

Green Thumbs



Team Members:

Claire Hildebrand, Rebecca Fletcher, Jennifer Grigg, and Amy Simpson.

Introduction:

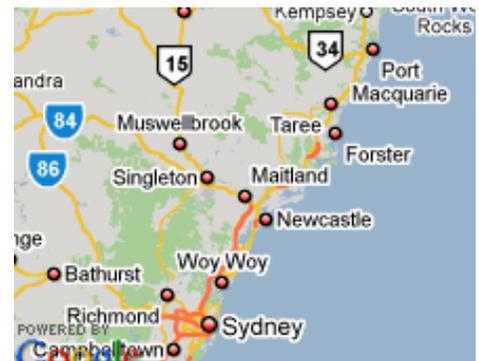
Name: Green Thumbs

Slogan: The more you know, the more you grow!

Our app Green Thumbs is working towards becoming an app that people can use when they want to get information about gardening, what to plant, when to plant it, and what is the best things for it, so it can grow to the best possible. We are hoping that this will help people who cannot find the information needed to grow a specific plant. Green Thumbs is an easy way for lots of people to come and share their thoughts, ask questions and have other gardeners answer their questions because you never know, more than one person could have the same question.

Description Of Maitland:

The Wanaruah people were the first Aboriginal tribe known to Maitland. The first European settlers came to Maitland at approximately 1810. At this time Maitland was the home to agriculture, tourism, mining, manufacturing, transport, and construction industries.



Maitland is a very familiar location to tourist as we have many sites to see and visit. Some of the best sites in Maitland include: The Maitland Gaol, The Maitland Regional Art Gallery, The Maitland Markets, Hunter Valley wineries, The small town of Morpeth, and our new upgrade to the Maitland mall: The Levee



Maitland is also well known for the great sportsmanship displayed throughout the area, Maitland's tremendous sporting grounds and teams are to blame. Some very popular sports played in the area are:

Netball, Football, Soccer, Rugby Union, Rugby League, Basketball, Hockey, and Cricket.

The average age in Maitland has varied dramatically throughout the past decades. Maitland's overall population stood at 73,447 in 2013. Studies show that the average age in the Maitland city is to be 40+.

Geographic Data Of Maitland

Latitude South: 32°45'

Longitude East: 151° 35'

Elevation above sea level: 6 metres

Area: 396.27 kilometres

Survey Results

In our survey (posted to survey monkey) we received 46 results and they showed that our main target group was women in the age bracket of 40+. Of our survey we found out 63.04% of people surveyed use apple devices and 52.17% of them use it for messaging while 41.30% of them use it for apps. We found out that 84.78% of them do not spend over one hour in their gardens and 19.57% prefer to plant fruits while 26.09% prefer to plant vegetables. In addition, Our survey also showed that 65.22% of people surveyed have tried to plant something and it hasn't grown whilst 34.78% have planted something and have succeeded. 71.74% have room in their front or backyard to have a garden. Whilst 39.13% do not have room for a garden. On our last survey question we found out that 76.09% of women and men spend more than \$30 on fruits and vegetables in their weekly shop. Whilst 23.91% do not. 39.13% of men and women prefer organic fruits and vegetables whilst 43.48% of men and women don't.

Competitive Analysis

In the market currently there are a few different apps, but one in particular; veggie guide.

Green thumbs has its advantages over vegie guide, they are:

- A chat room where you can meet other gardeners
- Gardeners can show off their gardens to others.
- The option to ask for help to make the most out of your garden.

Potential Market Size:

Green Thumbs plans to target the customers of Heritage Gardens, Bunning's and Hunter Valley Gardens. We hope those who are constantly buying plants from these companies (because growing their own plants doesn't turn out) will turn to Green Thumbs and gain confidence in growing plants. These customers should be fairly confident in growing plants once switched over to Green Thumbs as all the information you could ask for is right in front of you.

Future Goal

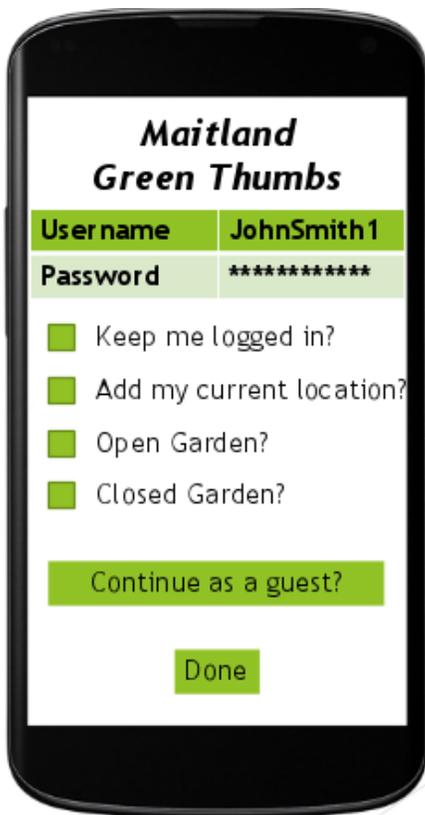
Our future goal is to decrease the amount of buyers in Woolworths, Coles, ALDI, and other supermarkets buying fruit and vegetables by at least 15%. This is our goal because it is much handier growing your own products as you can always turn to them, even when you're making lunch for work or even for your kids that attend school. Our app Green Thumbs is mainly targeted at women over the age of 40. This category is the aim for our app as our survey results show that this particular section was most interested in our idea.



Home Screen

You will be able to select 5 buttons and each button will take you to a separate screen where you will get the information you need.

The buttons that can be selected are:
Join, plants, garden, help, and chat.



Join

When 'join' has being clicked:

You will be asked to create a username and password or continue as a guest. If you create an account then you will be able to choose whether you want to have an open or closed garden. You can also add your current location in as well.

If you select 'continue as guest' you will only be able to go into the garden and the plants screen as you haven't created a username so you can't get to the community help and chat.



Plants

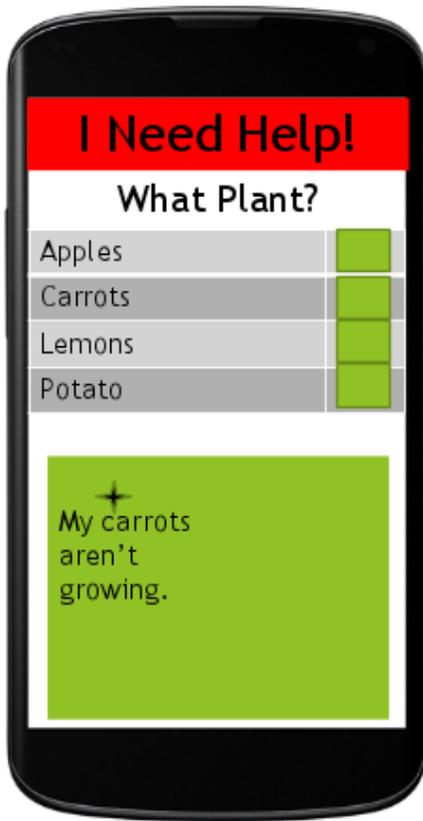
The plants screen helps you to keep a record of what you have growing in your garden. The plants screen will also help you to remember when you have planted a plant.



Your Garden

In 'Your Garden' you will have the plants you have selected from the plants screen. You will get information about the plant in the drop down menu after selecting your plant, It will tell you:

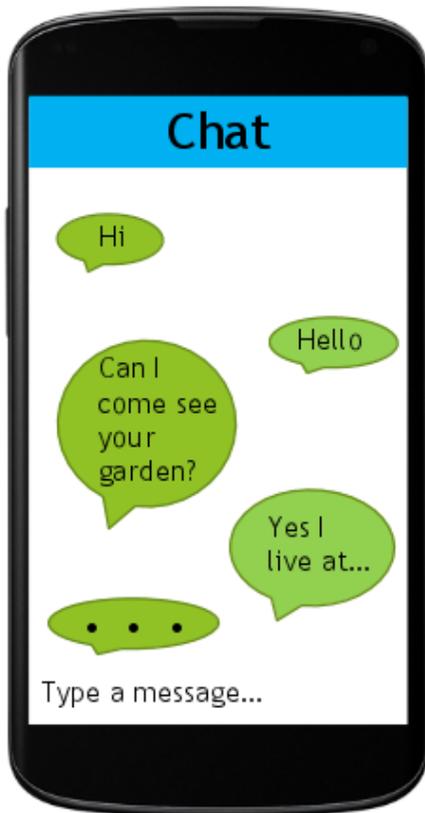
- When you should plant it
- How long it should roughly take to grow
- If it needs shade or sun
- How many times you need to water it a day or a week



Help

Once 'What Plant?' has been clicked a drop down menu will appear and you will be able to select the plant you are having problems with.

On the bottom half of the screen there will be a board where you are able to ask questions and tell others about problems you are having with your garden. You will be able to receive help from others who see it.



Chat

In the chat screen you will be able to message and talk to people to arrange meeting times to see their garden if they have chosen to have an open garden.