



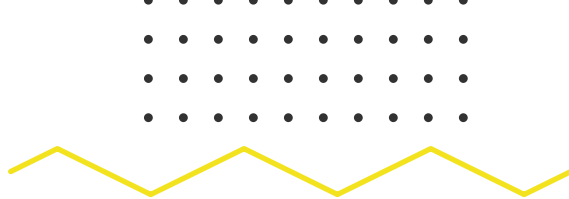
VEGGIT

WEB DESIGN PROPOSAL

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ITGM-715-OL

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CONCEPT STATEMENT

Veggit.com is a website designed for engaging people who live in apartments or small homes and are interested in growing their own vegetables without any previous gardening experience or knowledge. This website focuses on vegetables and herbs that are easy and practical to grow in reduced spaces, such as planters set indoors or on patios or balconies.

In the last decade people have become more aware of the origin of their foods. Some have started to buy at the local farmers markets and others have started to grow their own vegetables and herbs. The prices of organic products can affect people's budgets, so urban gardening is great, especially in big cities. For those who have never experienced growing their own food before, starting an urban garden can be very challenging and even more so when living in a reduced space.

Veggit will simplify the process of growing vegetables and herbs from scratch by offering easy guides for each plant available according to the season and location and space factors.





PROJECT SUMMARY

Each user will open an account on Veggit allowing them to set their geographical location, describe their space parameters, start and keep a track of their plants in progress and receive reminders of when to water their plants and other tips on how to take care of them.

By creating an account, Veggit shows the most successful types of vegetables and herbs best suited based on their plant profile, location and time of year. Once the user picks the plant types they interested in growing the website will take them through a step-by-step process for how to plant an organic garden that will produce healthy edibles that can be used in the kitchen.

Before starting the step-by-step guide the user will get detailed information of the plant and its characteristics in the plant profile. The user decides when to start the guide and the website will record the progress while challenging the gardener to reach the main goal, which is to complete the guide with a mature healthy plant from scratch.

Veggit will help to simplify the process of starting and learning about basic urban gardening. It will save time for those who don't want to go through books or in-depth tutorials. In addition to the main plant guides, it will also allow the users to connect with other new gardeners in their area to get additional tips and help with their plants.





TARGET AUDIENCE

Veggit is designed for men and women between 16 and 70 years old that live in apartments or small houses in the city. The users are people who generally take care of their health by working out or eating balanced diets. Besides taking care of their body, they are also environmentally conscience by recycling, conserving water and buying sustainable brands.

They buy most of their fresh produce in the local farmers markets and natural stores such as Whole Foods or Fresh Market.

Some Veggit users also practice yoga and many are vegetarian or vegan. They also enjoy crafting to decorate their home and watching cooking shows on TV to find new recipes.



PERSONA 1



Jennifer Meyers

Age: 35

Occupation: house wife

Family: Married, 3 kids

Location: Seattle, Washington

Hobbies: Crafts, cooking,
home decoration

“Now that my kids are back to school I want to start my patio decoration and I would love to have some veggetbales in there”

Jennifer is married to a lawyer and have 3 kids of 8, 6 and 4 years old. His younger son just started the kinder garden and now she has more time to start some projects at home. She searches for inspiration on Pinterest and already have a board dedicated to home gardening.

She grew up in Seattle in a town house and have never try to plant herbs or vegetables from scratch although she enjoys buying alive herbs at the farmers market to use them at the kitchen. She usually forgets to water her flowers pots so they don't last much and she always have to go back to the store to buy new ones.

She makes sure that her kids eat vegetables and fruits every day and she thinks she could grow some of this produce if she has something that explains her how plant and water this plants. She thinks that growing herbs will also give to her kitchen and patio a natural look.

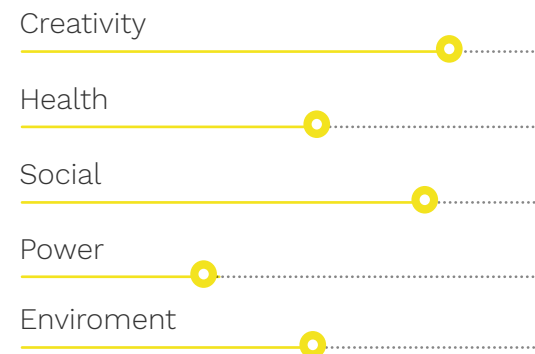
GOALS

- Grown herbs and vegetables to use in her recipes
- Take care of her family health
- Customize the decoration of her house

FRUTRATIONS

- She doesn't know about gardening
- She forgets to water her plants
- Her kids take the most part of her time

MOTIVATIONS



PERSONA 2



Erik Broel

Age: 59

Occupation: Real estate lawyer

Family: Married without kids

Location: San Diego, CA

Hobbies: Reading the news, Hiking

"I recently had a knee surgery so I can't hike as much as before. I have a good size balcony that I would like to find a good use for so I can spend more time outside"

Erik is a successful real estate lawyer in San Diego. Although he is a very busy person, he and his wife used to spend their free time outdoors hiking. Recently he had knee surgery that doesn't allow him to walk as much as before. He lives in a downtown apartment with his wife and since they miss spending time outdoors, he thinks that working on a project on the balcony would make their spare time more enjoyable.

He is trying to lose weight, so he started to buy local organic and healthy products in the natural stores. He has seen how other urban gardens have been growing in San Diego and he wants to start planting his first vegetables and see how it goes.

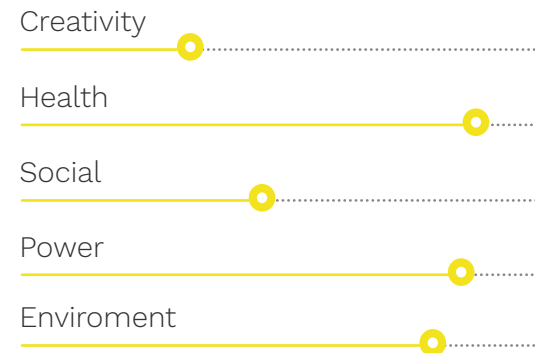
GOALS

- Learn about urban gardening
- Spend time on his balcony
- Eat more vegetables to lose weight

FRUSTRATIONS

- He likes outdoors but he only has a balcony at home
- He doesn't have experience in gardening
- He doesn't have much time on weekdays and during the weekends he wants to be away from the computer.

MOTIVATIONS



PERSONA 3



Morgan Davis

Age: 16

Occupation: High school student

Family: Single

Location: Austin, TX

Hobbies: Social Media, animal rights awareness

"I have decided to go vegetarian. It won't be easy, but I have enough reasons to work hard for this"

Morgan lives with her mom in Austin, TX in a townhouse. She has always been an animal lover and currently has one dog and a cat. A few months ago, she saw the documentary Food, Inc. and since then she has been reading on the internet more about the food industry. This has inspired her to decide to go vegetarian and become motivated to grow her own vegetable and herbs and hopes to someday have a big home garden.

Besides a few succulents, Morgan has never taken care of plants. She is also thinking of sharing the process of her transition to vegetarian on Instagram.

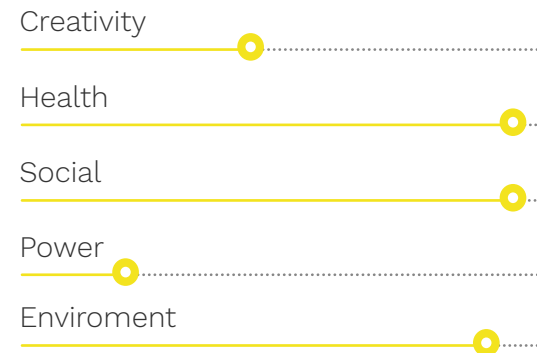
GOALS

- Go on a complete vegetarian diet
- Learn about growing healthy veggies and herbs
- Share pictures of her new plants with her friend

FRUSTRATIONS

- She has never planted anything or taken care of plants
- She feels that the food industry uses horrible methods
- She needs more motivations to keep a vegetarian diet

MOTIVATIONS



PERSONA 4



Stephen Gonzalez

Age: 24

Occupation: Assitant Chef

Family: Living with boyfriend

Location: Chicago, IL

Hobbies: Cooking, spending time with friends.

“Living in downtown isn’t cheap, but I love my apartment. I want to join a Gourmet Club in my neighborhood very soon”

Stephen has had a passion for cooking since he was a kid. His mom is from Colombia and taught him to cook the traditional food of her country. He recently finished culinary school and got a job in Chicago as an assistant chef.

In a trip to Europe he saw how some restaurants grow their own herbs inside and how the cooks take the leaves straight from the plant to the plate. He doesn’t have a balcony in his apartment, but he wants to start growing his own herbs inside.

He enjoys cooking for his friends and hosts at least a couple of dinners for them every month. Stephen is thinking of joining a local Gourmet Club to share his techniques and skills with other foodies in the area.

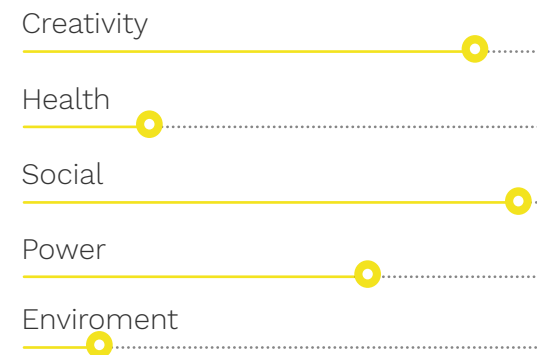
GOALS

- Grow his own herbs and use them in the kitchen
- Join a Gourmet Club and show his friends his garden
- Have a good variety of plants

FRUSTRATIONS

- He doesn’t have a balcony or patio
- He doesn’t know how to take care of plants
- He continuously uses fresh herbs in his plates, so he needs a good number of plants.

MOTIVATIONS



PERSONA 5



Margie Johnson

Age: 62

Occupation: Retired

Family: Single

Location: Denver, CO

Hobbies: Vegan, volunteers at the local animal shelter

"I have been vegan for 10 years and vegetarian all my life, so I don't know why I have never tried to grow my own veggies before!"

Margie is a retired masseuse who spends most of her time volunteering at the local animal shelter. Currently she is fostering 3 senior dogs that require a lot of care. Although she has always been vegetarian and vegan for the last 10 years, she never tried growing her own vegetables before because she was busy traveling or working.

Because of her dogs she stays at home for most of the day. She thinks that now is a good time to try growing some vegetables in her patio, but she doesn't want to spend too much time while doing it.

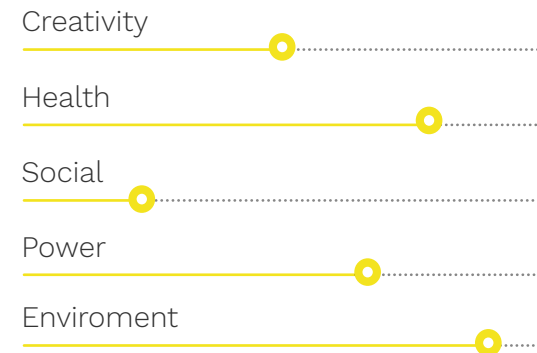
GOALS

- Use her own fresh produce in her vegan meals
- Grow at least a few healthy plants to start
- Don't spend much time learning about gardening

FRUSTRATIONS

- She has never tried to grow vegetables before
- She needs to continuously check on her senior dogs
- She is not interested in deep understanding of gardening

MOTIVATIONS



PERSONA 6



Angela Santos

Age: 30

Occupation: Graphic designer

Family: Married without kids

Location: Phoenix, AZ

Hobbies: Music, movies and art

"I am so excited to start a garden from scratch in my new house, it's is going to be our new hobby"

Angela grew up in Rio de Janeiro and recently moved to Phoenix where she bought a house with her husband. They have been working on remodeling the house and are thinking on starting a home garden in the small back yard. Although she has a good space to build some raised beds, she is afraid of failing trying to grow vegetables. Angela wants to start growing a few plants in pots before taking the next step.

Angela works from home and she spends a lot of time in front of the computer. She thinks that this garden project will motivate her to spend more time in the back yard.

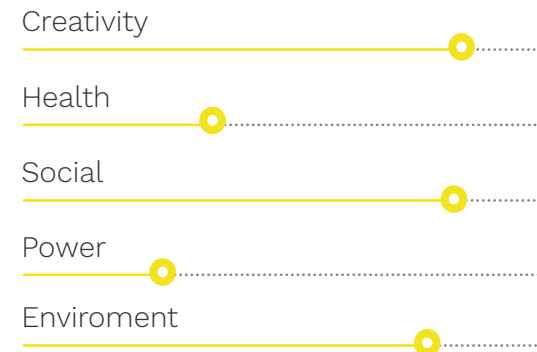
GOALS

- Find motivation to spend time in the back yard with her husband
- Learn about the basics of home gardening
- Find a good use for her back yard

FRUSTRATIONS

- She grew up in an apartment without yard or patio
- She doesn't know anything about gardening
- She is afraid of growing plants without success

MOTIVATIONS



PERSONA 7



Michael Benson

Age: 41

Occupation: Professor

Family: Divorced, one kid

Location: Brevard, NC

Hobbies: Reading and writing

"I don't see my daughter much, so I need to find things that bring us together and I think gardening can be a way"

Michael is a professor of psychology at the University of Brevard. He enjoys reading and spending time with his daughter when he can. He lives in a townhouse close to campus it has a good size patio where he has some flower pots. He is taking a sabbatical next semester to work on a personal academic project. Since he won't have the regular teaching schedule he wants to spend more time with his daughter. She recently mentioned to him that she follows a girl on Instagram who has a beautiful home garden.

Michael has never tried to grow plants from scratch, but he thinks this could be a good way to spend time with his daughter while they both learn about something together.

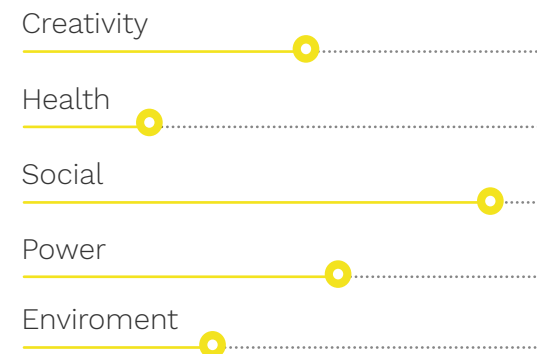
GOALS

- Garden with his daughter and grow plants together
- Learn about home gardening in his free time
- Find a good use for his patio

FRUSTRATIONS

- He has never grown vegetables or herbs before
- He is afraid to fail at gardening
- He doesn't have much time after work

MOTIVATIONS



PERSONA 8



Ana Green

Age: 26

Occupation: Volunteer

Family: Single

Location: Columbus, OH

Hobbies: Baking, and taking care of her dog

"I have a lot of free time and I volunteer in the mornings twice a week, but I would like to find new hobbies"

Ana has cerebral palsy and has worked hard for her independency and recently moved to her own house. Her parents live close by and she has caregivers 24/7. She is always finding new, creative ways to spend her time. Her new house has a small patio and she has been thinking of growing a mini garden with the help of her caregivers. She has never tried to plant anything before and her caregivers don't have any knowledge about gardening. She is looking for easy tutorials that explain how to start planting vegetables and herbs in planters from scratch.

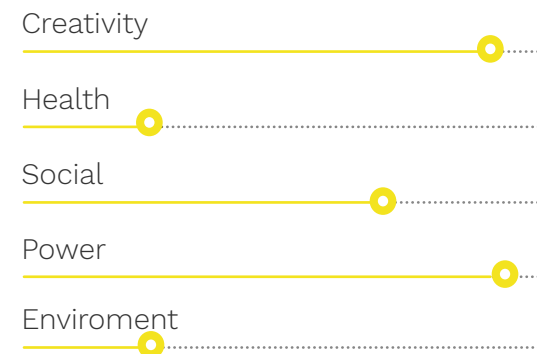
GOALS

- Find a new motivating way to spend time
- Find a good use for her new house patio
- Grow vegetables and herb in a easy and simple way

FRUSTRATIONS

- She has never grown vegetables or herbs before
- She needs tutorials that are easy to understand for her and her caregivers
- She wants to have fun planting vegetables and herbs

MOTIVATIONS



PERSONA 9



Leah Holton

Age: 21

Occupation: College student

Family: Single

Location: Savannah, GA

Hobbies: Painting, art, movies

"I like to eat healthy but vegetables are so expensive and I'm trying to save money!"

Leah is an art student who shares a small apartment with a balcony with her roommate. Her parents support her for her regular expenses, but she is trying to find ways to save money on groceries in order to use it in other ways.

She thinks that she could save money by growing part vegetables and herbs on the patio since it has a good exposure to the sun. Leah grew up in Gainesville, FL but never spent time in any time in her parents' garden.

She is always busy with school work or practicing her painting skills, so she doesn't want to spend much time on tutorials about home gardening.

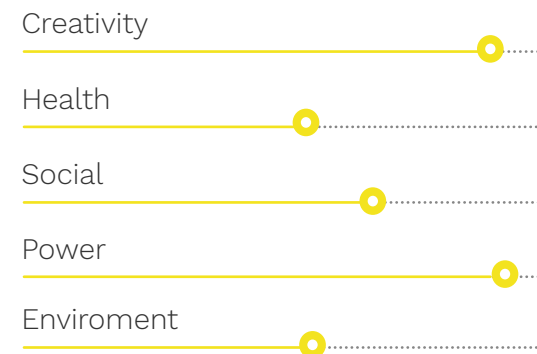
GOALS

- Find a new motivating way to spend time
- Find a good use for her new house patio
- Grow vegetables and herb in a easy an simple way

FRUSTRATIONS

- She has never grown vegetables or herbs before
- Her balcony is very small
- Her class schedule keeps her pretty busy

MOTIVATIONS



PERSONA 10



Valeria Gomez

Age: 30

Occupation: Fitness trainer

Family: Single

Location: Dallas, TX

Hobbies: Working out, shopping

“Vegetables are an important part of my diet. I love trying all kinds of green smoothies”

Valeria is a personal trainer in a gym in Dallas. She lives in an apartment with a good size balcony with her boyfriend. Taking care of her food is an important part of her fitness regiment. Vegetables are a good part of her diet and she has been trying green smoothies for breakfast every day. She has never gardened before but she thinks she could grow a good part of her vegetables on her balcony. This way she could use them in her smoothies.

She wants to start by growing some mint, basil, and spinach, but she doesn't know how to start or even if this is the right season for these plants.

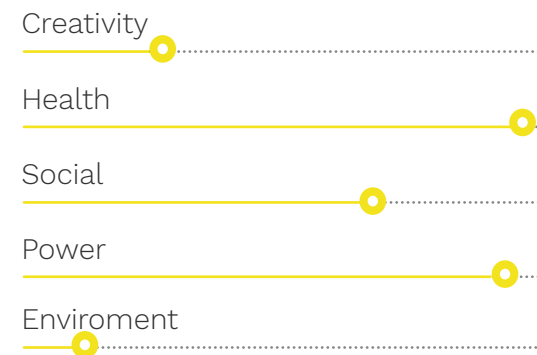
GOALS

- Make her green smoothies using her own vegetables
- Find a good use for her patio
- Learn about home gardening

FRUSTRATIONS

- She has never grown vegetables or herbs before
- She needs to grow organic vegetables that have a good taste
- She doesn't like to read much, so she wants simple tutorials

MOTIVATIONS



PERSONAS' NEEDS SUMMARY

Jennifer M.



- As a user, I want to be able to easily understand how to plant vegetables and herbs
- As a user, I want quick access to my plants information and tutorials
- As a user, I want inspiration of how to make my patio look good.

Erik B.



- As a user, I want to be able to have fun while using the app and planting indoors
- As a user, I want to know nutritional information of the different vegetables
- As a user, I want to be able to learn about urban gardening techniques.

Morgan D.



- As a user, I want to be able grow produce that I can use in the kitchen.
- As a user, I to be able to share my projects with friends and followers in social media.
- As a user, I need notifications remind me when to water my plants.

Stephen G.



- As a user, I want to be able to find the best spot in my apartment to place the plant pots.
- As a user, I to be able to track when my plants are ready for harvest.
- As a user, I want to find a diversity of herbs to grow.

Margie J.



- As a user, I want to be able to know how long it takes to plant an herb of vegetable
- As a user, I to be able to get very specific information without much reading needed.

Angela S.



- As a user, I want to be able see the level of complexity of each plant.
- As a user, I need an enjoyable experience that motivates me to go outside.

Michael B.



- As a user, I want to be see step by step the process of planting a new vegetable.
- As a user, I want to be able to share the process with family.
- As a user, I want to be able to find which plants are more suitable for planters in patios.

Ana G.



- As a user, I want to be able to understand the process by looking at pictures or graphics.
- As a user, I want to be able to share my progress with others.
- As a user, I want to have fun while growing plants.

Leah H.



- As a user, I want to be able to grow vegetable without expending much money.
- As a user, I to be able to track when my plants are ready for harvest.
- As a user, I want to get notification of tasks.

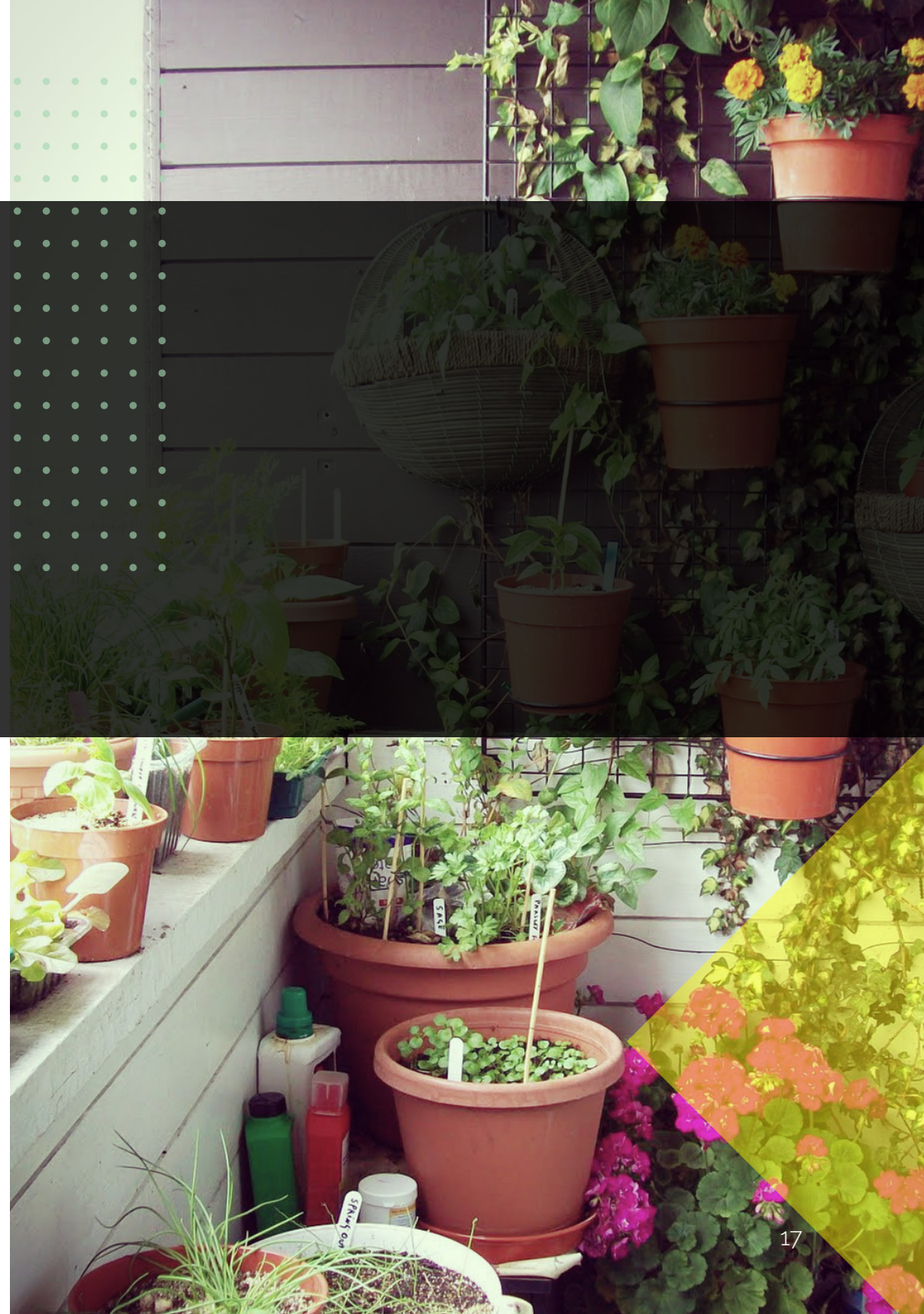
Valeria G.



- As a user, I want to be able to find a diverse offer of vegetables and herds.
- As a user, I to be able to know where in my apartment is best to place my plants.



COMPETITIVE RESEARCH

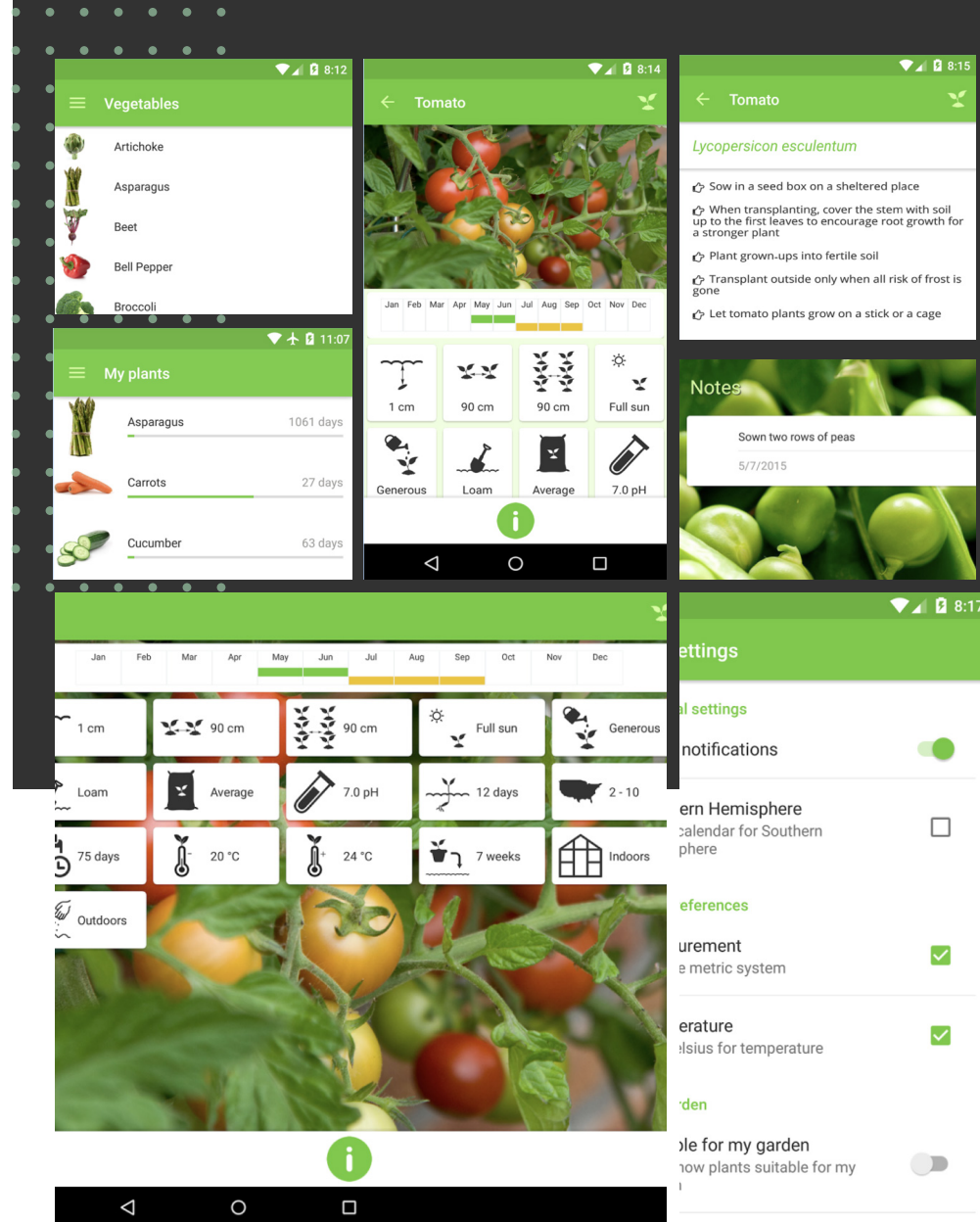


GARDROID

This is an application designed for Android and is the closest in the market to Veggit concept. It focuses on kitchen gardening for beginners. This app includes guides from sowing to harvesting by providing helpful tips for taking care of the plants, tracking their progress and setting watering reminders.

Gardroid doesn't offer the option to filter the vegetable list by location and season, so the user has to check with external sources about what plant is more suitable. The guides are not divided by clear steps and the information is provided in a block of text. Although the design is simple, it could be more attractive and modern.

The free version includes only vegetables, premium version costs \$2.99 and comes with fruits and herbs.

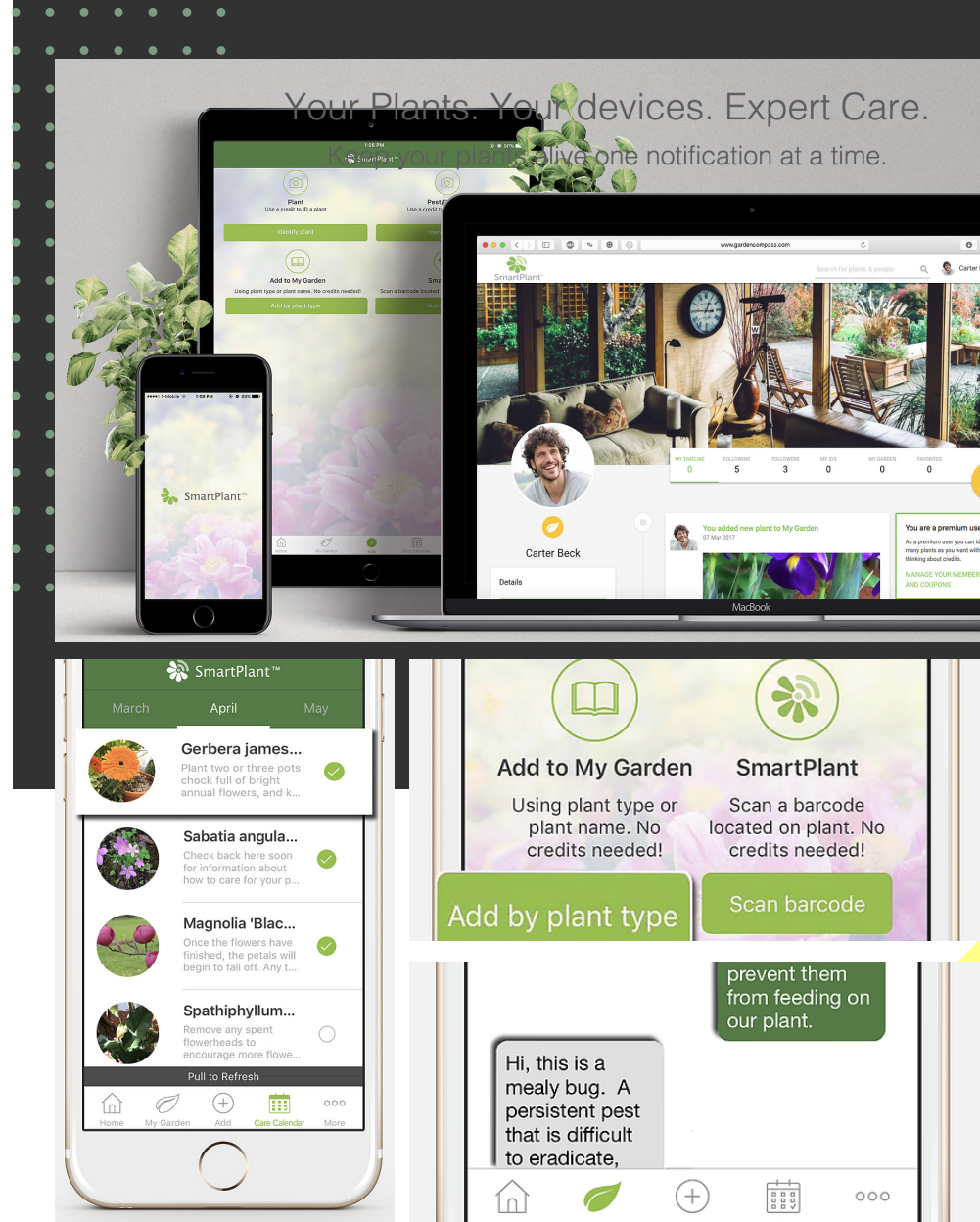


SMARTPLANT

Smartplant sells plants through different retailers that come with a code that can be scanned on their application. This allows the user to keep track of their progress and get monthly reminders of how to take care of them based on location and season. The user can also add other plants by looking them up by category or searching by name.

This application is not a guide to help gardeners grow plants from scratch but helps people without gardening knowledge to keep their plants healthy throughout the year.

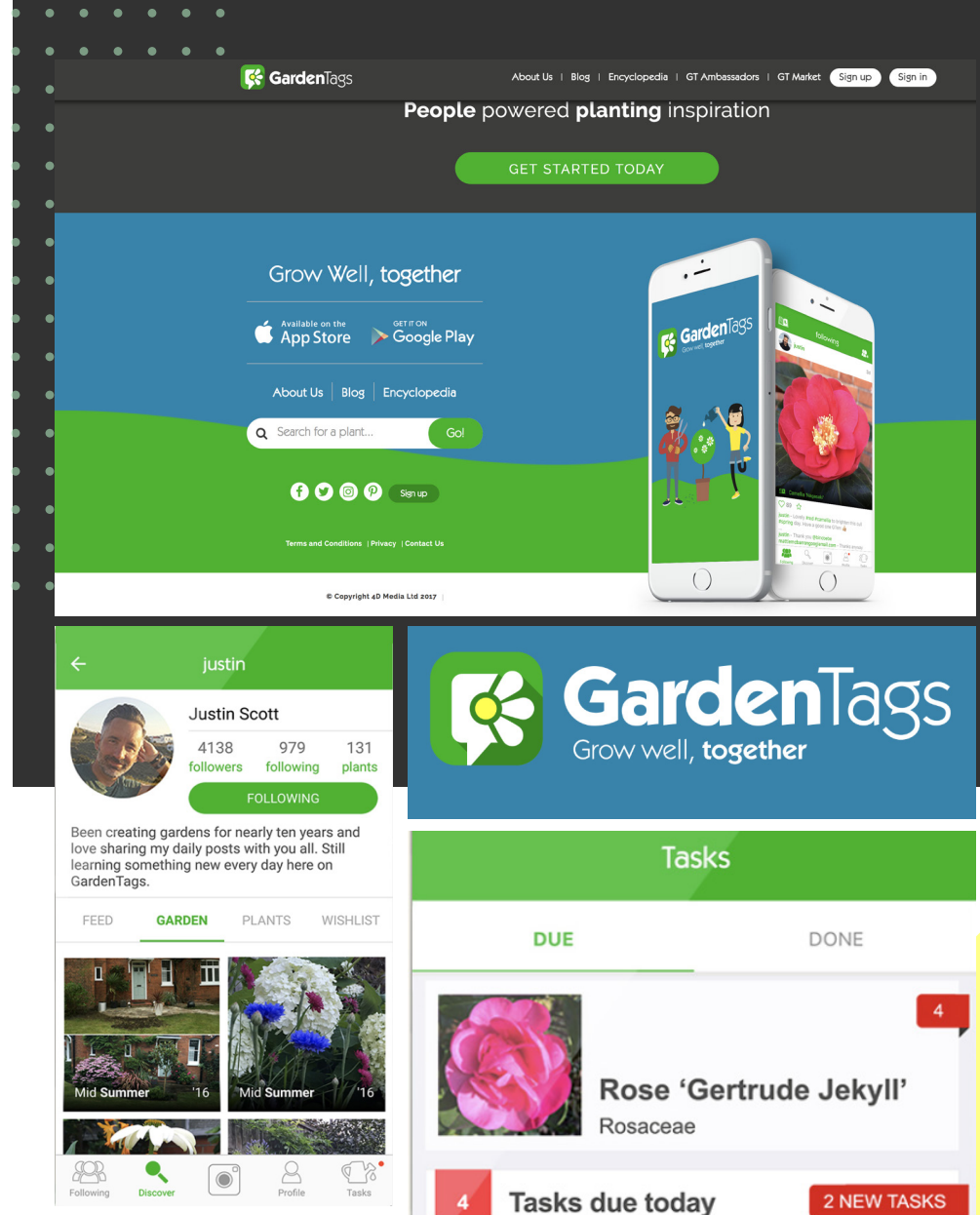
The premium service is paid monthly and offers the option to identify types of plants or pest by sending pictures to their experts. The users can also get personalized help by talking to the experts on the chat option.



GARDEN TAGS

GardenTags is a social network that brings together novice growers with experienced gardeners to share their knowledge and ask for advice. This application also offers a wide encyclopedia with information about the characteristics and care specifications of different plants and best times for sowing and harvesting. The user can create a virtual garden by posting a picture of the plant and the app will set automatic reminders for care tasks based on the type of plant.

This application focuses on a variety of plants, not only kitchen vegetables or herbs. Their mission is to change the fear of gardening into an enjoyable activity that can be shared through an Instagram-kind of social media.

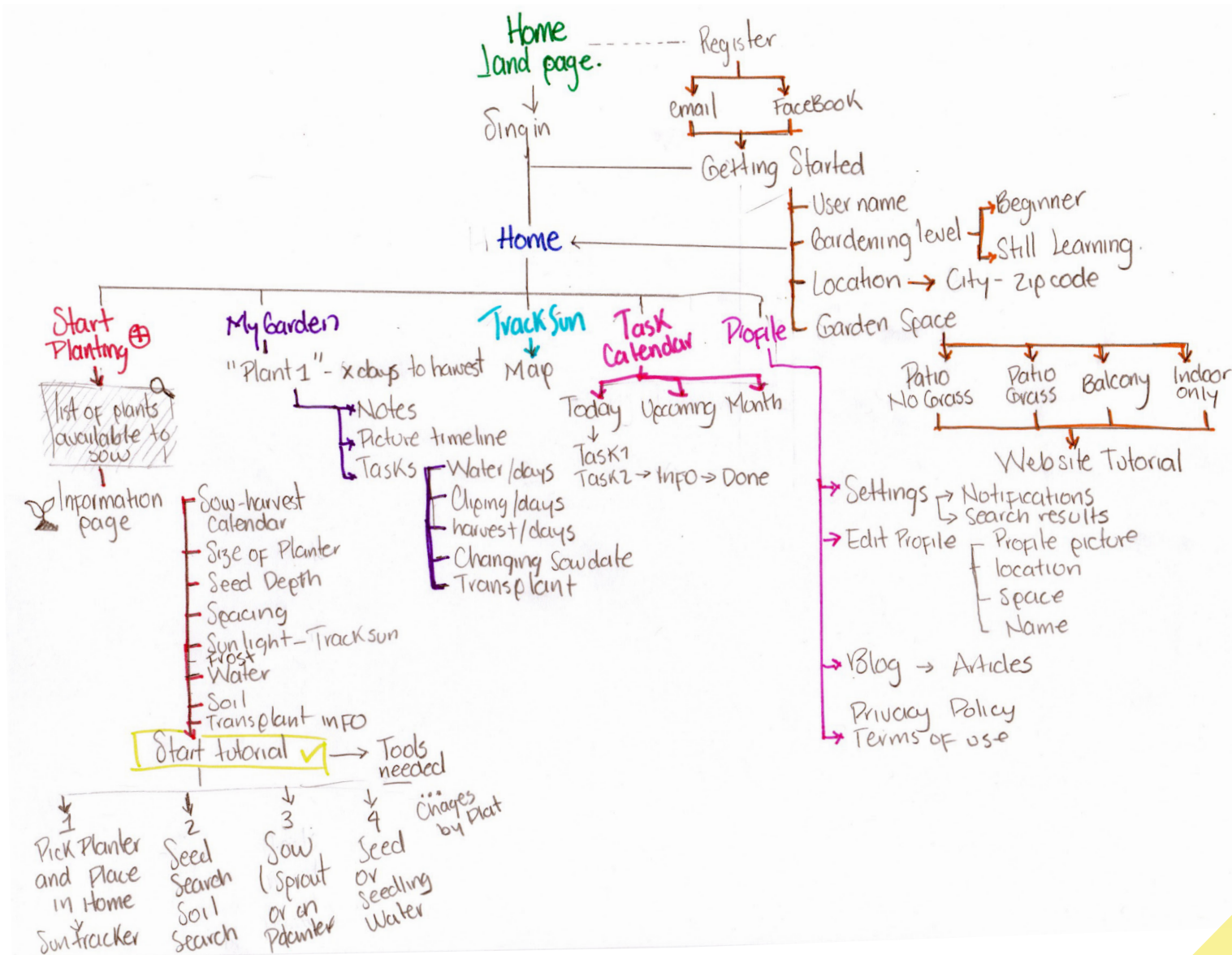




PRELIMINARY
SKETCHES



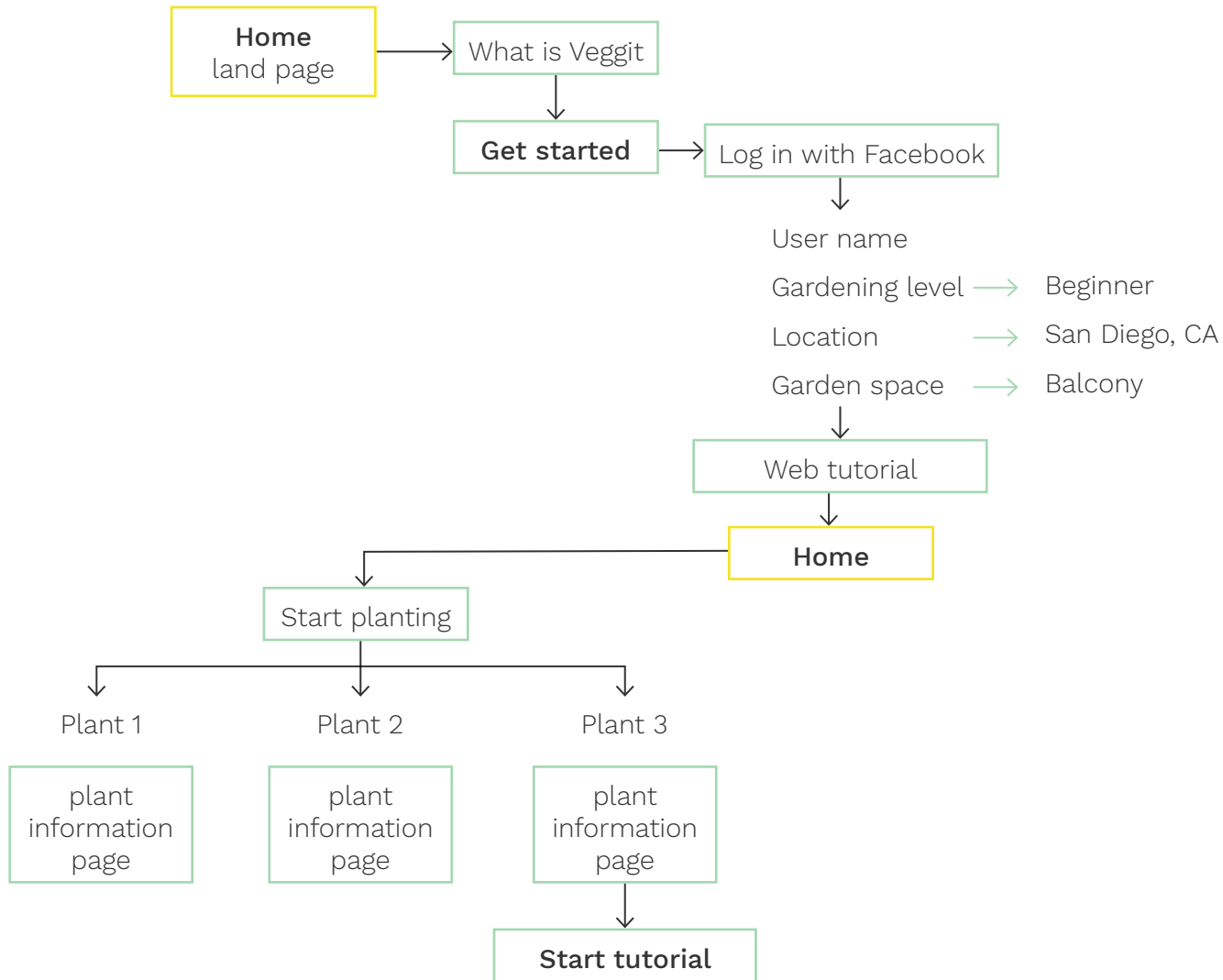
SITEMAP



WORKFLOW 1



Erik Broel
First time User



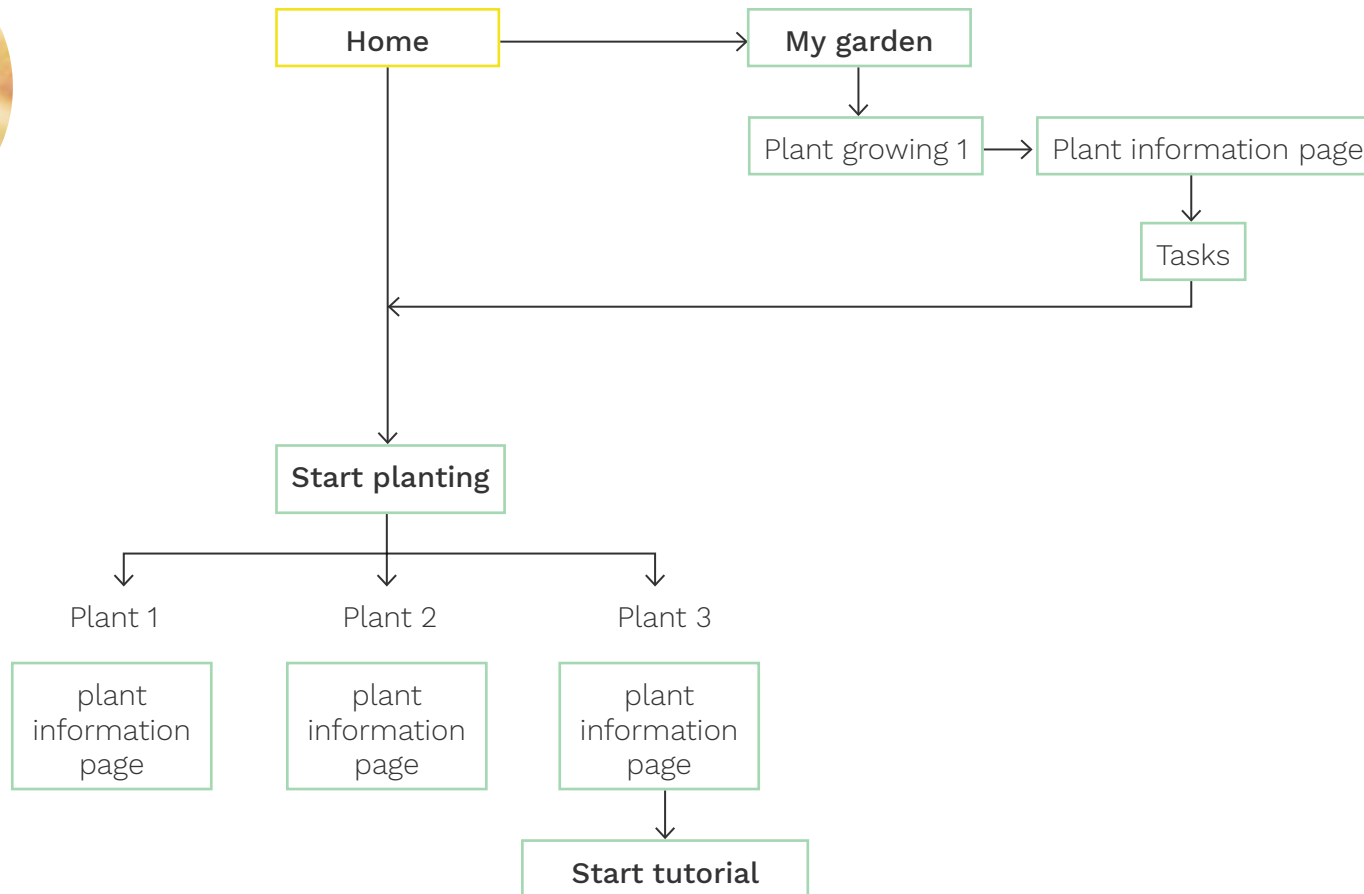
WORKFLOW 2



Morgan Davis

Checking plants
growing activity

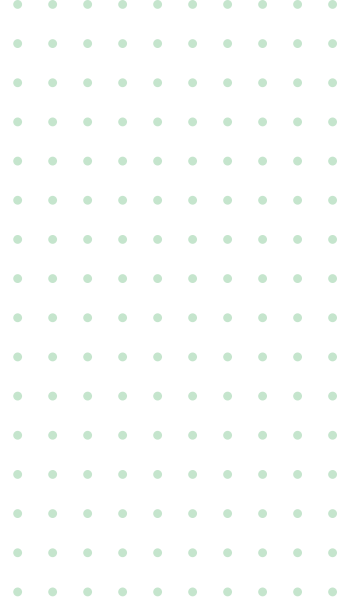
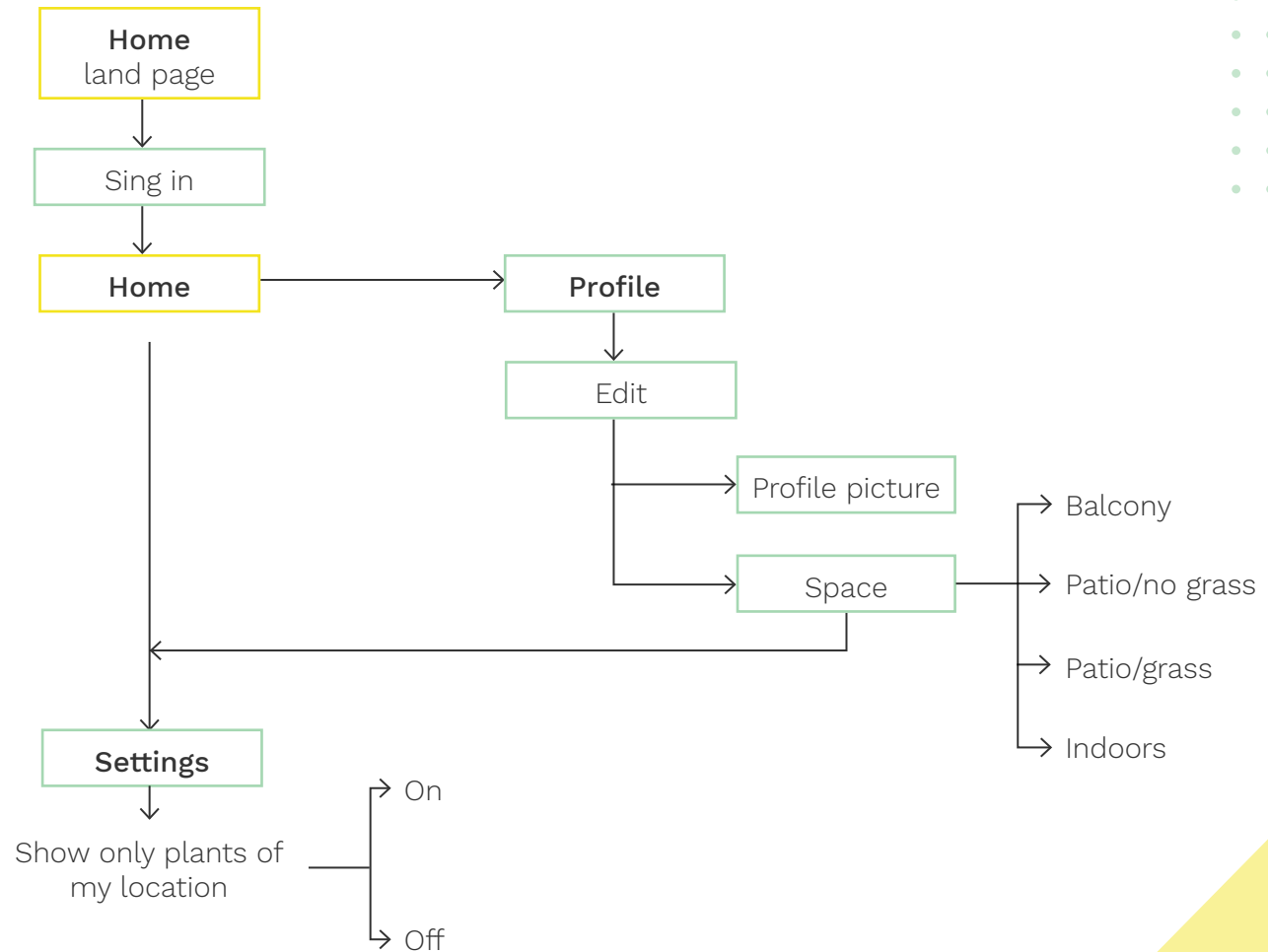
Start a new plant



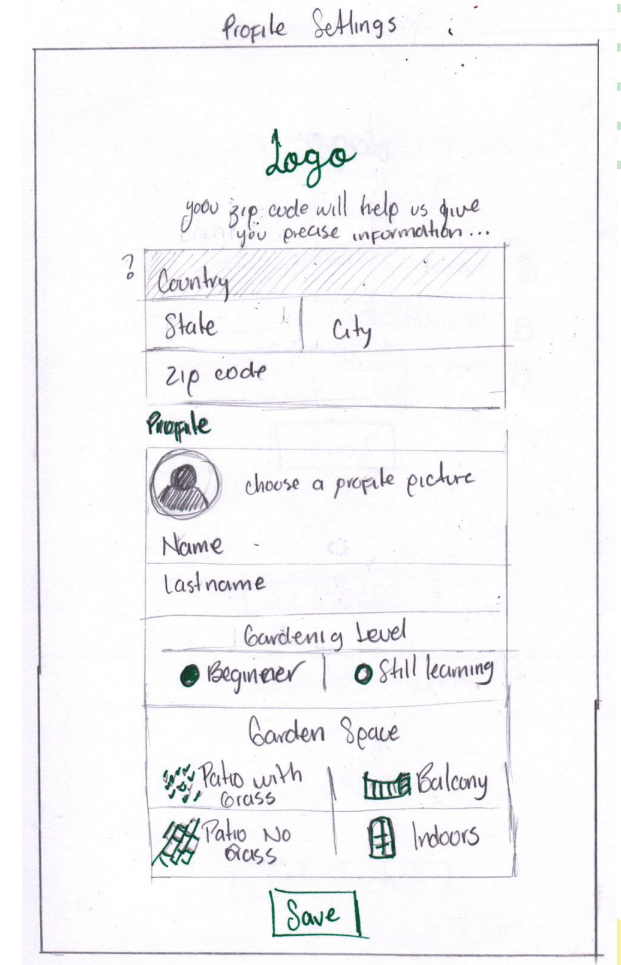
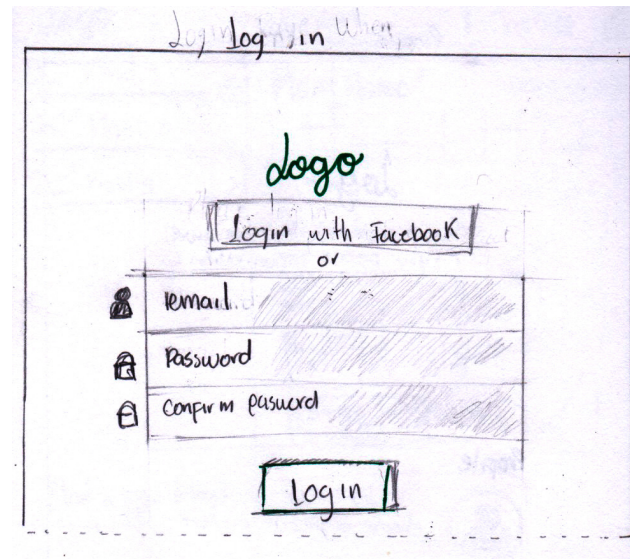
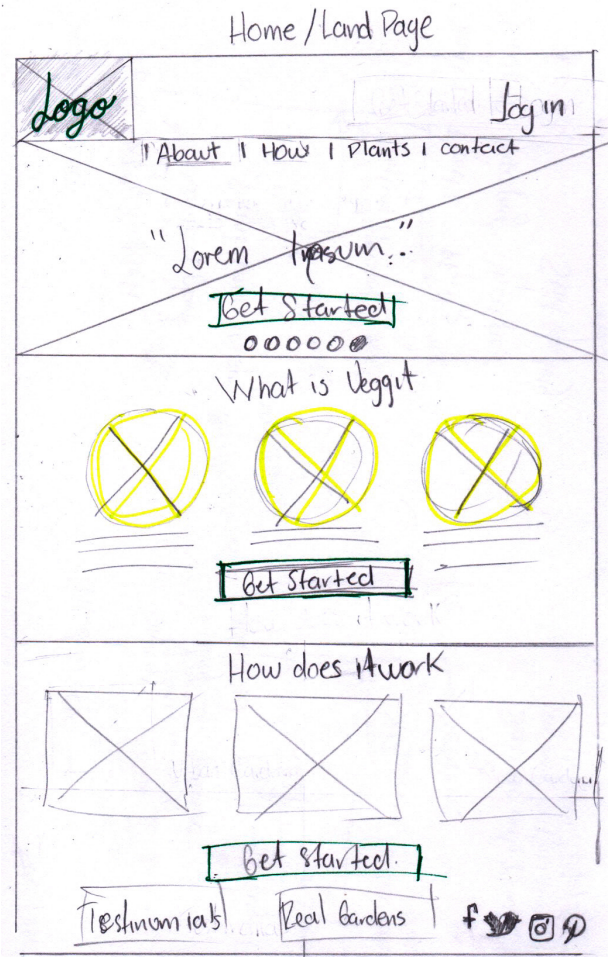
WORKFLOW 3



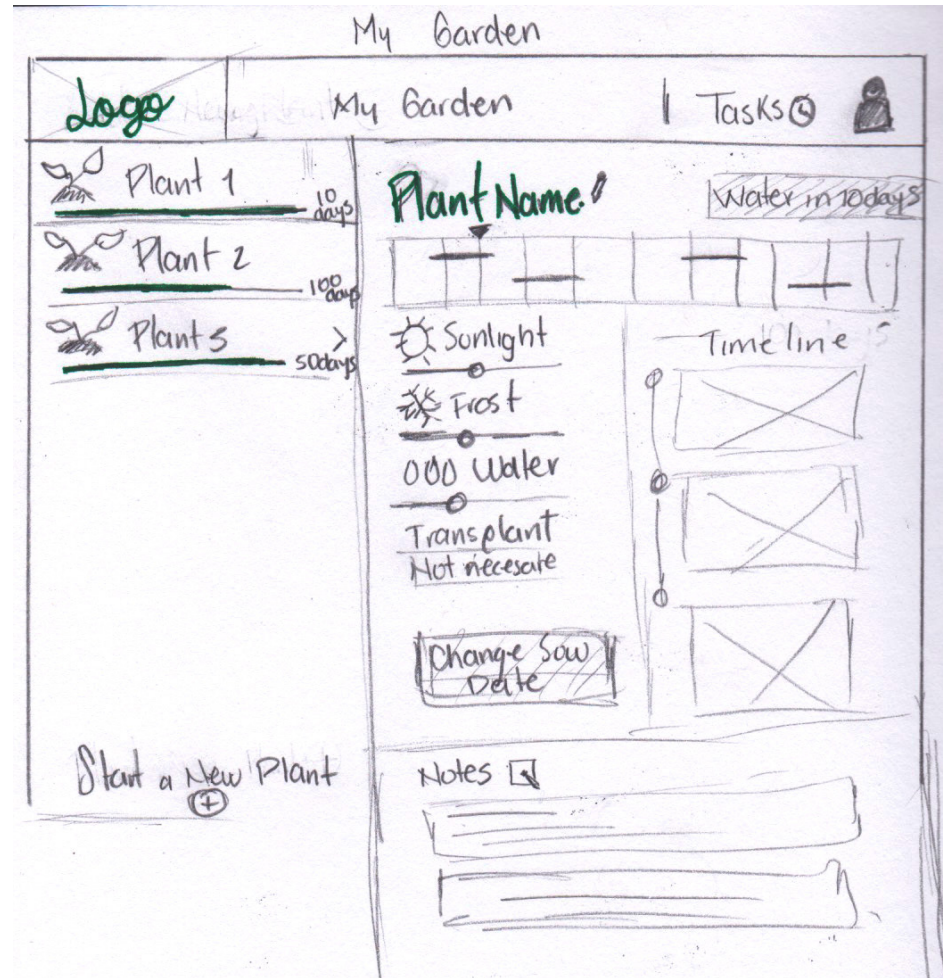
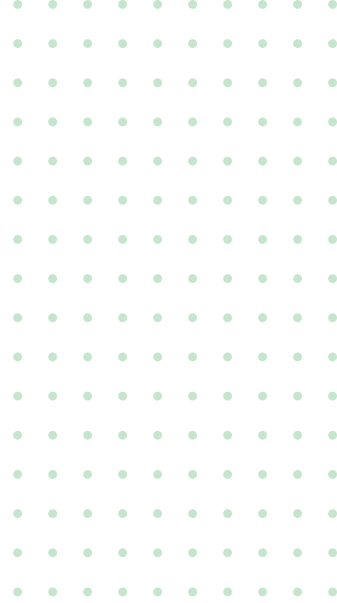
Angela Santos
Edit profile and settings in a new computer



USER-INTERFACE CONCEPTS



USER- INTERFACE CONCEPTS





WIREFRAMES

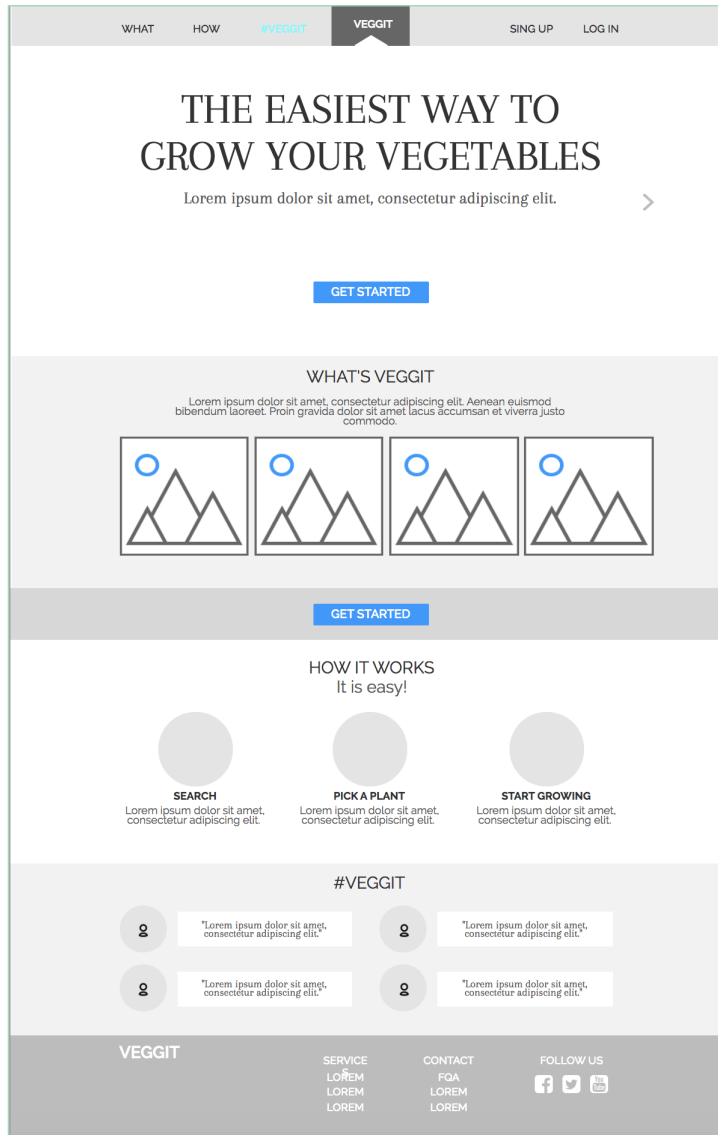
Prototype link

<https://qz2kzh.axshare.com>

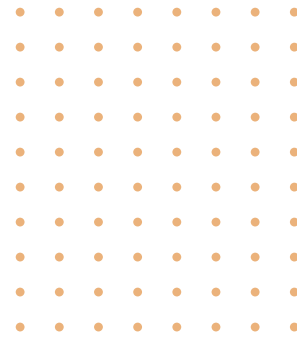
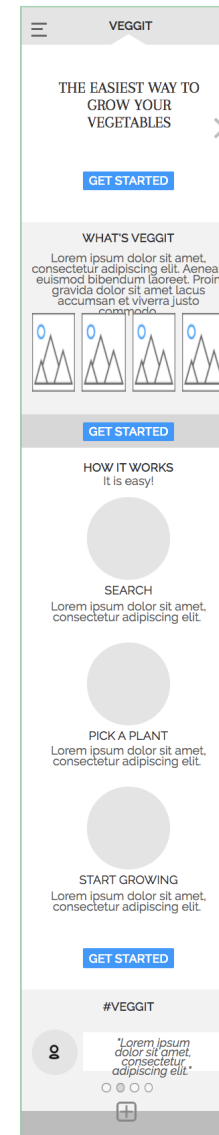


LAND PAGE

WEB



MOBILE



SIGN UP

WEB

VEGGIT

Your ZIP code will help us to find ...
Please edit your profile for better search

First name

Last name

Zip code

Email

Create password

How did you heard about us

Gardening level

Beginner | Still learning

Gardening space

Patio with grass | Balcony

Patio no grass | Indoors

or

MOBILE

VEGGIT

Your ZIP code will help us to find ...
Please edit your profile for better search

First name

Last name

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Email

Create password

How did you heard about us

Gardening level

Beginner | Still learning

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Patio with grass | Balcony


Patio no grass | Indoors

or

LOG IN


WEB

VEGGIT

 Log in with Facebook

or

@ Username


 Password

Remember me

Forgot your user name or password?
Don't have an account? [Sing up](#)


MOBILE

VEGGIT

 Log in with Facebook

or

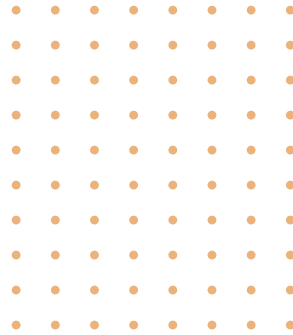
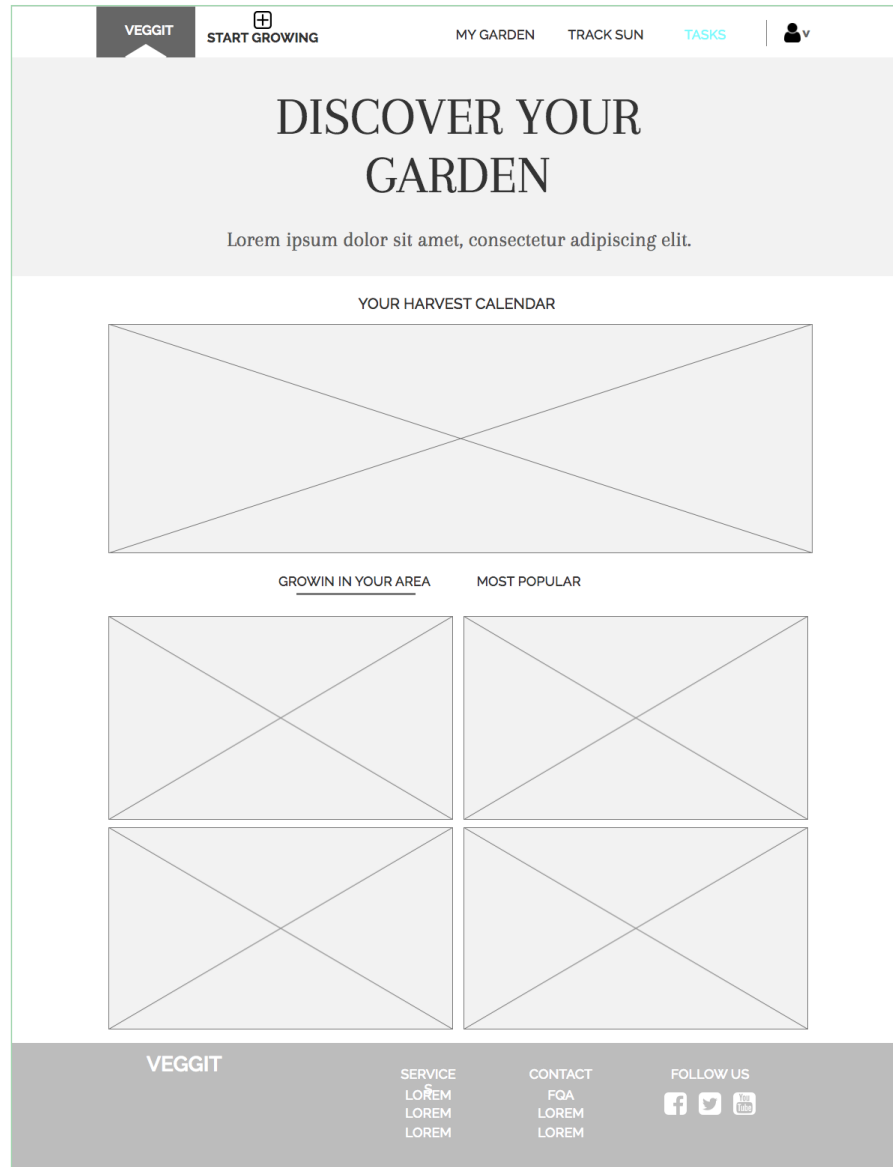
@ Username

 Password

Remember me

Forgot your user name or password?
Don't have an account? [Sing up](#)

HOME



MY GARDEN

VEGGIT START GROWING

MY GARDEN TRACK SUN TASKS

Plant Name Water in 2 days

Sun light Frost Water

XX - XX Transplant

Time line

Feb 2018

242 x 200

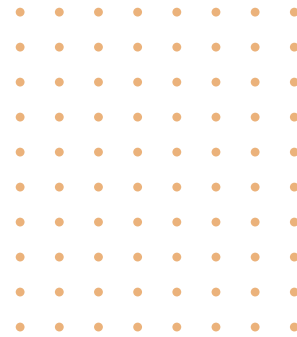
The Name Label
Text description

share


242 x 200


The Name Label
Text description

share





TRACK SUN

VEGGIT **START GROWING** MY GARDEN **TRACK SUN** TASKS 



Zip code Default

Option 1 Option 2  Date

0:00  12:00 23:00



TASKS

VEGGIT
START GROWING
MY GARDEN
TRACK SUN
TASKS
👤

TODAY
UPCOMING
MONTH

Vegetable 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum.

+more

Done

Vegetable 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum.

+more

Check

Vegetable 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum.

+more

Check

Vegetable 3

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+more

Check


VEGGIT
START GROWING
MY GARDEN
TRACK SUN
TASKS
👤

TODAY
UPCOMING
MONTH

JANUARY

	<input type="radio"/> Plant name					
				<input type="radio"/> Plant name		


START GROWING

VEGGIT **START GROWING** MY GARDEN TRACK SUN TASKS 

Plants in Savannah, GA



ALL HERBS VEGTABLES




Coriander




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes.

Indoors Balcony

  [Start growing!](#)



Light 
Frost hardiness 
Water 




Bush Tomato (Cherry Tomato)




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes.

All patios All Baconies

  [Start growing!](#)



Light 
Frost hardiness 
Water 




Basil

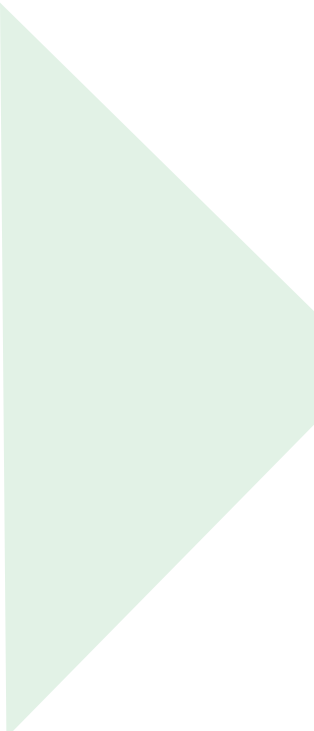
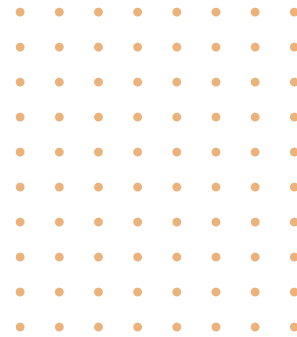


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All patios All Baconies Indoors


  [Start growing!](#)

Light 
Frost hardiness 
Water 





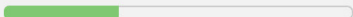
TUTORIAL


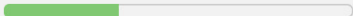
VEGGIT + START GROWING


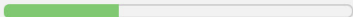
MY GARDEN TRACK SUN TASKS 

Q


 New plant ▼
Tutorial 1 / 10

 Plant 2 ▼
 100 days to harvest


 Plant 3 ▼
 100 days to harvest

 Plant 4 ▼
 100 days to harvest

+


New plant name 



Step 1 ✓



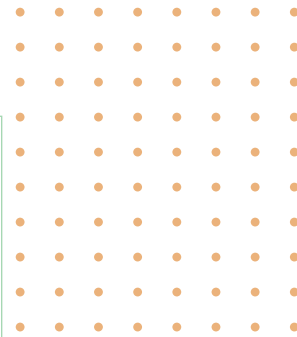
Planter and place in home

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus pronin sapien nunc accuan eget.

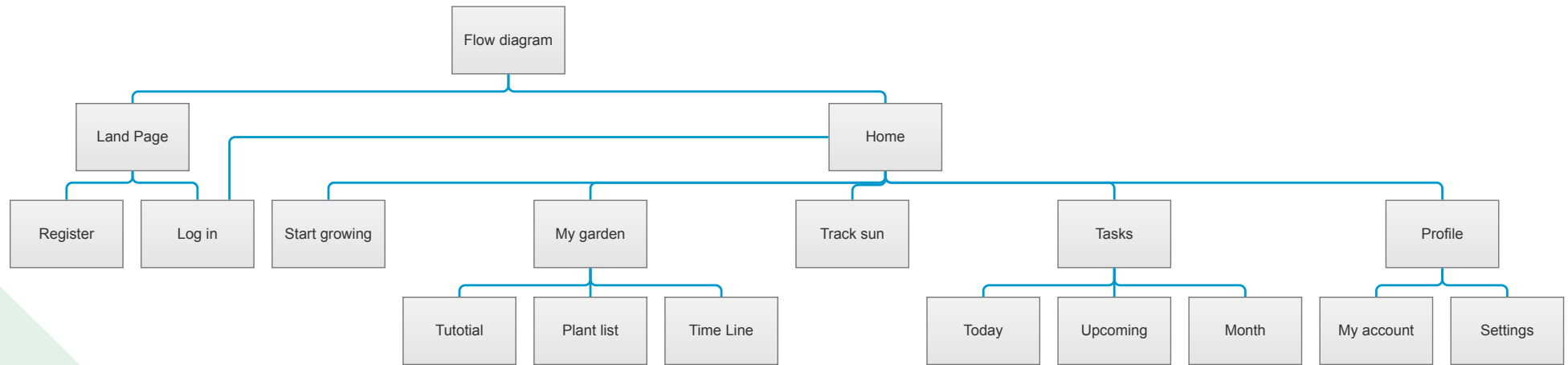
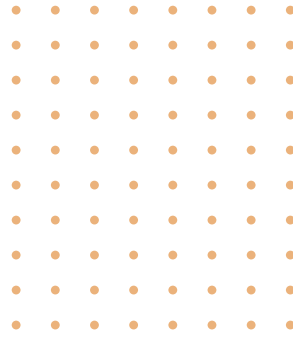
Light 

< **1** 2 3 4 5 >



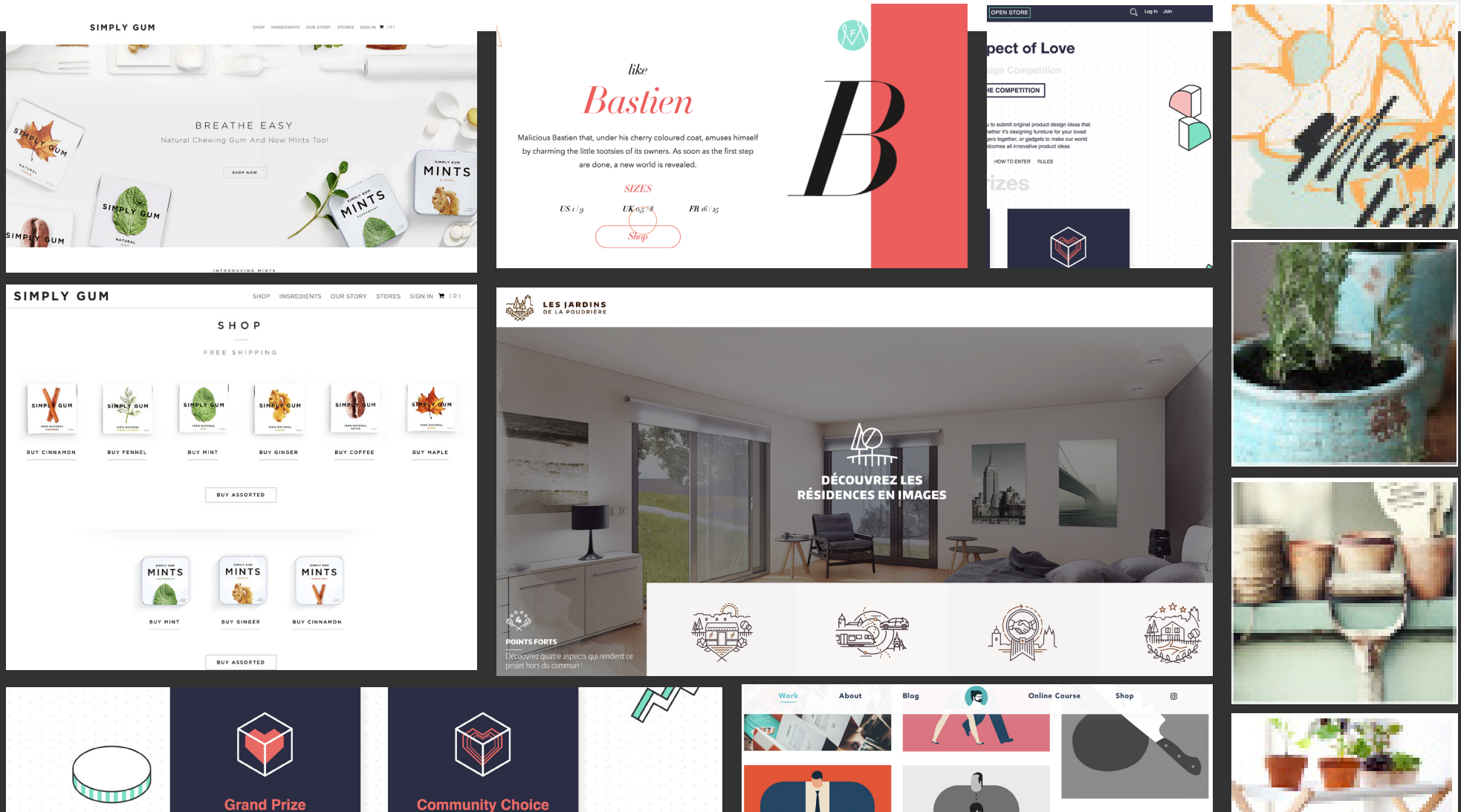
FLOW DIAGRAM



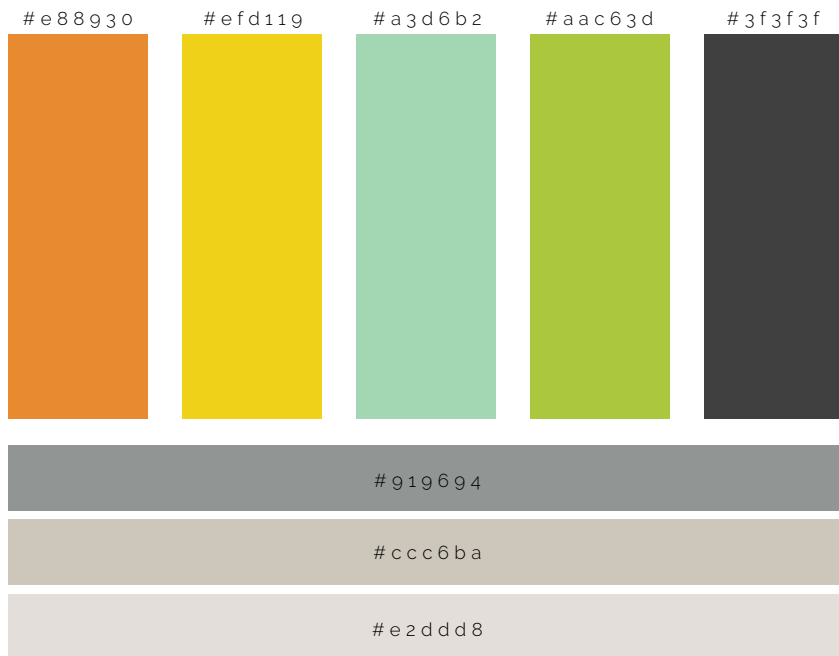
VISUAL DESIGN



MOOD BOARD 1



COLOR PALLETE



TYPOGRAPHY

ABEL (LOGO)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ARAPEY (HIGHLIGHTS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

WORKS SANS (READING TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!



DESIGN 1

Key words:

Well-being

Modern

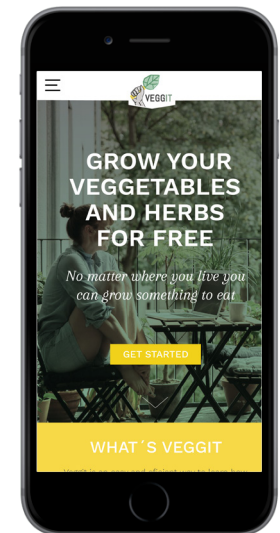
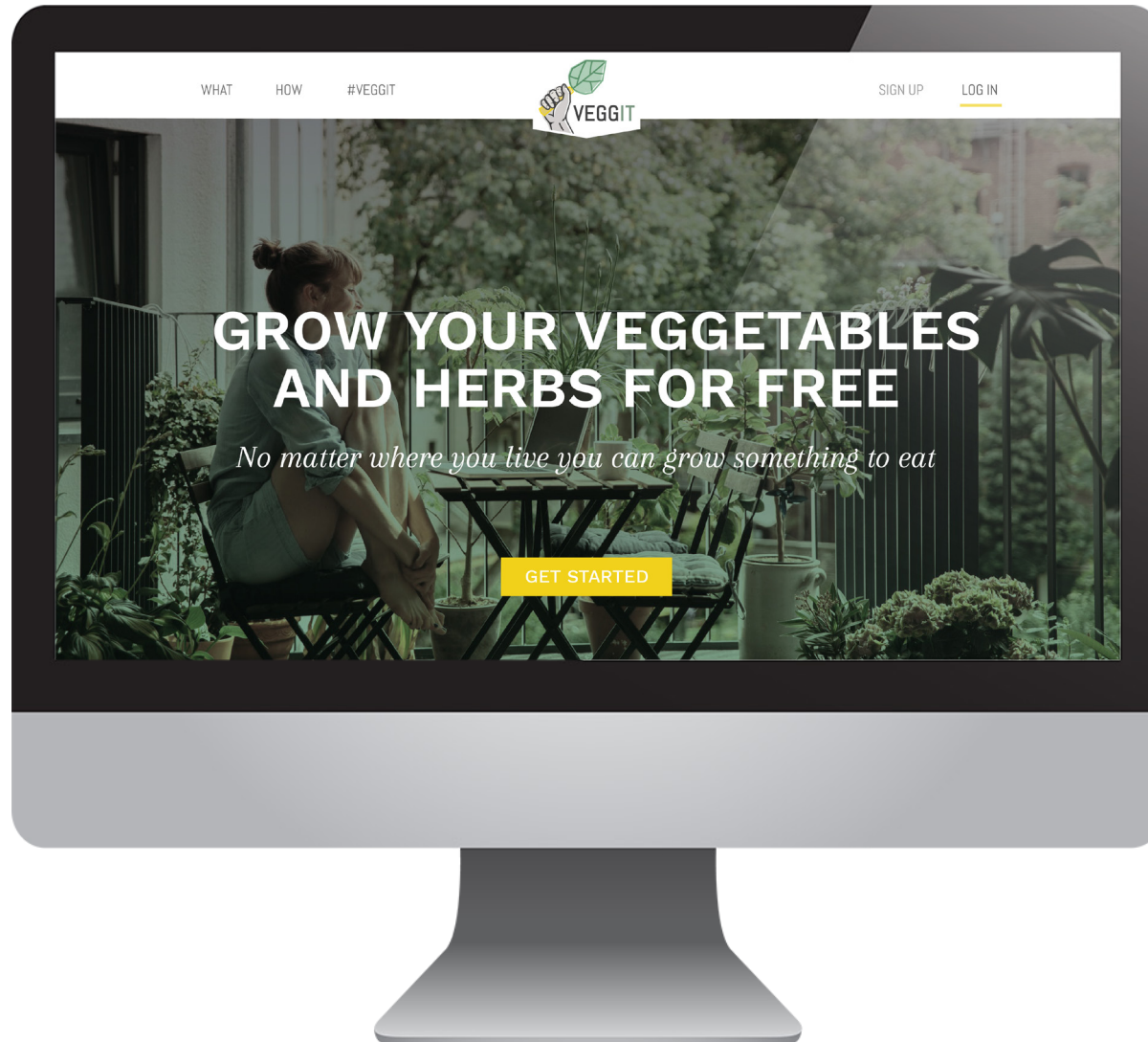
Health

Young

Home

Motivational

Empathetic.

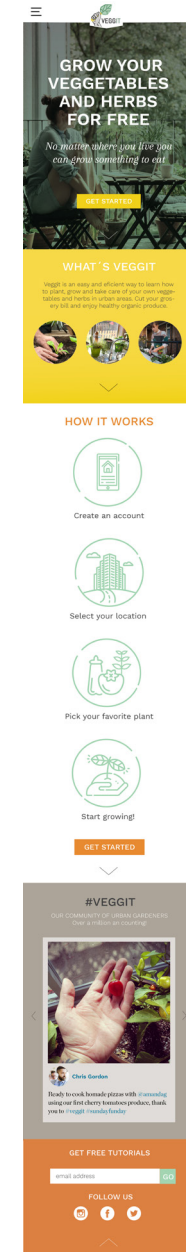
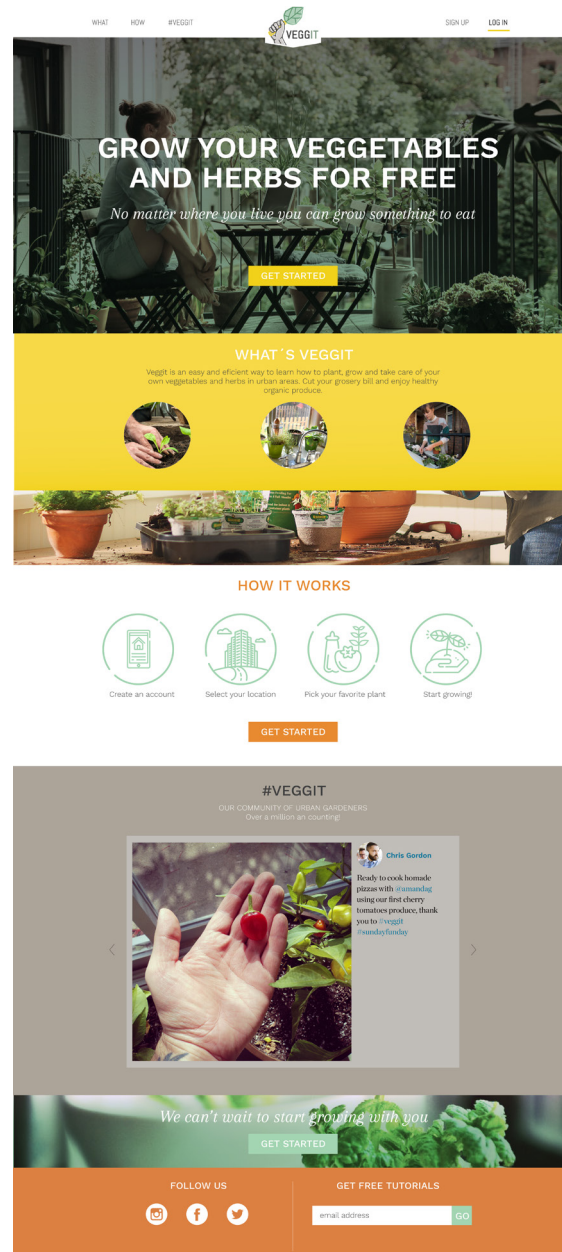



CREATIVE STRATEGY


Through the Persona study, one feature that is common is the wide range of age of the potential users of Veggit. This creative strategy follows a flexible style that can fill the needs of the young users as well as the older ones.

The classic structure of blocks of pictures, color and text allows an easy reading of the information.

Another characteristic found on the personas is the interest in improving the quality of the food that they consume. It is important in this design concept to project the wellness involve in eating and growing vegetables. By using a simple color palette with tree main colors and tones of grey, a subtle contrast was created using white space as a determinant component of the design.







WHAT HOW #VEGGIT  SIGN UP LOG IN





WHAT'S VEGGIT

Veggit is an easy and efficient way to learn how to plant, grow and take care of your own vegetables and herbs in urban areas. Cut your grocery bill and enjoy healthy organic produce.









WHAT HOW #VEGGIT  SIGN UP LOG IN




HOW IT WORKS




Create an account



Select your location





Pick your favorite plant



Start growing!


[GET STARTED](#)


WHAT HOW #VEGGIT  SIGN UP LOG IN



#VEGGIT

OUR COMMUNITY OF URBAN GARDENERS
Over a million an counting!






 **Chris Gordon**

Ready to cook homemade pizzas with @amandag using our first cherry tomatoes produce, thank you to #veggit #sundayfunday

We can't wait to start growing with you

[GET STARTED](#)

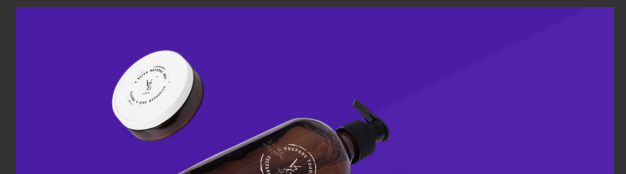
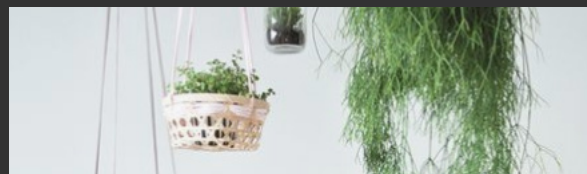
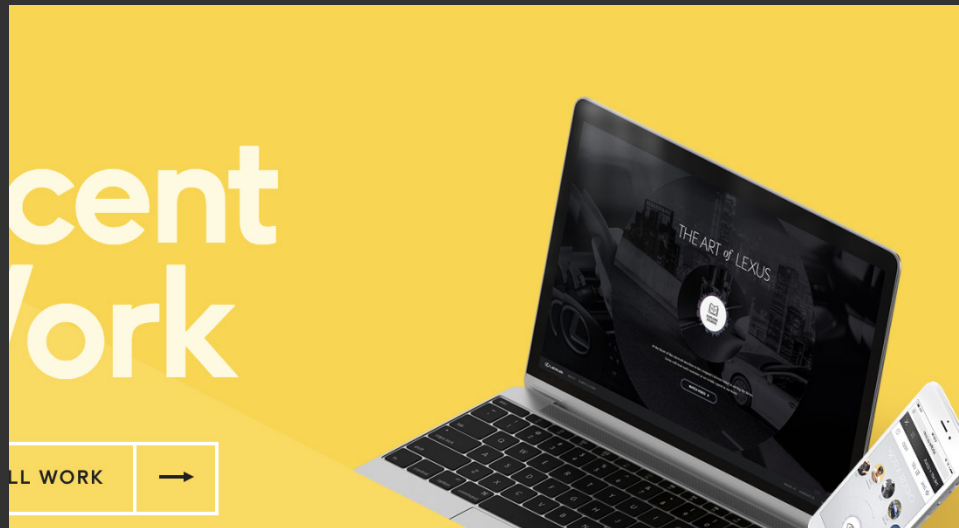
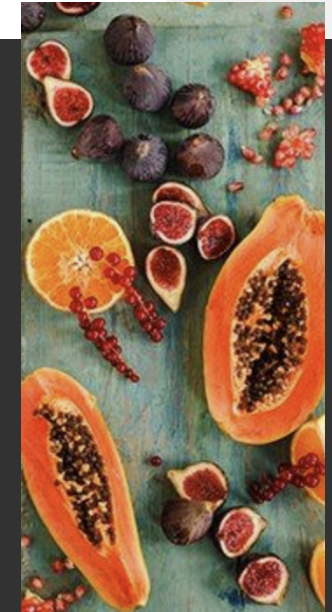
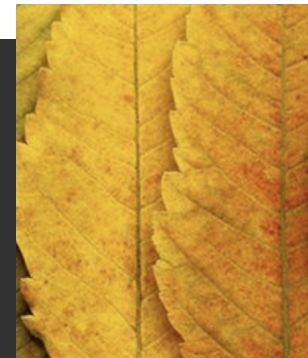
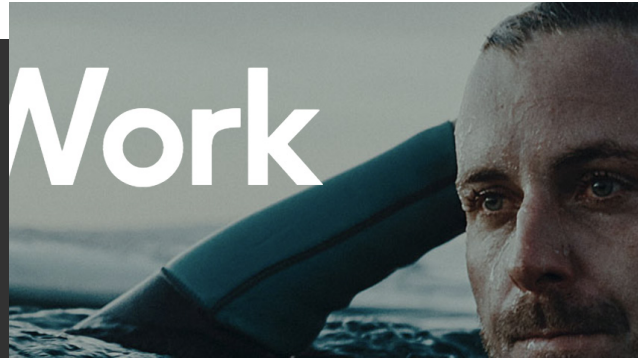
FOLLOW US

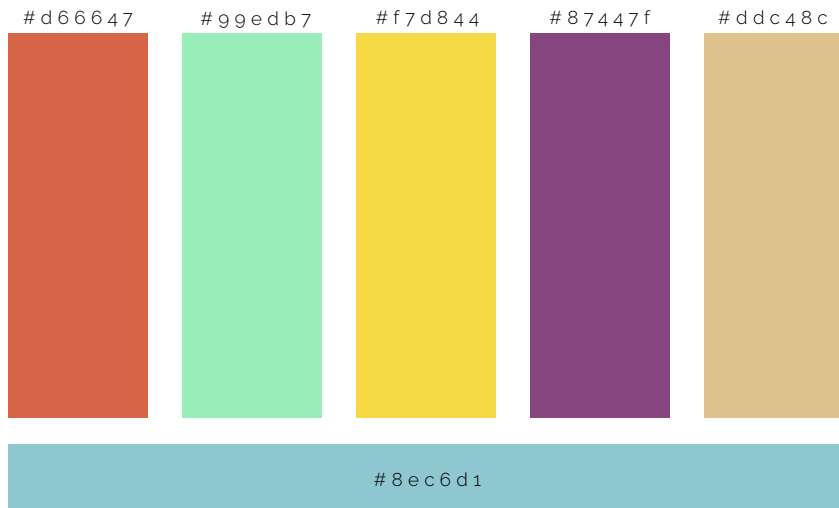
GET FREE TUTORIALS

[GO](#)

MOOD BOARD 2



COLOR PALLETE



TYPOGRAPHY

BEBAS

A B C D E F G H I G K L M N O P Q R S T U V W X Y Z

HELVETICA LT STD

A B C D E F G H I G K L M N O P Q R S T U V W X Y Z

a b c d e f g h i g k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ? !



DESIGN 2

Key words:

Urban
Bold
Playful
Happy
Natural
Motivational

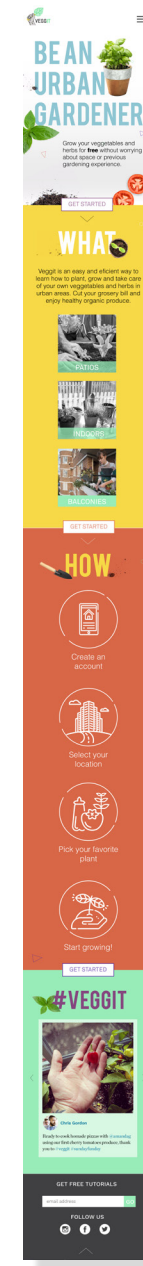
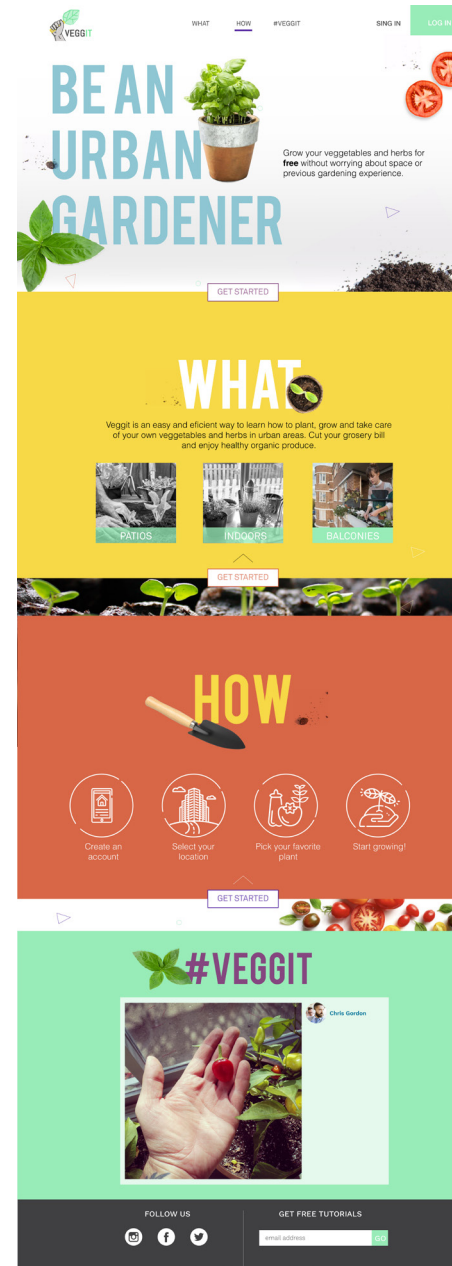


CREATIVE STRATEGY

The creative strategy of this design focuses on the urban condition of the users and their need for constant motivation in learning something new.

By using a vibrant color palette, this design creates a bold contrast between texts, colors and icons/photos.

One of the common needs found on the Persona study was their lack of motivation and how easy they forget about taking care of their plants. This concept wants to use motivation as one of its main concepts. To accomplish a balance between the natural feeling of gardening and the loud of the urban style the negative space plays an important role in this design.



WHAT

Veggit is an easy and efficient way to learn how to plant, grow and take care of your own vegetables and herbs in urban areas. Cut your grocery bill and enjoy healthy organic produce.

PATIOS

INDOORS

BALCONIES

GET STARTED

HOW

Create an account

Select your location

Pick your favorite plant

Start growing!

GET STARTED

HOW

Create an account

Select your location

Pick your favorite plant

Start growing!

GET STARTED

#VEGGIT

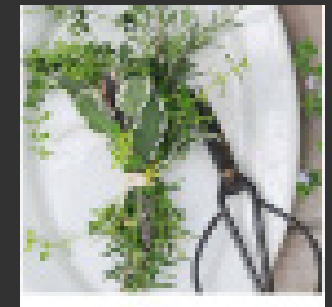
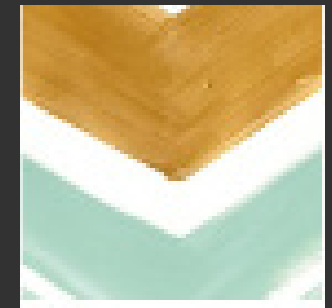
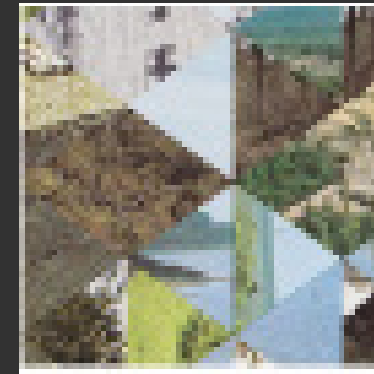
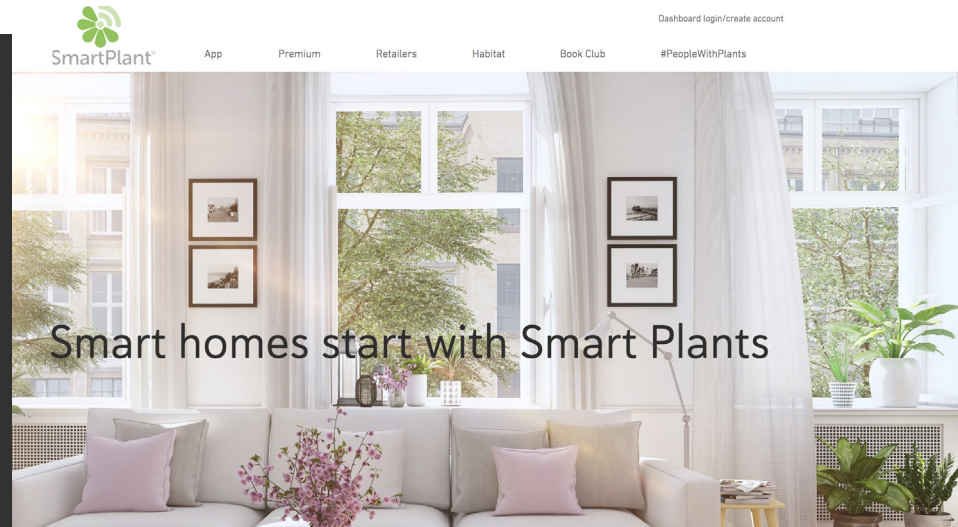
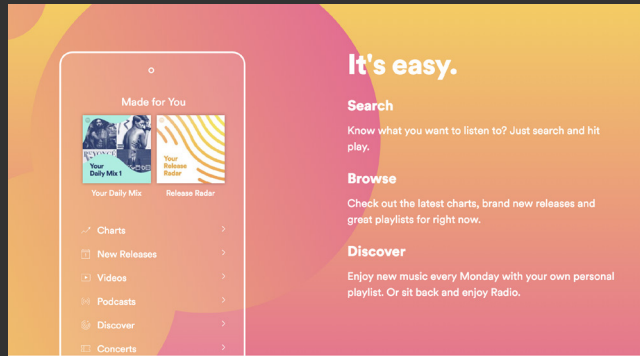
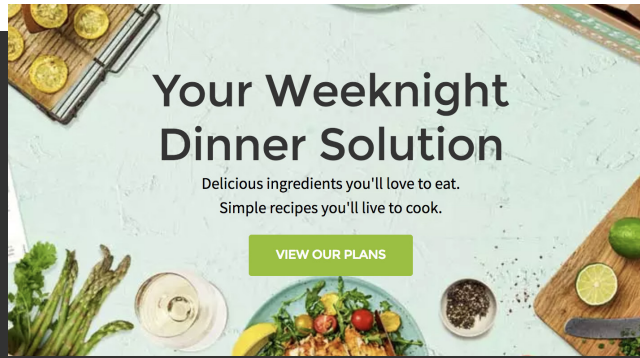
Chris Gordon

FOLLOW US

GET FREE TUTORIALS

email address

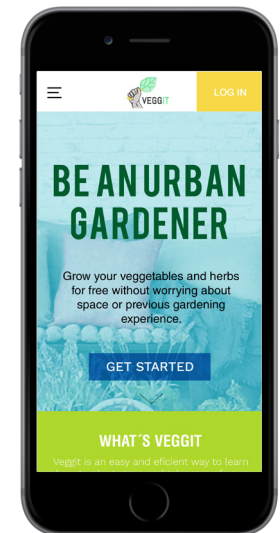
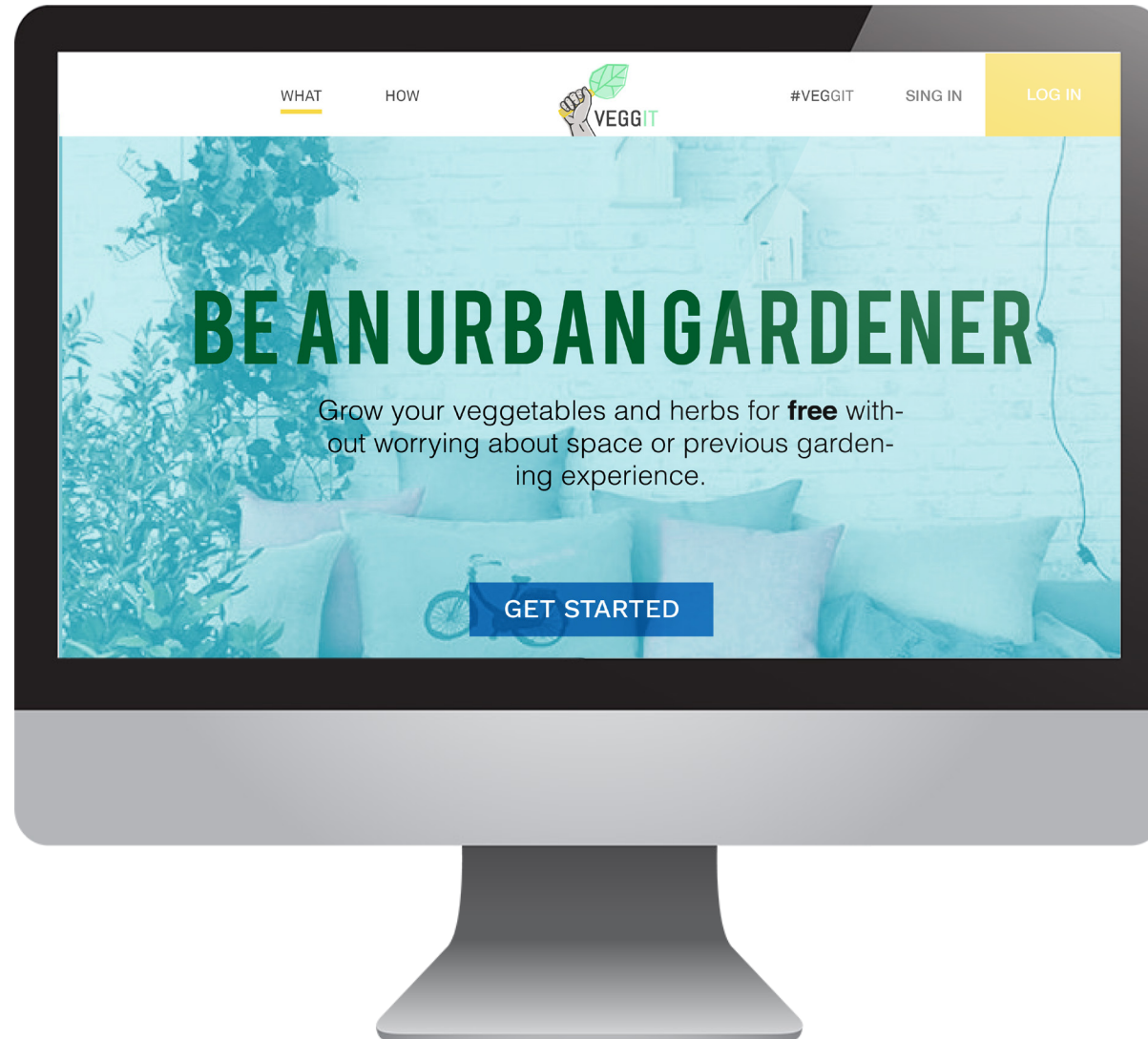
MOOD BOARD 3



DESIGN 3

Key words:

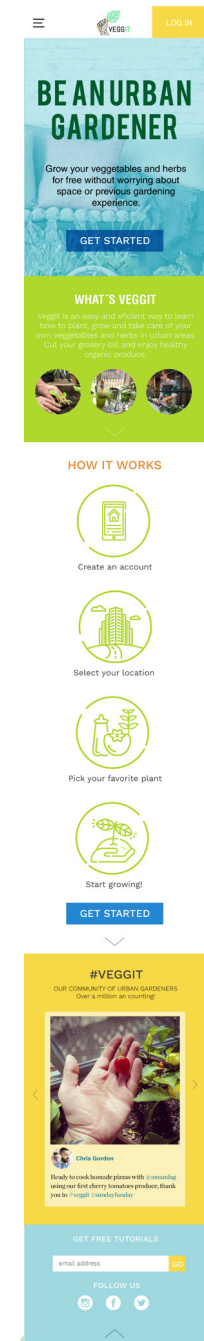
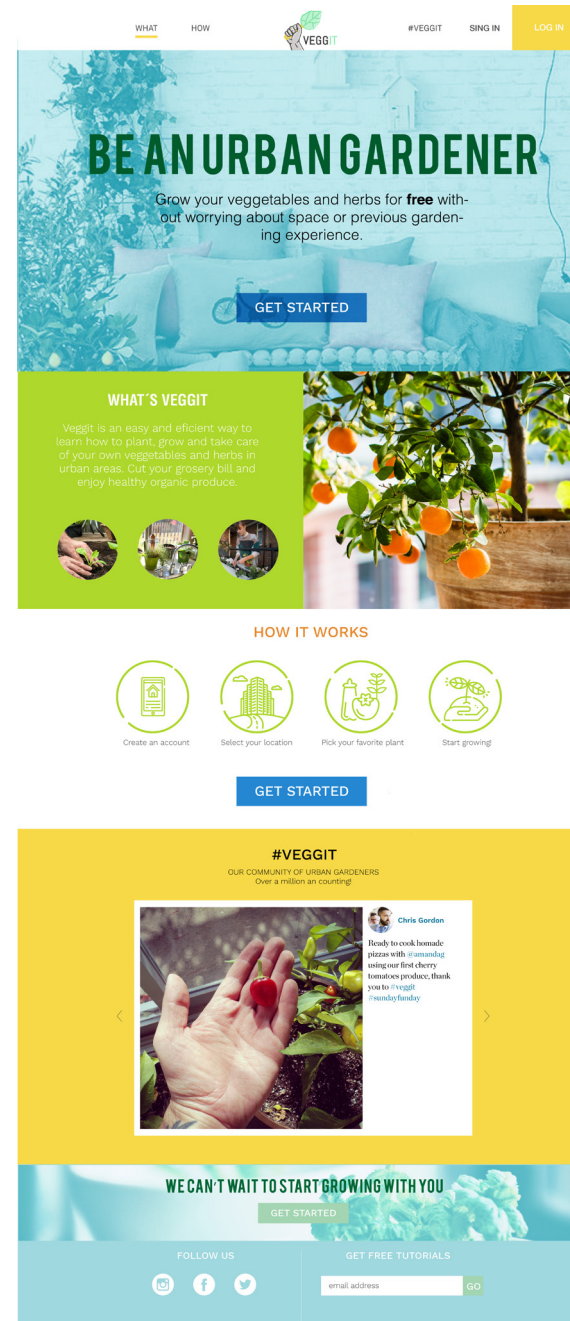
Organic
Health
Clean
Flexible
Independent
Quiet



CREATIVE STRATEGY

This design pretends to mix features of the past two designs, mixing the calm feeling of home a nature with bold elements of an urban environment.

Some of the personas studied in this project showed their interest in planting vegetables and herbs as a solution for home decoration and personal hobby. This concept uses a warmer color palette and photographs that represent a service that involves home as its primary scenario.



RESPONSIVE SITE DEVELOPMENT ROUGH

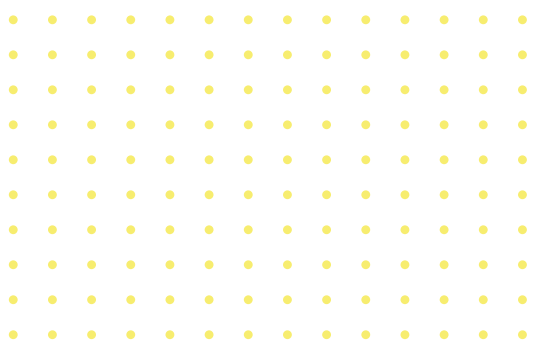
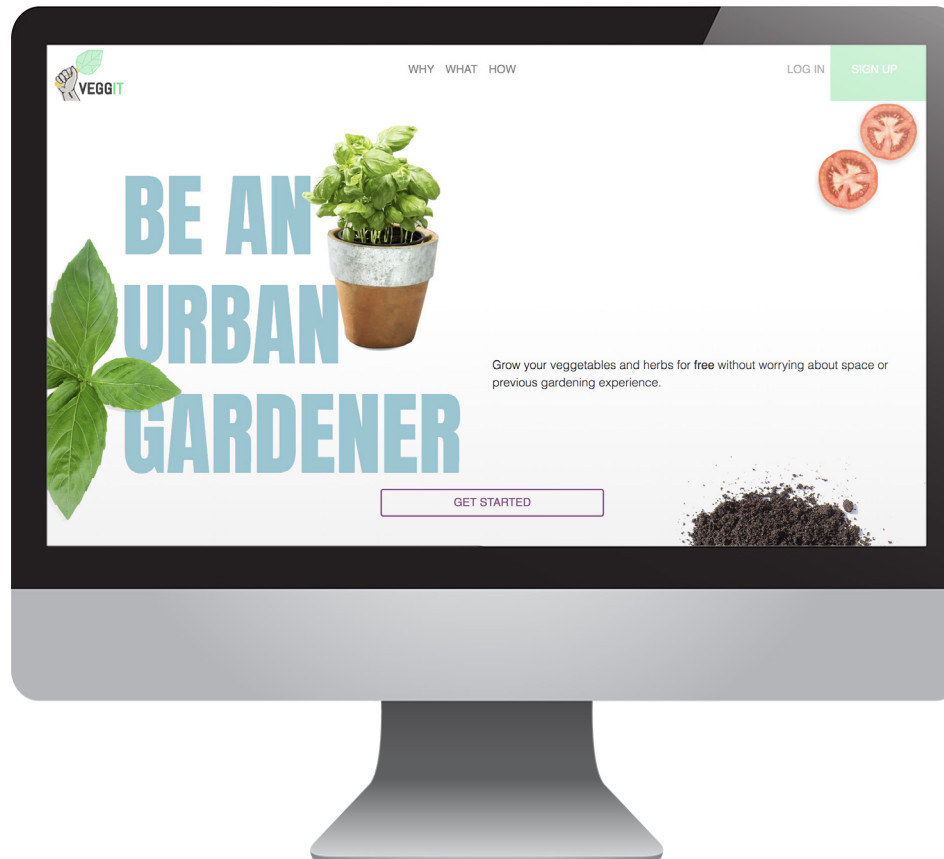


Option number 2 was the design chosen to be developed. Thanks to the feedback received some adjustment to the designs were made to improve the legibility of the information such as contrast of colors and typography uses.

A new section on the home page called WHY was added in order to reinforce the purpose of the web site service and its concept.

After several tutorials on Lynda about Bootstraps and Javascript, I could accomplish a very close layout to the one proposed in the wireframes. I used Sublime text as my preferred text editor since compared to Dreamweaver (design view) allows me more control over the code structure and edition.

```
index2.html style.css
1 <!DOCTYPE HTML>
2 <html lang="en">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
5 <meta http-equiv="X-UA-Compatible" content="IE=edge">
6 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
7 <meta http-equiv="x-ua-compatible" content="ie=edge">
8 <link rel="stylesheet" href="css/bootstrap.min.css">
9 <link rel="stylesheet" href="css/style.css">
10 <title>Veggit</title>
11 <link href="https://fonts.googleapis.com/css?family=Work+Sans:300,400,600,700" rel="stylesheet">
12 </head>
13 <body data-spy="scroll" data-target="#navbar-site" data-offset="80">
14 <div>
15 <nav id="navbar-site" class="navbar bg-light navbar-light navbar-expand-sm fixed-top">
16 <a class="navbar-brand" href="#home">
17 
18 </a>
19 <button class="navbar-toggler" type="button"
20 data-toggle="collapse" data-target="#myToggleNav"
21 aria-controls="myToggleNav"
22 aria-expanded="false" aria-label="Toggle navigation">
23 <span class="navbar-toggler-icon"></span>
24 </button>
25 </div>
```



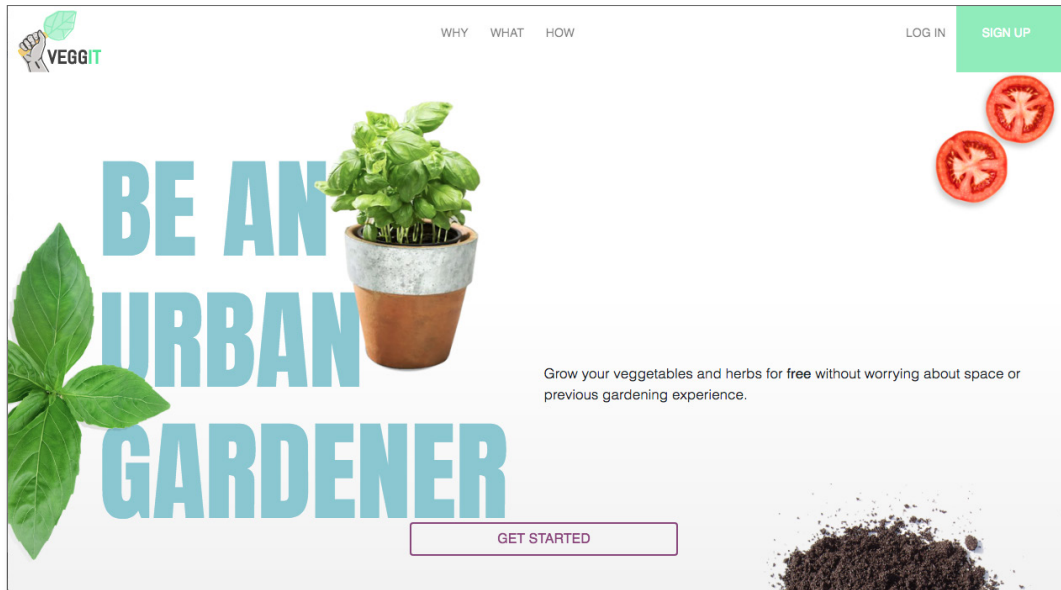


RESPONSIVE SITE
DEVELOPMENT
FINAL

BE AN
URBAN
GARDENER



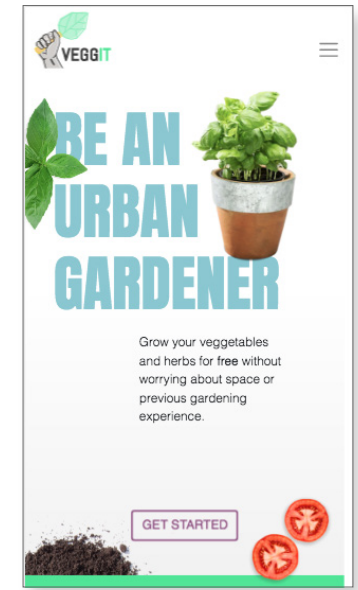
LANDING PAGE



LG




MD




SM

SIGN UP



GET STARTED

Sign up today and get for **free** over a 100 different plants that you can grow at home!
Connect with other urban gardeners and expand the community



Name

E-mail

Create a password
6 characters or more

Zip

Gardening level


Beginner With experience

Garden space

Patio with grass Balcony
 Pation no grass Indoors

SIGN UP




or

 Sign In with Facebook


GET FREE TUTORIALS

Email **Go!**

FOLLOW US


  

LG



GET STARTED

Sign up today and get for **free** over a 100 different plants that you can grow at home!
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Name

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MD



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Zip

Gardening level


Beginner With experience

Garden space

Patio with grass Balcony
 Pation no grass Indoors

SIGN UP




or

 Sign In with Facebook

GET FREE TUTORIALS

Email **Go!**

FOLLOW US

SM

LOG IN

The large desktop layout features a wide header with the VEGGIT logo. The main content area is spacious, with the 'LOG IN' title and 'Welcome back!' message centered. The 'Sign in with Facebook' button is large and prominent. Below it, the 'E-mail' and 'Password' input fields are wide and clearly labeled. A 'Remember me' checkbox and a green 'SIGN UP' button are positioned to the right of the password field. Links for 'Forgot your password or user name? click here' and 'Don't have an account? Sign up for free!' are centered below the form. The footer is a dark grey bar containing a 'GET FREE TUTORIALS' section with an email input and a 'Go!' button, and a 'FOLLOW US' section with social media icons for Facebook, Twitter, and Instagram.

LG

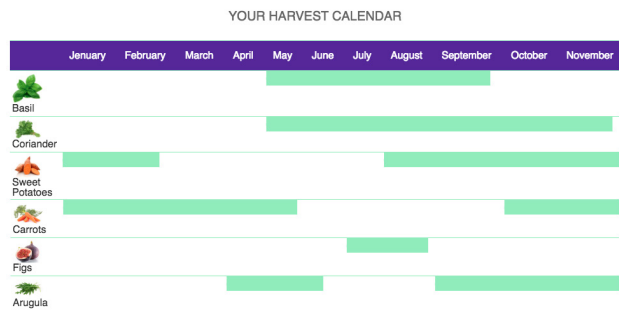
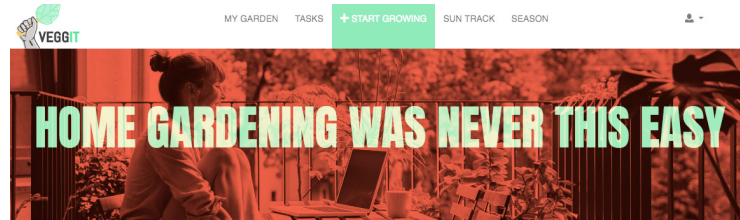
The medium desktop layout is a scaled-down version of the desktop layout. It maintains the same layout structure but with a more compact spacing between elements. The 'Sign in with Facebook' button and the 'SIGN UP' button are still clearly visible and functional. The overall design remains clean and user-friendly.

MD

The small mobile layout is a vertical, compact version of the login page. The 'LOG IN' title and 'Welcome back!' message are centered at the top. The 'Sign in with Facebook' button is a wide, horizontal bar. The 'E-mail' and 'Password' input fields are stacked vertically and take up most of the width. The 'Remember me' checkbox and 'SIGN UP' button are positioned to the right of the password field. The links for 'Forgot your password or user name? click here' and 'Don't have an account? Sign up for free!' are centered below the form. The footer is a dark grey bar containing a 'GET FREE TUTORIALS' section with an email input and a 'Go!' button, and a 'FOLLOW US' section with social media icons for Facebook, Twitter, and Instagram.


SM

HOME

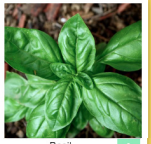


IN YOUR AREA | MOST POPULAR

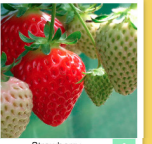
See what is growing now in Savannah, GA. You are still on time, try any of these easy and tasty vegetables



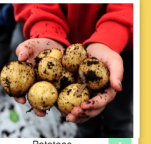
Tomatoes +




Basil +




Strawberry +



Potatoes +

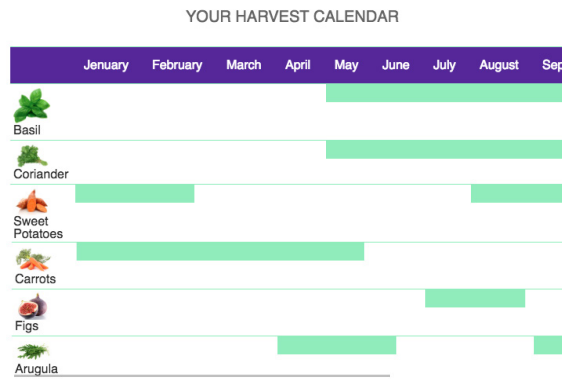


Beans +




Dill +

LG

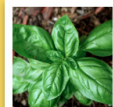


IN YOUR AREA | MOST POPULAR


See what is growing now in Savannah, GA. You are still on time, try any of these easy and tasty vegetables




Tomatoes +



Basil +

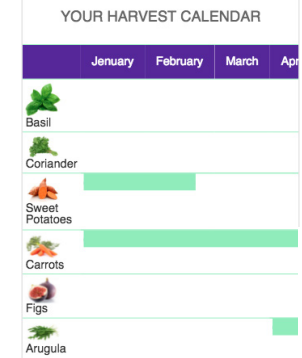
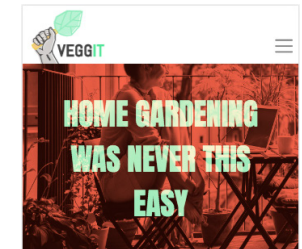


Strawberry +




Potatoes +

MD




IN YOUR AREA | MOST POPULAR

Check out what herbs and vegetables people is planting and harvesting now the most planted now

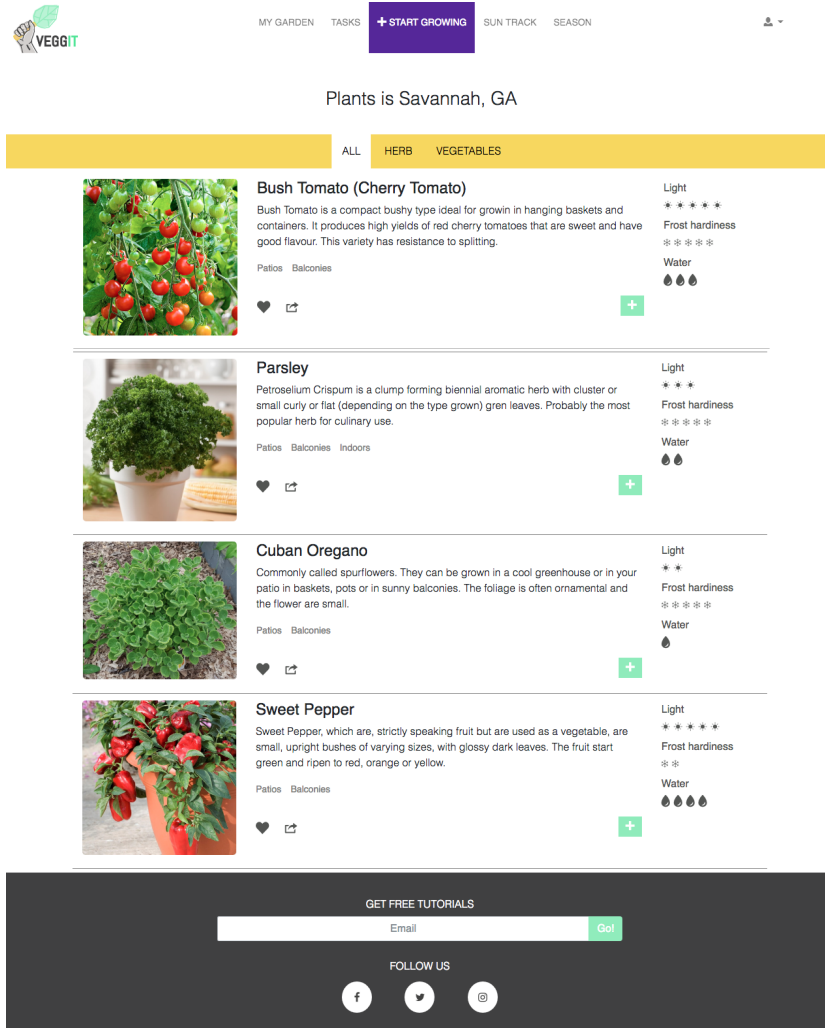


Strawberry +

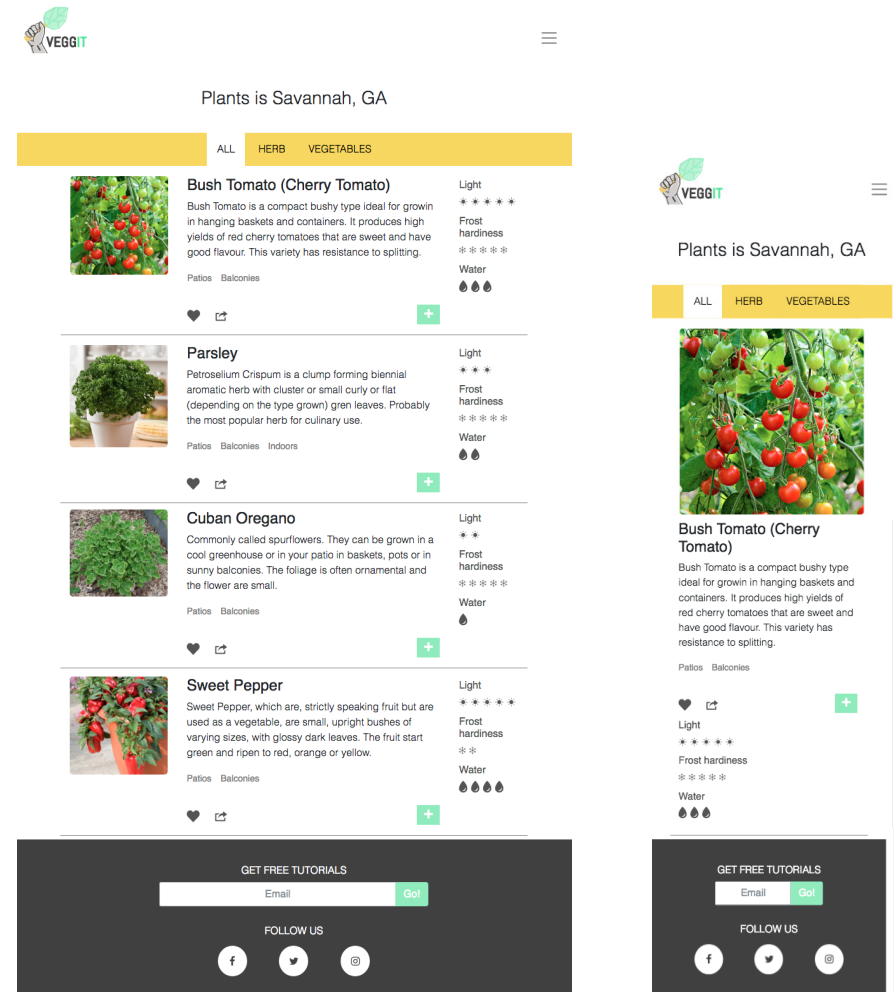


SM

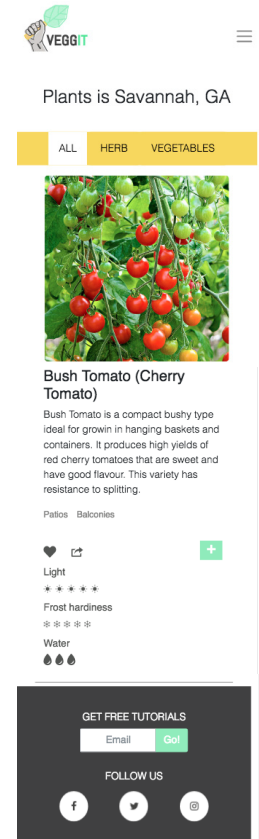
START GROWING



LG

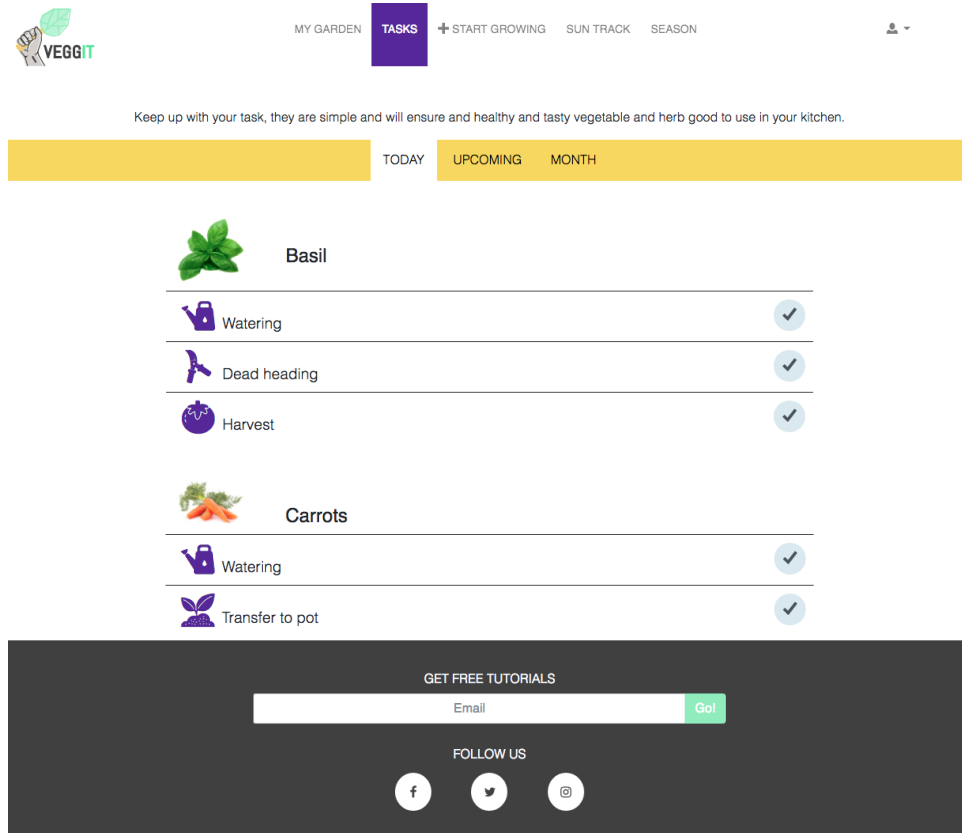


MD

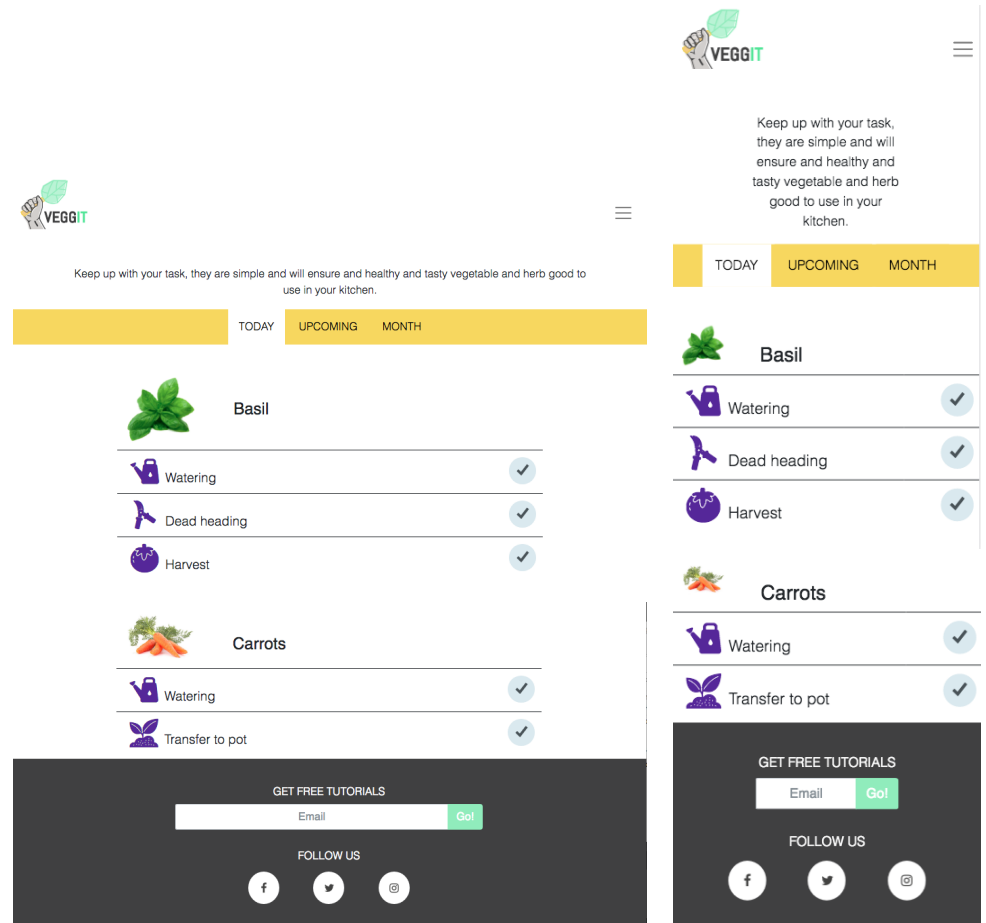


SM

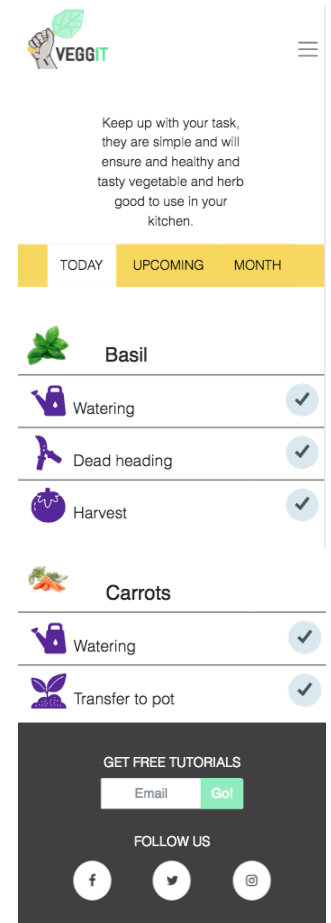
TASKSV



LG

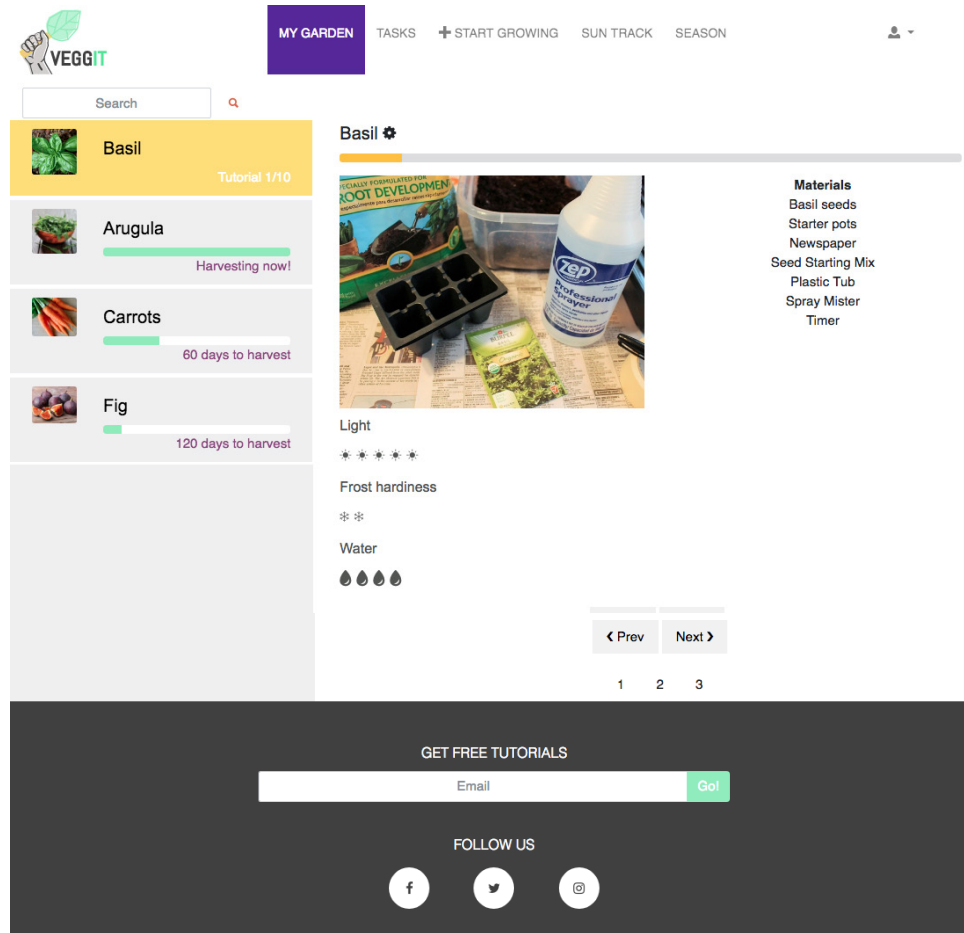


MD

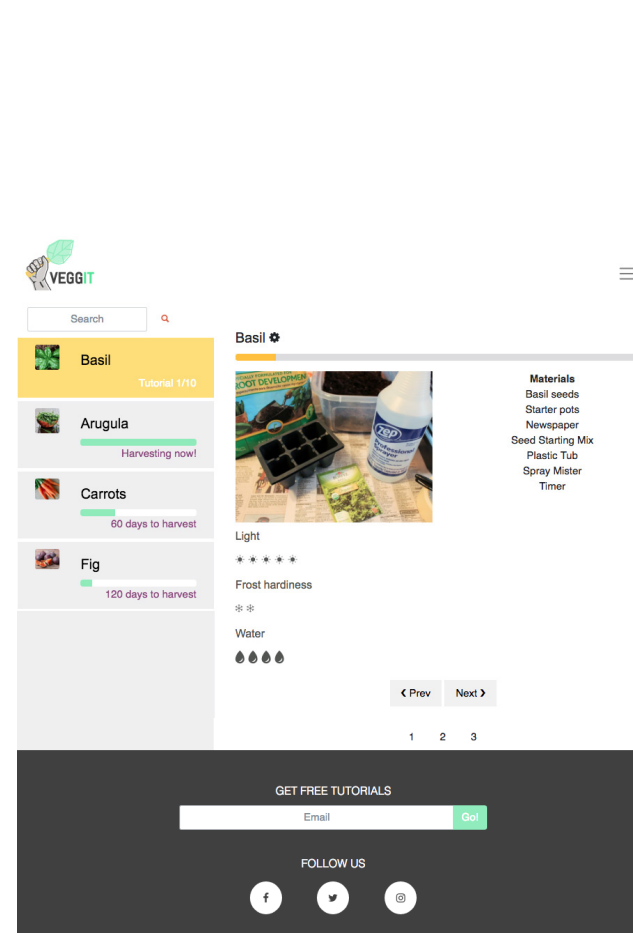


SM

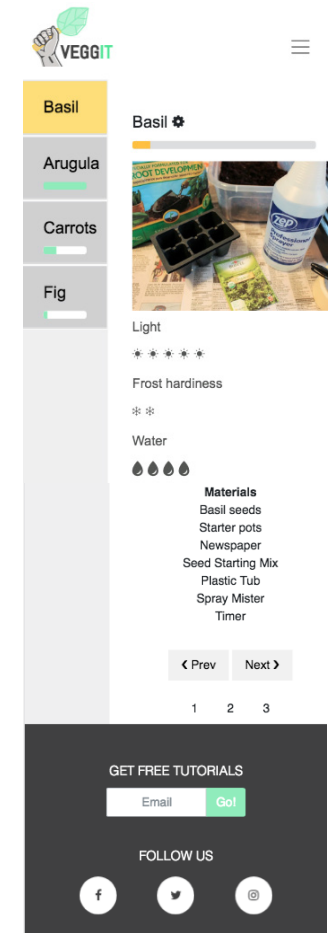
MY GARDEN



LG



MD



SM

CONCLUSION

One of the most valuable steps in this process was the careful development of the personas. From the beginning to the end this defined a lot of the decisions made graphically and functionally. Having an updated process book was important to keep track of the decision made in the project that could affect the final result.

I learned the importance of designing always thinking on mobile first. There were moments in the site development that when defining the desktop layout first it was much harder to project it to small devices.

Although I have a good understanding of HTML and CSS, this was my first project developed with Bootstraps, I had learned a lot about this useful tool and had helped me to learn about the logic of working with a grid.

Some adjustments to the original design had to be done due to technical aspects that couldn't resolve in these past weeks. Features such as a more dynamic tutorial layout had to be replaced with a slider format. Sections such as the Sun Trackers are more complex developments that for the moment were simulated.

This was a great project that had helped me to learn and reinforce the concepts of web development in the present. After a few more adjustments Veggit will be a valuable addition to my portfolio and a personal motivation to dig dipper into urban gardening and possibly bring Veggit to a real scenario.



THANKS