



G-HIVE

RESEARCH

Intro

LIVING WALL

I saw it when I visited SF MOMA, and it was beautiful. I wished that I want that living wall inside of my room. Suddenly, I got an idea of small IoT pot and started the sketch. I got inspiration from the beehive and when I combined each product, it will become one big wall.



The Problem

Growing plants is not as easy as you thought. Every day you should take care of it; Water, sunshine, some of the plants need to care temperature. If you go on your vacation and your plants are in your house alone, you will see wither ugly plants.



The Solution

Create IoT product and App to help people can manage their plants anywhere, anytime. IoT product consists of a pot and app. With the smartphone, people can easily take care of their plants and check the plant's condition with the pot sensor.



My Goals

Help people to manage their plants efficiently.
Help people to create their own beautiful small living wall.

Drive people to live in communion with nature.



Interview Target Persona



Gale
OLD GRANDDAD

Gary is a liquor store owner. He loves green plants, so he grows plants in his store, and his regular customer said they feel fresh when they come into his place. He tried to manage more plants in his store, but it's getting hard because there are too many and sometimes he forgot to give water. So, he wants an easy way to care for his plants.



Michelle
MIDDLE-AGE

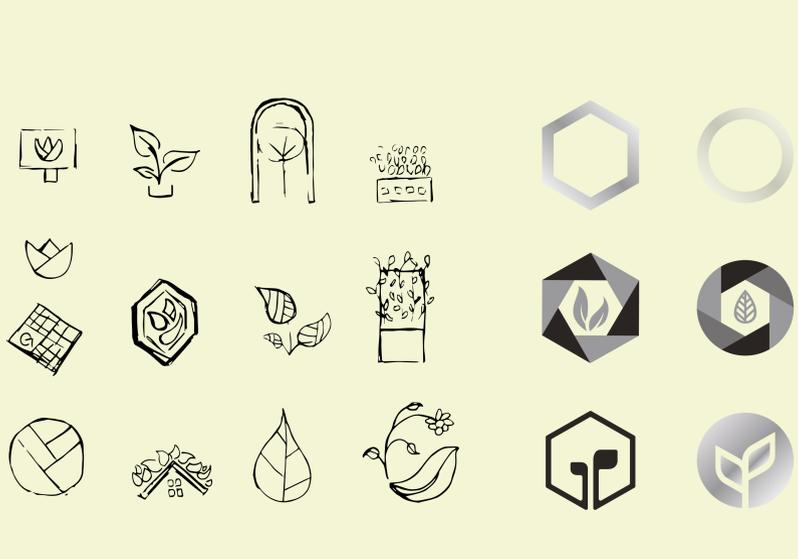
Michelle has two kids, and she wants her kids to become a Nature-friendly. She wishes that her children learn more about nature and have a great time with her while growing plants. She tried to grow plants in her apartment, but it was not easy to grow plants, and there is no place to put her pots on her apartment. She looks for a clean and comfortable way to cultivate plants.



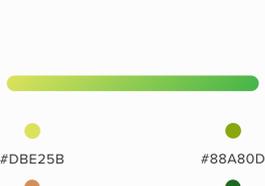
Yara
YOUNG ADULT

Yara is a herb lover. She spends much time taking care of her herbs while she is in her apartment. However, her job called for the frequent business trip, so she feels taking care of herbs are difficult. Her herbs wither when she came back from her business trip. She wants to care her herbs where ever she is.

BRAND IDENTITY



Lora Italic
Proxima Nova
Archer Book

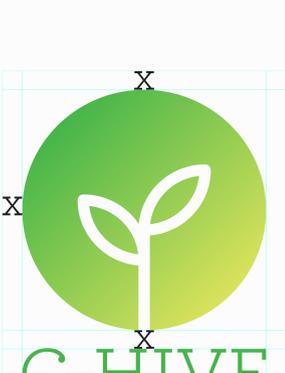


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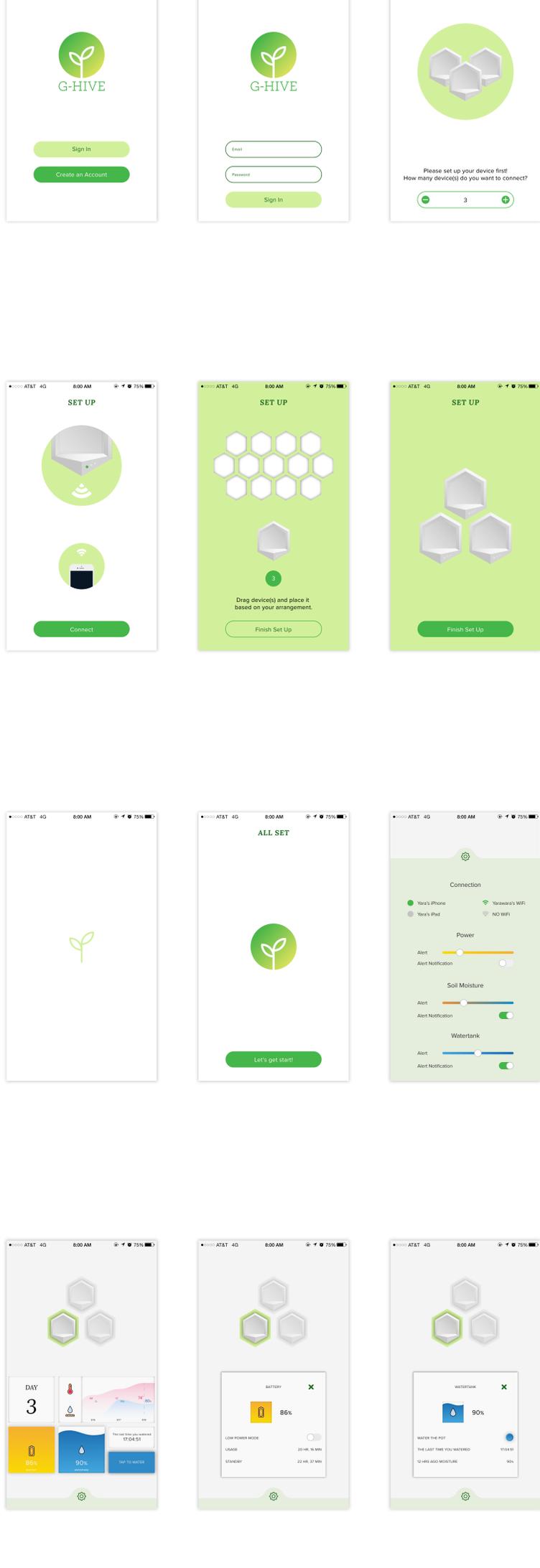
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APP DESIGN



IoT DESIGN

