

# Seedling App

Xiwen Chen

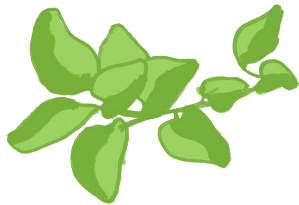
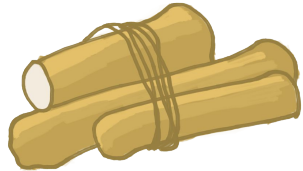
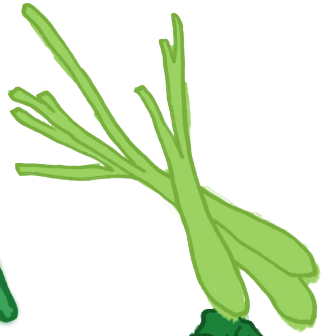
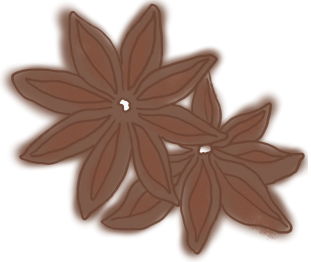
# Inquiry

- **Fast foods and premade meals have created the illusion of unattainable organic food in America. Many homeowners have a suitable space for gardening, and could grow their own herbs and vegetables. This app design is a tool built off Duolingo/Word Crossy structure.**
- **The 4 level game is meant to encourage children and young adults to acquire working knowledge in gardening to improve their health status.**

# Moodboard



# Initial Sketches

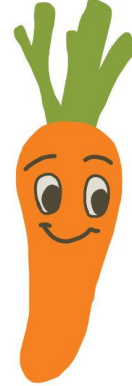


# Avatars

## Avatars & Backstories



**Artichoke:** 18 year old college freshman at a liberal arts school juggling two jobs, three club organizations, and double majoring in education and psychology. Feels overwhelmed at times and finds themselves struggling in time management. Works around the clock to fulfill all of their duties but at the end of the day doesn't feel accomplished. In their school's gardening club, has discovered an outlet for their frustrations. Relies heavily on carbonated drinks and snacks to get through the day.

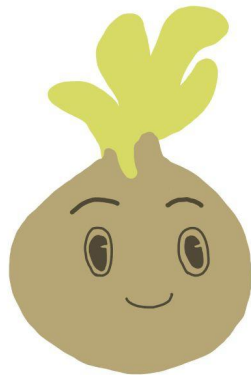


**Carrot:** Age 32. After spending nearly a decade in a public relations firm, he was laid off along with a third of his colleagues due to budget cuts. Carrot was very disappointed in this decision as his personal life has also been rocky. He's legally separated from wife and two children and feeling depressed about his current situation. He has decided to take night school to gain an associates degree in business management while he actively searches for a new job. Has recently reconnected with an old high school friend over their old hobby of gardening.



# Avatars

## Avatars & Backstories



**Onion:** Happy go luck 14 year old hobbyist gardener. She's currently on summer vacation from school. She is the editor in chief for her school newspaper. Hails from Nebraska where she grew up on a farm tending to sheep early in the mornings before school. Does not know what the future has in store for her and is content on staying in her hometown for the moment. She is quite capable as a farm worker, but wants to travel one day.



**Radish:** Age 26, the mischievous Radish was kicked out of private boarding school at age 15 due to a prank gone too far (caused 20k in damages to the school's golf course). After finishing community service and transferring schools, he did manage to graduate, albeit with a 2.7 GPA. While studying at a community college, he volunteered at a soup kitchen and a community garden, which fueled his interest in gardening. He partnered with some classmates to launch a startup that sends subscription packages to people interested in creating backyard gardens.

# Gaming Inspo

## Word Crossy

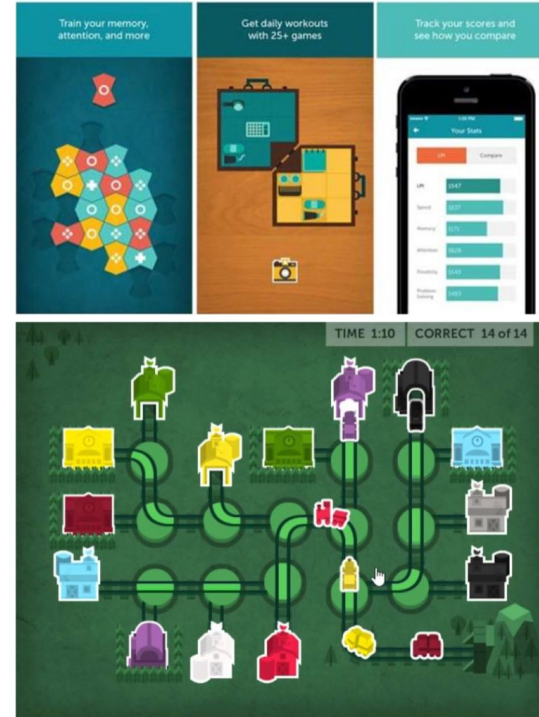
- Founded by Rein Technology Limited
- Word bubble crossword game that allows users to test vocabulary and word search
- Gamers can earn coins based on levels in the game and through watching ads. The coins help give hints to words or knowledge.
- Is a game that is meant to be played while out of the house, on the phone or ipad. Has a Zen like wallpaper setting and a soothing atmosphere.
- Bonus words help players increase their coins and move up further in the game.
- The words are found through the letters on the screen, users need to drag their finger around on them to spell out the word.



# Gaming Inspo

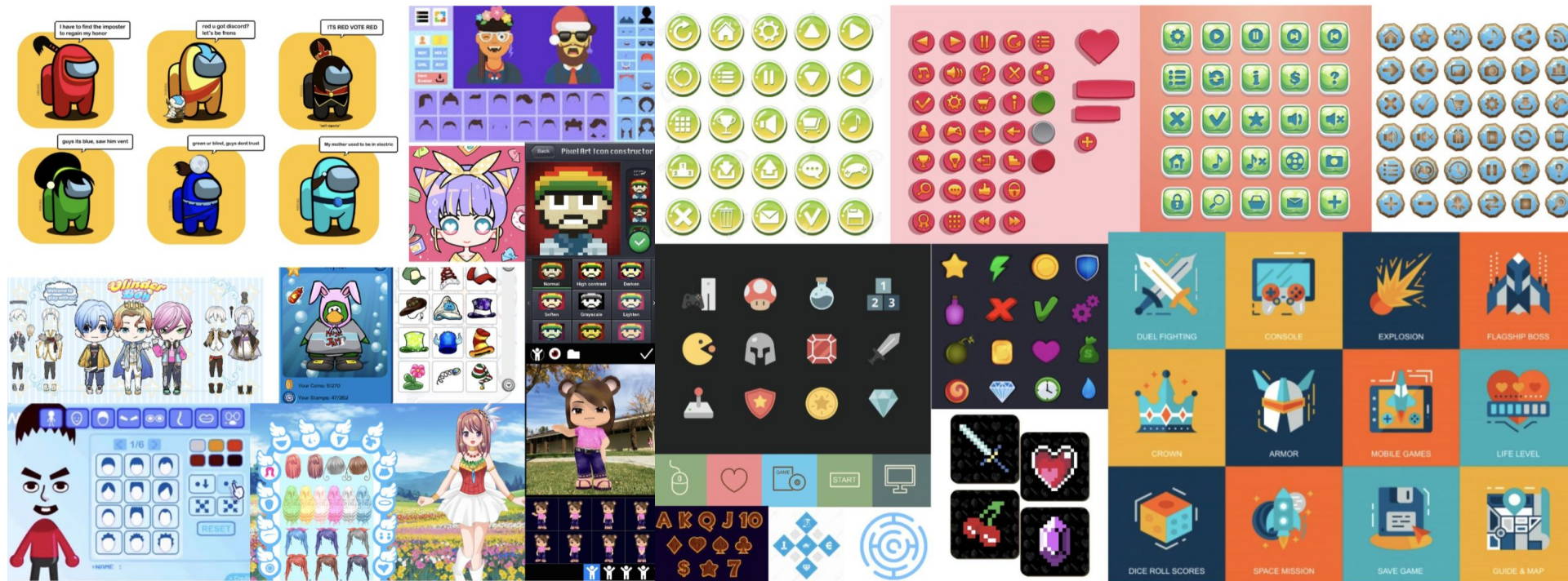
## Lumosity

- Founded by Kunal Sarkar, Michael Scanlon, and David Drescher in 2005, officially launching in 2007 as a brain training program meant to enhance flexibility, memory, and problem solving skills.
- One of their games, Tidal Treasures, has users click on objects that are 'washed away' by the tide and to not click on the same item twice, even as more items appear on screen.
- Speed Pack is a game that has users visualize in suitcases how to pack a camera without overlapping with other objects.
- The games are mostly timed with vector based graphics and catchy sounds that are meant to help the user focus.



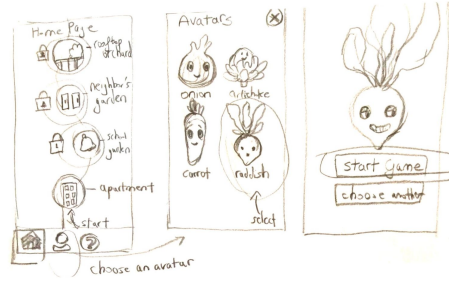


# App Design Inspo



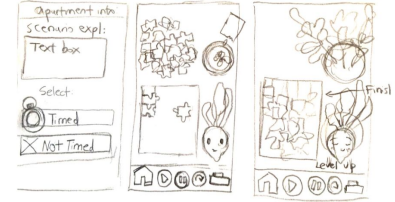
# Sketches

## Game Levels



## Game Level 1

- **Apartment:**
- Scenario: It is winter and you're out of dried herbs and spices besides the essential salt and pepper. You've taken it upon yourself to host a potluck dinner next week, having decided to contribute a chicken curry over jasmine rice, and need to grow several herbs quickly.
- Task Game: To make the herbs grow, put together this 25 piece puzzle. The puzzle pieces are a metaphor for the delicate amount of care that goes into the plants, from watering and exposure to sunlight.
- Plants: cilantro, garlic, cumin, turmeric
- Tools: seeds, pot, pitcher of water, stopwatch



## Game Level 3

- **Neighbor's Garden:** Summer plants are starting to attract curious deer, rabbits, and other wildlife. You, the creator need to protect your flourishing creations from these creatures. Building a fence is recommended to be at 6-8 feet tall.
- Task Game: Building this fence will require you to solve fill in the blank questions. The questions will build up your fence 3 inches at a time. Wrong answers, and a deer takes away a vegetable.
- Plants: tomatoes, cucumbers, bell peppers
- Tools: wood, nails, hammer, shovel, towel




## Game Level 4

- **Rooftop Orchard:**
- It is autumn and it's time to reap the last benefits of your hard work. Using gardening shears and clippers, remove the vegetables and herbs from the environment. The game will be 3 in a row, Collecting the produce from the garden.
- Plants: pomegranates, apples, passionfruit
- Tools: baskets, scissors, gloves




# Level 1: The Apartment


Basil




Cilantro




Mustard




Paprika







Choose 1 or 2 seeds to plant



Now choose the pots for the seeds.







0:00:10

0:00:10

Careful not to water for too long








0:02:00


0:02:00


Success! Time to harvest the plants.














# Level 2: Your Neighbor's Garden



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

carnation amaryllis daisy gardenia  
azalea dahlia hyacinth jasmine  
primrose lily rose lilac  
tulip zinnia violet



Word puzzle time! Each time you find a word, a weed is cleared.



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

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Some words are backwards, just trace it over with your fingers.



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

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Success Level Cleared!



# Level 3: School Garden



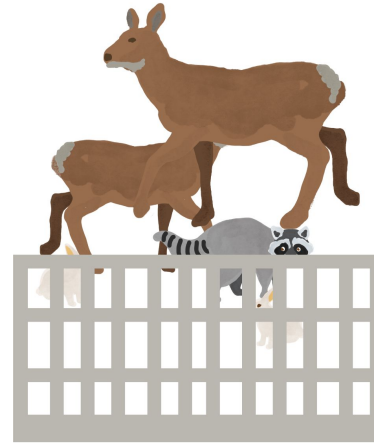
A \_\_\_\_\_ is used to water plants that do not require a large amount of water.

- A) Pitcher
- B) Croc Pot
- C) Salad Drainer



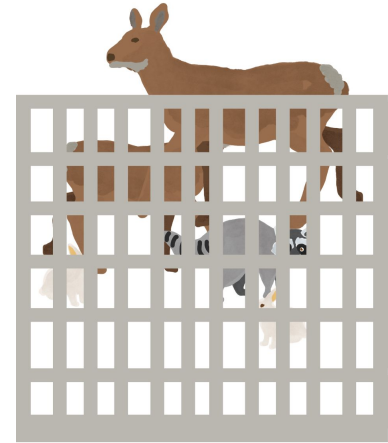
Many raw ingredients from the kitchen can be composted, including \_\_\_\_\_.

- A) Plastic
- B) Coffee Beans
- C) Fried Fish



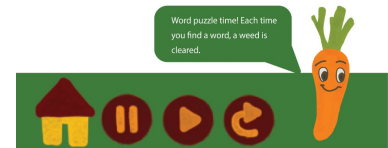
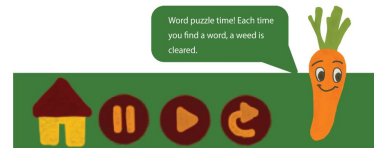
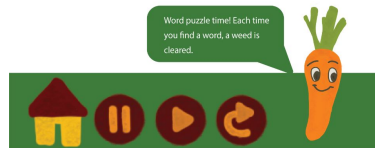
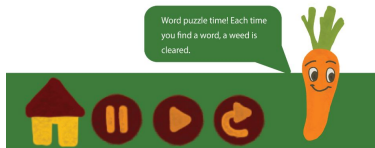
When weeding, always pull the plant out by applying firm pressure to the \_\_\_\_\_.

- A) Roots
- B) Petals
- C) Mid Stem



\_\_\_\_\_ often target fully ripened tomatoes. As such, pick them when mid red orange.

- A) Squirrels
- B) Bluebirds
- C) Lions





# Level 4: Rooftop Orchard

