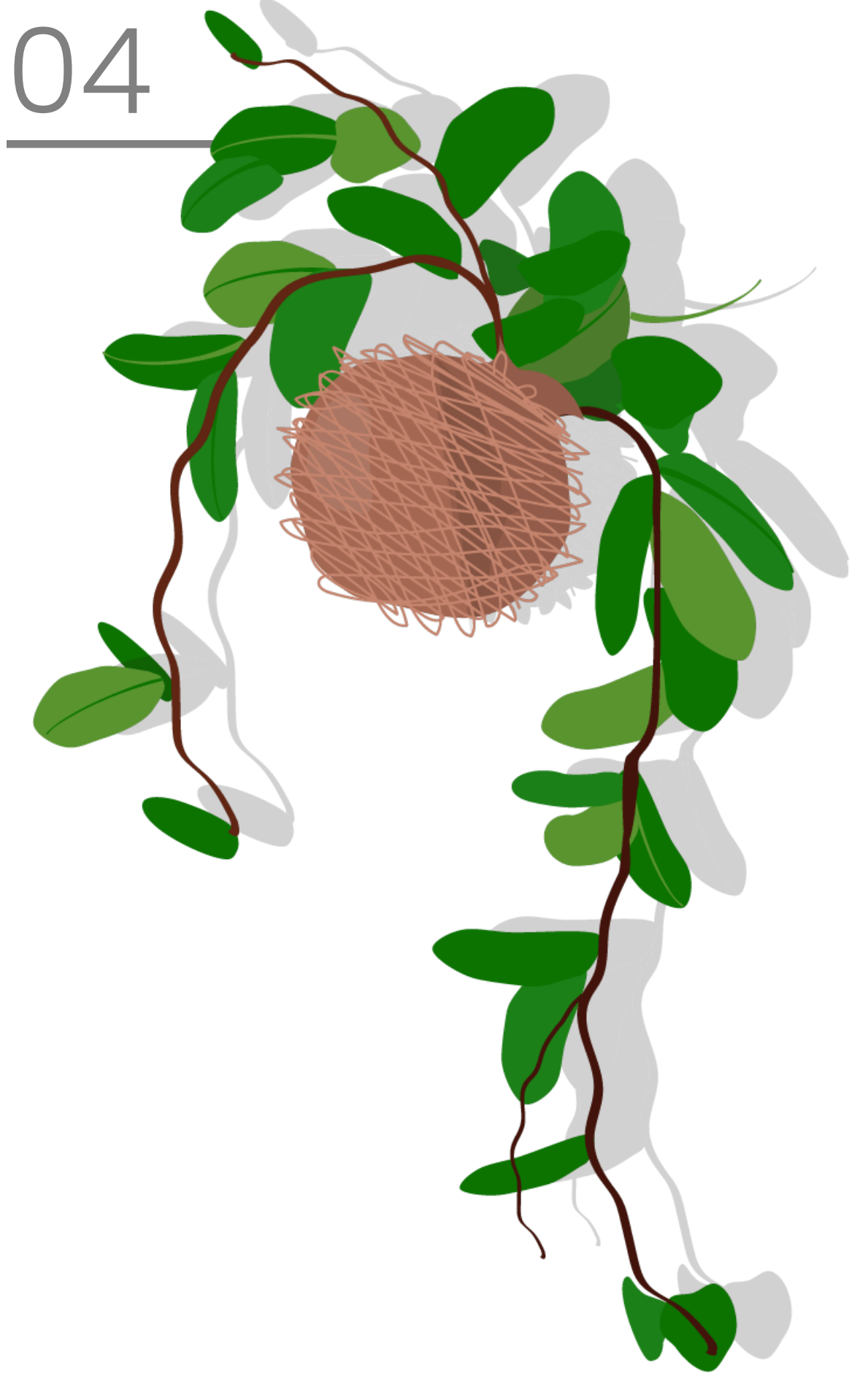
This chapter is divided into each step of the process.

- a. Research*
- b. Translation*
- c. Ideation*
- d. Prototyping*
- e. Technical documentation*
- f. Testing*

Additional content such as images, screenshots and other documentation can be found in the appendix.

03

04



01

a. Research

- *Sender research*
- Design benchmark
- Webdesign trend analysis
- SoMe research
- User research (interviews)

02

Sender Research

What is their history?

Kaja Skytte who is the creator behind Planteplaneter had a vision about combining Japanese techniques with a modern nordic twist.

By presenting the plants as flying planets they become magic hanging sculptures that give a poetic and decorative feeling to a space.

What do they look like online?

Their online presentation is very minimalistic, clean and modern. It has a fitting organic feeling to it and keeps the mature sophisticated yet playful design. In press the company has been portrayed as a very design focused, green and innovative alternative to other houseplants.

The overall look online is also focused around how the products are handmade in Denmark which adds to the value.

03

What do they look like, taste like, smell like?

In the stores that sell the products it has a very organic, green and cozy feeling to it. It obviously smells like green plants and soil and the hanging plants give any space a very unique touch and almost outer world feeling.

Who are they really?

Even though this brand is very design oriented and focused on the mature customer it is also important for it to be available for everybody. The plants are fairly priced and there are even offers of workshops where people can create their own plant planet. The plant is created to fit into everybody's homes and makes it also a perfect gift idea.

How should you portray them?

Considering the values of the brand and their overall vision we should focus on keeping that tone of voice.

04

TEAM 6

01

02

03

04



Sender research

Mission

To create an alternative way to have houseplants and create an interesting space.

Vision

To combine traditional technique with modern design and create a timeless solution for keeping houseplants in your home.

Values

Handmade local production, sustainable packaging and affordable pricing.

TEAM 6

a. Research

- Sender research
- *Design benchmark*
- Webdesign trend analysis
- SoMe research
- User research (interviews)

Design Benchmark

A design benchmark is a way of comparing your product against the competition. In a design benchmark you look primarily on how the competition's visual identity is and how they translate that to their webshop.

This is both a way of getting inspired for things that work well, but also to see what they do that doesn't necessarily work.

All with the question "how can we make a customer want to use our webshop rather than xyz?" in mind.

Our group used the design benchmark to get inspiration for changes, get a better overlook on other things we might want to change, and also what doesn't work on other websites that we can avoid.

For our Design benchmark we looked at three similar businesses.

We are comparing the Planteplaneter website and Instagram with the web solution + SoMe of three competitors.

We chose to compare it to

www.plantkbh.dk

www.thesill.com

www.plantshop.ca

On the website we especially focused on their section for workshops.

The full results of our design benchmark can we found in the appendix chapter 1.

01

a. Research

- Sender research
- Design benchmark
- *Webdesign trend analysis*
- SoMe research
- User research (interviews)

02

Webdesign trend analysis

A trend analysis is a good way of keeping up to date with what is moving the webdesign world and how to be part of the wave.

A visually pleasing and wellworking website will always keep the viewer on their page for longer, than a boring expired one.

Our group used trend analysis to see what trends will be upcoming for the next year and see which ones would fit our general idea and visual identity.

When looking into upcoming trends in 2022 for web design, it is clear that small illustrations and micro animations are high up there. These small animations are a fun tool to emphasize and put focus on special areas on the website and focus the users attention there.

03

Another trend that is already commonly used, but that is expected to be seen even more in the new year, is the embedded videos as a big hero on the main page.

A video related to the website's content can be a great way to catch the users attention, while showing what the website is about or what products are being sold.

Other valued trends seen as upcoming are including big footers with a lot of information. Contradictory to the small and minimal footers seen until now this is a power tool that might be very valuable to explore more.

Otherwise included are also blurred glass effect with colors underneath to set the mood for the web page.

04

01

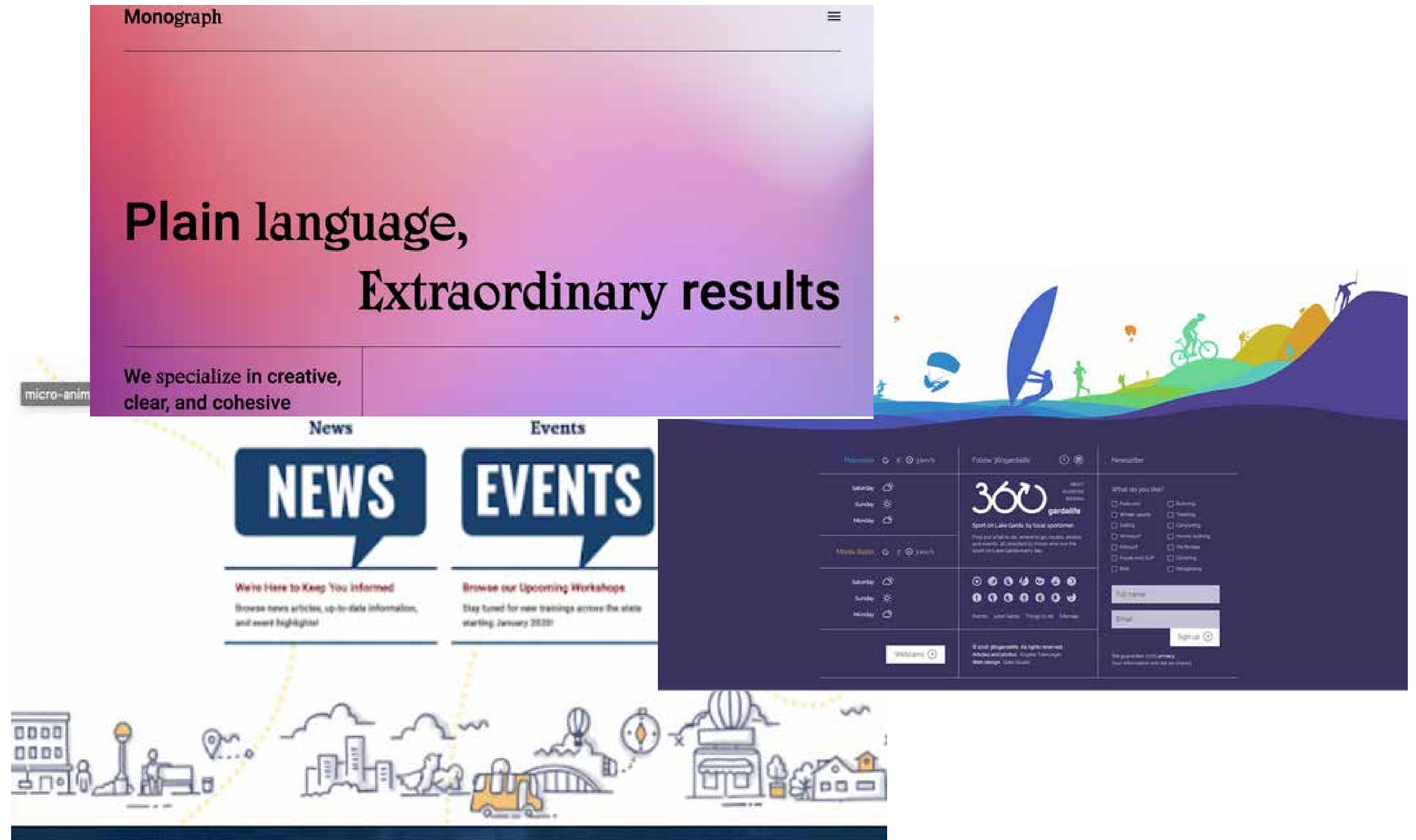
02

03

04

a. Research

- Sender research
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- SoMe research
- User research (interviews)



TEAM 6

01

a. Research

- Sender research
- Design benchmark
- Webdesign trend analysis
- *SoMe research*
- User research (interviews)

02

SoMe research

We conducted research on various aspects relating to social media. We started with conducting research on Instagram and Pinterest to gain more insights in how they work and how we can benefit from them in the best way possible. We identified Pinterest as a strong tool that we can use to solve our clients main problem. Afterwards we researched how to use hashtags in the best possible way, as well as what social media trends are relevant and useful for our chosen business.

The research was done as a desk research.

See the full list of insights in the appendix chapter 2a.

Hashtag research

We have conducted secondary research on the most used hashtags in Instagram and how we can use them for Planteplaneter in the best way possible.

03

Towards the goal of extending the audience and getting more followers, we are supposed to know how to use hashtags correctly as it directly affects Instagram's algorithm.

According to different statistics, there are many numbers of hashtags to use. Instagram allows up to 30 hashtags on a post and up to 10 on a story, but it very much depends if they are relevant for us. Therefore, we have decided that we are going to focus more on finding the most suitable ones instead of a concrete number.

SoMe trend research

In our social media trend research, we looked at the popular trends that keep people engaged and interested while still fitting with the brands values and identity.

Since social media trends can change so fast it is a good idea to keep updated with trends to be able to apply fitting ones to your content.

04

01

a. Research

- Sender research
- Design benchmark
- Webdesign trend analysis
- SoMe research
- *User research (interviews)*

02

User research

For our user research we conducted four interviews with people that fit the target audience. Each interview was about 30-45min long and included questions regarding the person's lifestyle, living situation and interior identity.

After some more specific questions about their spending habits on houseplants and what they mean in their home we ended the interview asking them about their social media habits and how they would describe our clients Instagram page.

03

Additionally, we created an online survey to get more insights on people's behavior, where we asked a more broader audience on their thoughts about houseplants.

How many do they have, spend on them and if they would purchase plants online.

See our insights in the next section and find our interviews in the appendix chapter 1.

04

01

b. Translation

- *Insights + HMW*
- User persona
- User journey map/ OMD
- Social Media Concept

02

User research insights

These are the insights from both the interview and survey.

- Most of our respondents do not often buy plants due to lack of space
- Interior design is important to our respondents
- They tend to spend up to 200-300 DKK on plants
- Would spend up to 1000 DKK for handcrafted products
- Most of the people we conducted the survey on buy plants from local plant shops

03

- The people we asked are not eager to buy a plant from webshop due to some online shopping challenges they face such as: product not being the same as in the pictures, delivery process being expensive but ruining the product, size of product and real-life look
- All 4 of our interviewees are interested in the DIY concept
- Users need more information, more transparency and more interactive content.

04

01

b. Translation

- *Insights + HMW*
- User persona
- User journey map/ OMD
- Social Media Concept

02

“How might we...” statements

“How might we” is an exercise you often do with the team at the beginning of a project and it is a design thinking activity that has each team member rephrase the challenges that were identified into questions. This exercise is a good method to get a new angle on the challenges with the user in focus, this often leads to innovative solutions.

How might we create some content that leads the user to our webshop?

03

Other statements:

- *How might we create a social media content that is engaging and is leading people to the web-shop so that we increase direct sales from there and create bigger profit for the brand?*
- *How might we use the right some platforms to reach our target audience?
How might we design a workshop page that engages the user in partaking?*
- *How might we redesign the current website in order to make it more informative and user-friendly?*
- *How might we help users identify the purpose of the website from the beginning?*

04

TEAM 6

b. Translation

- Insights + HMW
- *User persona*
- User journey map/ OMD
- Social Media Concept

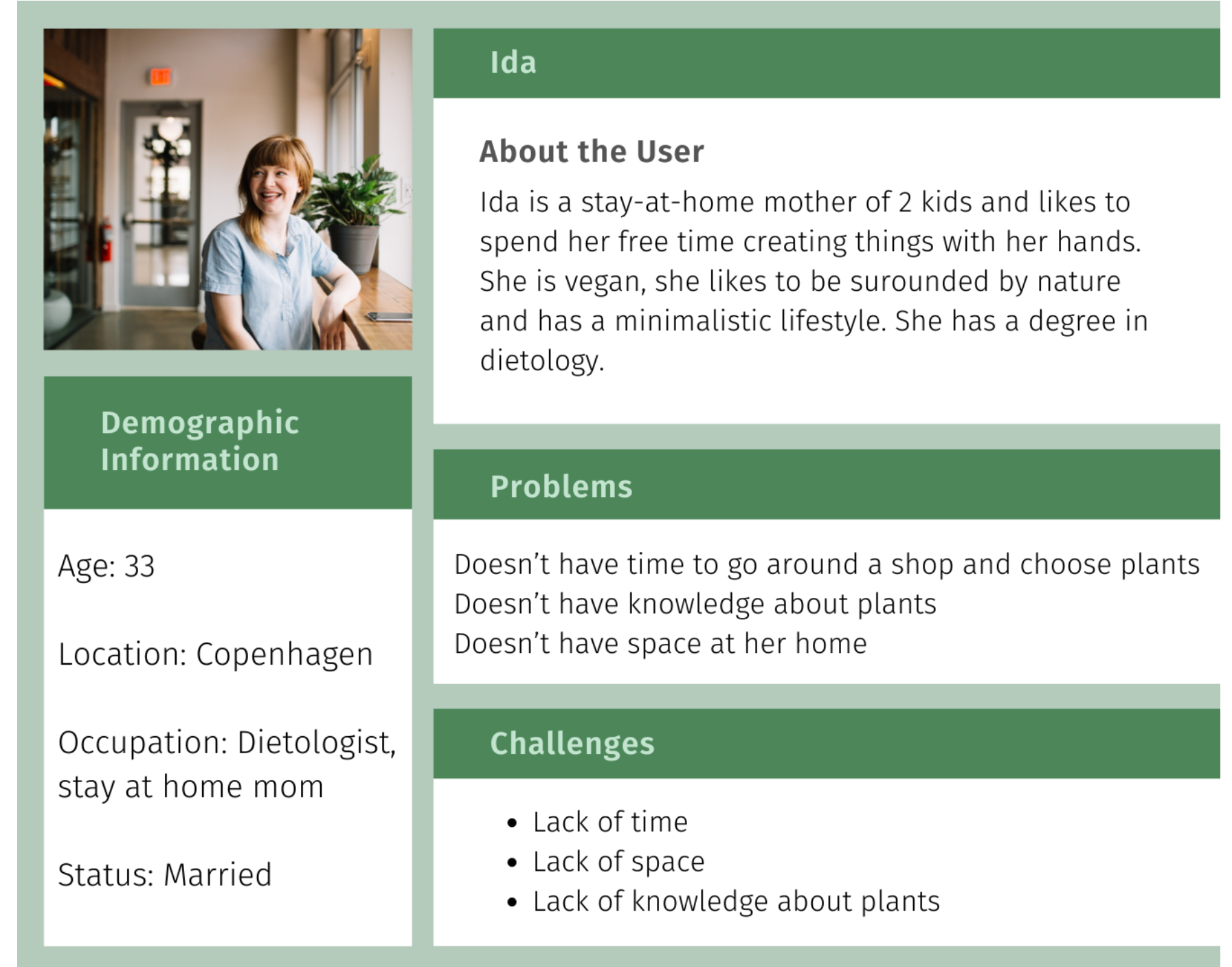
User persona

User persona is a semi-fictional character based on Plante Planeter’s ideal customer. We have used insights from our research on the target group and interviews towards creating the persona. In order to establish the user persona we have also focused on what problems they could have that our client can solve for them.

Ida is a 33 year-old mom of 2 kids, living in Copenhagen. She is a dietologist by profession, however she is currently a stay-at-home mom.

Therefore, she needs a comfortable atmosphere at her home. Ida likes nature and the minimalist way of living.

However, she faces the challenge of lack of space and time to shop for plants.



The user persona card for Ida is structured as follows:

- Header:** Ida
- About the User:** Ida is a stay-at-home mother of 2 kids and likes to spend her free time creating things with her hands. She is vegan, she likes to be surrounded by nature and has a minimalistic lifestyle. She has a degree in dietology.
- Demographic Information:**
 - Age: 33
 - Location: Copenhagen
 - Occupation: Dietologist, stay at home mom
 - Status: Married
- Problems:**
 - Doesn't have time to go around a shop and choose plants
 - Doesn't have knowledge about plants
 - Doesn't have space at her home
- Challenges:**
 - Lack of time
 - Lack of space
 - Lack of knowledge about plants

See full user persona in appendix chapter 2b.

01

b. Translation

- Insights + HMW
- User persona
- *User journey map/ OMD*
- Social Media Concept

02

User journey map/ OMD

A user journey map or customer journey map is a way to visually represent the customer's path from when they first learn about the company, to deciding to purchase something and following them all the way to becoming a loyal customer or eventually not buying anything at all.

03

This user experience research technique is a good way to get into the customer's head and understand what will make them become a customer to your company.

In our group we decided to use the OMD model to show the customer journey with the focus on social media.

04

01

02

03

04

User journey map

ACTIVE EVALUATION

Content: Visual content about the products, clear transparency of production, informative reels and posts, inspirational content.

Platforms: Website (focus on workshops and about page/FAQ), Instagram, Facebook + ads.

KPIs: New followers, page views / average time on page / session time, saved posts, clicks on website link from SoMe.

PURCHASE DECISION

Content: Webshop - want them to buy plant planets.

CTA: add to cart, buy now, shop more.

Purchase flow: Shop, select options, add to cart, view cart, checkout.

KPIs: Visiting website vs check outs, added to cart vs checked out.

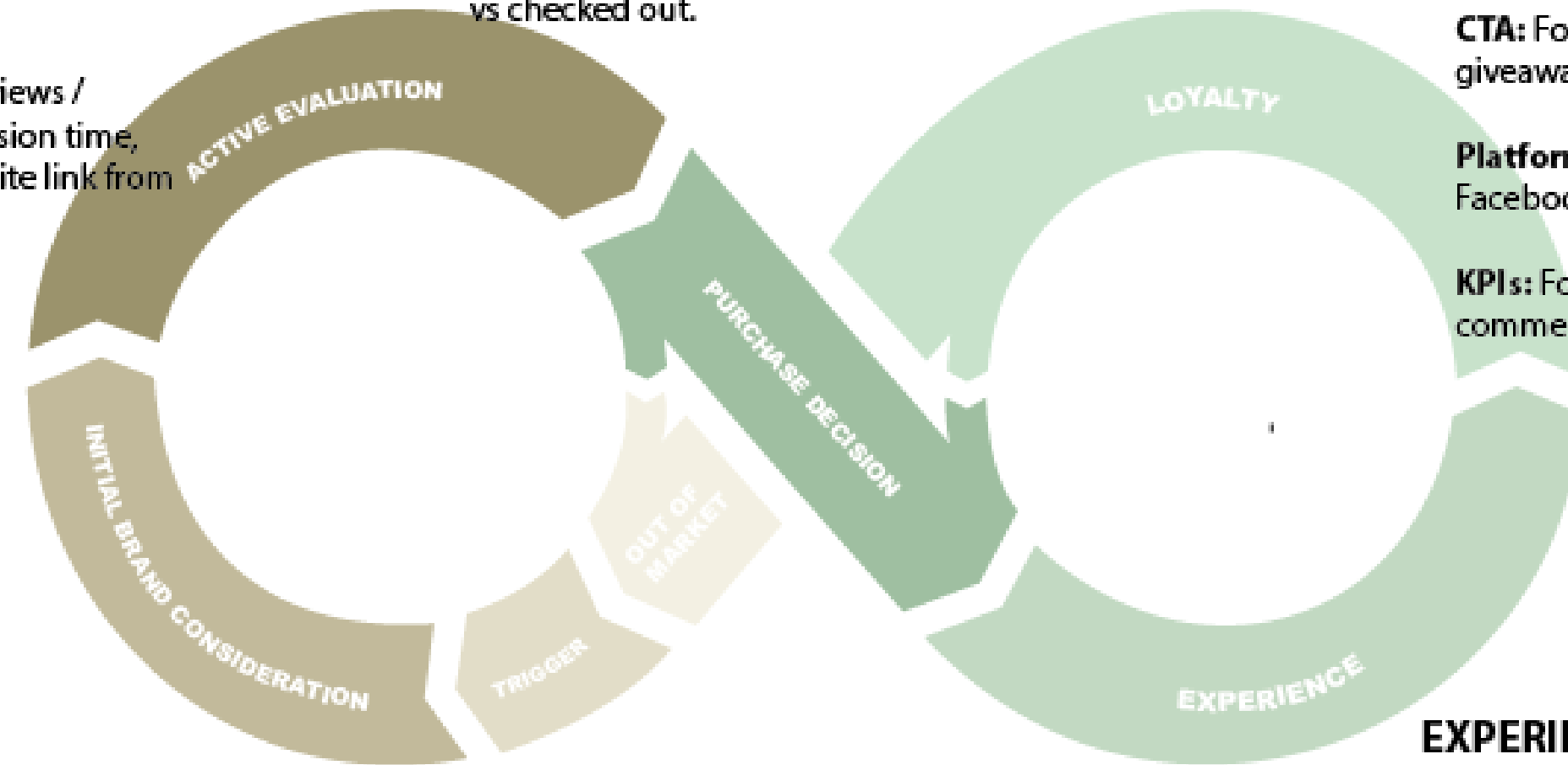
LOYALTY

Content: Discount code for people signing up for newsletter (limited amount - useful information only, no spam.) Getting discount for mass order (if a company buys etc.) Small Giveaways (mothersday, christmas etc.)

CTA: Follow us, vote, take part in giveaway.

Platforms: Newsletter, Instagram, Facebook

KPIs: Follows, lost followers, likes, comments etc.



INITIAL BRAND CONSIDERATION

Content: Q&A + quizzes for Instagram stories, Reels of production but also of inspiration on spaces. Events on workshops.

Platform: Instagram (facebook), possibly Pinterest.

KPIs: New followers, interactions of stories (quizzes), likes and comments, saved posts.

TRIGGER

Content: A need for an alternative way of keeping houseplants. Maybe due to space etc.

EXPERIENCE

Content and organisation: Easy to navigate website, clear message on what the product is, visually interesting content about plants and inspirational ways of creating a space (home or office etc.)

Platforms: Instagram, website, Facebook

CTA: Take part in the giveaway.

b. Translation

- Insights + HMW
- User persona
- User journey map/ OMD
- *Social Media development*

Social Media development

The Golden Circle

The Golden circle is Simon Sinek's concept about starting from inside to outside, explaining and understanding why you as a company do something, and then think about what and how you are going to do it.

The Golden Circle

WHAT

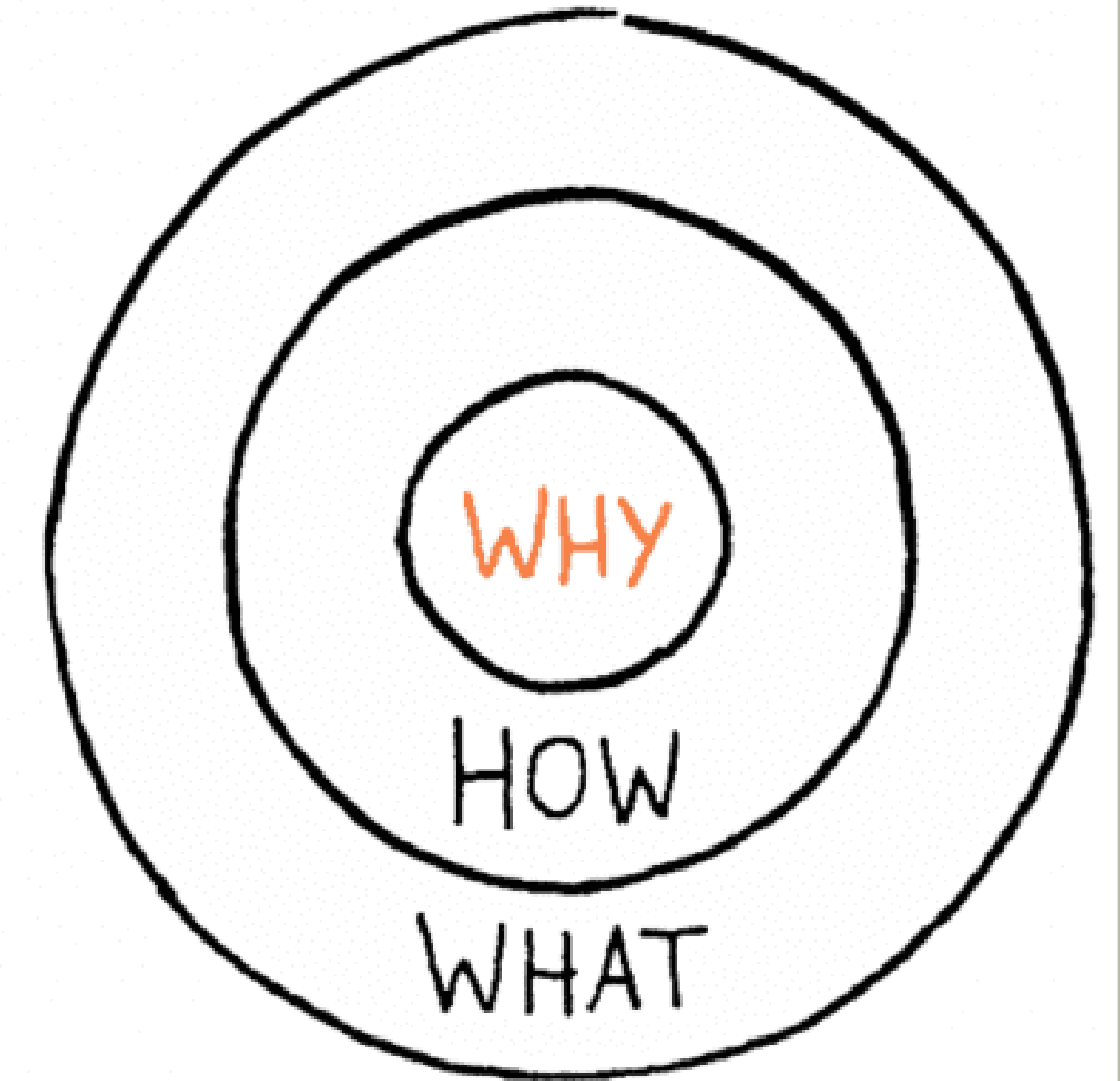
Plants designed as an alternative to the ordinary houseplant

HOW

Based on traditional Japanese techniques with a modern, Scandinavian twist, Planteplaneter are outstanding and recognizable.

WHY

To create an alternative way to have houseplants and create an interesting space.



Source: <https://www.smartinsights.com/digital-marketing-strategy/online-value-proposition/start-with-why-creating-a-value-proposition-with-the-golden-circle-model/>

01

b. Translation

- Insights + HMW
- User persona
- User journey map/ OMD
- *Social Media development*

02

Platforms

The main platform used will be Instagram.

The content created for that is gonna look personal, fun and relatable. Pictures for the feed will mainly consist of pictures from beautiful spaces and homes that include *Planteplaneter*.

We created a system of every other picture to be a more clean looking product image and the other a more personal homey image. The pictures will represent the many ways you can incorporate this plant in your space.

Facebook is mainly used for reposting the same posts from Instagram and to spread awareness of upcoming workshops.

After research, we have found out that Pinterest is relevant for *Planteplaneter* due to the fact their target group are people using Pinterest (women, millennials or Gen Z).

03

Another reason to focus on this particular platform is that it is good for brands who are focusing on selling interior products and not services.

Tags

Quantitative research on hashtags was created by our group members in order to see which hashtags that we might use are actually being followed the most. According to later.com, the hashtags 'design', 'interior design' and 'style' were in the top 10 from top 50 hashtags based on usage, in October 2020.

#design - 304M posts

#interior design- 137M posts

#style- 599M posts

#homedecor - 109M posts

04

TEAM 6

01

b. Translation

- Insights + HMW
- User persona
- User journey map/ OMD
- *Social Media development*

02

Tone of voice

A set tone of voice is important for content used on SoMe, as it will represent what the brand stands for.

Consistency is key but also to find the right tone of voice that fits the brand.

Our tone of voice for *Planteplaneter* will focus on authenticity and inspiration. We want to come across as mature, authentic and relatable which is what the audience might need when looking at the SoMe of our brand.

We also want to keep the tone down to earth so it fits the spontaneous and design oriented “regular” customer.

This way our posts can be both sharing knowledge about the plants used in production, containing more text in the caption, as well as showcasing inspirational spaces with just a simple caption.

03

SoMe trends

Through our social media trend research we discovered this particular trend being well fitting for the business we are working with.

The simple life trend is focused on celebrating and showing the small wins and moments in life. In a world where new platforms, content and impressions are filling the internet every sec-ond, many people feel pleasure in escaping into the more simpler and wholesome content and games.

This also helps to connect with the audience on a more personal level as it shows more vulnerability and takes away from the otherwise perfection people like to portray on instagram.

04

TEAM 6

01

c. Ideation

- *Brainstorm*
- Crazy 8s
- SoMe Concept

02

Brainstorm

Brainstorming is an activity often used in the beginning of a project, where you let every idea be born and put down. In this phase all ideas are good and you don't kill any ideas just yet. This activity can be done with pen and paper as well as in an online whiteboard.

03

We started off our ideation by collecting all of our thoughts in a Miro board. We brainstormed ideas we wanted to implement as well as collecting details from the current website we wanted to change. This tool was a great way of collecting all images and ideas and inspiration in one spot and from there work further in our prototyping.

04



TEAM 6

01

c. Ideation

- Brainstorm
- *Crazy 8s*
- SoMe Concept

02

Crazy 8's

The Crazy eights method is an exercise often done in the early stage of ideation.

This exercise is done by each group member where a piece of paper is divided into 8 parts and for each square you have 1 minute to sketch an idea.

After 8 minutes each should have a collection of different ideas.

This way the designer is pushed to think out of the "normal" and get more crazy and abstract ideas. With the time pressure you don't have time to overthink and sketch something perfect, instead you are forced to scribble something down and let your creativity flow.

03

Afterwards each member presents their ideas and from there on you can implement a design (or combination of different ideas) in your end product.

Our group created a crazy 8s at home and afterwards we presented them to each other. We ended up getting inspired by an idea but throughout the further process of wireframing and prototyping the idea developed beyond the crazy 8 idea.

All crazy 8s can be found in the appendix chapter 2c.

04

01

c. Ideation

- Brainstorm
- Crazy 8s
- SoMe Concept

02

Social Media Concept

Purpose and relevance

The purpose of the content is to inspire people to decorate their home/space with a new way of keeping houseplant.

The content is relevant for the target audience to see how a quirky and unique hanging plant can look in different types of homes/spaces. We want to encourage the audience to view their space in a new way and show the endless possibilities of using a plant planet.

After conducting our research we created a concept that is changing a bit in their current feed. For the feed we want to implement a structure that is swapping between a product image that uses the Instagram shop tool and an inspirational image of a plant in a space.

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04

The product posts will have a short description of the plant shown, while some posts will include a longer description of the content of the post.

For example we created an informational post that includes unique graphics and a “fun-fact” or a “did you know” to share knowledge of the products, plants, care-taking or other relevant content.

For the reels we will keep it simple and relatable to the audience. In general the stories will contain more engaging tools that Instagram offers, to keep the audience longer on their stories and give them the opportunity to vote for their favorite.

TEAM 6

01

c. Ideation

- Brainstorm
- Crazy 8s
- *SoMe Concept*

02

More ideas:

Instagram:

Reels

- Informative about production
- Inspirational mood setters
- Using different trends that match the concept (When I say my favorite color is green, this is what I mean).

Posts

- Snapshots of the plant in different homes.
- More clean shots of the product - using the shop icon.
- Small giveaways for certain holidays (mothersday, christmas. Maybe buy one and you can win another one.)

Stories

- This or that votings
- Showing the vibe in production.
- Engaging content that calls to action.

03

Facebook:

- More informative content about (workshops, products, events)
- Re-posts of relevant Instagram posts

Pinterest:

- Content that is catchy and leading to the website
- Content that is informative (about workshops and products)
- Posts that are aesthetically pleasant and include a call to action button

04

TEAM 6

01

c. Ideation

- Brainstorm
- Crazy 8s
- SoMe Concept

02

Final SoMe solutions

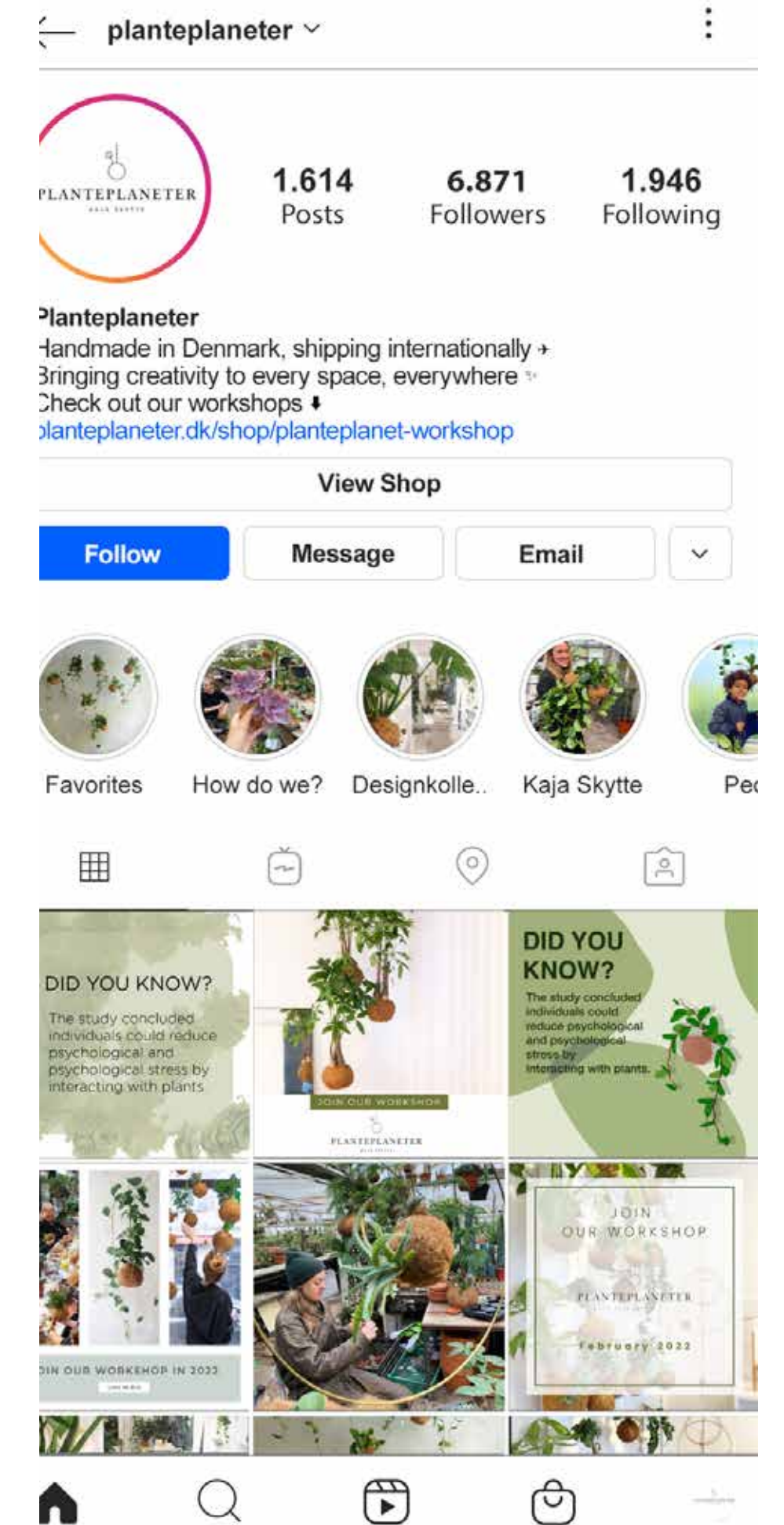
Instagram:



03



04



01

c. Ideation

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- SoMe Concept

02

Final SoMe solutions

Instagram:

03

04



TEAM 6

01

c. Ideation

- Brainstorm
- Crazy 8s
- SoMe Concept

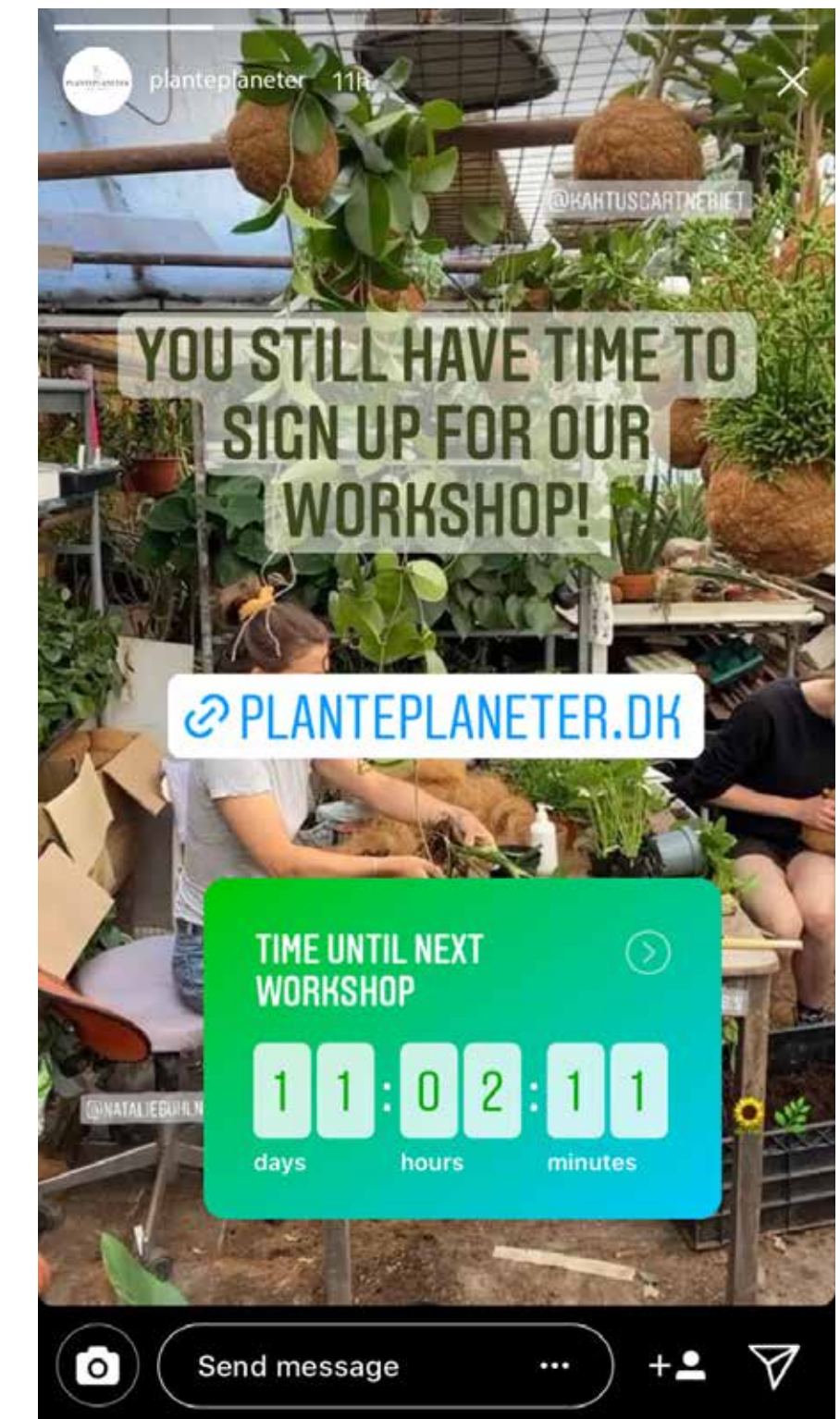
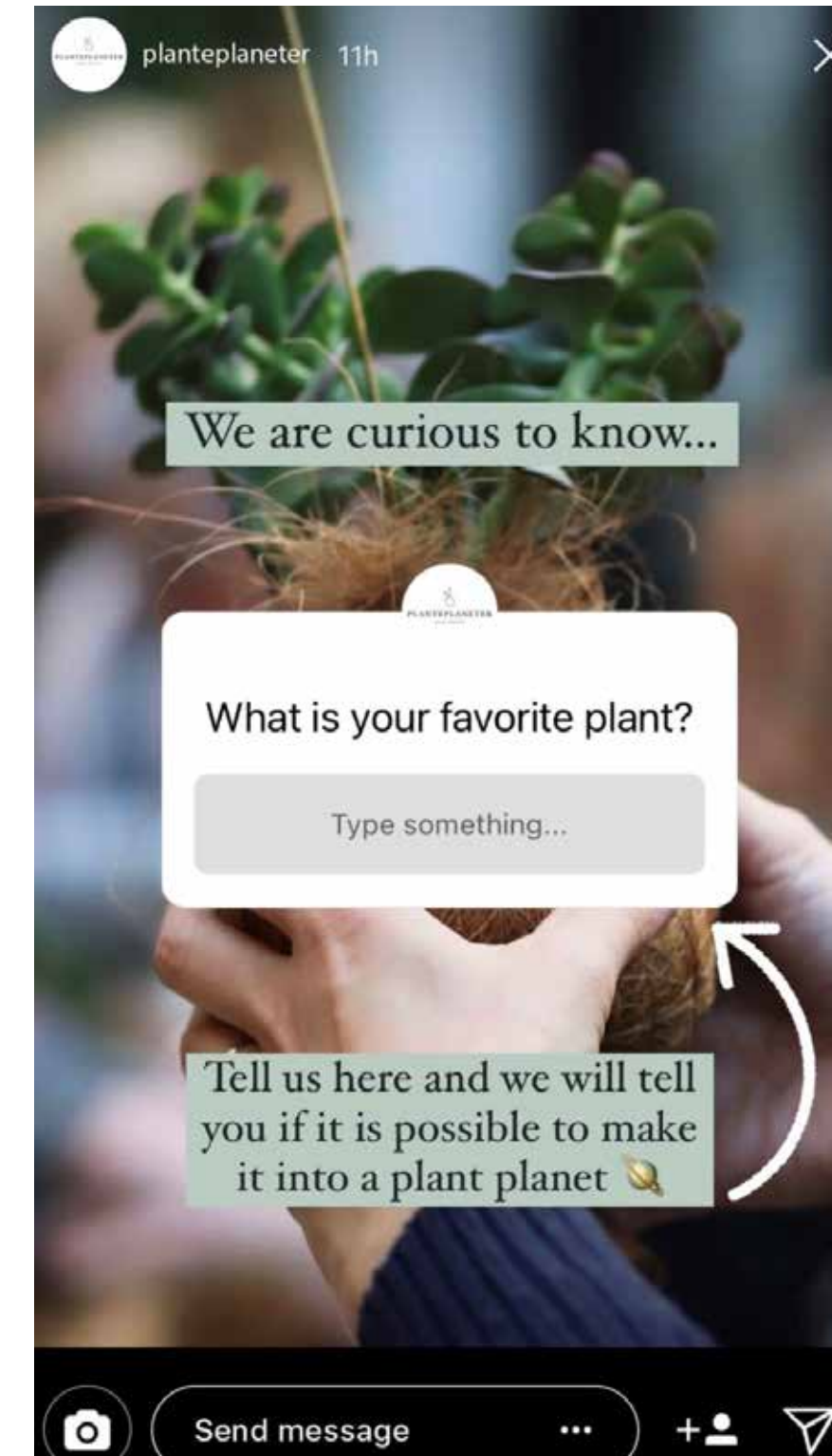
02

Final SoMe solutions

Instagram:

03

04



01

c. Ideation

- Brainstorm
- Crazy 8s
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02

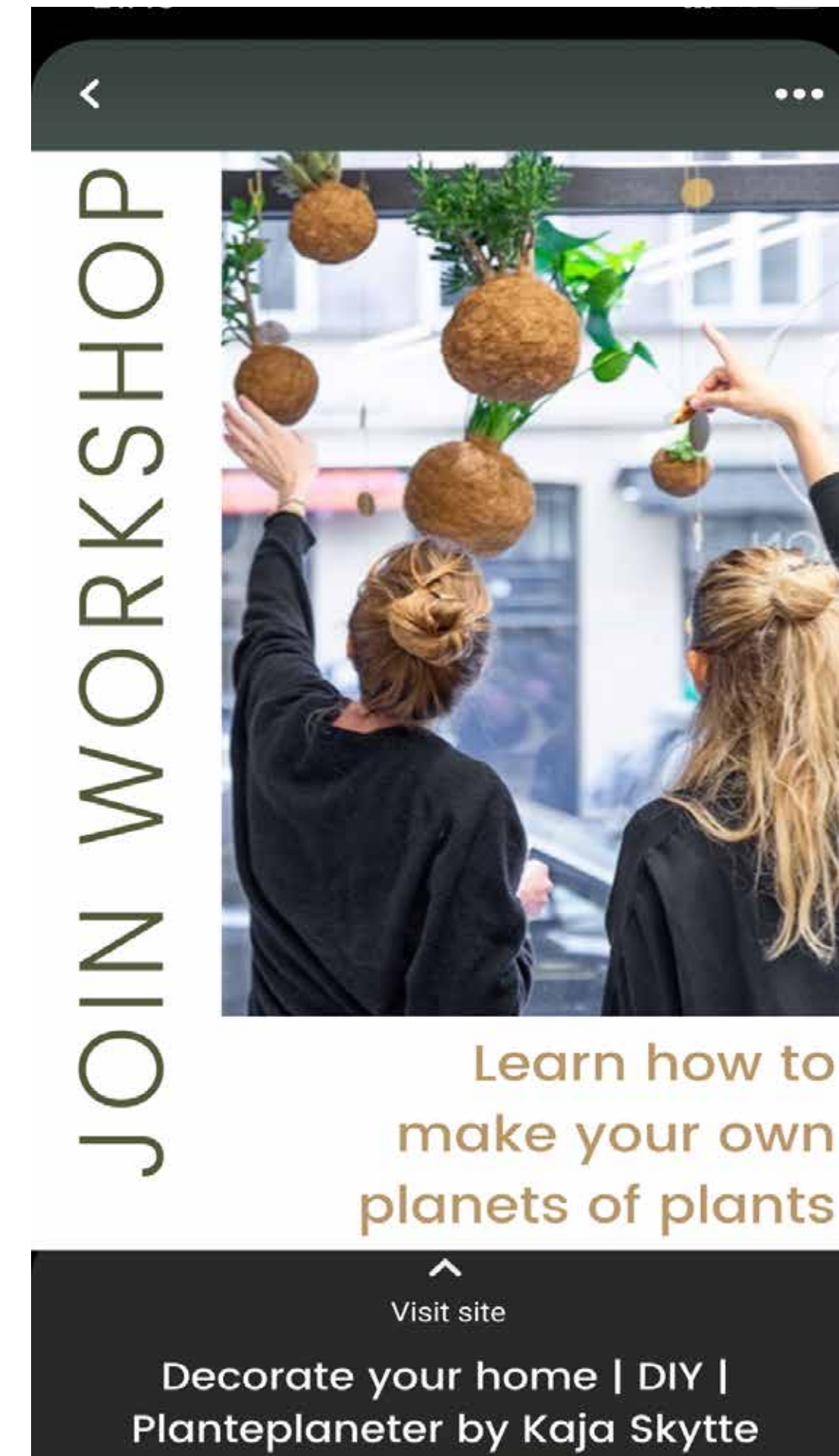
Final SoMe solutions

Pinterest:

Link to finished social media video:
<https://youtu.be/v0m8BFu4d7g>

03

04



d. Prototyping

- *Design Guide*
- Wireframes
- High fidelity prototypes
- Visual Identity and CRAP
- UX/ UI considerations
- Video development

Design Guide

Our design manual has been created in order to maintain consistency and help the people working in the company to keep the brand identity.

It includes the values, vision and mission. The design guide focuses on the logo, typography and colors, as well as advice on the right usage of them. We have included photography examples and guidelines.

The full design guide can be found in the appendix chapter 2d.

BRAND IDENTITY

PLANTEPLANETER DESIGN GUIDELINES

VERSION 01

PLANTEPLANETER

KAJA SKYTTE

MISSION AND VISION

Our mission

To create an alternative way to have houseplants and create an interesting space.

Our vision

To combine traditional technique with modern design and create a timeless solution for keeping houseplants in your home.

6

PHOTOGRAPHY

Different photographic styles can be used to capture wide range of subjects but the main focus should always maintain the product.



13

01

d. Prototyping

- Design Guide
- *Wireframes*
- High fidelity prototypes
- Visual Identity and CRAP
- UX/ UI considerations
- Video development

02

Wireframes

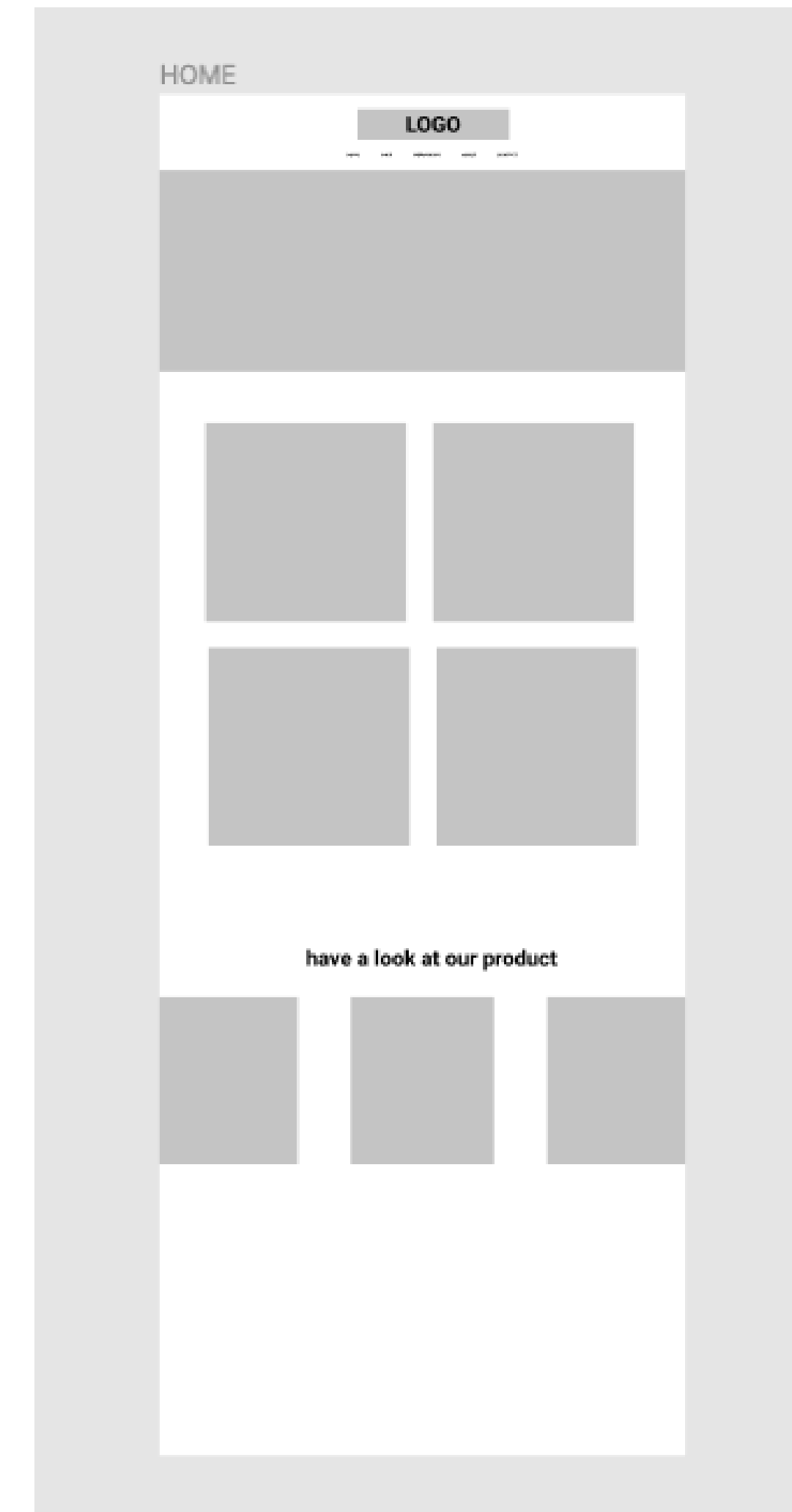
Wireframes are a first visual sketch of an idea. It is a simple set up of blank boxes in an artboard that can easily be played around with and try out different designs, before putting in the effort of adding content.

It is also a basic visual guide to the fundamental elements in a web interface. A wireframe can both be done by hand on paper or in an online tool like Figma or Adobe XD.

We created our wireframe in Figma

03

04



01

02

03

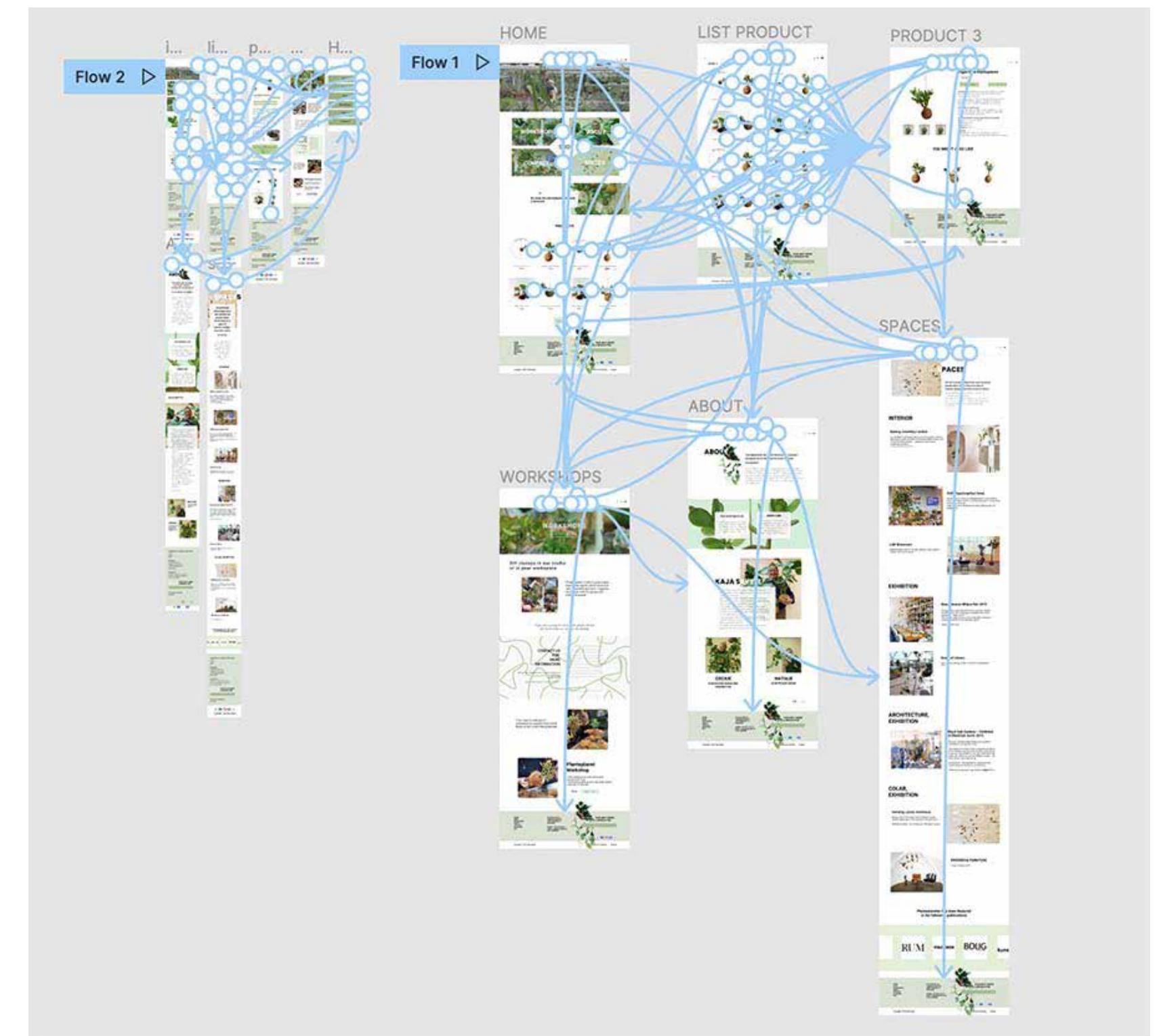
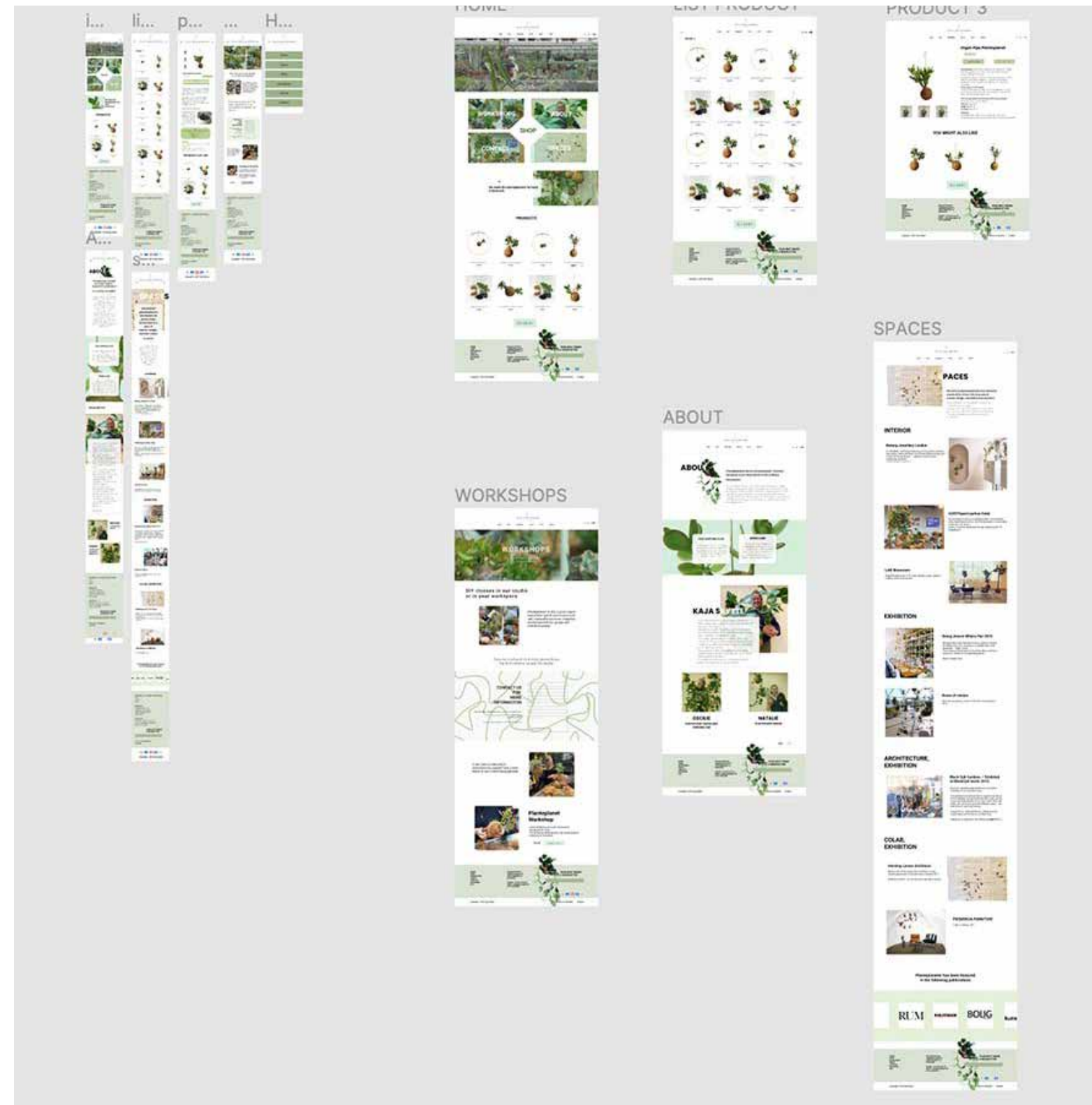
04

d. Prototyping

- Design Guide
- Wireframes
- *High fidelity prototypes*
- Visual Identity and CRAP
- UX/ UI considerations
- Video development

High fidelity prototypes

Link to our Figma workspace <https://www.figma.com/file/qz5SpZMmczFUardSPa4rfK/PLANETERWEB?node-id=90%3A190>



TEAM 6

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- *Visual Identity and CRAP*
- UX/ UI considerations
- Video development

Visual identity + CRAP

Through the whole website we have been avoiding big chunks of text to give space to the products and pictures to speak for themselves. Photos are mostly big and displayed on a white background. All the photos have great quality which reflects the high value of the hand made designer craft piece.

The website is minimalistic and clean to make the navigation straight forward for the user. Green elements like buttons, micro animations and some sections, so as rounded corners, refer to organic design as all products are plants in hand made ball of coconut fibers.

Tone of voice through the website is warm and encouraging to get to know the product better. The main goal is that every client could find something for themselves which will brighten their home. Product is presented as something one of a kind, a bit magical but still really easy to take care of.

We implemented Kaja's logo as a favicon for the website so as Plante Planet itself cutted out from the photo is appearing in the footer and about page.

Micro animation after hovering in the navigation bar refers to organic design with an appearing green line. Other micro animations on buttons and in footer are more subtle to suit Kaja's minimalistic style.

C.R.A.P. is a design principle developed by Robin Patricia Williams and it stands for Contrast, Repetition, Alignment, and Proximity.

The C.R.A.P. design principles are helping to enhance the communication process and ensure that the message is well-received and effective.

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- *Visual Identity and CRAP*
- UX/ UI considerations
- Video development

Contrast

Contrast is all about making elements stand out and also bring the attention of the user to something particular. It can be color contrast, size contrast or even contrast in shape.

In our case, all headers are big and in bold text, which stands out in comparison to smaller and thinner text in the rest of the document. It makes for a good hierarchy, and is easy to read.

All headers are big and in bold text, which stands out in comparison to smaller and thinner text in the rest of the document. It makes for good hierarchy, and is easy to read.

In the workshops subpage there is a contrast created with background image of texture on section containing form. This section stands out against all other sections where background is white and pale, it implies a call to action for groups to sign up for workshops

As 18 participants of our survey answered that while shopping online they are afraid of “Breach of payment details” we decided to include logos of card issuers operating with payment system on the website, those logos located in footer stand out against its green background and it also forms a contrast with social media icons, so those two groups are divided from each other.

Plant picture located at the top of footer also creates contrast, as it’s asymmetric and kind of unorganised. It’s one of finishing touches that sets the mood of organic design. It also draws the attention to the side of the footer where newsletter section is, so that’s an indication of call to action.

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- *Visual Identity and CRAP*
- UX/ UI considerations
- Video development

Repetition

Repetition stands for the consistency in the design and how you make users familiar with what you present to them.

What we did in order to achieve this, is that we put in the navbar elements of navigation to look the same, their alignment font size, font-family, and font-weight is the same which indicates that all elements contained there are of the same category.

Furthermore, all of the products are the same, they are made from the same template, it's cohesive and looks like a well thought of and organized structure. It's also clear that all of those objects are the same, they're different products.

In the navbar elements of navigation look the same, their alignment font size, font-family, and font-weight is the same which indicates that all elements contained there are of the same category.

All of the products are the same, they are made

from the same template, it's cohesive and looks like a well thought of and organised structure. It's also clear that all of those objects are the same, they're different products. In the footer are images of card issuers placed in the same manner, same size and same shape it encloses them in a group, it also applies for icons of social media in the footer white strap.

Border radius of all photos on the website, as well as their box-shadow is the same. It extends the visual identity from only colours and font-family, and emphasises cohesive design guidelines in use. This is also the case for buttons, inputs and green overlay on hero-images central and symmetrical concerning hero-image and form for groups. While informative part is asymmetrical and aligned to the left.

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- *Visual Identity and CRAP*
- UX/ UI considerations
- Video development

Alignment

The alignment is used in order to place all the elements in the design in a way that they are organized and there is some structure.

Although vertical alignment of elements sharing the same section is what keeps them aligned together, the alignment of different parts of the website is dependent on the symmetry of a section. We wanted to have some variety in this aspect, and break the scheme from time to time to keep the user interested, so that on home page the block quote section is asymmetrical and alignment is not centered as in the rest of the subpage.

In workshops subpage both alignments are balanced, and one comes after another indicating different sections. It's central and symmetrical concerning hero-image and form for groups. While informative part is asymmetrical and aligned to the left.

Although there is a variety of alignments in the document. Footer is kept informative and all of it's sections text is aligned to the left. The same goes for burger menu in mobile view.

Proximity

Proximity means that elements that are associated with each other should be grouped together in some way, so that they are structured.

We used proximity to group navigation together, in footer, header and burger menu, all objects representing products - all products are grouped together in product list. And also to group together each product, its product name, price and picture.

This is also the case with form on workshops subpage, both proximity and background encloses the whole thing together as one form.

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- Visual Identity and CRAP
- *UX/ UI considerations*
- Video development

UX/ UI considerations

We decided to keep our client’s minimalistic and clean design which made the products pop out.

From our desk research we found out that users dislike drastic changes in products and websites (even if they resolve some issues) which confirmed our choice.

After conducting the interviews and 5-second test we discovered that most of the people have the impression that the website might be a shop selling cosmetics or that it’s too formal, that’s why we added green accents, patterns, graphics and photos to create a more inviting and warm mood with organic design which suits best our client’s values.

We keep our design simple and consistent so navigating through the website is intuitive for the user and outstanding product speaks for itself being shown on almost every page without long unnecessary descriptions.

To make navigating accessible to everybody we followed a well known convention by putting the navigation in the header as well as in the footer.

We broke with consistency in two exceptions to encourage users for interaction. By putting a picture of the product next to newsletter input in the footer and fun background graphic with different texture and organic shapes behind the form, we wanted to highlight call to action elements.

Buttons are made green to stand out against the white background.



01

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- *Visual Identity and CRAP*
- UX/ UI considerations
- Video development

02

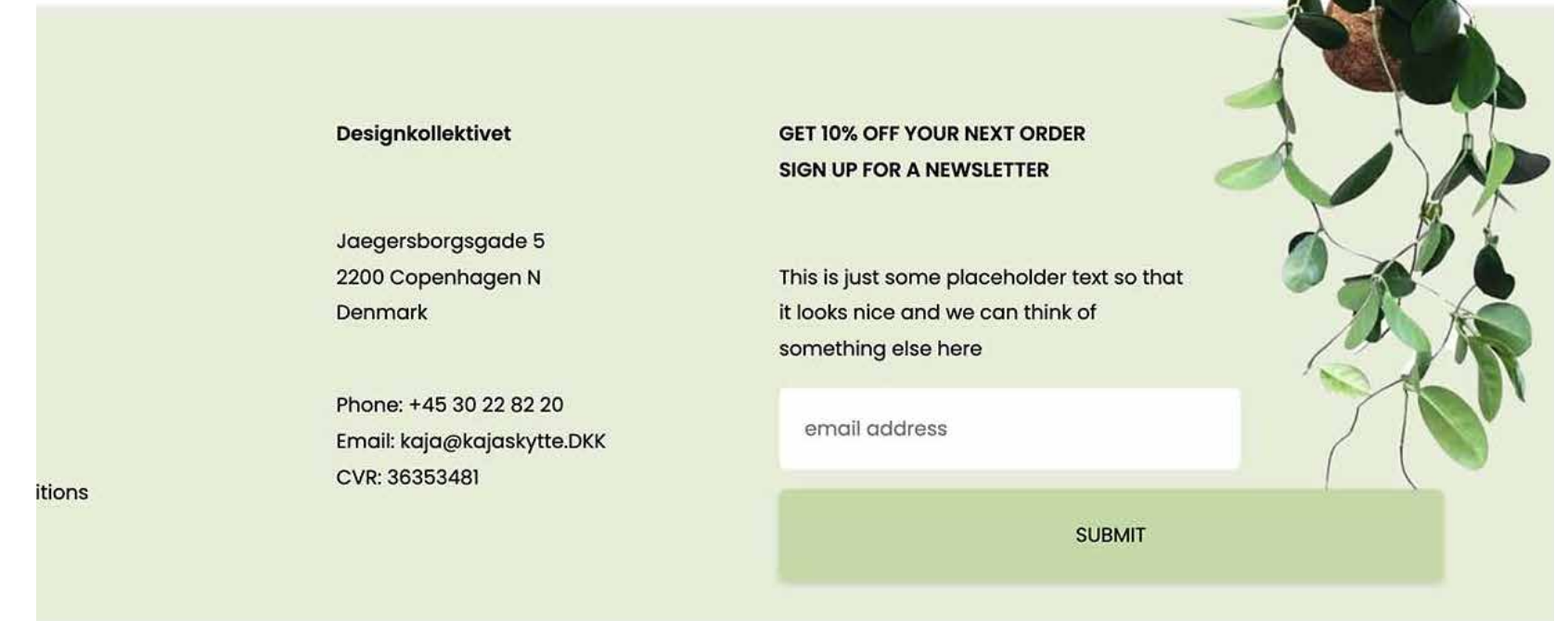
Graphic style

To break the formal look of the website we decided to introduce organic shapes in the form section and simple recreation of the *Planteplaneter* as a playful graphic to implement it in the footer.

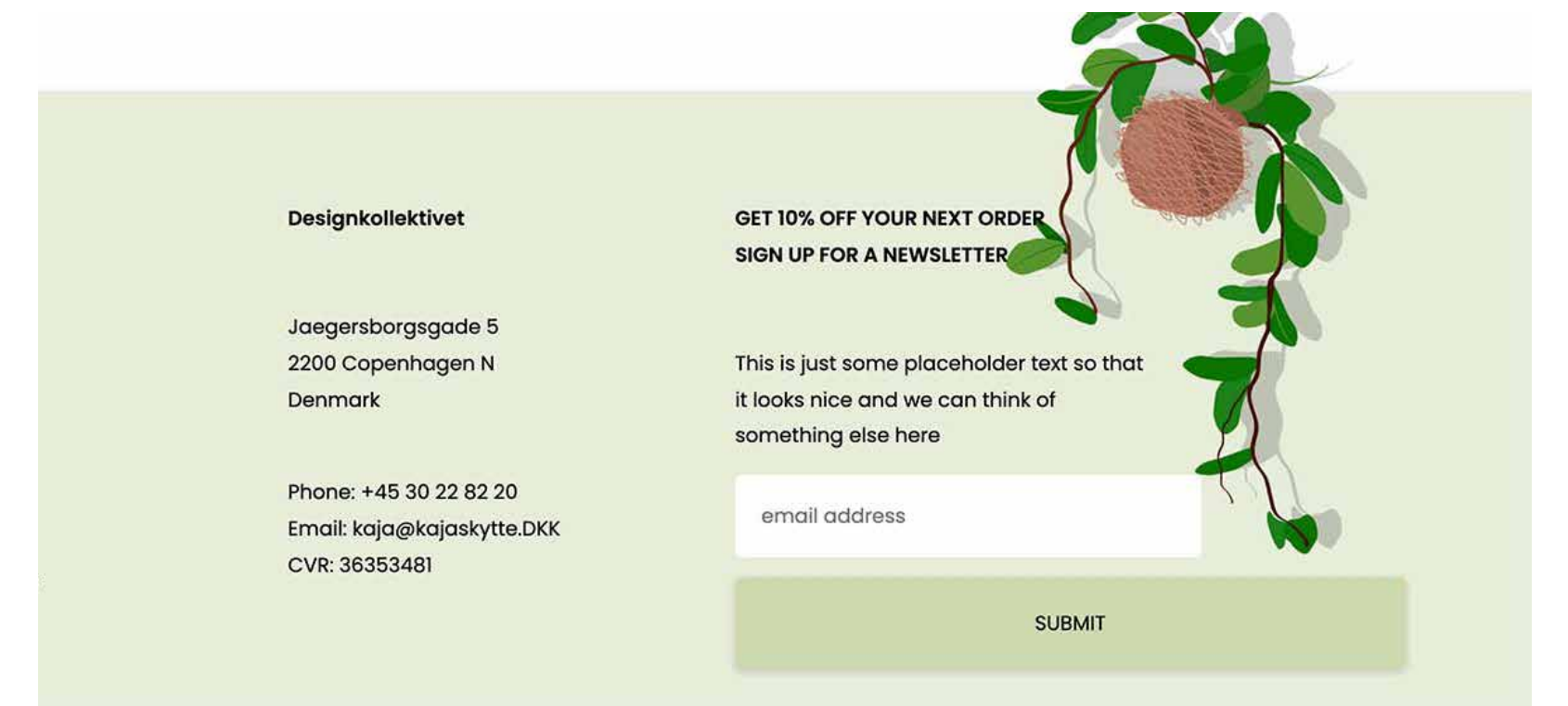
Later on we agreed to change the graphic to cutted picture to achieve some more contrast in the design. We also added rounded corners to all photos, squared sections and buttons to keep the organic feel throughout the whole website.



03



04



01

d. Prototyping

- Design Guide
- Wireframes
- High fidelity prototypes
- Visual Identity and CRAP
- UX/ UI considerations
- *Video development*

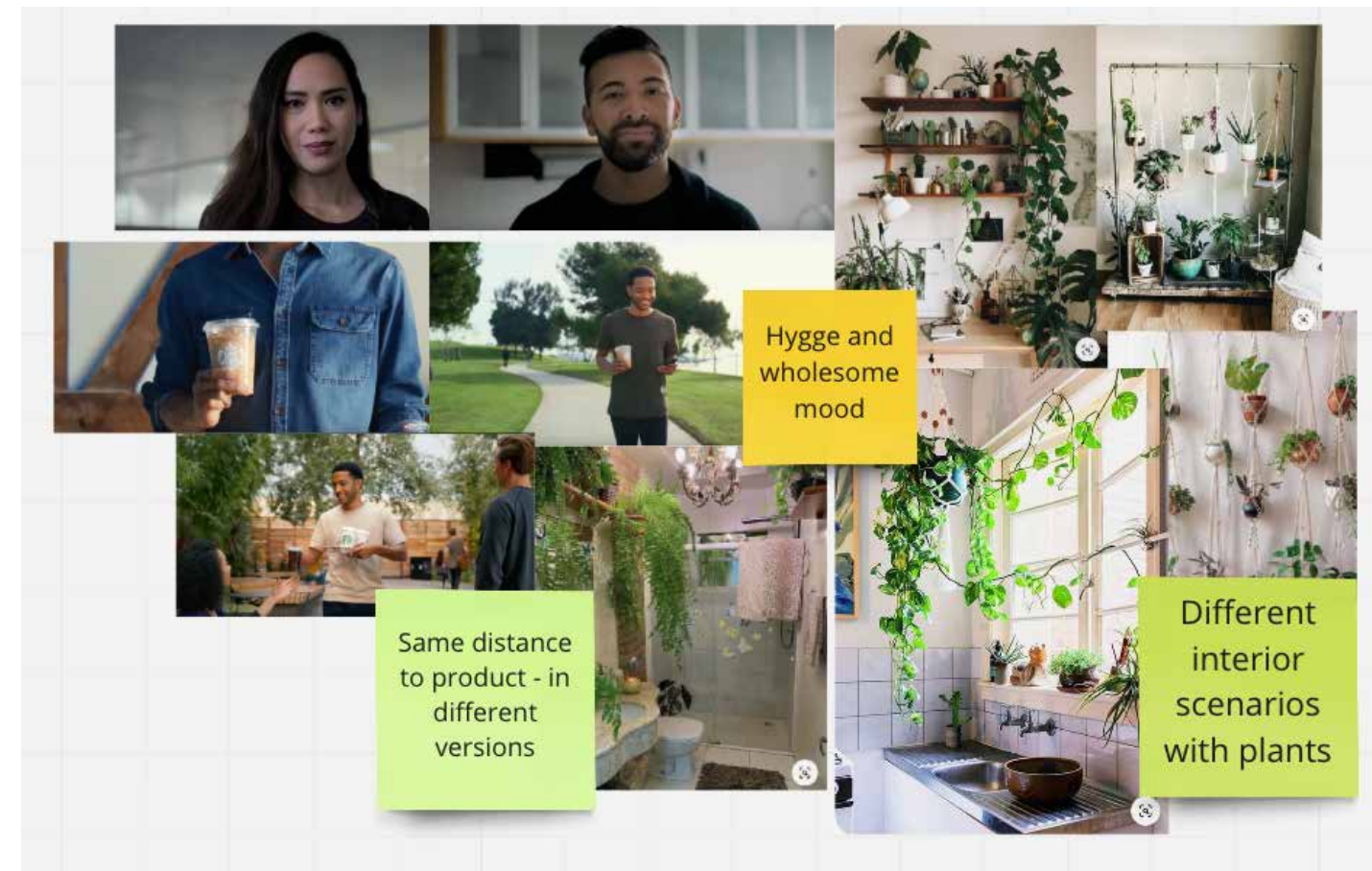
02

Video development

In our process of video development we started off with discussing different ideas and quickly agreed on a style and concept. Then we looked into creating a moodboard and developed the storyboard. For filming we borrowed equipment from KEA and met up to film.

Inspiration

We created a moodboard for our video that included both mood settings, shot angles and concept ideas.



03

The genre we decided on for our video is gonna be a montage with a very wholesome and inspirational mood. Through our insights from our interview we found out that the brand needs to include more images of different homes that display the product. So our video concept is to show around 10 different locations that have Plante Planeter in their home. Whether it is with different interior design, with a messy background or in a christmas setting, we want to encapsulate the broad spectrum of possibilities to fill your space with a hanging plant from Planteplaneter. Our editing style will be as stated earlier consist mainly of jump cuts from each montage scene to the next one. The sound design is planned to be calm and interesting to support the editing style and the visual aesthetic.

Logline

Unknown individual hangs up a Planteplaneter and shows the versatility in styling a space with one.

04

TEAM 6

d. Prototyping

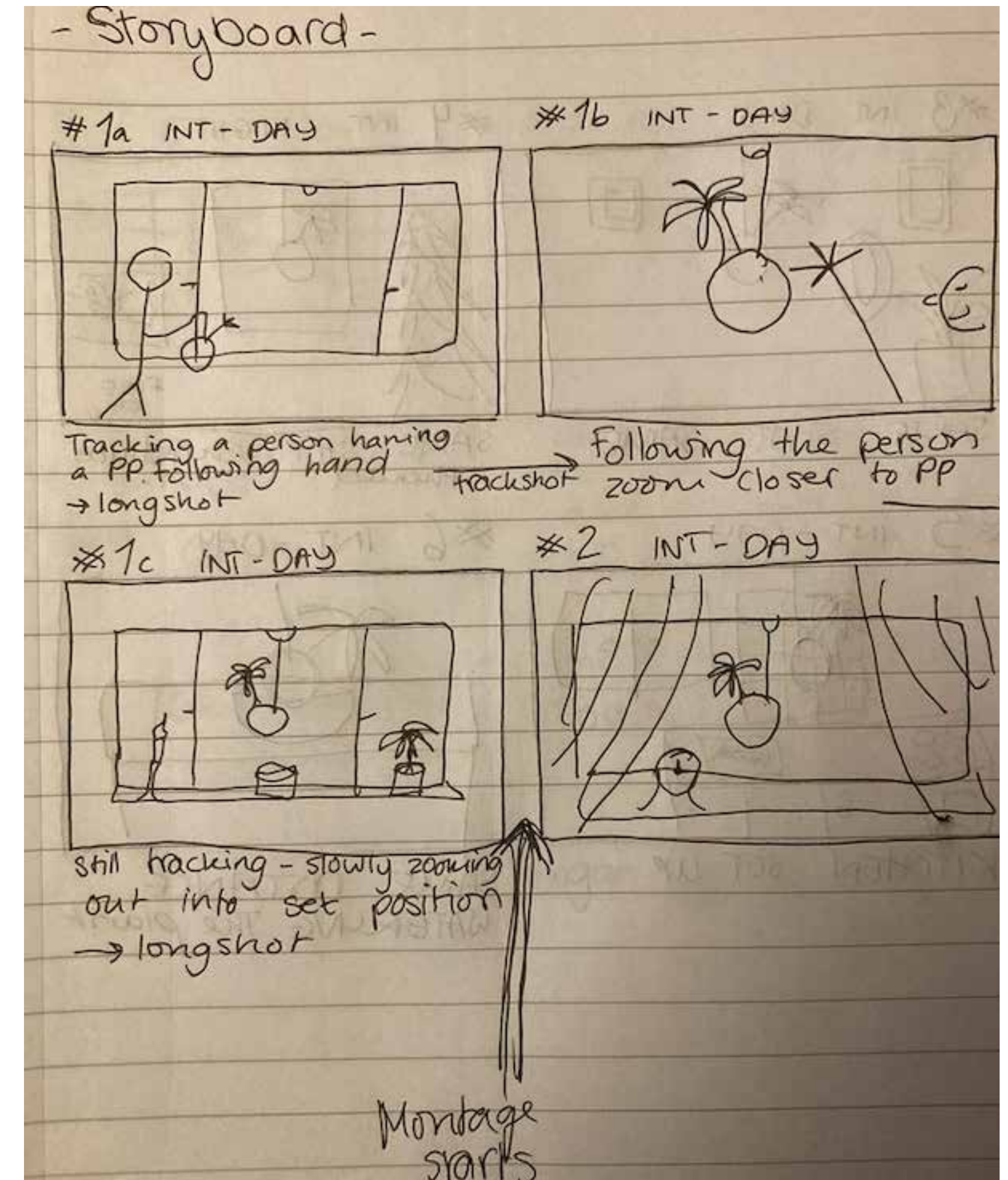
- Design Guide
- Wireframes
- High fidelity prototypes
- Visual Identity and CRAP
- UX/ UI considerations
- Video development

Storyboard

A storyboard is a tool especially used in film production. You basically just sketch out the whole video. Each different angle and shot will be in their own square with a description. This way the filming will become more planned and you know what to expect on set. We created a storyboard by hand.

Full storyboard can be found in the appendix chapter 2d.

Link to finished video: <https://youtu.be/v0m8BFu4d7g>



01

e. Technical documentation

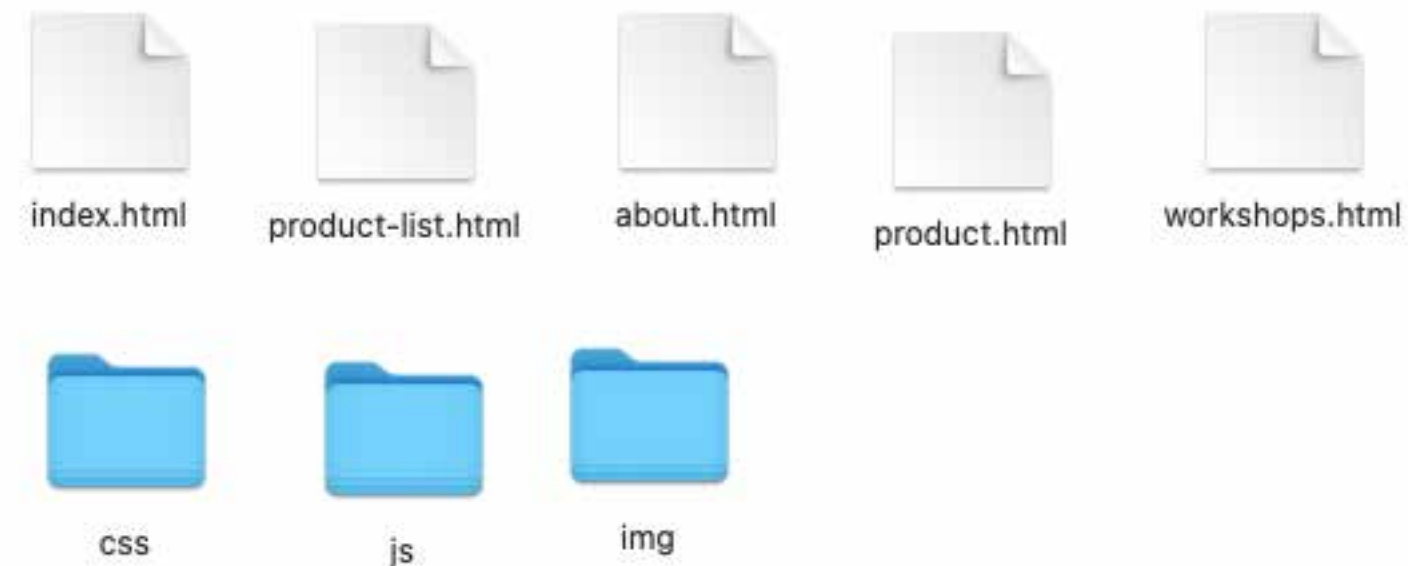
- Introduction
- Semantic HTML
- CSS
- Data structure & JSON
- JavaScript
- SEO
- Video post production

02

Introduction

Link to finished website:
<http://dominikleib.xyz/planteplan-eter-last-version/Shabang-team/index.html>

Our code is plain HTML CSS and JS
 Structurized, so that CSS and JS files are grouped together and put in folders accordingly, same as images



We were working together in a GitHub repository, and planning work on Trello. We would divide tasks into small pieces and write them down on the board, so when the task was done we could mark it as finished.

03

04



From the beginning we knew that we had to pay close attention to the mobile version of the website, which gave us less frustration later in the process. We would leave comments in the code, every time we felt something might be helpful, or a small description of what this chunk of code is for.

```
#contact-tile{
  grid-area: 2/1/3/2;
  /* THIS BACKGROUND IMAGE IS SUPPOSED TO BE CHANGED FOR SOMETHING RELATED TO CONTACT */
  background-image: url(../img/contact-tile.jpg);
  background-color: white;
}
/* THIS NEEDS TO BE CHANGED AND BEST IF COHESIVE WITH FORM DONE BY MONIC.
footer input{
  padding: 20px;
  border-radius: 5px;
  background-color: white;
  border: none;
```

01

e. Technical documentation

- Introduction
- *Semantic HTML*
- CSS
- Data structure & JSON
- JavaScript
- SEO
- Video post production

02

Semantic HTML

The document is structured from `<header>` throughout `<main>` to `<footer>`, so the overall structure of the document is semantically correct.

What's the most important on the current subpage is highlighted by being wrapped in `<main>` tag, which helps users using screen readers and helps Search Engines find out what the subpage is about.

Files are named according to their function on the website, so the URL is also semantically helping Search Engines.

`<nav>` is used throughout the document, not only in the header navigation, also in the collapsible mobile navigation and navigation in footer

Tag `<h1>` is only used once per subpage, which gets rid of problems with hierarchy of information in headers.

To group different parts of the document we decided to use

03

`<section>` tag along with `<div>`'s.

`<section>` tag is regarded as more semantically meaningful to Search engines than simple `<div>`, so when some parts really created a section we would rather call it that than a `<div>`

We assigned alt texts to images and labels to links, so that users using screen readers can access information from images, and people with slow internet access can have a clue about what's happening on the website, before the image loads

04

01

e. Technical documentation

- Introduction
- Semantic HTML
- CSS
- Data structure & JSON
- JavaScript
- SEO
- Video post production

02

CSS

We used plain CSS, in the file. First there are general rulesets, then elements are styled as they appear in the html document, and at the end one can see media queries

We mostly used units "em" "vh" and "vw". Pixels were only used while dealing with text elements, their paddings or margins.

CSS on this website is used to create a cohesive feeling with the use of effects and micro-animations. All the pictures cast shadows (ss of shadows, and css rulesets) with the same properties, which although is barely noticeable is a fine detail that groups together all the pictures shown on the website.

03

The same goes for green overlay. Both of those effects are used as extensions of our style tile, expanding the brand's visual identity further.

We used CSS for all of our micro animations

In order to achieve desirable layout many of the containers in the document are styled as grid or flex box. This approach was also helpful while working on media queries.

04

TEAM 6

01

e. Technical documentation

- Introduction
- Semantic HTML
- CSS
- *Data structure & JSON*
- JavaScript
- SEO
- Video post production

02

Data structure & JSON

To make the database we used Wordpress, along with plugin PODS.

In one pod we store:

- product name
- product description
- product image url (its URL leading to the picture in media tab on Wordpress)
- product category
- price

If there is more picture we also store 2nd and 3rd picture of the product, same manner with URL

03

04

Label	Name
☰ ProductName *	productname
☰ Price *	price
☰ Product-category	product-category
☰ Product-description	product-description
☰ firstPicture *	firstpicture
☰ Second-picture	second-picture
☰ Third-picture	third-picture
☰ imageURL	imageurl

01

e. Technical documentation

- Introduction
- Semantic HTML
- CSS
- Data structure & JSON
- *JavaScript*
- SEO
- Video post production

02

JavaScript

We used JavaScript to make the burger menu on mobile version work, so that it's fully functional and has animations.

It's also used to position the circle on navigation tiles, so it always keeps ratio 1:1 and it also resizes along with the tiles.

Finally JavaScript's purpose on our website is to fetch data from the database and populate html elements with it.

It's being used to copy templates, populate them and append them.

But it's also used to change values of hard coded elements

03

04

01

e. Technical documentation

- Introduction
- Semantic HTML
- CSS
- Data structure & JSON
- JavaScript
- *SEO*
- Video post production

02

SEO

SEO means Search Engine Optimization and is used to optimize the website's configuration and link popularity, so that pages are easily found, relevant to search queries and more popular.

In order to make the website work as effectively as possible, we have done the following things:

- Optimization of the background video, simply by making it shorter and looping it on the website. This way we saved 60mB of network usage, and therefore the performance is faster.
- Adding a title to the website, which gives a strong clue for the search engines.

03

In addition, we have written the whole HTML document with semantics kept in mind, which helps the performance and is regarded as SEO.

04

01

e. Technical documentation

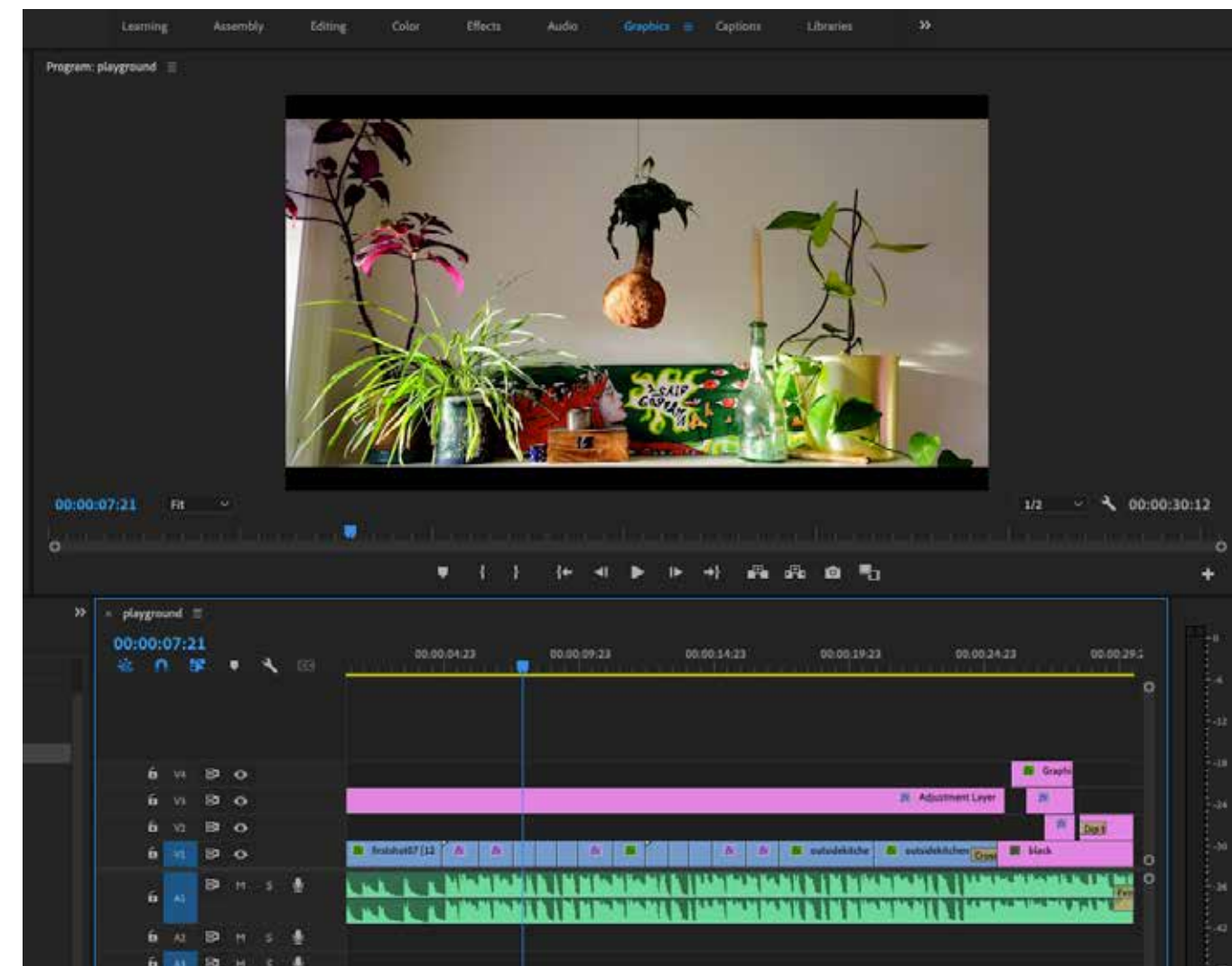
- Introduction
- Semantic HTML
- CSS
- Data structure & JSON
- JavaScript
- SEO
- *Video post production*

02

Video post production

For our video production, we decided to film everything on a DJI pocket camera that got connected to a phone.

We used Adobe PremierePro to edit and since our concept was without real sound, there was not much sound work to do, other than find something fitting on a royalty free sound platform.



03

Our shots are mainly wide shots and midi-shots from a more 2 dimensional angle. We incorporated a few shots to break that pattern and give more lines and depth into the picture, while still keeping the plant in focus.

Apart from a longer shot in the beginning and end, everything was kept as a montage. The text in the end of the video was kept simple with a simple CTA and a white version of the logo.

The color grading was done inside of Premiere Pro as well. We added some contrast for more depth and fixed some of the yellow light to the darker shots.



TEAM 6

f. Testing

- *Heuristic inspection*
- 5 second test

Heuristic inspection

According to Jacob Nielsen, heuristic evaluation is 'a method for finding usability flaws in a design by judging it relative to known principles for what makes the user interface easy to use'. The following 10 broad design guidelines are applying to *Planteplaneter's* userface that we have created.

Visability of the system status

Active state of buttons, URL that tells where exactly on the website you are at the moment

To provide users with Viability of the system status, we decided to include active states to buttons, so one knows the action they're doing is working.

Website has its title element in the HTML, that means its title "Planteplaneter" is displayed in the browser on tabs section, so even a quick look at other open tabs can give users a clue of what's opened.

Other than that the URL of every subpage is very clear, and

just by looking at it someone will know where they are on the site just as with breadcrumbs.

Also navigation is available everywhere on the website, it's in footer and in header - which is available at all times, because it's always on top of the viewport

Make a loading screen to provide users with low-speed network information about what's happening before the website is going to be loaded.

In the future we would also provide feedback for the users, when they are trying to submit a form.

If there is something wrong with the form we would like to highlight the input section with a red border and display an error message just as the one below.



The image shows a form with two input fields. The first field is labeled "Name:" and is empty. The second field is labeled "Comments:" and contains a red exclamation mark icon followed by the text "Please fill out this field." Below the "Comments:" field is a "Submit" button.

01

f. Testing

- *Heuristic inspection*
- 5 second test

02

Match between system and real world

We followed mental models associated with the things that we implemented on the website. All of the elements that can be clicked are equipped with a hover effect, so when the user hovers their mouse over them there is a clear indicator that the element is clickable and performs action.

In the first example it shows the hover effect used in the navbar.

The second example shows a hover effect used in the homepage.

03

HOME SHOP WORKSHOPS ABOUT CONTACT

04



01

f. Testing

- *Heuristic inspection*
- 5 second test

02

User Control & Freedom

The only situation in which a user might want to go back is in the mobile navigation menu. Otherwise the only place where a user can fill in a form is for group workshops. The form is part of a site and will not take the user to a different subpage.

So when one enters a mobile navigation menu there is a clear sign of an "x" shown in the left upper side of the corner. Other than that 30% of the remaining viewport is being covered in black div in low opacity, which is also a standard indicator of going back to the page.

Consistency and standards

We used both external and internal methods.

Our layout consists of a bunch of externally used models. Our navigation, footer, form, block quote are all standard models that users see everyday. The consistent micro animations, that we kept in the same manner throughout the whole website, are clear signs for users of the internet.

03

Error prevention

As we had to create an online store, the only thing that could be worth preventing in case of something going wrong, is a leak of email informations, or a leak of their credentials they used as a payment method.

We haven't developed those features yet, but we already know that we would use providers like MailChimp for handling emails for newsletter, and Stripe for handling the payment process.

Handling those two sensitive features to well established external companies is a lot less risky and within reach of implementing further in the process.

We have coded each section from the mobile view first, then media queries all the way until reaching the desktop view and then switched to the next section.

04

01

f. Testing

- *Heuristic inspection*
- 5 second test

02

Recognition rather than recall:

There are header, footer and navigation tiles in the home page that are giving users the option to recognise where they want to navigate to in the webpage.

Rather than making them think where they want to go, they are facing different possible choices.

A form was created in the workshop's subpage and while clicked it is asking the user if they want to fill in the form with credentials that are already stored in the browser. This is creating a recognition situation rather than recall.

This fact also represents flexibility and efficiency of use, next Usability Heuristic law. Someone who fills out a form like this can follow labels and placeholders in order to put their credentials in, a person who wants to comply with this task quicker is prone to fill in the credentials automatically with support of their browser.

03

Aesthetic and minimalistic design

We have created an organic website, with a natural vibe and have kept the rule of this heuristic as we added only the necessary information on each of the pages. When a user is scrolling through the website, they see one thing at a time in order to keep it simple and clear.

Help and documentation

The FAQ section is listed in the footer's navigation. It is not done yet and it's a part of future development, but this section is planned to have all ad hoc information for user in order to comply with every aspect of the experience.

04

01

f. Testing

- Heuristic inspection
- *5 second test*

02

5 second test

The 5-second test is a method of user research that helps to measure what impressions do users have and what information they take for the first 5 seconds of viewing a website.

We decided to conclude two of these tests, one for the already existing website of PlantePlaneter and one for the website we have redesigned for them. This has been done in order to compare results and conclude if we successfully improved the message that is being sent in the first seconds of interacting with the website.

03

We started off by making a 5-second test of the current website and these are our insights:

- Most of the participants in the test understand that the company sells plants, however there are answers that include words such as 'cosmetics', 'beauty products' and 'lamps'.
- Some of the participants have misunderstood the product that is displayed
- Almost all of the participants find the design well-appealing (color-wise)

Find the links for both 5 second tests in the appendix chapter 2.f.

04

01

f. Testing

- Heuristic inspection
- 5 second test

02

Based on our research, we redesigned part of the website accordingly and then conducted a 5-second test with the prototype before we started coding.

We compared the results and concluded that we have successfully changed the weak ends (fig.1), and kept the color palette and vibe that the webpage is giving (fig. 2).

Results from 5-second test on our version of the website can be found in the screenshots:

Users recognize the product by seeing the page only for 5 seconds

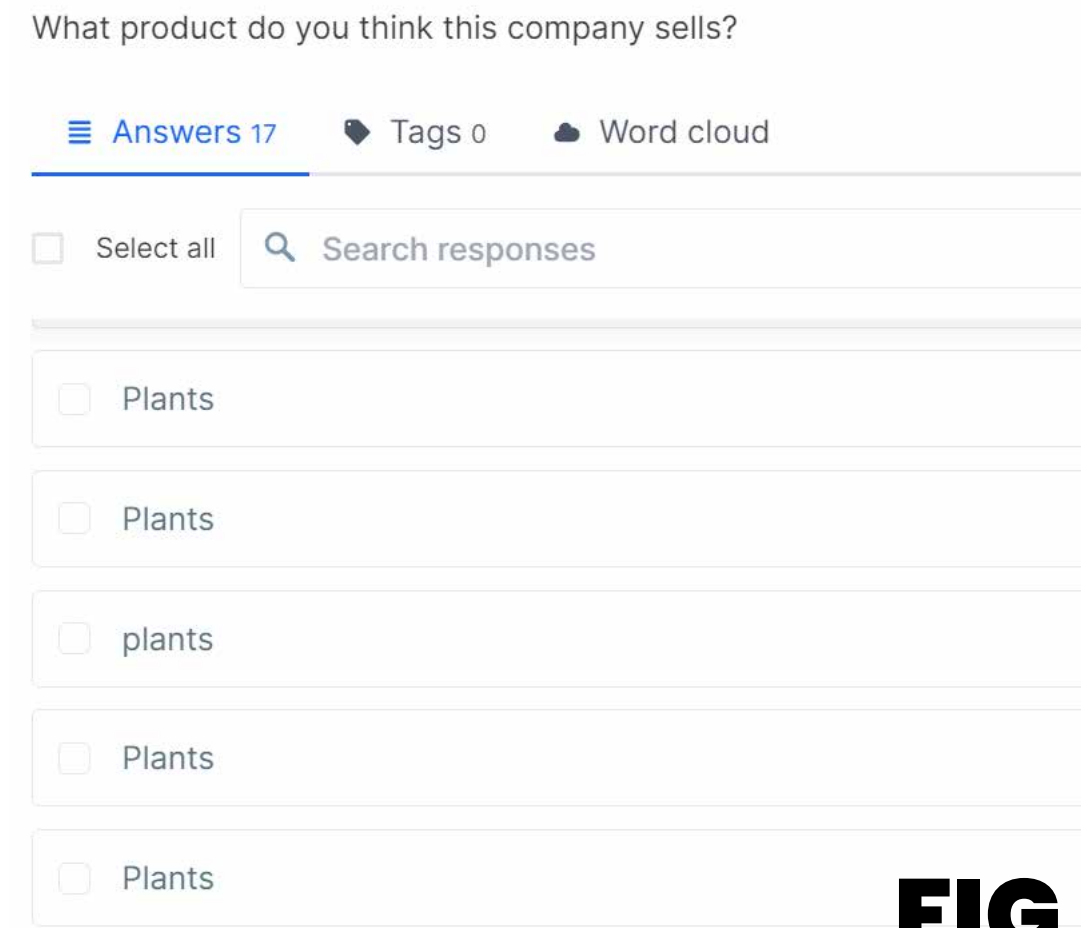


FIG. 1

03

What elements did you see?

Answers 17 Tags 0 Word cloud

Select all Search responses

Menu, shop, contact

Green, plants, earthy, communal spaces

Do you find it well-appealing? (color-wise)

Answers 17 Tags 0 Word cloud

Select all Search responses

Yes!

Yes

Yes

FIG. 2

FIG. 3

One of our main goals and tasks was to bring attention to the workshops and to get more people signing up for them and from the results of this test we can say that we have achieved that to a big extent. (fig.3)

01

02

03

04

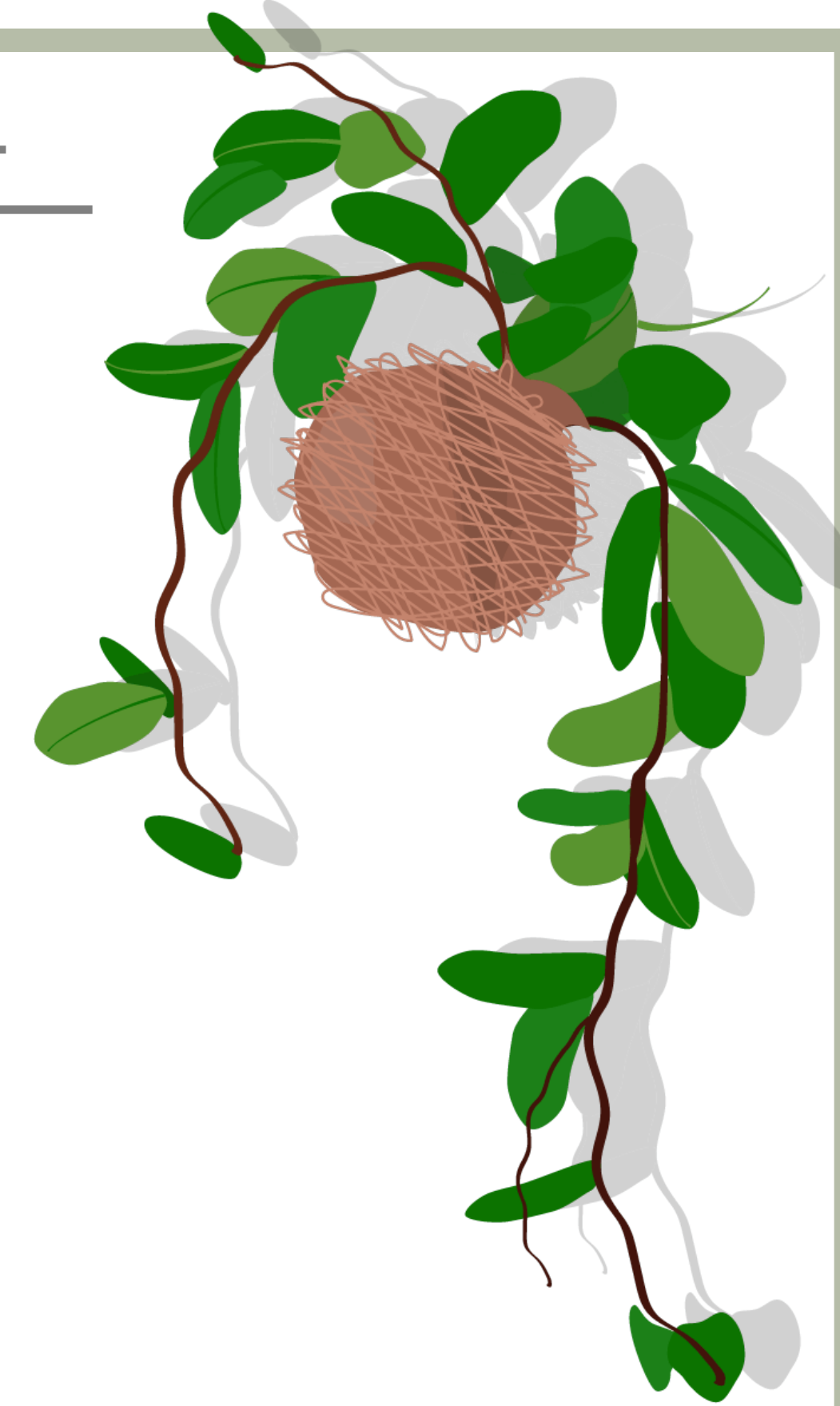
Conclusion

In conclusion, we have identified that in order to increase sales on the webshop of *Planteplaneter* and raise awareness of their workshops we should have new approaches to both the website and the social media.

A strong social media strategy with a clear vision of what and how to post informative and well-appealing content is key if you want to engage followers and get new followers interested for more. By implementing more videos, reels and interactive stories you gain more seconds of exposure of your content, which can be crucial for new customers.

We also focus on CTA buttons/messages and more interactions with clients in the shape of fill-out-forms and stories on Instagram.

We have left ourselves space for future improvements, due to the limit of time.



01

Perspective

02

Future development of Website

There is a few features that are easy to develop and already appear on the website, but don't work. One of them is a search bar, that is supposed to browse through the items in order to let user find it that way.

We were planning on getting information live from the document using javascript. Then depending on the input to the search bar we would loop through all products (as there is only about 50 of them in total) and we could give suggestions of products that user might be thinking of, this would require us to divide every product name into single words in order to compare them in the input.

There is also a similar feature we are missing, and it's a filtering option. We already have classes assigned to products in the database, as well as prices and names of the product. This could be handled using plain JavaScript, by also using a for loop.

03

We also were planning on making an FAQ section as we discovered a lot of concerns regarding shopping for plants online. People are wondering about different parts of the process, such as their safety regarding their credit card credentials, as well as shipping methods, as they see plants as prone to damages during that process. All of those questions could be answered in a subpage like this. It does not have to be a difficult to make layout, so it's an obvious choice in what to implement next.

Continuing with resolving problems discovered in the research process we also found out that users have problems in recognising the actual size of such thing as planteplanter. That is why, right now on product view there are 3 images below the main product image, serving as placeholders to pictures that could be taken in the future, perhaps with something that users could relate to size-wise like someone holding this product in hands or planteplanter in a typical house surroundings.

04

01

Perspective

02

Currently in the footer there is a section where user can sign up for a newsletter in order to get a 10% discount coupon for his shopping. This is a very subtle place for such thing to be, although it's very elegant it needs to be more noticeable.

To avoid a pop up on the website with which the user is not already familiar with asking if he wants to join a newsletter we were planning on making a function in javascript using timeout, so that a pop up with a newsletter form could pop up after someone spends some time on the website, and might be already interested in the products.

As current owner of the website is organising workshops from time to time for individual customers and information about those workshops is only on instagram. We were planning to make a separate pod for workshops so that if there are upcoming workshops these would be visible on the website in an according subpage. It would also be communicated using the newsletter. This would be a great fit for an activity that doesn't happen all the time, and is occasional, but worth mentioning.

03

Video production

If we had more time, we would spend more time with light settings to make sure that even the darker shots will have a good light for a more professional look. We would also be able to take even more variations of the shot as we could visit more locations. Lastly the sound could be improved and even considered to find someone to compose a track just for this short video.

Testing

If we had more time on testing and research, one of the main things that we were to put our focus on would be the think-aloud test. Due to the time limit of this project, we were a bit restricted to test everything. In order to get a better overview of how easy it is for the user to navigate and use the website, we would need more time to code all pages and link them together in order to conduct the think-aloud test in depth.

Find visuals related to future development in the appendix chapter 3.

04

01

Appendix

02

The appendix is sorted in the same order as the research process to ease the navigation.

1. Introduction

2a. Research

2b. Translation

2c. Ideation

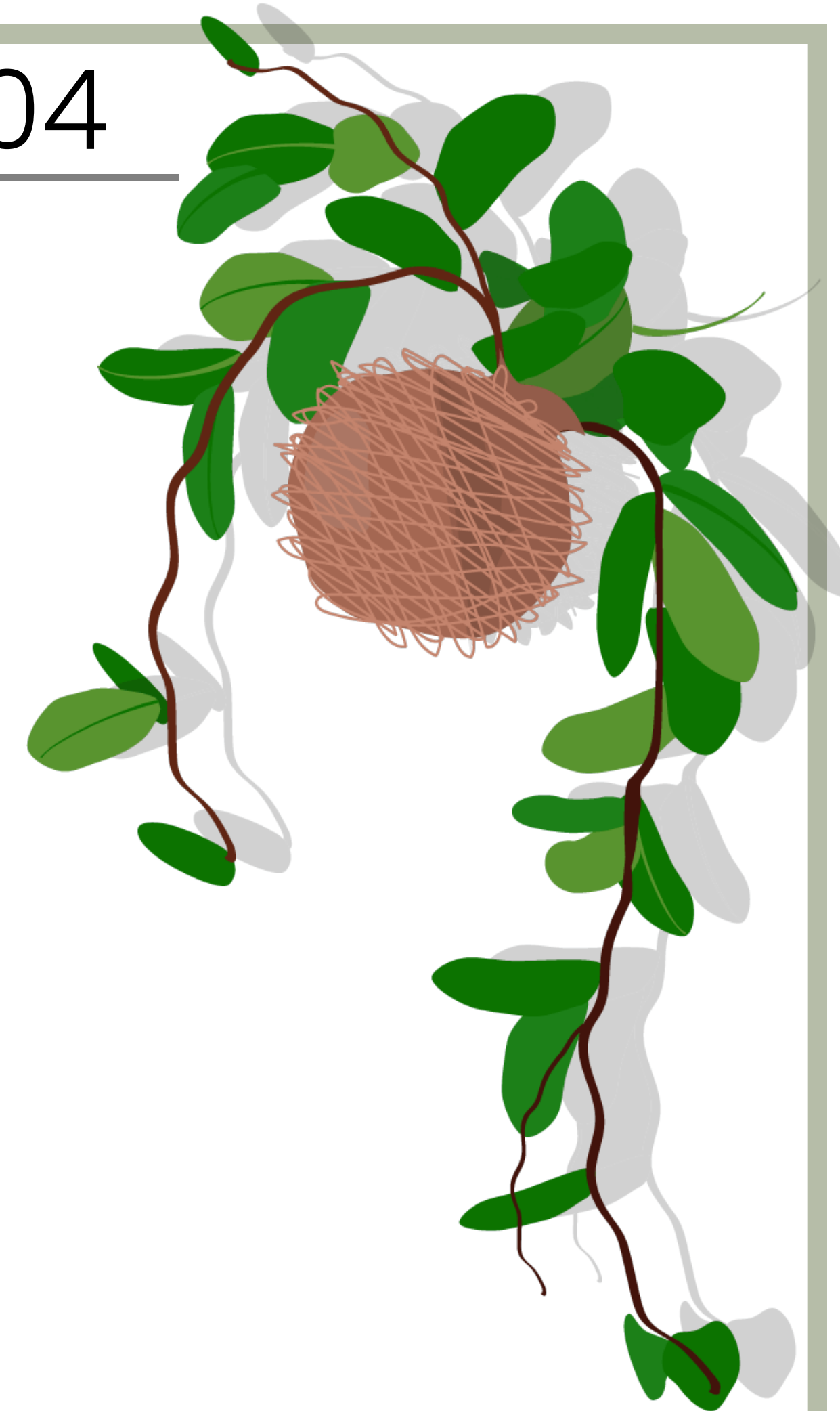
2d. Prototyping

2e. Technical documentation

2f. Testing

03

04



1. Introduction

- Team Canvas
- Trello & Miro boards
- Interview/ Surveys
- Card sorting
- Design Benchmark
- Business Model Canvas

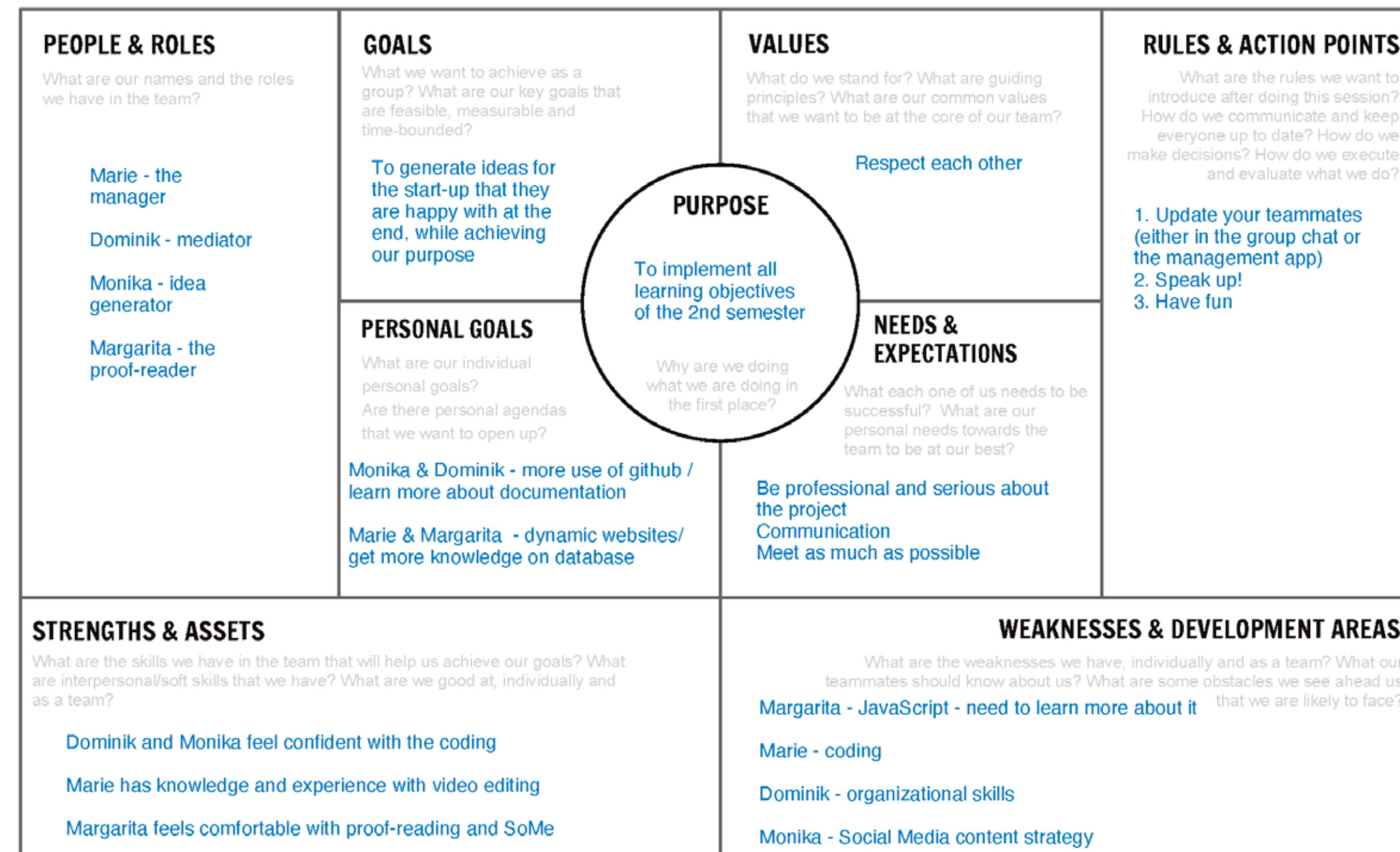
Team Canvas

The Team Canvas

Version 1.0 | English | theteamcanvas.com

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free

TEAM NAME Shabang DATE 22/11/2021



The Team Canvas by TheTeamCanvas.com
Alexey Ivanov

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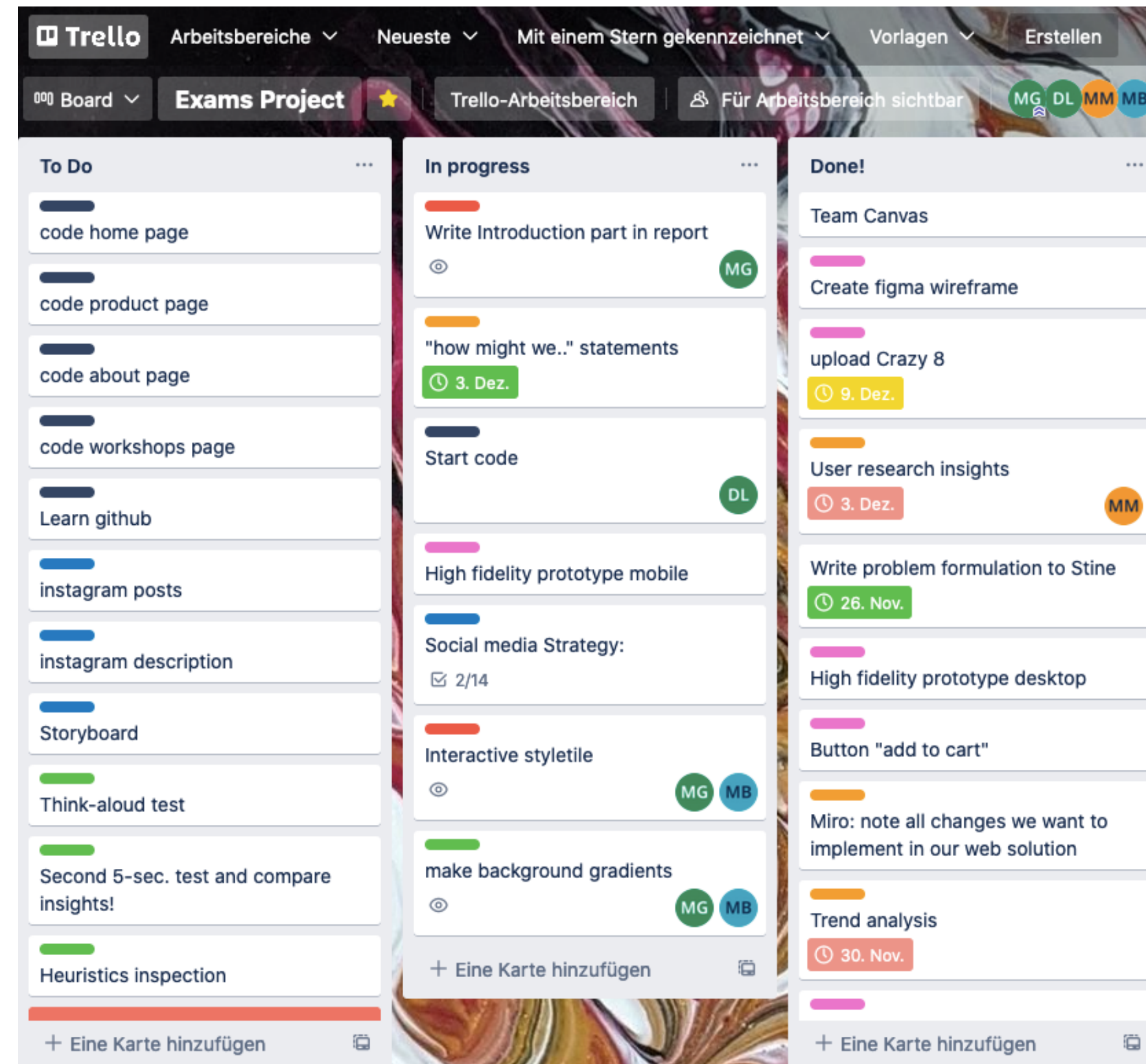
01

1. Introduction

- Team Canvas
- Trello & Miro boards
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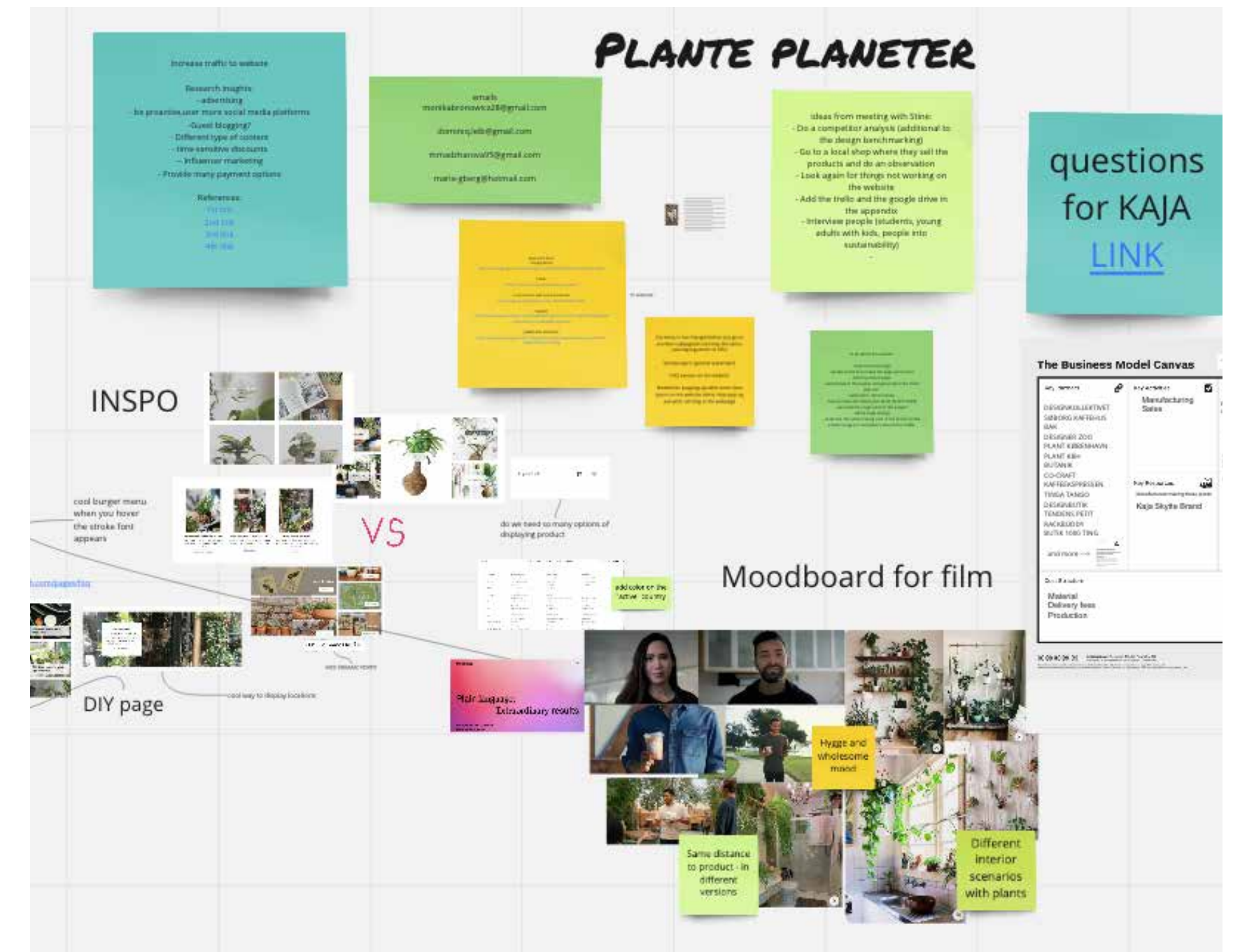
02

Trello & Miro boards



03

04



TEAM 6

1. Introduction

- Team Canvas
- Trello & Miro boards
- Interview/ Surveys
- Card sorting
- Design Benchmark
- Business Model Canvas

Interview/ Survey

Link for all interviews:

<https://docs.google.com/document/d/1vOwz-vDaGEyIsaMe35VlhNYUnhB13Vy6oVm-gtFieYqk/edit>

<https://soundcloud.com/monika-bronowicz-846012299/interview-with-michal?si=b20ea87385c041ca8cc990ec4c987c75>

Link for online survey:

https://docs.google.com/forms/d/e/1FAIpQLS-fZlgARsZgvaX7EfhcWVUqApoUdA_baBaXjFOk-TCfCn0dfIVQ/viewform

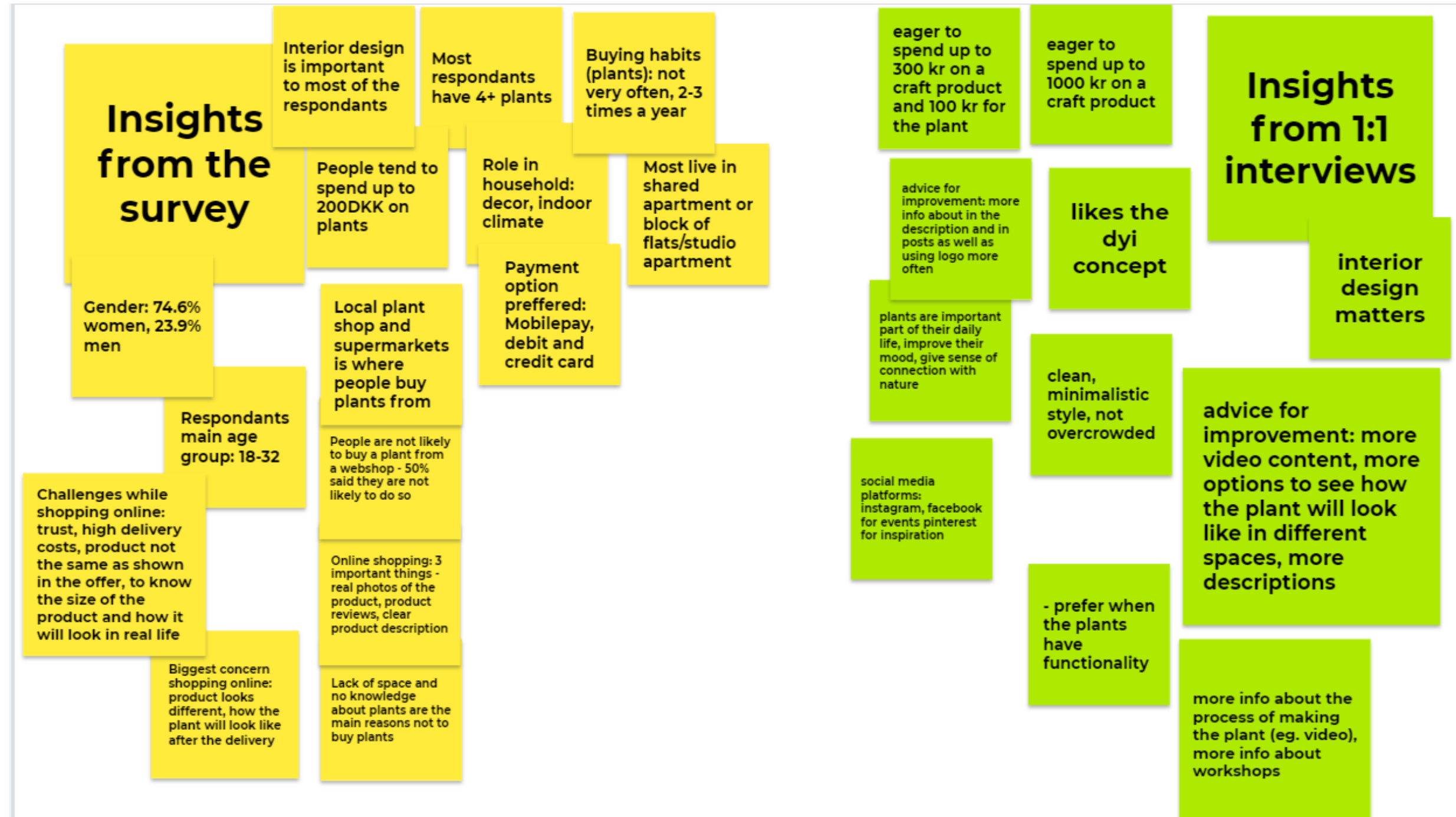
Results:

https://docs.google.com/forms/d/19lp7BWU-fljjmPfaICT_tc67CxvW_NyKHigOkNwcHHSc/edit?usp=sharing&fbclid=IwAR2ae_ZnbRt8rGG-cZ3QNaD_seyMl2r2yy8Yv32By8ndgrIGJpG28q-5G4wJ4

1. Introduction

- Team Canvas
- Trello & Miro boards
- Interview/ Surveys
- Card sorting
- Design Benchmark
- Business Model Canvas

Card sorting



1. Introduction

- Team Canvas
- Trello & Miro boards
- Interview/ Surveys
- Card sorting
- Design Benchmark
- Business Model Canvas

Design Benchmark

For our Design benchmark we looked at three similar businesses. We are comparing the Planteplaneter website and Instagram with the web solution + Some of three competitors. We chose to compare it to www.plantkbh.dk, www.thesill.com and www.plantshop.ca. On the website we especially focused on their section for workshops.

Overall they all follow the same concept of having a very organic and minimalistic style. They all have a very simple header and navigation. They are also all very similar in having a big hero on the main page, which is also something Plante Planeter has. Hero image/header, according to Optimizely is a good way to add personal touch which builds credibility and trust for the brand. In order to create a positive first impression and catch the visitors' attention, visuals are always a good idea in web design. (reference: <https://www.optimizely.com/optimization-glossary/hero-image/>)

Plant

They have a very coherent style in their pictures and set-up. They go with very earthy colors and have simple micro interactions such as a slight opacity when hovering over images and small change when navigating the navigation. Their workshop page is very simple. They keep everything centered and have each workshop listed as a product. Since it is a small business they have only 4 workshops listed, which makes the page quite short. Not a lot of whitespace at the bottom before the footer. Their instagram has 17,2k followers but each post has only between 30-200 likes. The content is very coherent in style and tone of voice, and it differs between simple plant pictures and beautiful living spaces. They have a few reels of mainly informative products.

01

1. Introduction

- Team Canvas
- *Trello & Miro boards*
- Interview/ Surveys
- Card sorting
- *Design Benchmark*
- Business Model Canvas

02

The Sill

The Sill has also a big hero on the main page, though it is more focused on selling than setting the mood with an aesthetic image. They don't use a lot of white space in between sections on their main page, which can make it feel a bit too busy. They use more colors to grab attention on discounted products and in general seem more attention seeking. They mainly use underlining as micro interaction for hovering. When hovering on products nothing happens (apart from showing color choices if existing). The workshop section is very hidden on the footer. Since it is a bigger company, they have more workshop offers. They are also displaying the workshop as products, but compared to Plant.dk use the whole screen and big images. Their instagram has 853k followers and they get approximately 800-4000 likes on their posts. The content is coherent in style and aesthetic and it shows mainly spaces and inspirational plant set-ups.

03

Plantshop

Here is again a big hero image the first thing you see when entering the website. Compared to plant.dk that has a very organic looking filter over the images, this webshop works with a lot of contrast in their images. This gives a very intense and dramatic look to the images. But it works as they use this style coherently throughout the website, and it makes the greens of the plants pop. In general they work with a lot of big images and sections. On the navigation they also work with underline micro interaction when hovering, just like The Sill. Through the rest of their website they don't have any micro interaction. Their workshop page is set up like a calendar, with wide margins on both sides. Here they chose a bold teal color underneath which breaks their overall style. The images of each workshop are small and in general this page looks a bit random compared to the main page. Their Instagram has 55k followers and on

04

TEAM 6

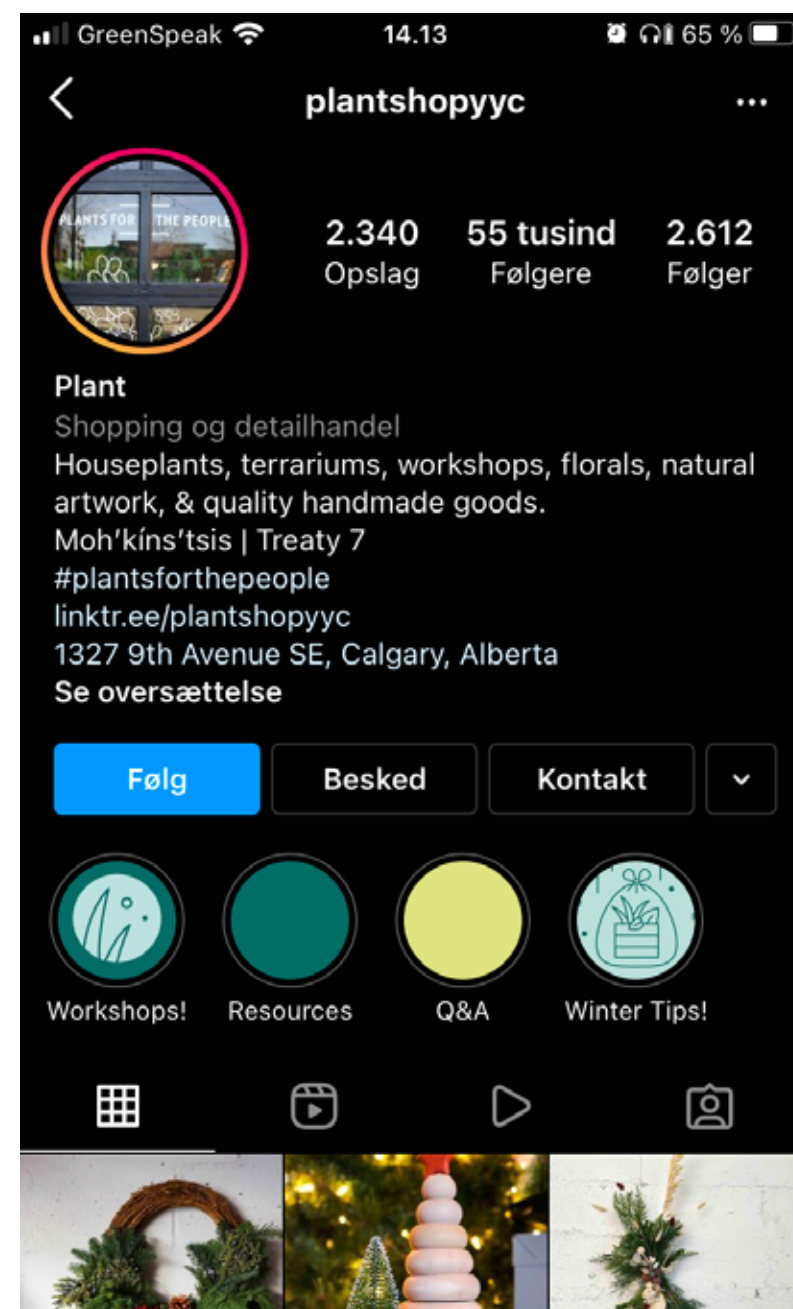
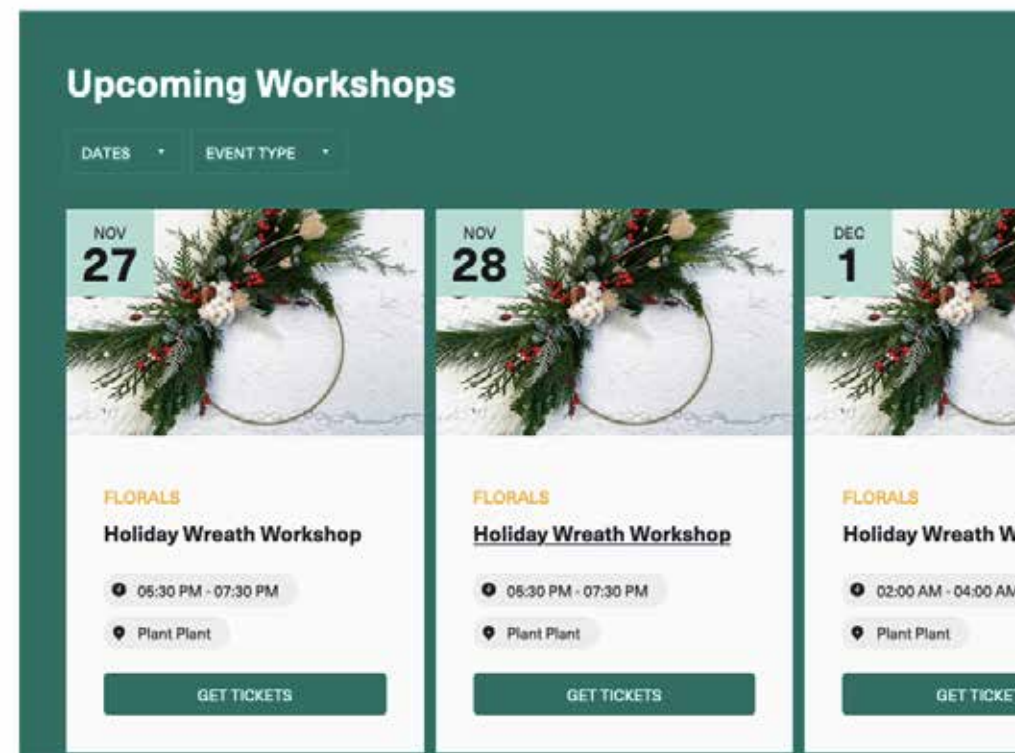
01

1. Introduction

- Team Canvas
- Trello & Miro boards
- Interview/ Surveys
- Card sorting
- Design Benchmark
- Business Model Canvas

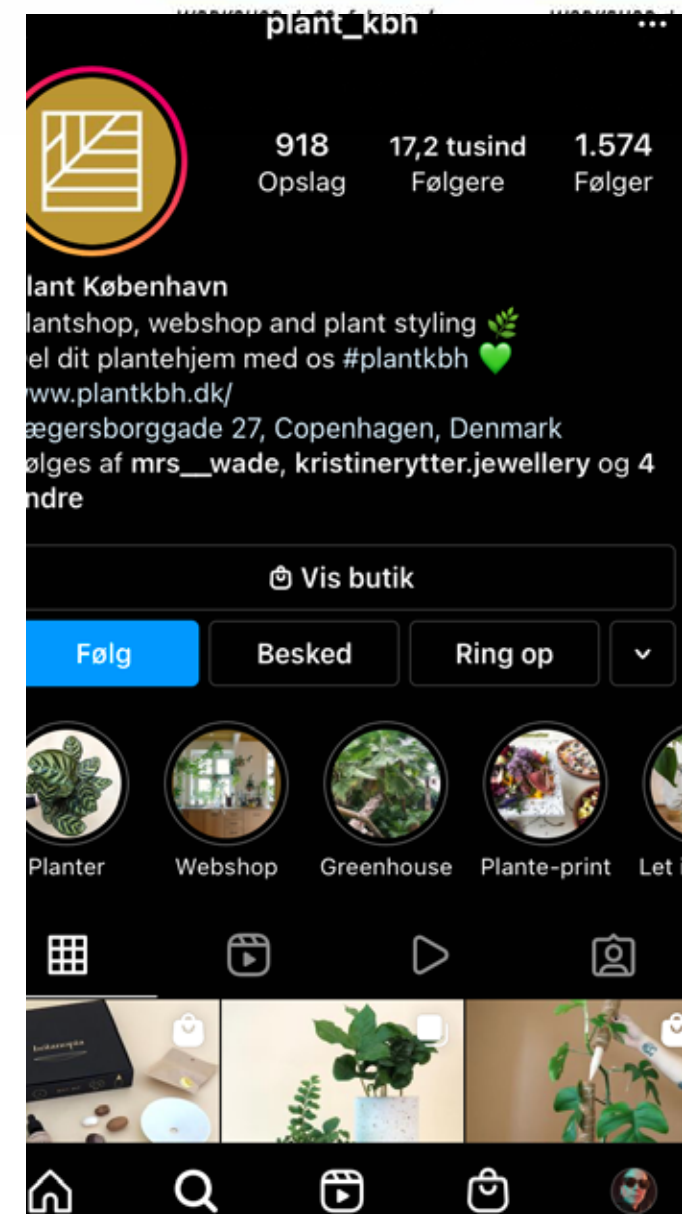
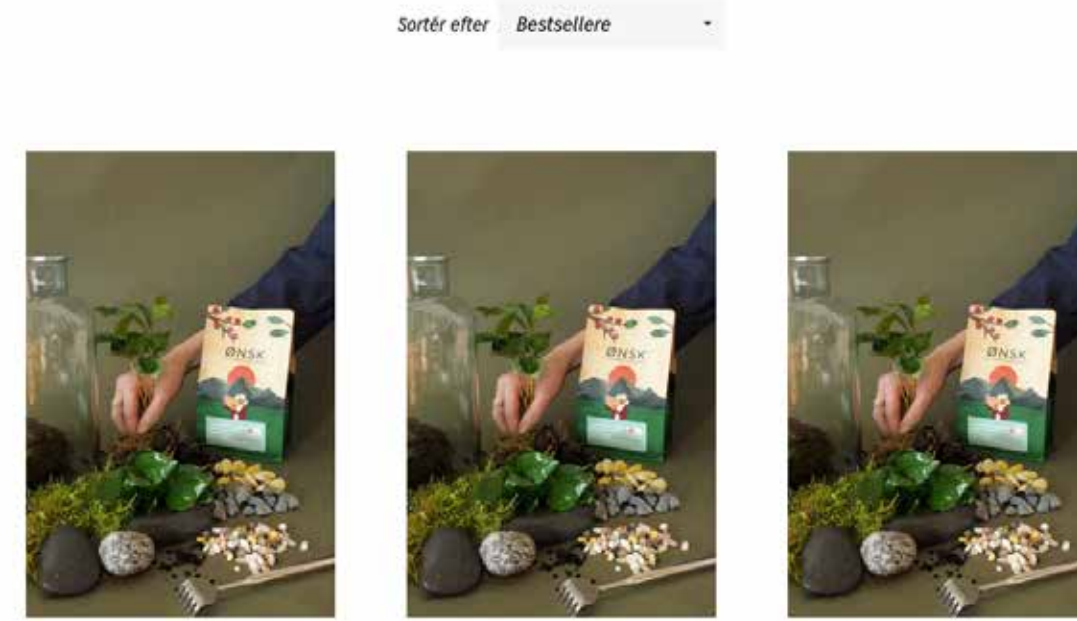
02

Workshops



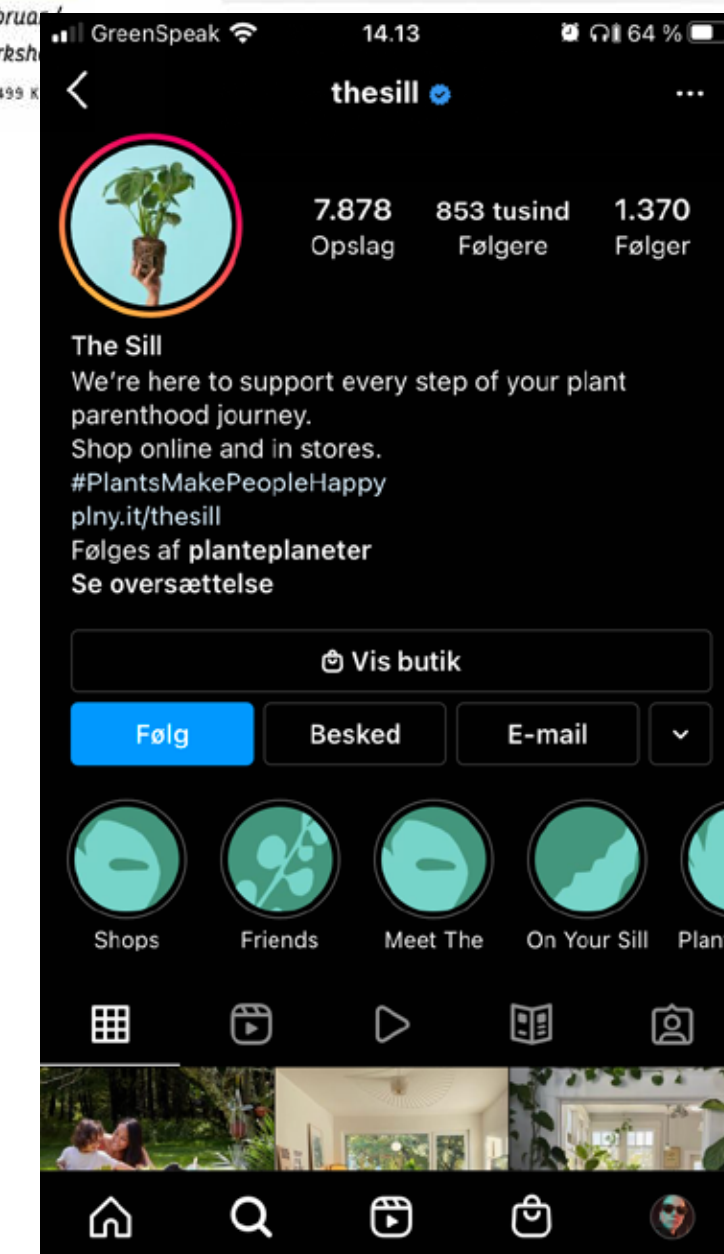
03

Workshops



04

The Sill



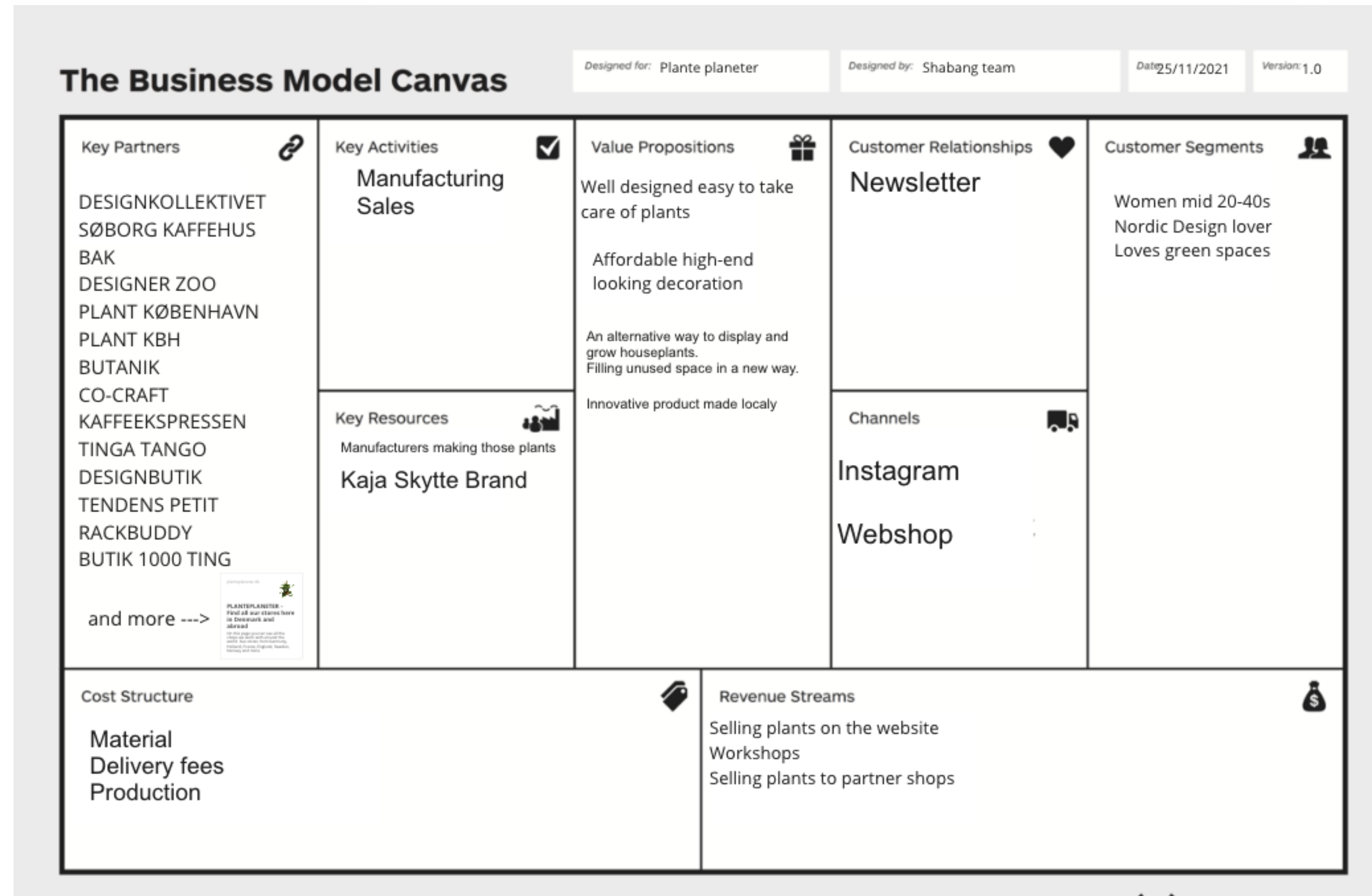
Plant Care 101 In Person Workshop in Los Angeles
Thursday, December 9th
in-store \$40

TEAM 6

1. Introduction

- Team Canvas
- Trello & Miro boards
- Interview/ Surveys
- Card sorting
- Design Benchmark
- Business Model Canvas

Business Model Canvas



01

2a. Research

- *Some research insights*

02

Some research insights

Pinterest

- Trend predictions of Pinterest were 80% correct for 2020
- Trends last longer on Pinterest than other social media platforms
- Home décor is amongst the 35 trends which Pinterest has highlighted for the near future
- Pinterest marketing is a powerful tool in order to drive more traffic to the business's website
- 459 million active users each month (source: The Global State of Digital 2021)
- 80% of weekly users have found a new brand or product on the platform
- More than 87% of pinners have bought a product because of Pinterest
- The only social media that currently supports visual search
- 76% of Pinterest users find brand content to be useful

03

- Pinterest is good for brands whose target groups are mainly women, millennials, or Gen Z
- Pinterest is good for brands whose focus is on selling products rather than services

Links:

<https://www.socialmediatoday.com/news/pinterest-shares-new-insights-into-trends-gaining-momentum-on-the-platform/606945/>

<https://blog.hootsuite.com/social-media-trends/>
<https://blog.hootsuite.com/how-to-use-pinterest-for-business/>

<https://www.businessnewsdaily.com/7552-pinterest-business-guide.html>

https://www.shutterstock.com/blog/pinterest-business-develop-strategy?kw=&c3apid=7170000060099676&gclid=C-jwKCAiA78aNBhAIeiwA7B76pzjZGzQX6hSnIZ3Im2wYfHWM-bHg0YQqF-1Irm6RBed9VcDrW3B6HvxoclJIQAvD_BwE

04

2b. Translation

- *User persona*

User persona



Ida

About the User

Ida is a stay-at-home mother of 2 kids and likes to spend her free time creating things with her hands. She is vegan, she likes to be surrounded by nature and has a minimalistic lifestyle. She has a degree in dietology.

Demographic Information

Age: 33

Location: Copenhagen

Occupation: Dietologist, stay at home mom

Status: Married

Problems

Doesn't have time to go around a shop and choose plants
 Doesn't have knowledge about plants
 Doesn't have space at her home

Challenges

- Lack of time
- Lack of space
- Lack of knowledge about plants

Moods and Personality

(Friendly, feminine, minimalistic, strong, concious)

Goals and Needs

- To provide great atmosphere at her home (as she spends a lot of time there)
- To have easier access to products as she doesn't have a lot of time to shop
- To have plants that doesn't take space

01

02

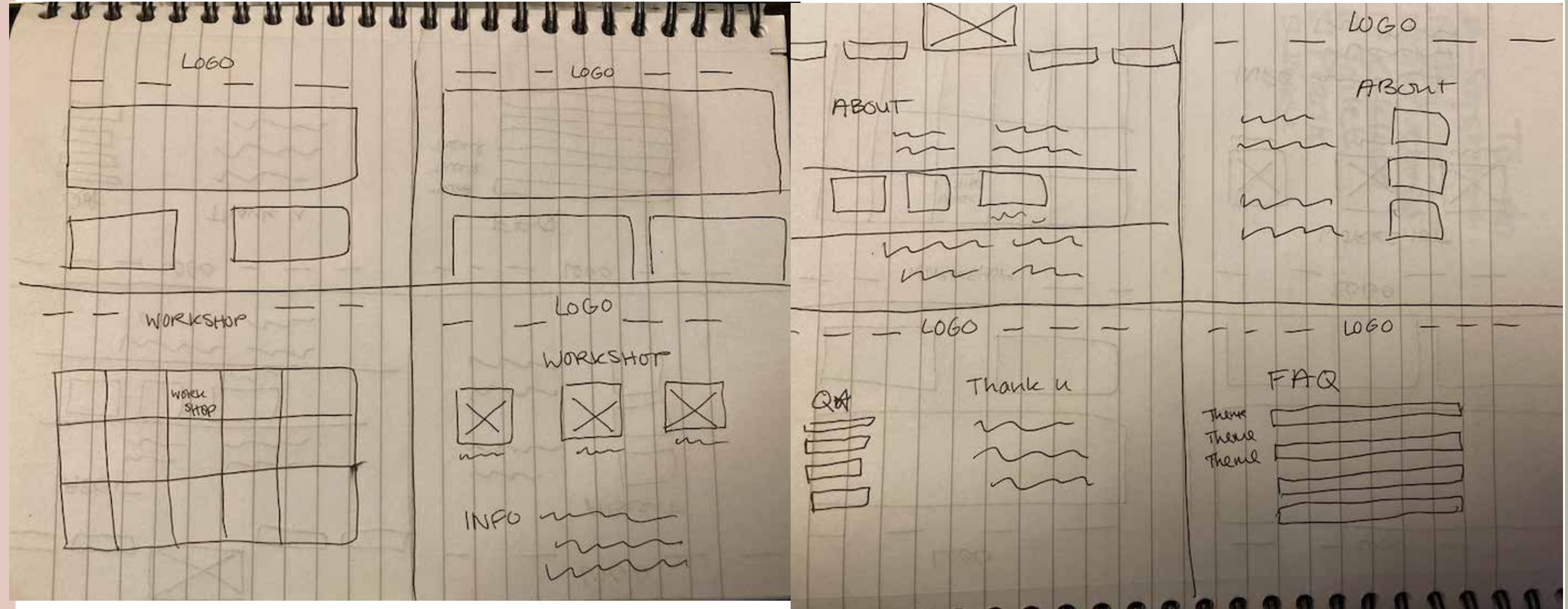
03

04

2c. Ideation

- Crazy 8s

Crazy 8s



TEAM 6

01

02

03

04

2c. Ideation

- Crazy 8s

Crazy 8s



TEAM 6

01

02

03

04

2d. Prototyping

- *Design Guide*
- Storyboard

Design guide

Here is the link to our brand identity design guide pdf:

<https://drive.google.com/file/d/1atLAcLeV7I-y5X8dbgSGUiCyLPfx7Ma3T/view?usp=sharing>

01

02

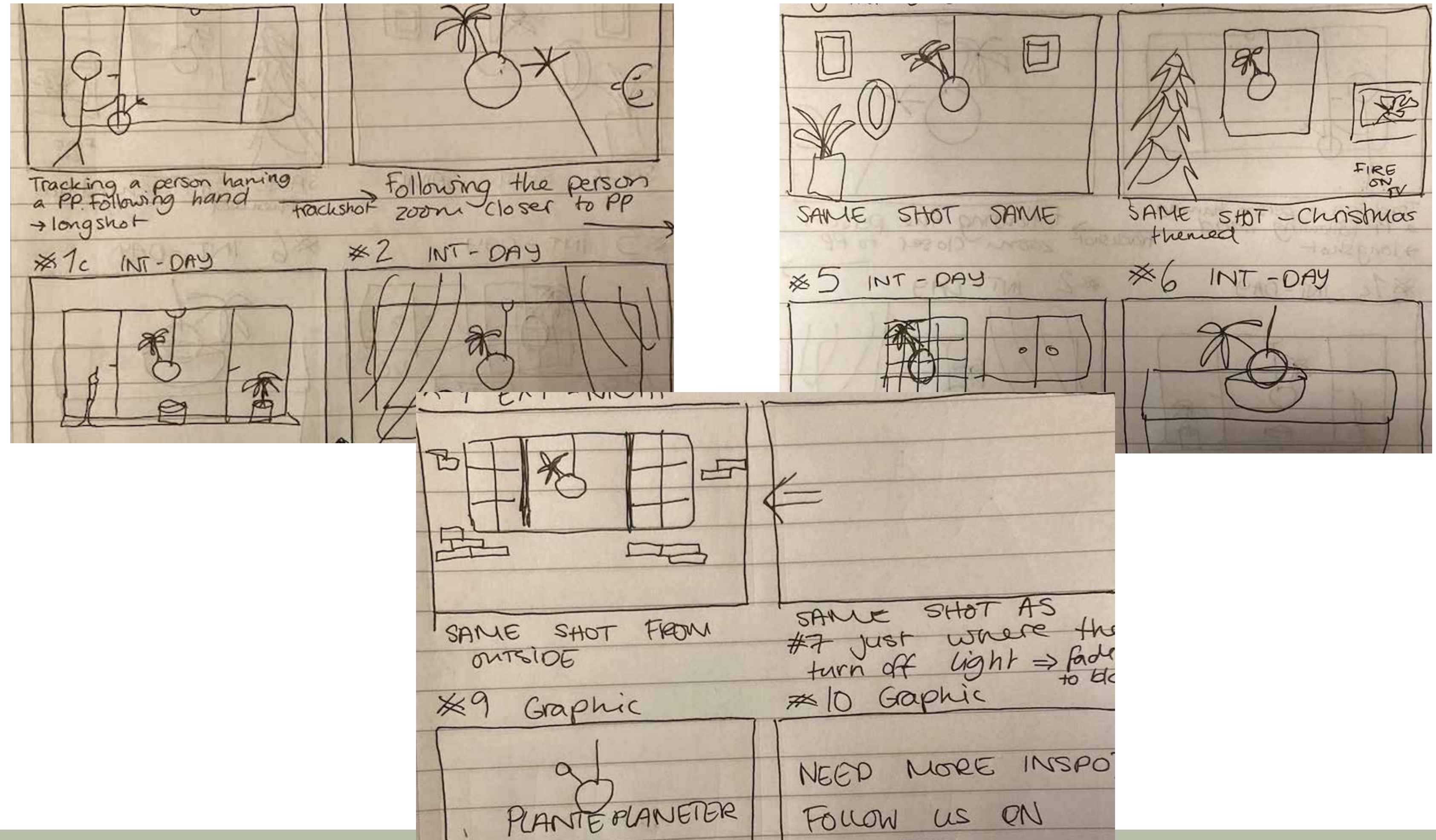
03

04

2d. Prototyping

- Design Guide
- Storyboard

Storyboard



TEAM 6

01

02

03

04

2f. Testing

- 5 Second tests

5 second tests

Here are the links for the first test:

<https://app.usabilityhub.com/tests/75280f1fb51c/results/306e9c32b68d>

and the second:

<https://app.usabilityhub.com/tests/6a-54525fafdd/results/977bdf6e86db>

TEAM 6

01

02

03

04

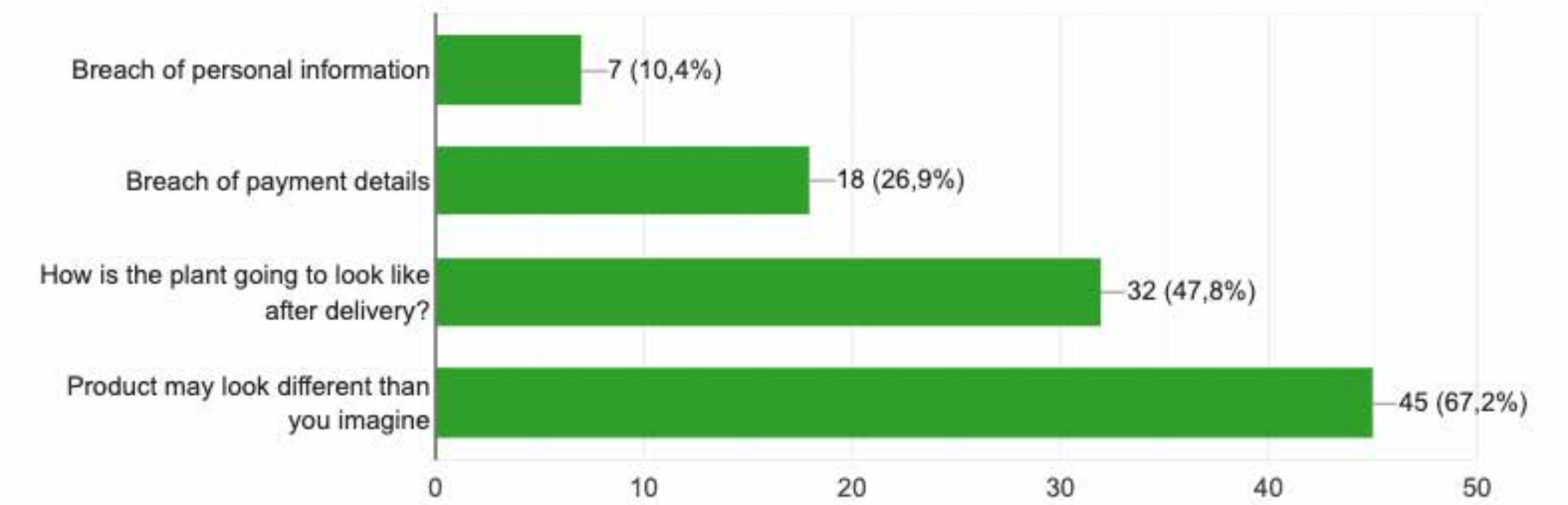
3. Perspective

Perspective

Insights for future developments.

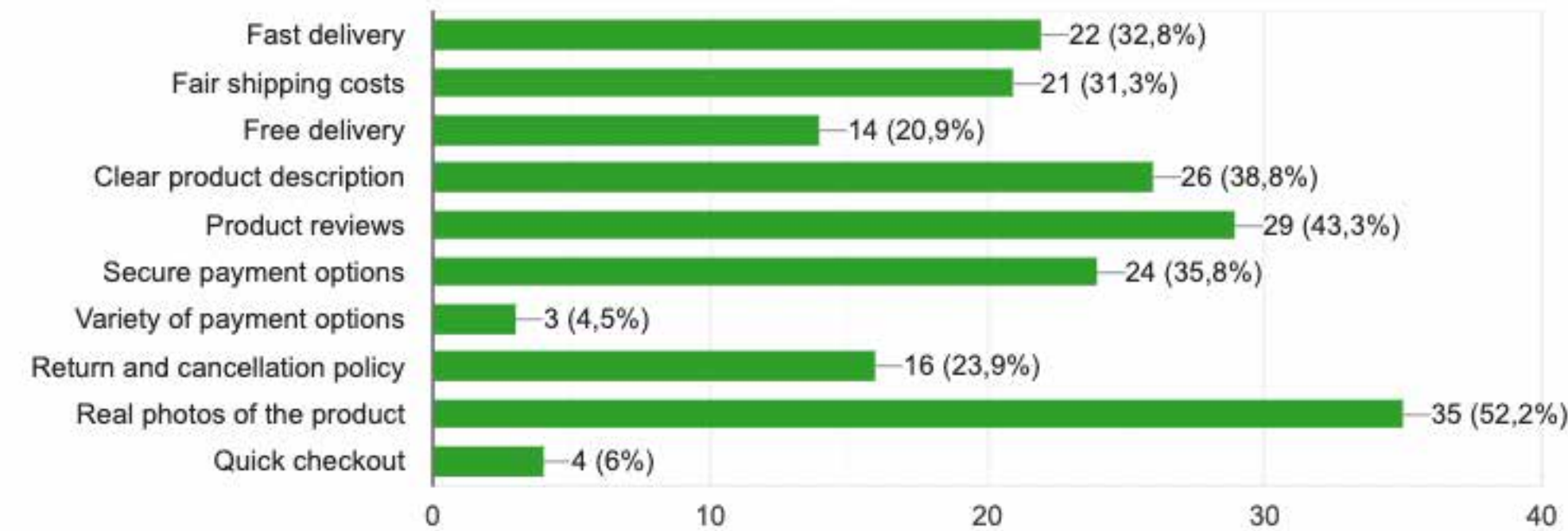
What is your biggest concern about online shopping?

67 replies



What are the 3 most important things to you when it comes to shopping online?

67 replies



TEAM 6

01

02

03

04

Links

Finished websolution:

Dominiks domain:

<http://dominikleib.xyz/planteplaneter-last-version/Shabang-team/index.html>

Monikas domain:

<http://monikabe.xyz/Plante-planeter/>

Margaritas domain:

<http://mapanova.dk/planteplaneter/>

Maries domain:

<http://marieberg.com/planteplaneter/>

Research:

references for Instagram:

<https://www.socialmediatoday.com/news/6-tactics-to-increase-your-instagram-stories-engagement/549080/>

<https://later.com/blog/get-more-engagement-instagram-stories/>

<https://www.socialinsider.io/blog/how-to-use-instagram-stories-for-business/>

references for IG hashtags:

<https://blog.hootsuite.com/instagram-hashtags/>

<https://www.flick.tech/learn/hashtags/trends>

<https://later.com/blog/ultimate-guide-to-using-instagram-hashtags/>

Finished video:

<https://youtu.be/v0m8BFu4d7g>

TEAM 6