

## Project Overview

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Rotofarm is an advanced hydroponic indoor garden that is fully app automated and grows your favorite vegetables, herbs and micro-greens using less space, water and energy.



## Defining the Problem

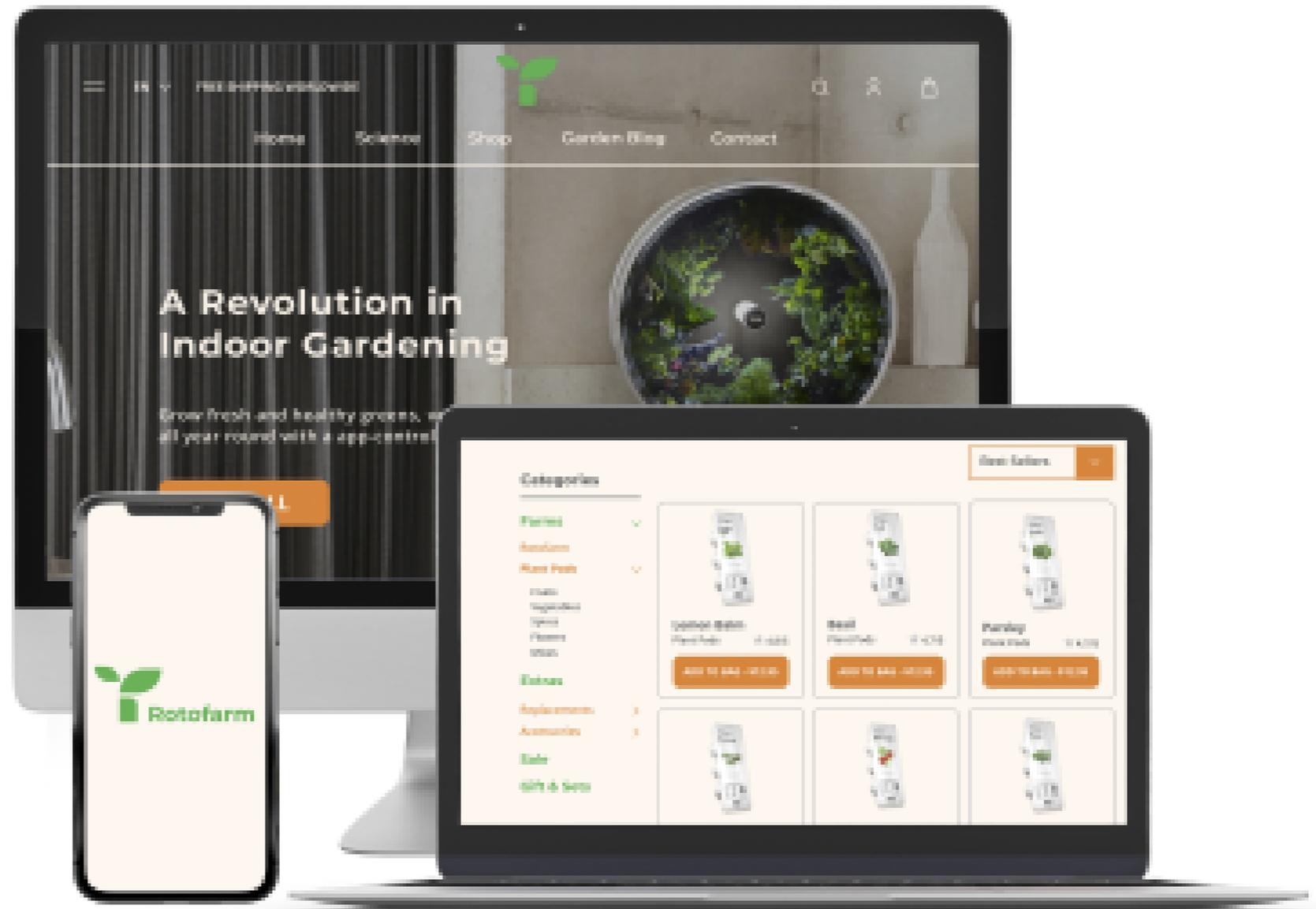
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Rotofarm needs a rebrand of their current website, connected mobile application and branding material to match their clean and interesting design of their farm.



# Execution

The outcome of this project was to design a user-friendly website that advertises Rotofarm and its branded products. And a mobile application, that tracks the plant growth information and offers resources and shopping experience similar to the website.



**Rotofarm**  
**Current Branding**



Rotofarm

# Competitor's Analysis

## Strengths:

- Fully app-controlled
- Controlled water and nutrients amount
- Beginner-friendly
- Counter size farm - kitchen appliance

## Weaknesses:

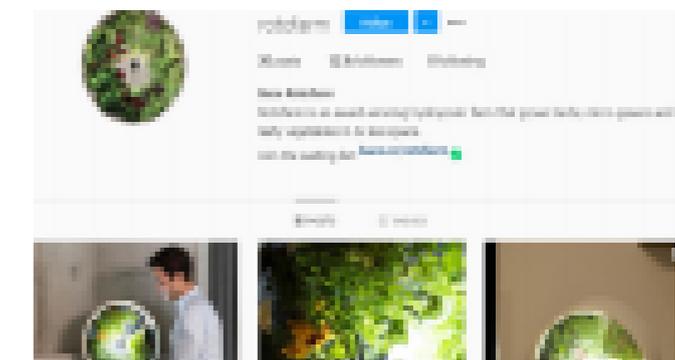
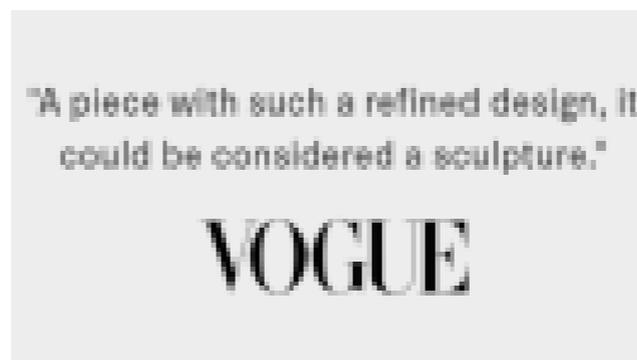
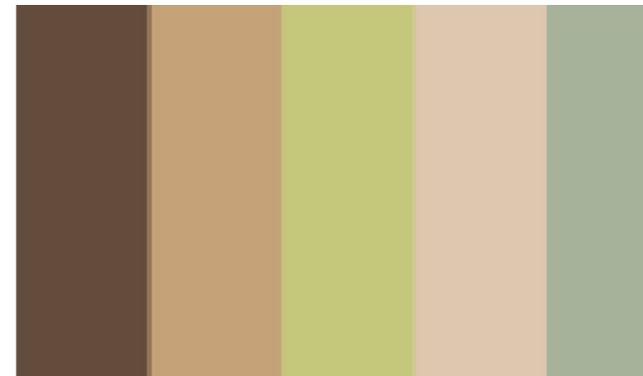
- Not cost-efficient
- Still in pre-production
- No branding materials
- No e-commerce website
- No mobile application development



# Available Material

## Product Research:

- Earthy color palette
- Informative videos and resources
- Award winning reviews
- Social media accounts
- Photography
- Copyrighting elements



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# **Rotofarm**

## **Designing the System**

# Identifying My Users

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## Unique Selling Point:

- A hydroponic indoor farm that rotates 360 degrees an hour and is fully app automated.

## Target Audience:

- Ages - 20+
- Gardening Interest
- Health-conscious Individuals
- Middle and Upper Classes
- Busy Workers

## Mission Statement:

- To inspire consumers to switch to a more eco-friendly, sustainable and advanced method of farming.

# How Might We Questions

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## Product:

- How might we get people to buy this product?
- How might we get people to use the product?
- How might we suggest this product to customers who have the space to grow outside?
- How might we cater to gardeners or people who prefer organic produce?
- How might we get people to buy the additional products offered?
- How might we justify the price to people?
- How might we get people to find out about this product?

## Website & Mobile App:

- How might we make the platforms user-friendly?
- How might we differentiate our website from other e-commerce websites?
- How might we get people to buy the product from the website?
- How might we make it possible for customers to save their information on the website or on the app?
- How might we make the website and app more accessible for disabled users?

## Brand:

- How might we get a consistent brand look?
- How might we differentiate from other indoor farm brands?
- How might we brand the product to be unisex?

# Personas

Personas were created based of the initial research elements and interviews taken from a gardening club located in Austin, Texas.



**Lori Johnson(22)**

- Single
- Vegetarian
- Working 2 jobs.
- Health-conscious
- Prefers organic over processed food.



**Steven Hale(27)**

- Single
- Aspiring Chef
- Wants a small garden but lives in a apartment.
- Always eats fresh



**Williams Family**

- Family of 4 w/ dog
- Dietarity restrictions
- Health-conscious
- Both working full-time and taking care of kids.

# Empathy Map

To get a deeper understanding of the user and their needs, an empathy map had to be created to identify the design solutions.

## Think

I want to learn how to garden	Where should I start learning	I'm very busy with work and other things
Being vegan is harder than I thought	I need a better option for vegetables than going to the store	I sometimes forget things without my phone

## Feel

I get excited when I learn something new	Beginning gardening is overwhelming	I feel very attached to my electronics
I feel stressed whenever I get really busy	I want to learn a new skill so I can feel more productive	I don't like being rushed to do things.



## Say

"Going to the store constantly is expensive"	"I want to grow my own garden"	"I never have enough time for free time"
"I'm always carrying my cell in my bag"	"I want to learn a new skill but not be stressed by it"	"I want to eat healthier"

## Do

Has very little free time	Tries to have more productive days	Always on her phone or laptop
Vegan dieting	Goes to the store for fresh vegetables	Always cooking her meals

# Feature Prioritization

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These are the key features that needed to be taken into consideration for the website and mobile application.

## Must:

- Phone integration
- Farm customization
- Recording capabilities
- Monitor farm activity

## Should:

- User-friendly to beginner farmers
- Buy seeds when initial stock is low
- Farm dashboard
- Connectivity to farm and phone

## Could:

- Provide watering and growth notifications
- Provide resources
- Automatic purchase of seeds when low

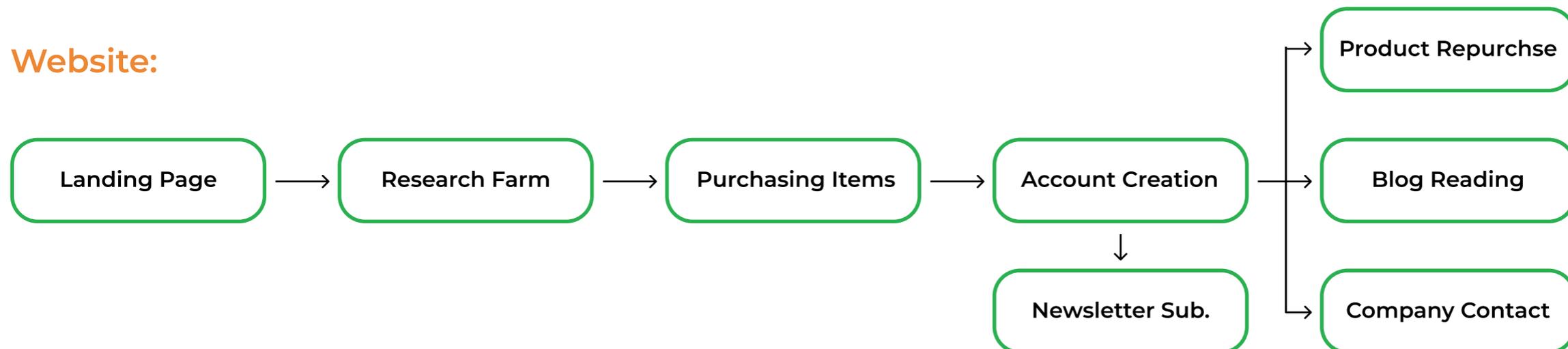
## Won't:

- Chat Service

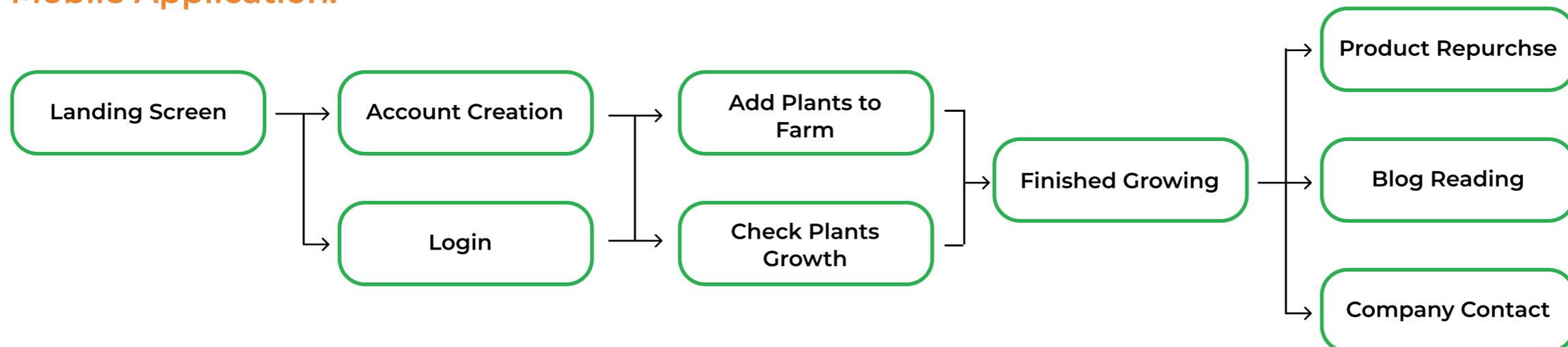
# User Flow Map

This is how the customer will go through each component of the website and mobile application to get through a purchase and full use of the product.

## Website:



## Mobile Application:



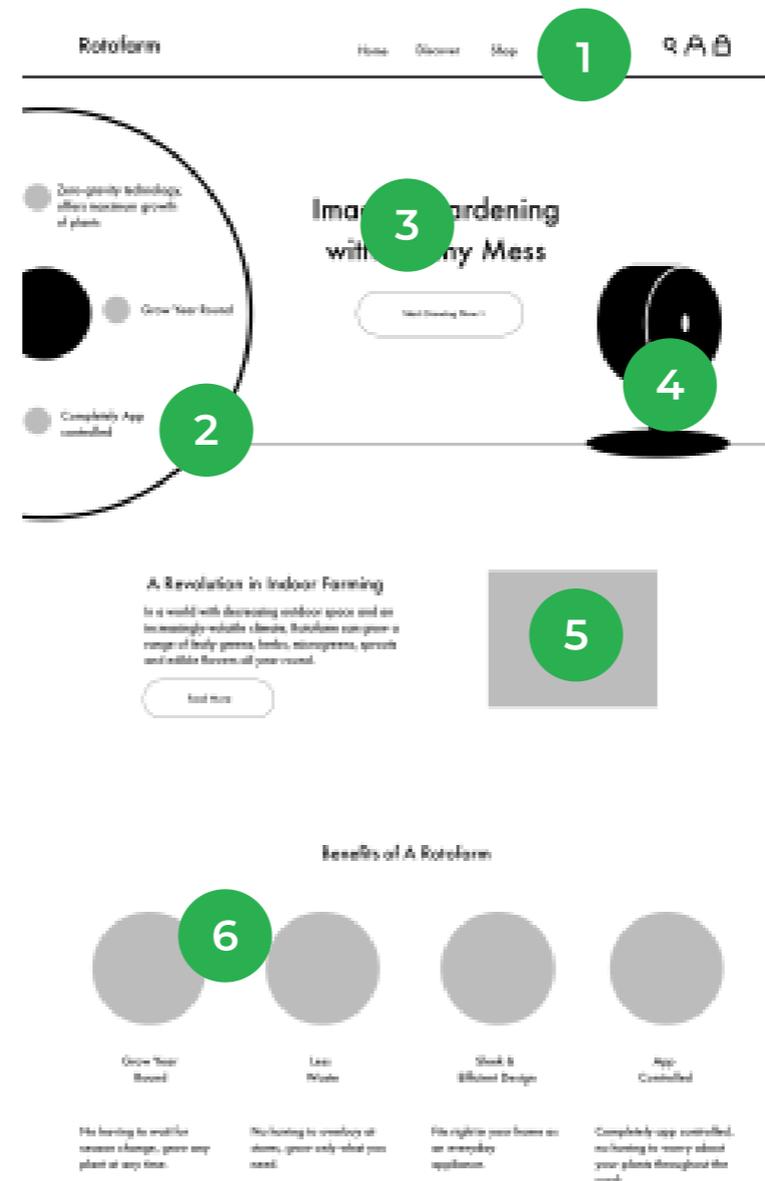
# Low-Fi Prototypes - Website

## User-testing General Comments:

- No clear user-path
- Needs more interesting copywriting
- Clearer iconography
- Needs bright imagery to match clean design

## User-testing Direct Comments:

1. Tabs centered and margin space accurate to the left side
2. Pre-animated spinning farm or allow for users to move it
3. Left-aligned text and button
4. Farm to counter ratio to help users identify the approximate sizing
5. Bigger imagery and free floating instead of boxed in
6. Either keep the benefits in the wheel or down here
7. Keep plant information below
8. Clearer filter bar
9. Item's information formatting



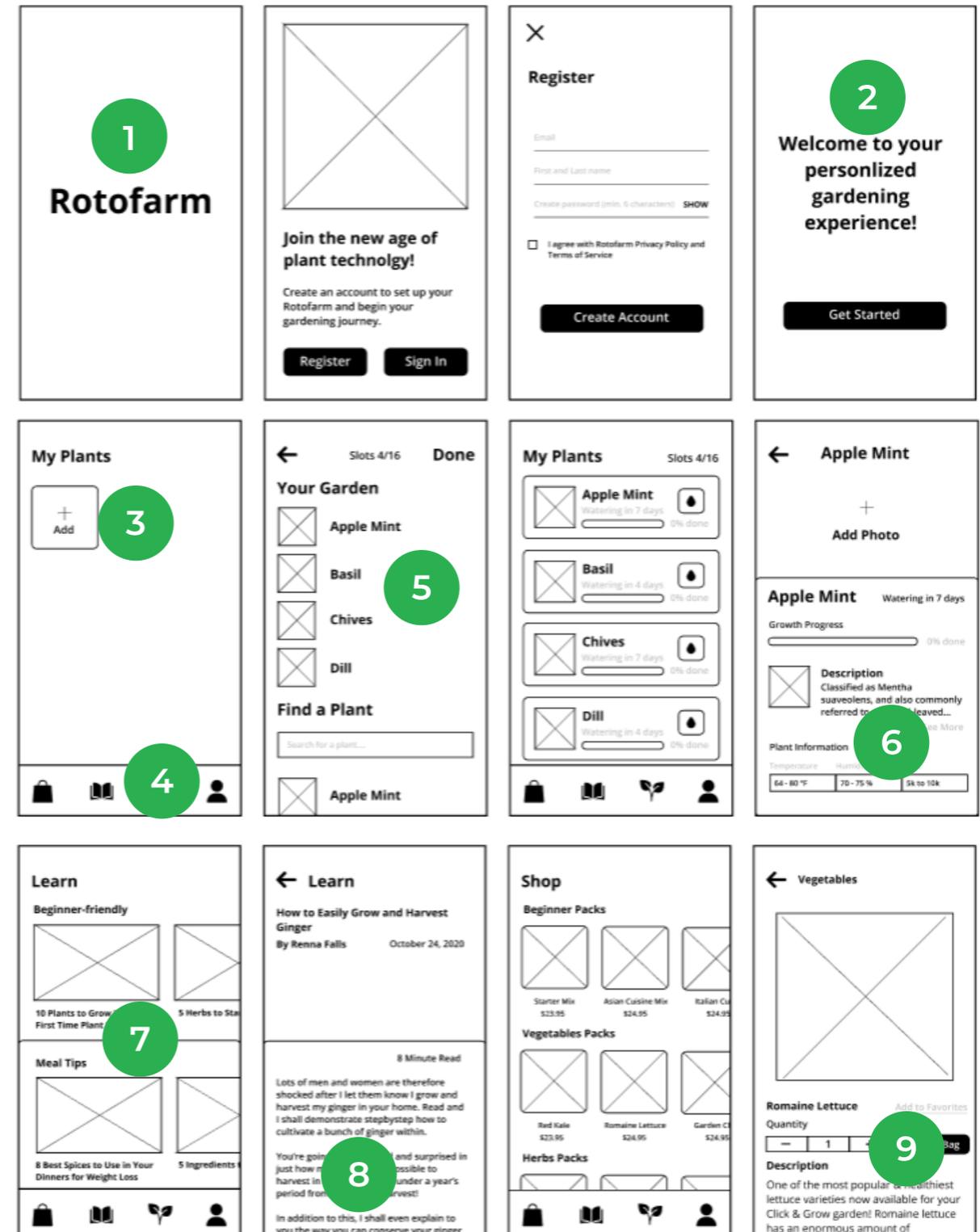
# Low-Fi Prototypes - Mobile Application

## User-testing General Comments:

- No instructions for adding plants to farm
- No names linked to iconography
- No clear user flow
- Free floating pictures instead in boxes

## User-testing Direct Comments:

1. Match branding with the website
2. Page not required after login or registering
3. Clearer instructions on how to add plants.
4. Smaller iconography with text descriptions
5. Find a Plant before Your Garden
6. More user-friendly plant information
7. Use different weights or sizes to establish better type hierarchy
8. Fix text ragging in blog and add author information above the article
9. Item's information formatting issues



# Visual Design Research



INPUT



SOURCE OF NON-DAIRY MILK



## Logo Concept

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The logo drew inspiration from a mixture of organic plant leaves and geometrical forms from the technology using within the Rotofarm.

### Primary



### Secondary

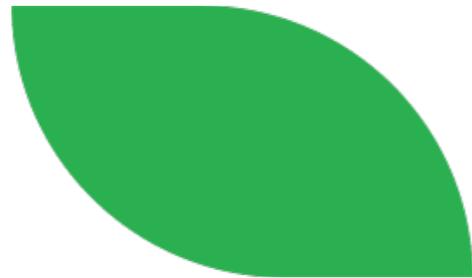


# Color Palette

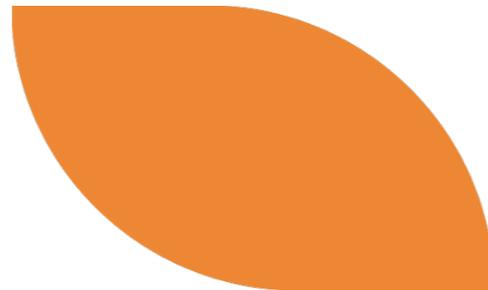
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A vibrant green and orange were chosen as the primary brand colors for Rotofarm to match the plant aspect of the farm along with a secondary palette for text and screen color

## Primary

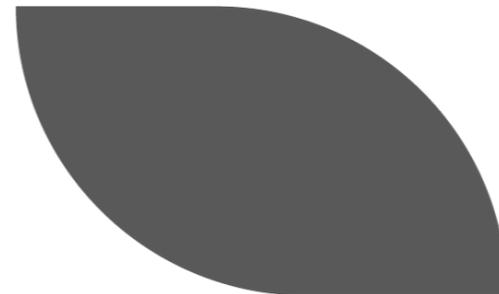


Lettuce

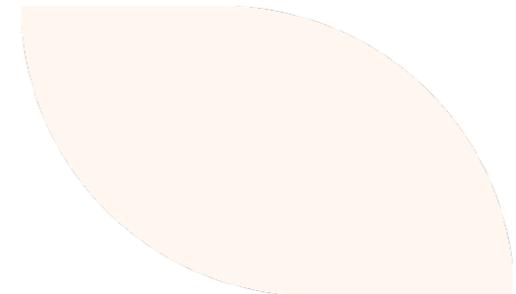


Carrot

## Secondary



Tech



Mushroom

## Typography

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Montserrat is a rounded, geometric sans-serif that matched with Open Sans to give the brand a friendly and approachable vibe but still offer a technical look.

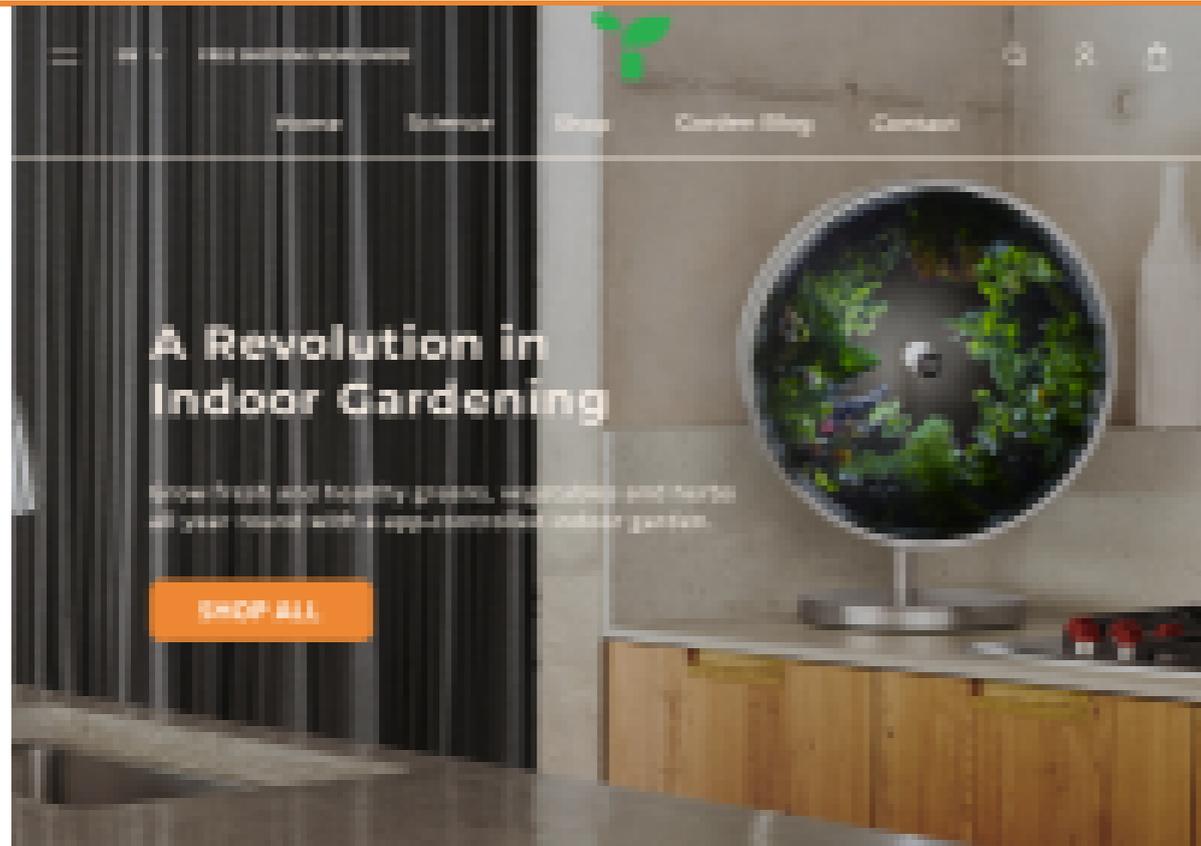
### Montserrat Bold

**Continuous Produce in Any Location  
and Every Season**

### Open Sans Semibold

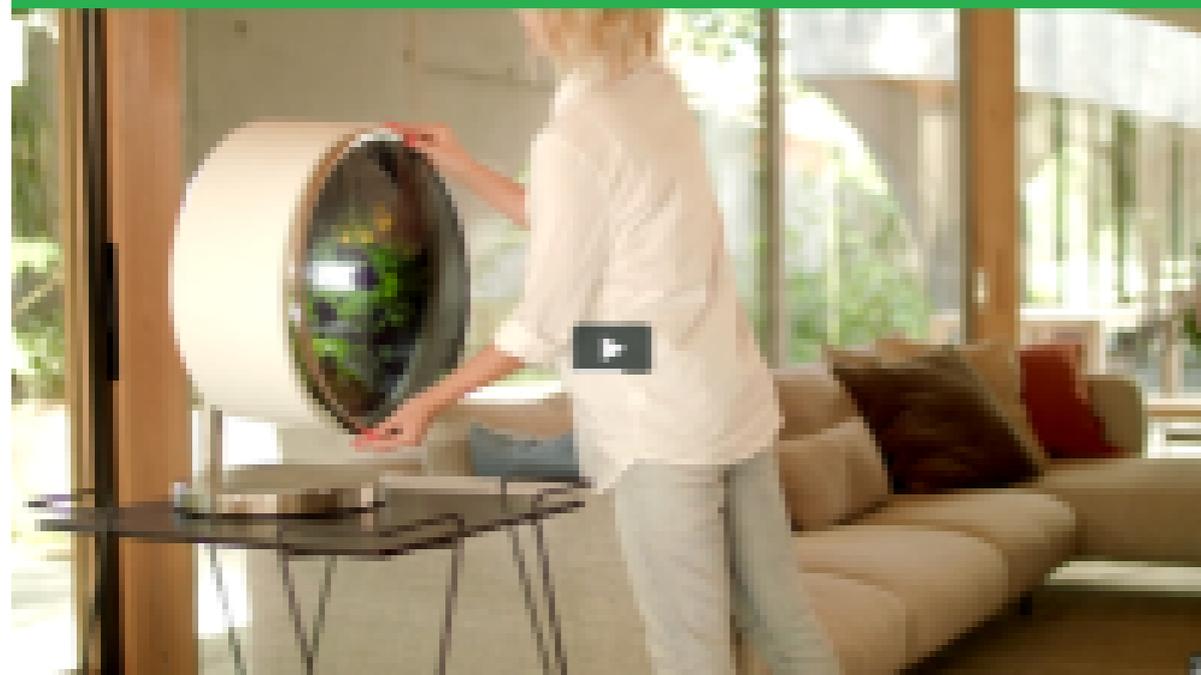
Rotofarm can grow a range of leafy greens, herbs, microgreens, sprouts and edible flowers all year round. It uses no soil and is completely hydroponic, which is the process of growing plants in sand, gravel, or liquid, with added nutrients.

# Website Final Design - Homepage



## Ushering in The Future to Your Kitchen

See the Botafarm in action as how to grow fresh produce in the comforts of your own home as easily as your morning cup of coffee.



## Continuous Produce in Any Location and Every Season

Botafarm can grow a range of leafy greens, herbs, microgreens, sprouts and edible flowers all year round. It uses no soil and is completely hydroponic, which is the process of growing plants in sand, gravel, or liquid, with added nutrients. Botafarm automatically controls watering and lighting, lasting several days without needing to top-up the water reservoir.

LEARN MORE



## Featured Products

Here are some of our featured products for the week or you can choose from over 30 varieties of herbs, vegetables and more on the shop page.



**Botafarm**  
Automated Farm \$1,499.00

ADD TO BAG - \$199.00



**Basil**  
Plant Pack \$1,499.00

ADD TO BAG - \$199.00



**Parsley**  
Plant Pack \$1,499.00

ADD TO BAG - \$199.00



**Asian Herb Mix**  
Plant Pack \$1,499.00

ADD TO BAG - \$199.00

SHOP ALL

# Website Final Design - Homepage

## Rotofarm Reviews

"The time people have to spend actually tending to the plants is minimized."

GIZMODO



## @Rotofarm on Instagram and Twitter!



Subscribe Up for Our Mailing List!

SUBSCRIBE

### About Rotofarm

[Company Info](#)

[Employment](#)

[Official Licenses](#)

### Customer Service

[Contact Us](#)

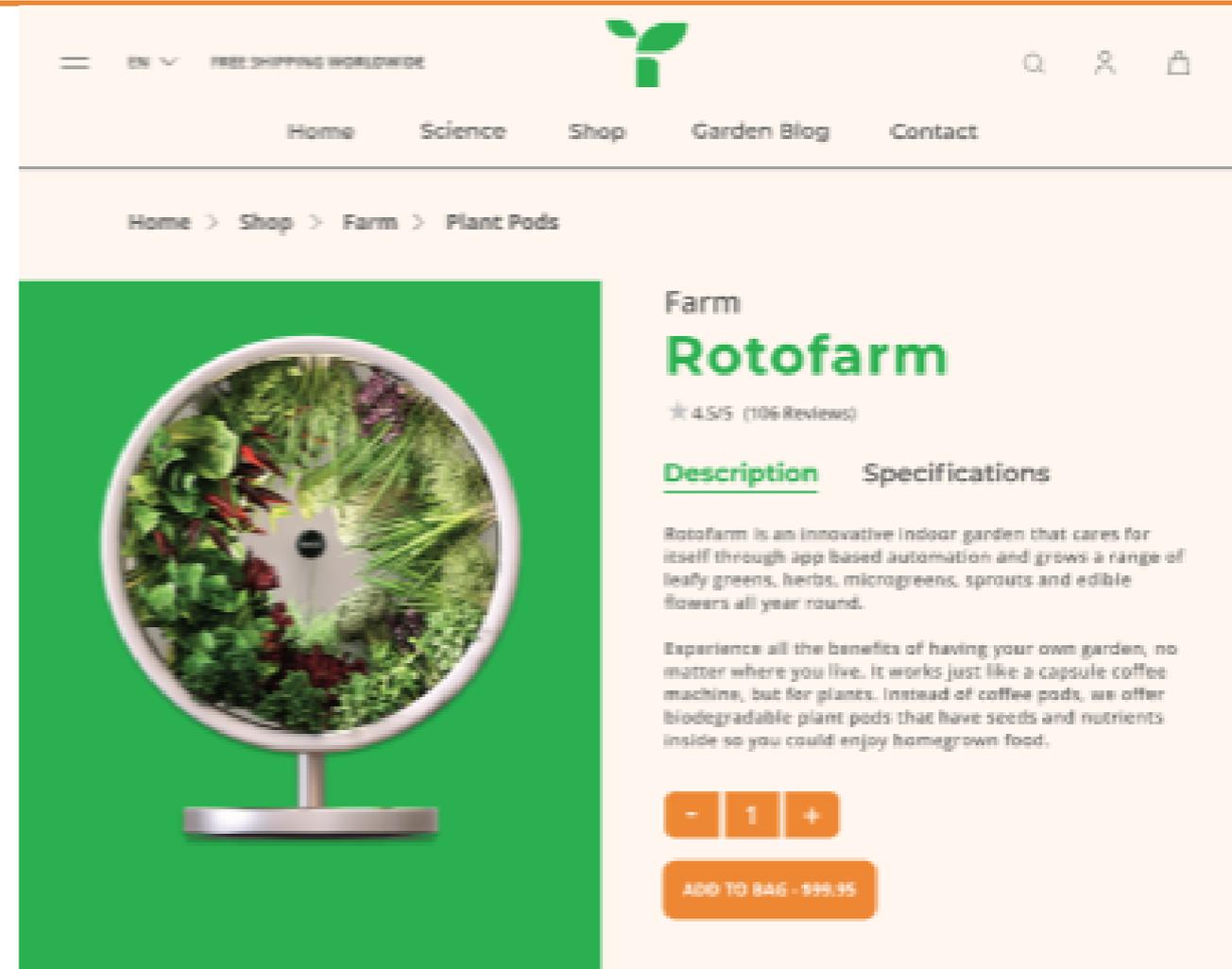
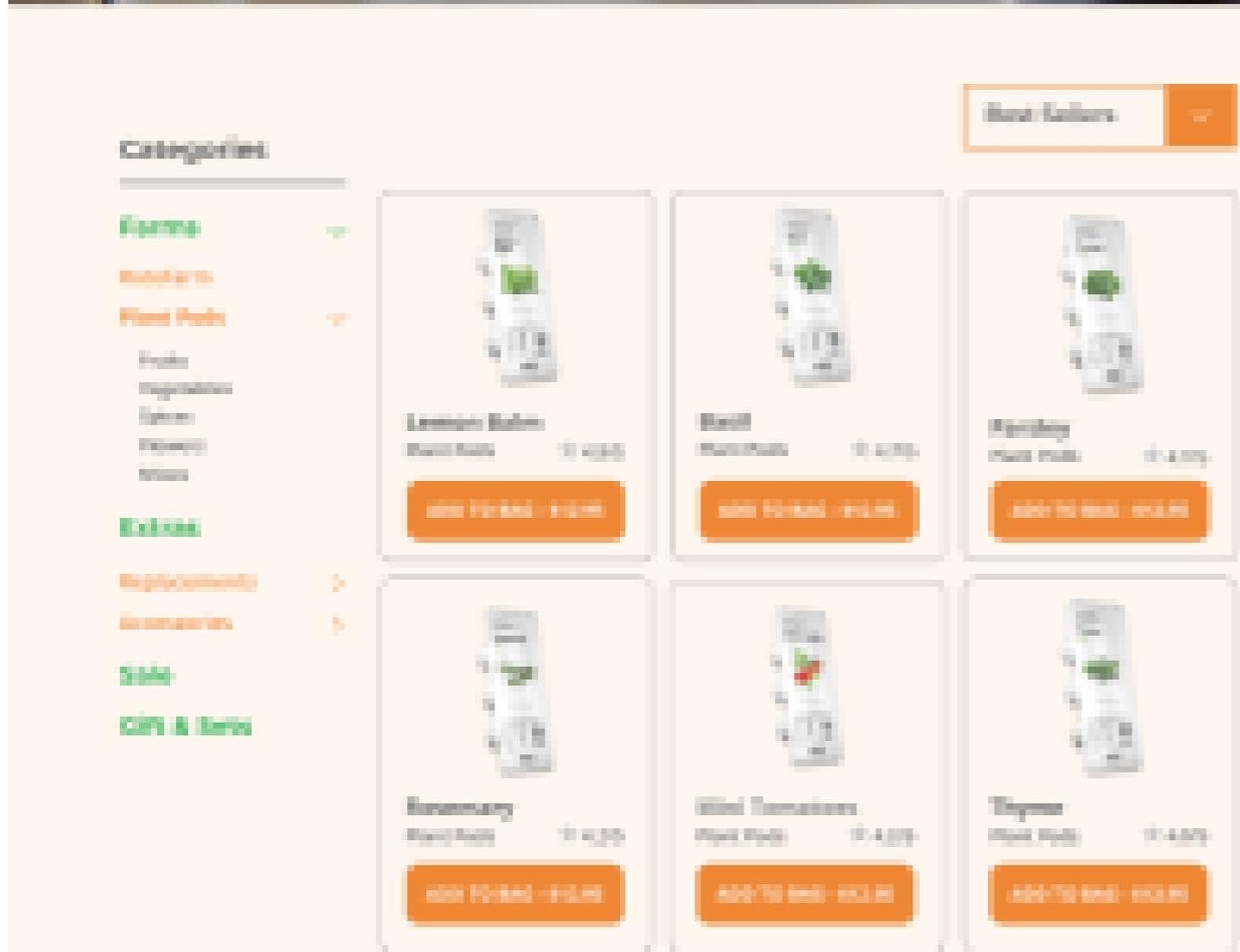
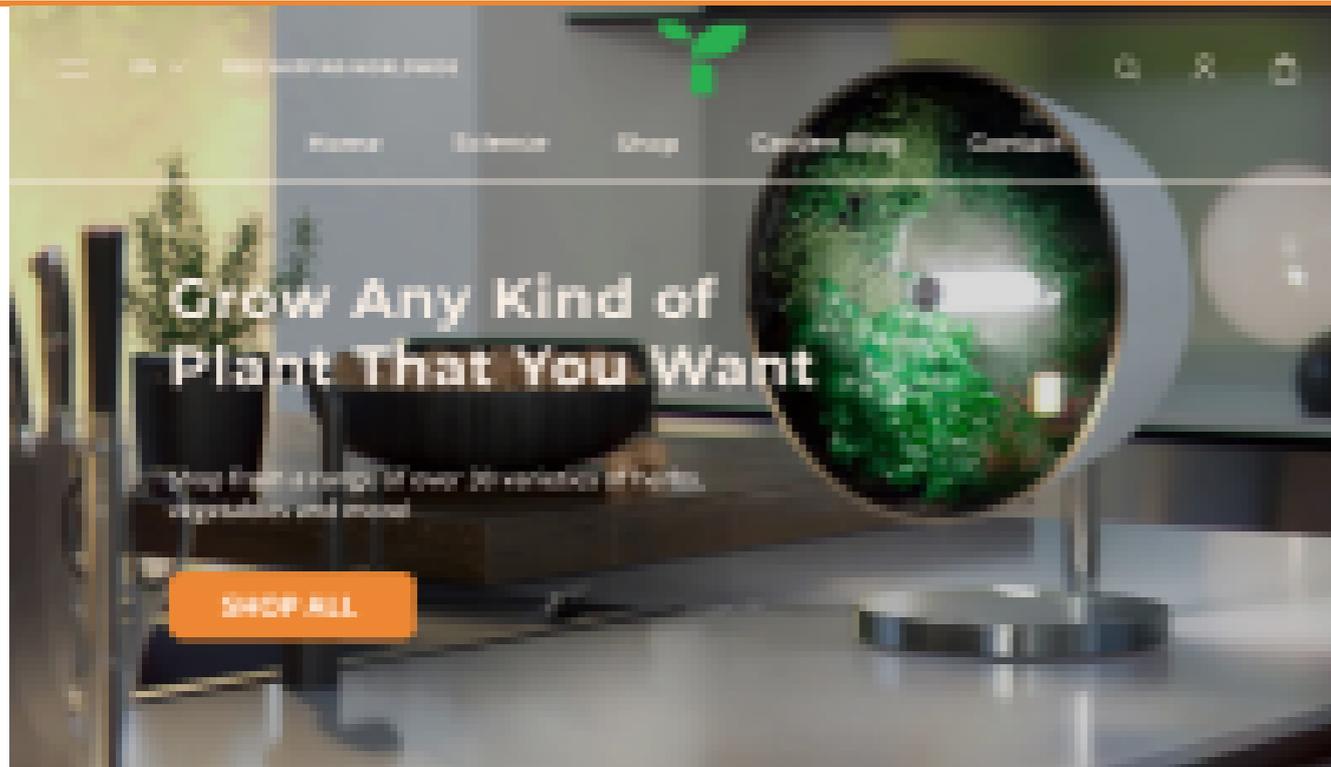
[Track Your Order](#)

[Returns](#)

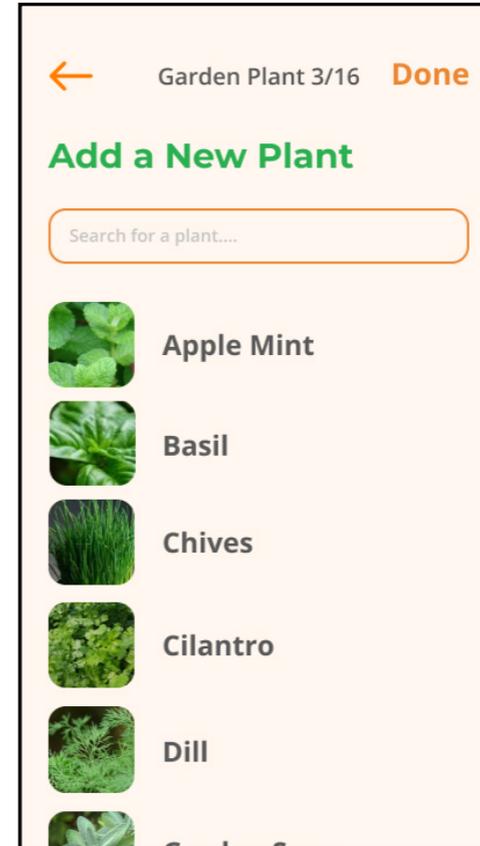
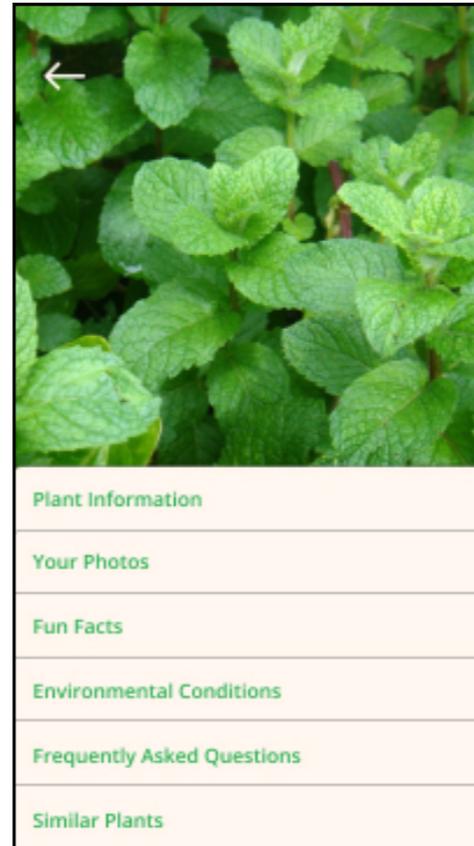
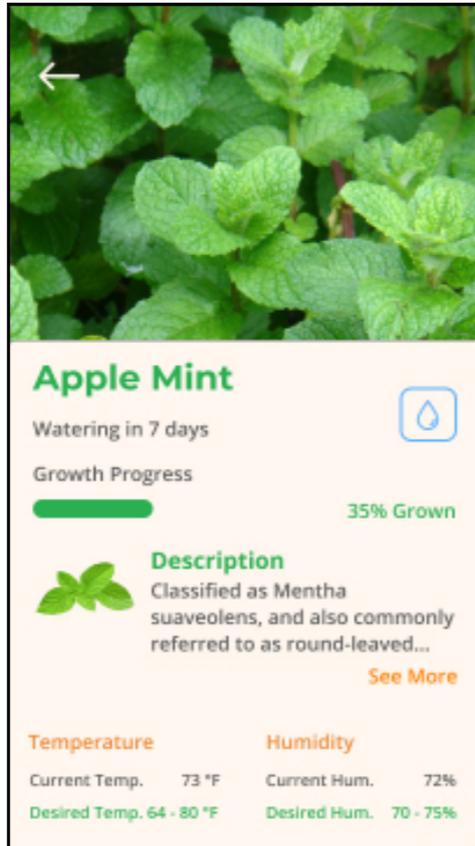
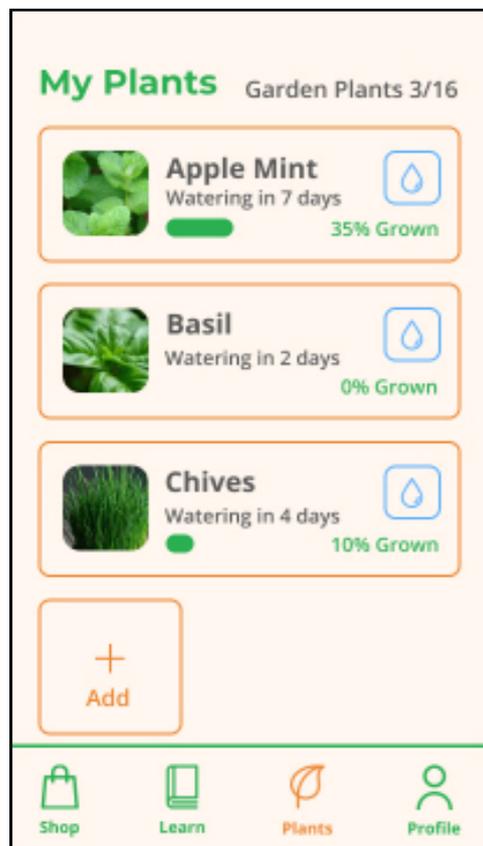
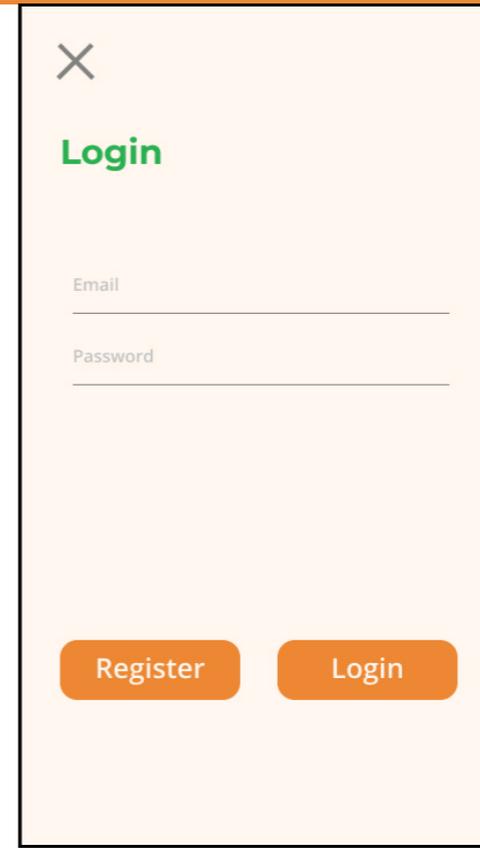
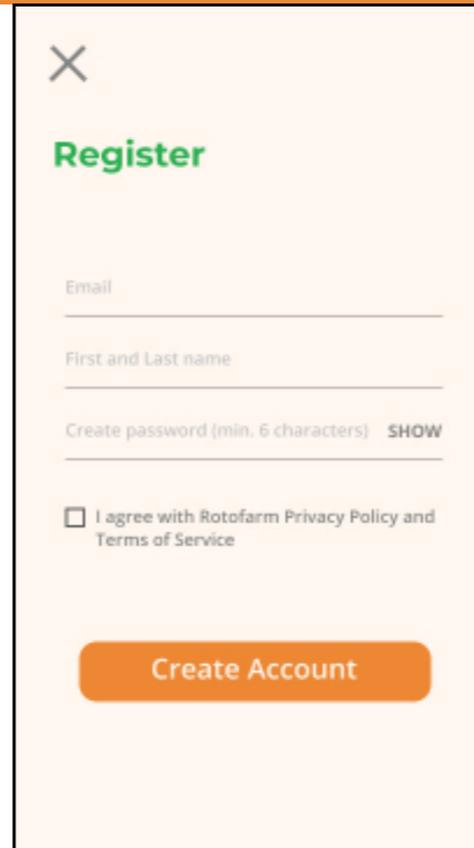
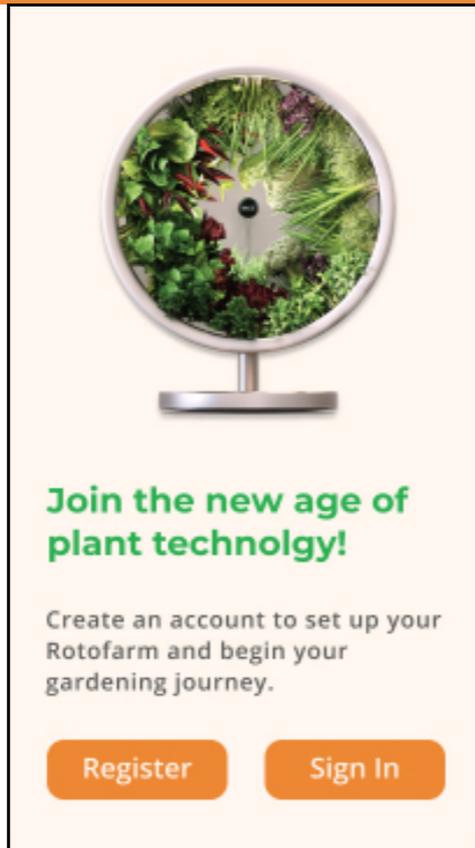
Rotofarm

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# Website Final Design - Shop



# Mobile Application Final Design



# Mobile Application Final Design

## Shop

### Beginner Plants



Mini Tomatoes  
\$12.95



Basil  
\$12.95



Lemon Balm  
\$12.95

### Herbs



Rosemary  
\$12.95



Parsley  
\$12.95



Thyme  
\$12.95

### Vegetables



Shop



Learn



Plants



Profile

## ← Beginner Plants



**Mini Tomato** [Add to Favorites](#)

Quantity: − 1 + [Add to Bag](#)

### Description

One of the most popular & healthiest lettuce varieties now available for your Click & Grow garden! Romaine lettuce has an enormous amount of nutritional value and it's a staple in well-known cuisines from Caesar's salad to

## Learn

### Beginner-friendly



10 Plants to Grow if You're a First Time Plant Parent



5 Herbs to Start

### Meal Tips



8 Best Spices to Use in Your Dinners for Weight Loss



5 Ingredients to



Shop



Learn



Plants



Profile

## ← 10 Plants to Grow if You're a First Time Plant Parent

By Renna Falls      October 24, 2020  
8 Minute Read

There are a few things that can take your home to the next level and prove you're a real adult: a bookshelf, a bar cart, and perhaps most of all, an indoor plant. But let's be real—most people aren't plant experts and have no idea where to start (admitting it is the first step).

"Many of us jump right into plant parenthood. We go to our local big box stores, and we just buy up whatever looks pretty," says Stephanie Horton,

# Company Branding



# Ad Campaigns



# Ad Campaigns



## Where plants meet processor

**Rotofarm**  
A fresh approach to technology

Health starts at home and nothing says home more than your own garden. Take back your health today on your time with Rotofarm, the app based hydroponic garden that does it all.

[rotofarm.com](http://rotofarm.com)



## Where greens meet gears

**Rotofarm**  
A fresh approach to technology

Health starts at home and nothing says home more than your own garden. Take back your health today on your time with Rotofarm, the app based hydroponic garden that does it all.

[rotofarm.com](http://rotofarm.com)

# Ad Campaigns



## Where mother nature meets motherboard

### **Rotofarm**

A fresh approach to technology

Health starts at home and nothing says home more than your own garden. Take back your health today on your time with Rotofarm, the app based hydroponic garden that does it all.

[rotofarm.com](http://rotofarm.com)