

January 24th, 2013
Emma Gohres
1352520

Project Exploring Interactions
Sustainable Living

Bringing Green Back to the Garden

A circular diagram consisting of four curved arrows forming a clockwise cycle. The top-left arrow is light green and points right. The top-right arrow is a medium green and points down. The bottom-right arrow is a darker green and points left. The bottom-left arrow is dark grey and points up. The title 'Bringing Green Back to the Garden' is centered horizontally and underlined with a thin green line.

Design Goal

Make people feel proud to sustain their garden throughout winter



The Current Situation

People buy new plants every spring, simply letting the plants die during autumn & winter



Interaction Vision

I want the sustaining of a garden through winter to be like learning how to play the violin

Several qualities

Rewarding

Challenging

Playful

Proud

Frustrating

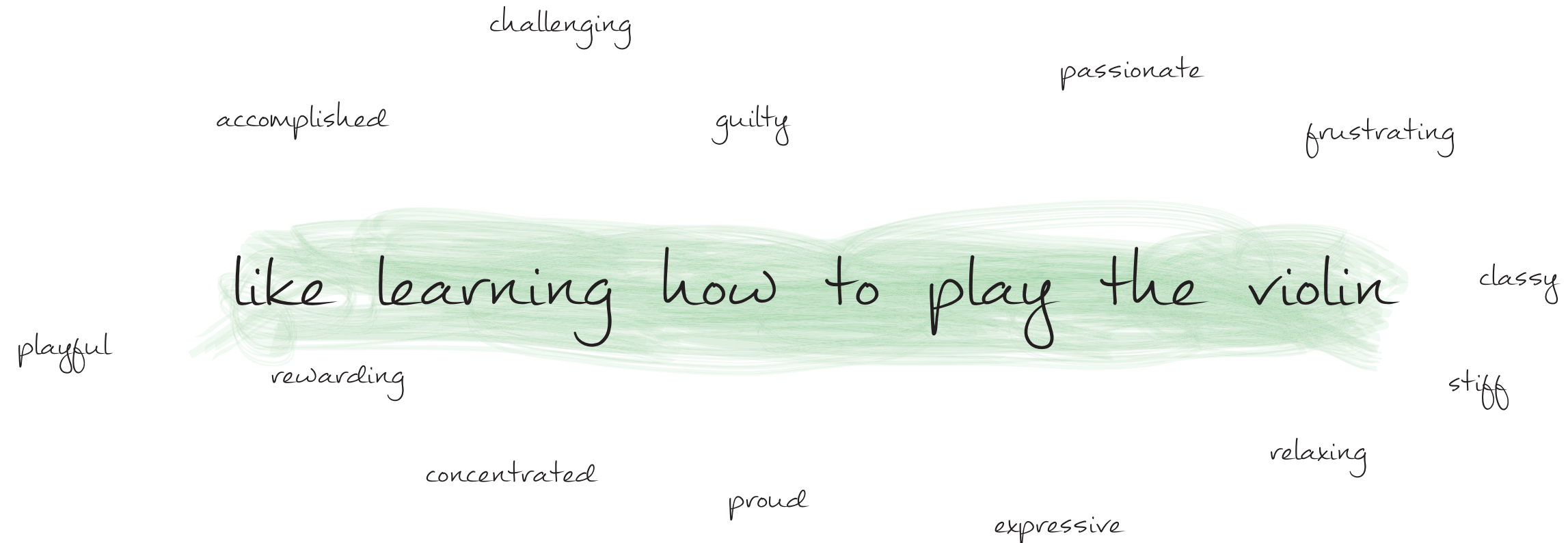
Guilty

Accomplished

Relaxing



Qualities



challenging

the design should somehow get the user to be challenged to put effort into the garden and actively maintain it. This could be compared to how actively playing on the violin can be considered challenging, with both pitfalls and moments of accomplishment.

rewarding

when successfully maintaining the garden, the design should help the user feel rewarded, the same way successfully performing a song on the violin would be rewarding.

proud

having successfully used the design, the user can show off their hard work to other people, much like a violin player can show off his or her work at a concert

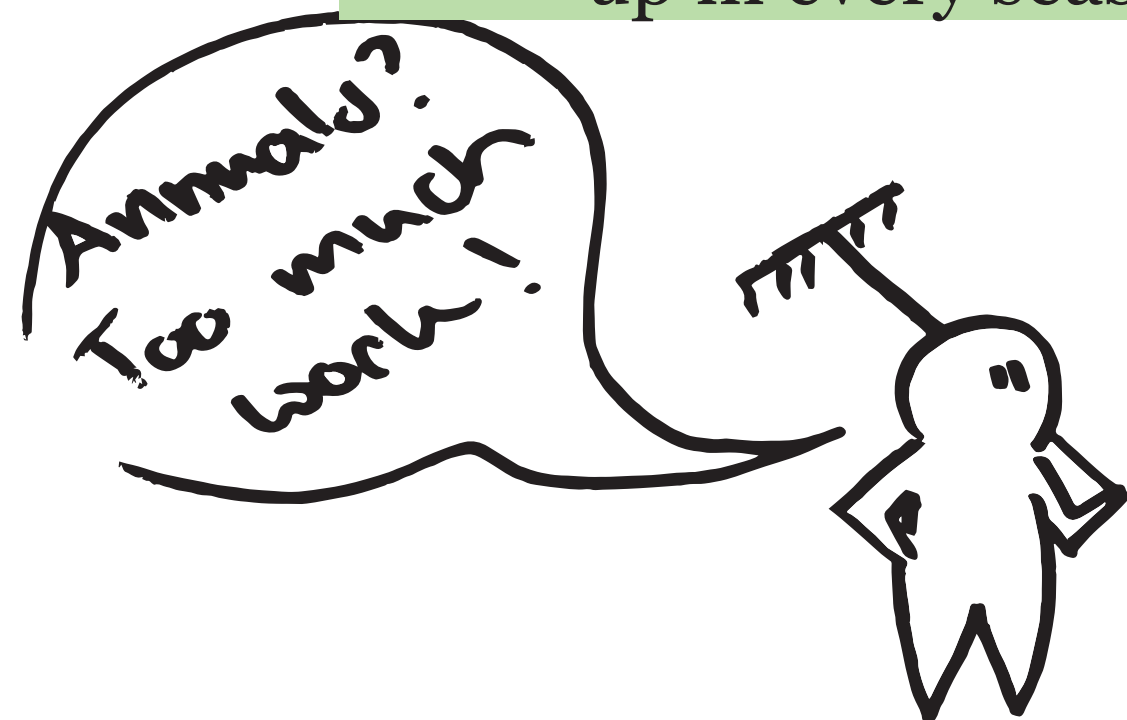
Cycle 1

Quick recap: perennial vs. annual gardener

“Annuals require too much work, too much water”

“I have perennials, and occasionally annuals.”

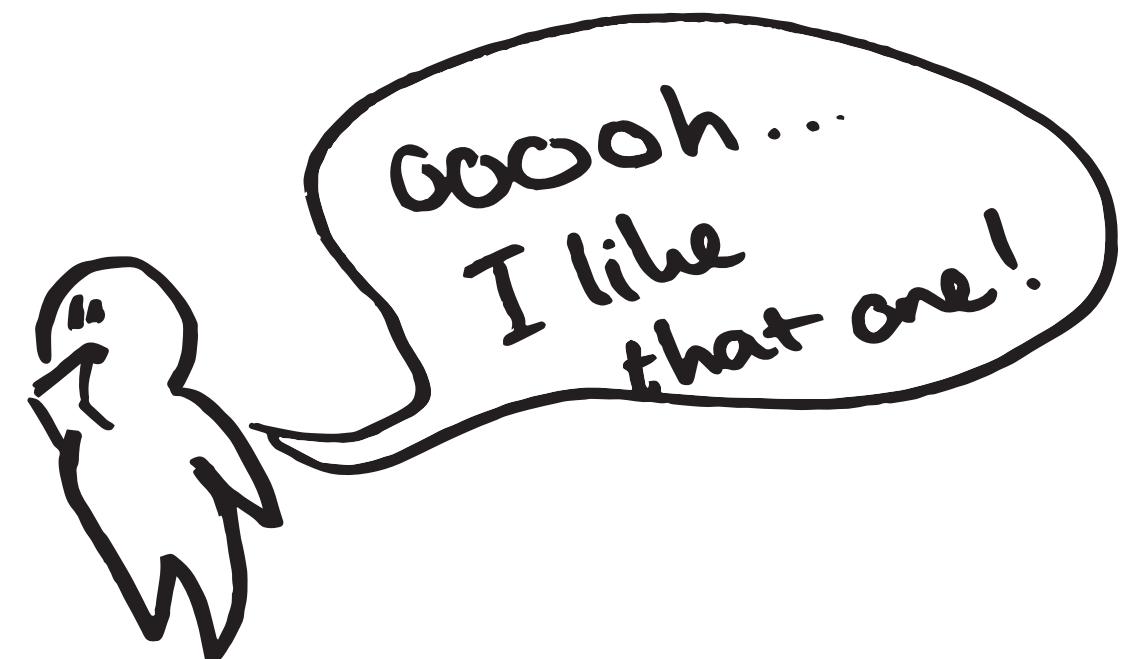
“Something different comes up in every season”



“We pick what we like!”

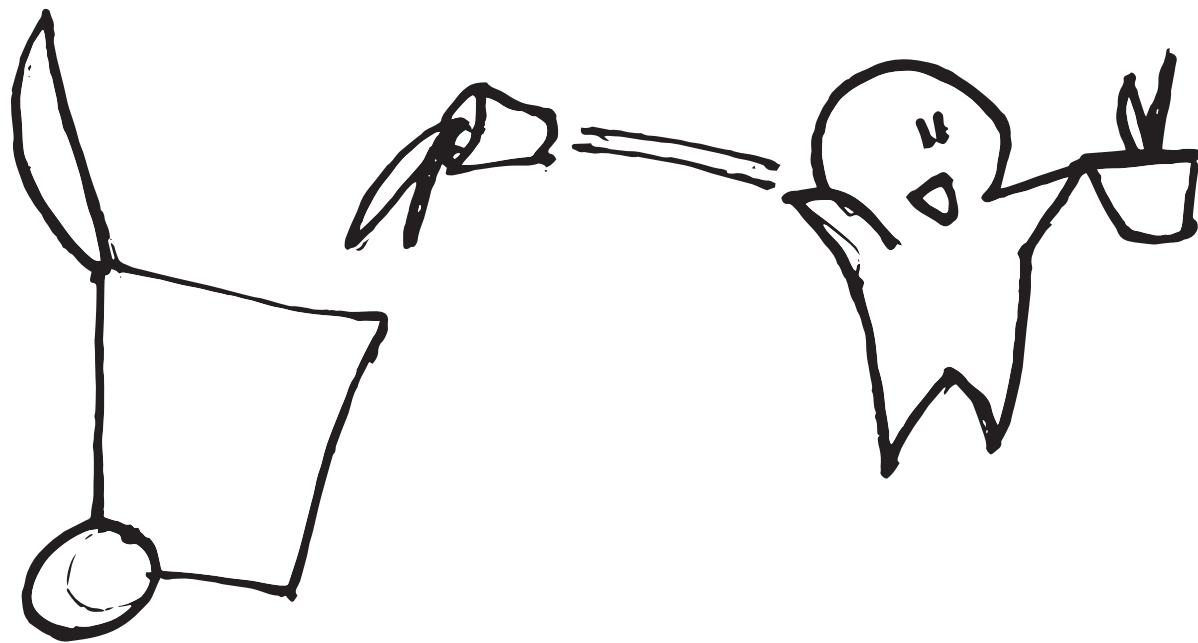
“Annuals are much more diverse, more colour, cheerful,”

“And in spring... we will see!”



Cycle 1

The annual gardener



Plant is of little value

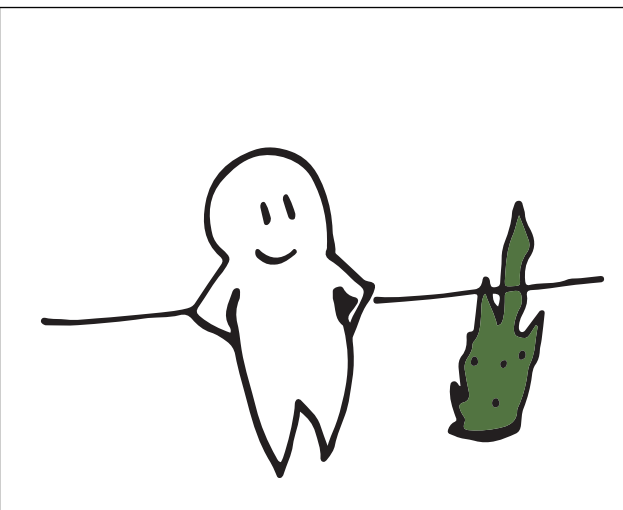
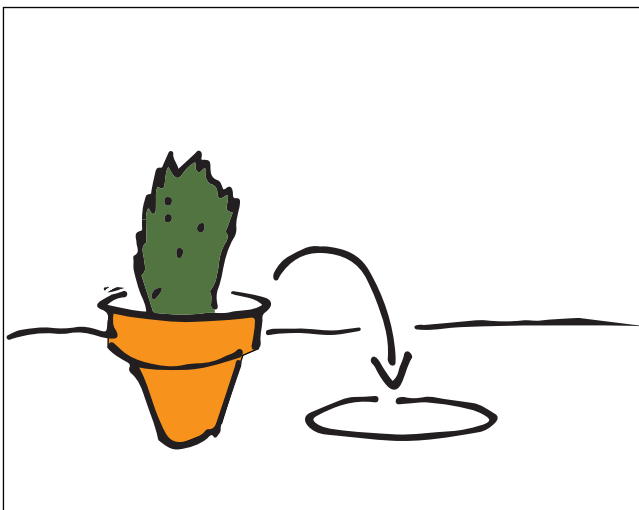
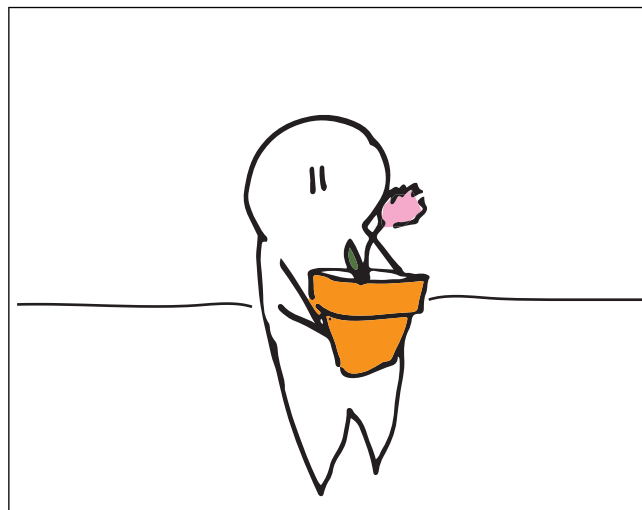
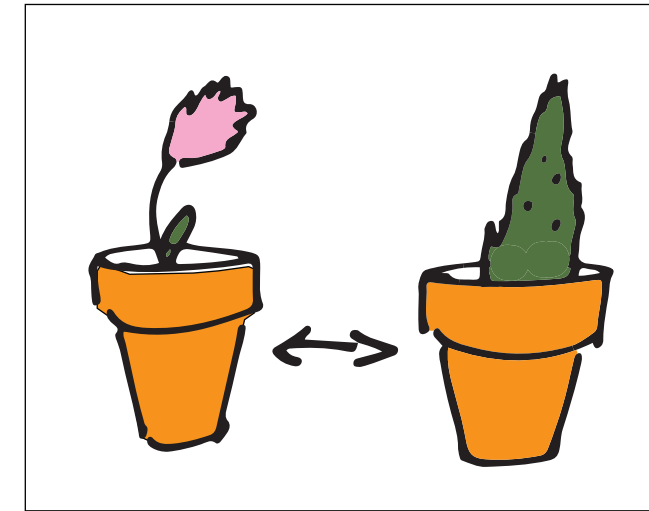
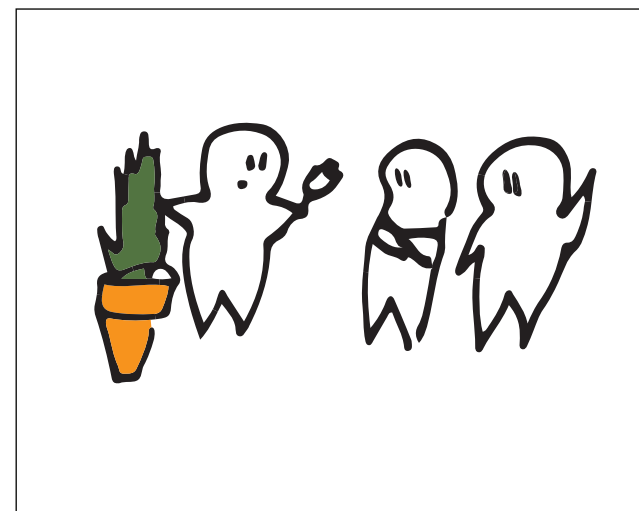
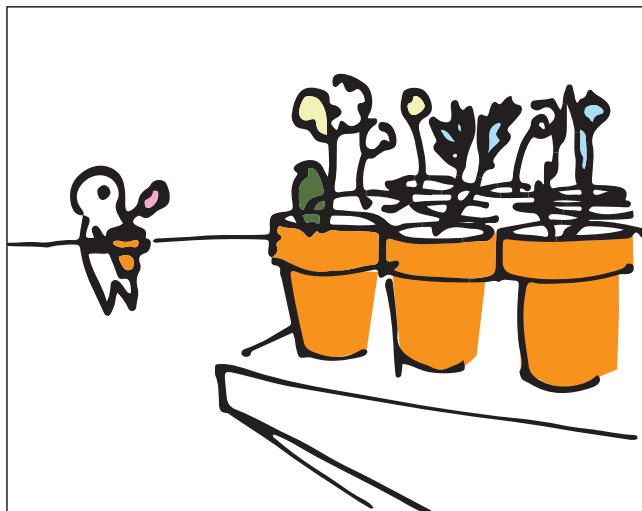
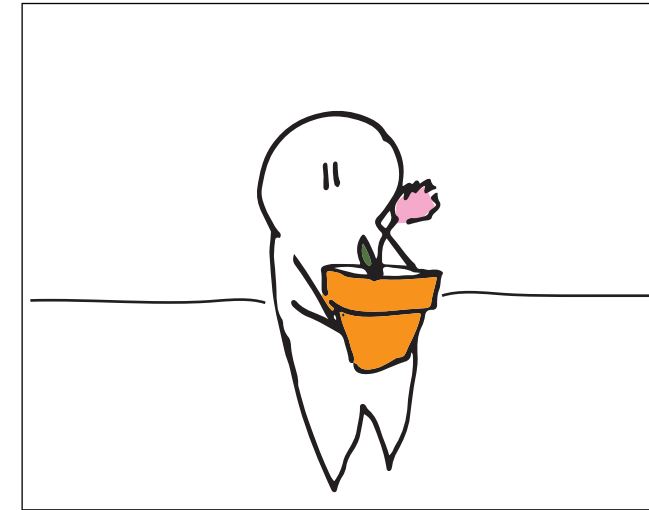
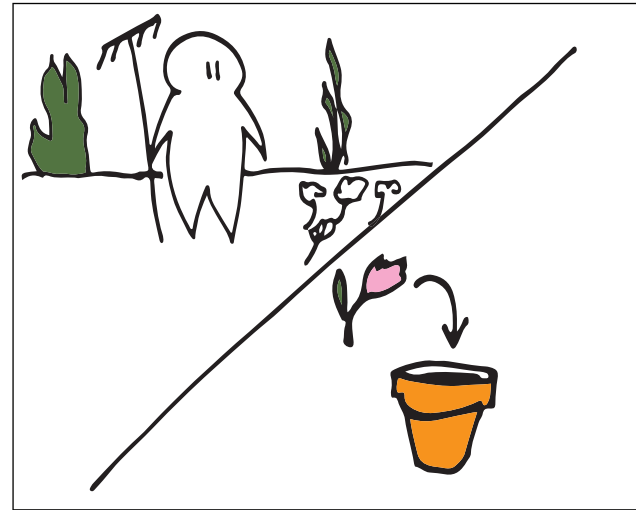


Short term orientation



Lack of knowledge

Cycle 2



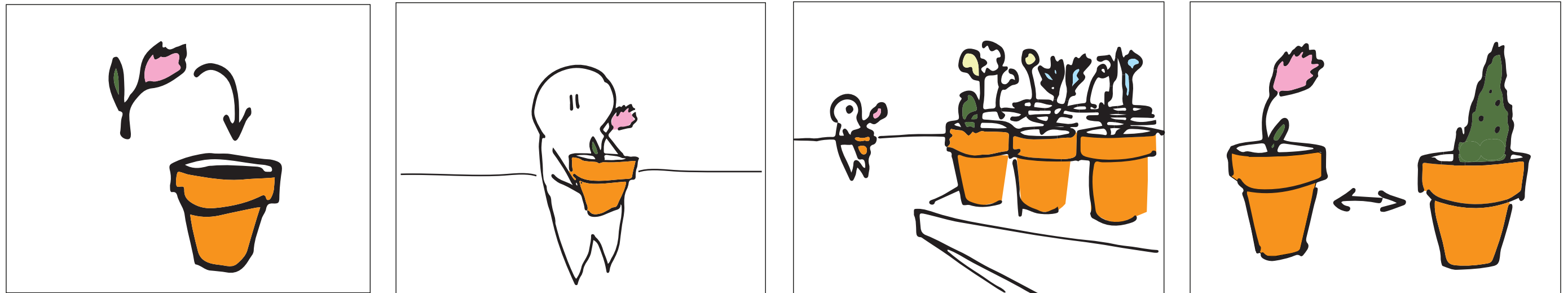
Add more value to the plant

Acquiring new plants

Exchanging knowledge

Cycle 3

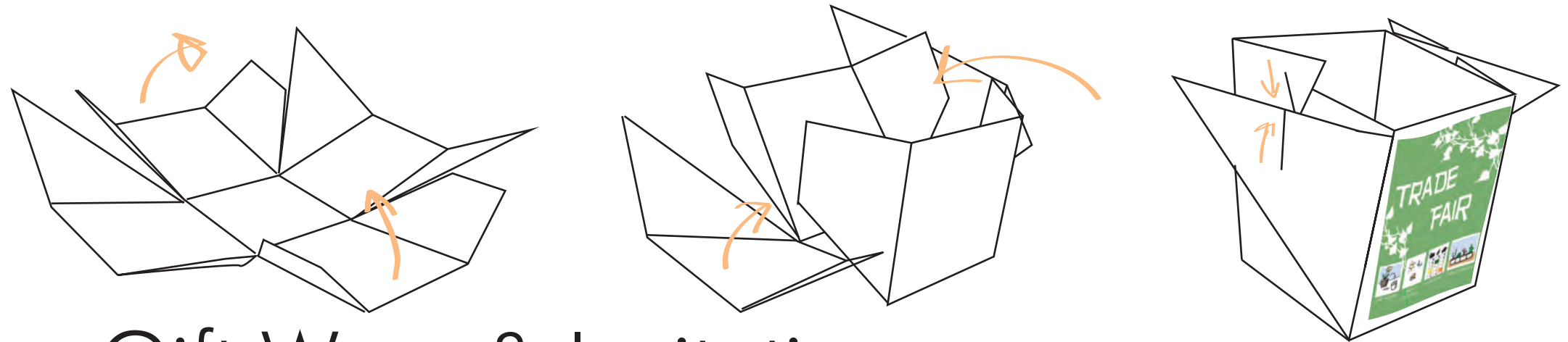
Focus on the pot



Exchange of knowledge
Add more value to the plant



The Design



Gift Wrap & Invitation

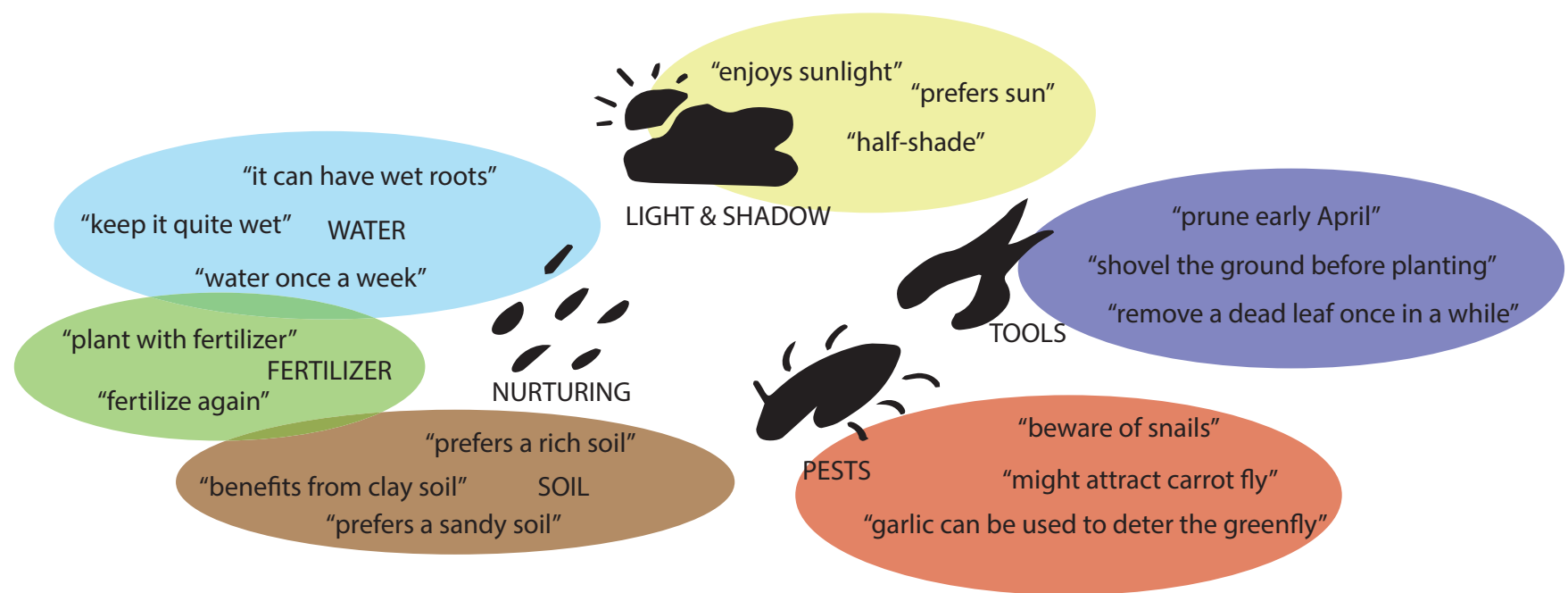
- > make the plant a gift
- > easily accessible
- > temporary yet attractive carrier



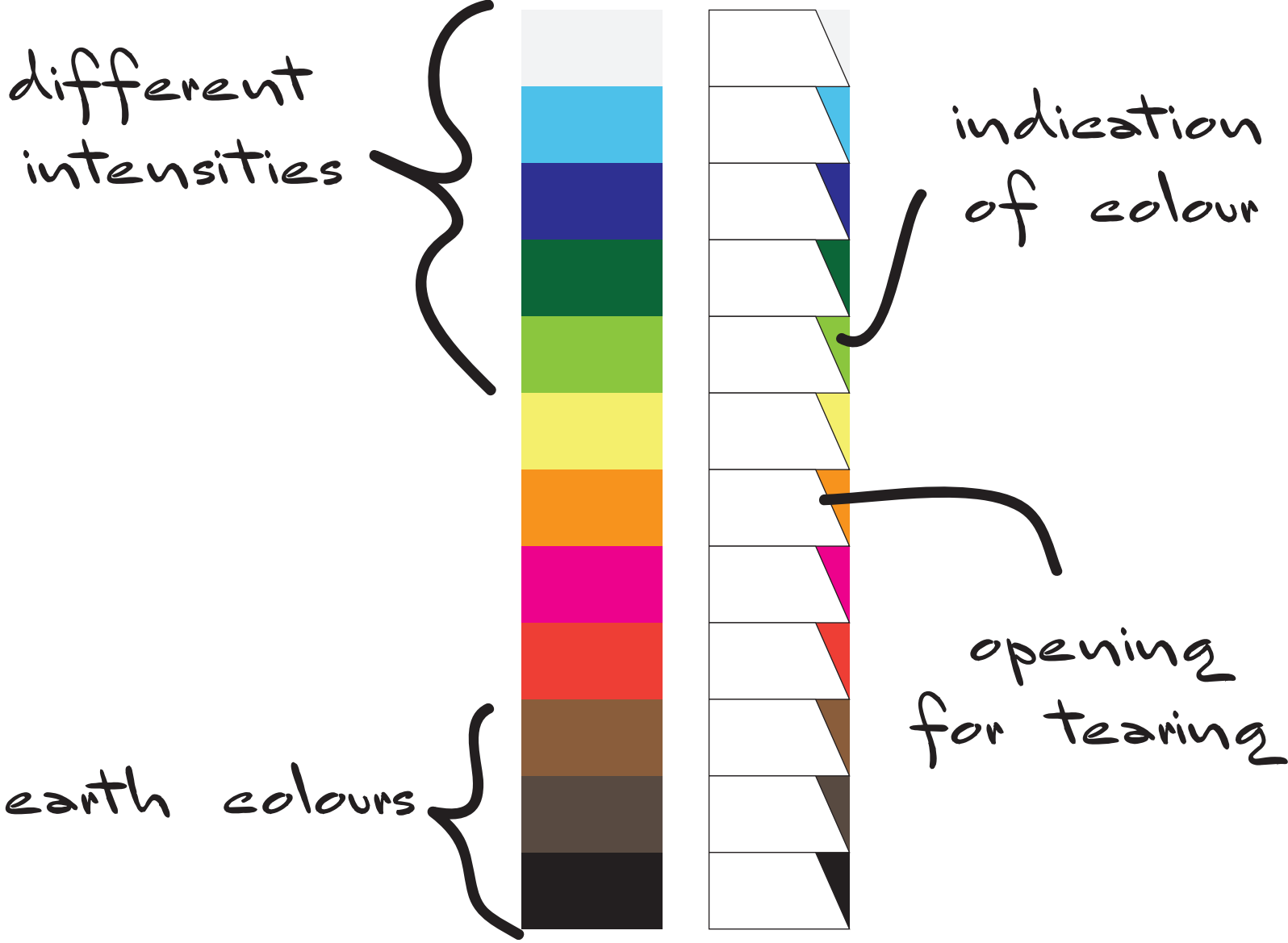
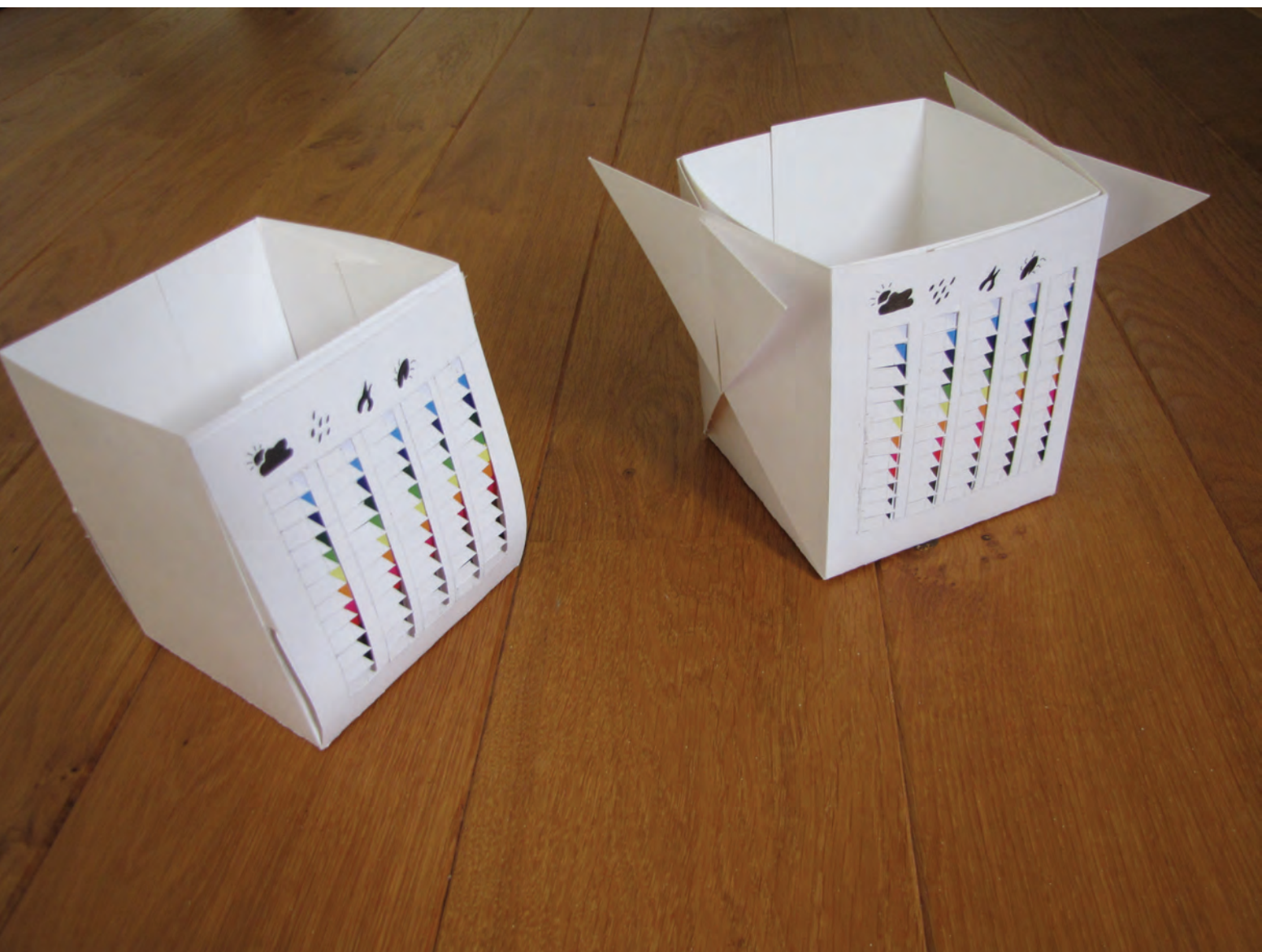
- > own interpretation
- > make it your pot
- > starting point for discussion

Traces

The Design



Freedom vs. Discussion



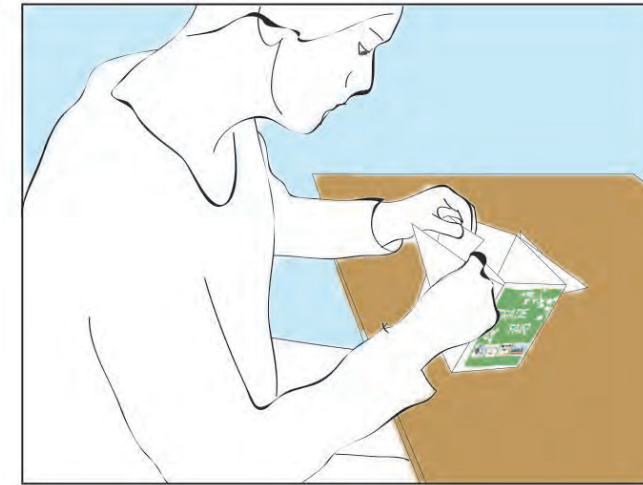
The Design



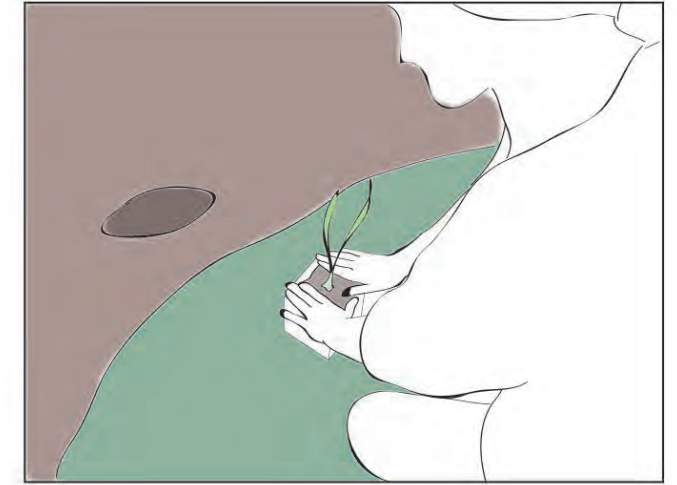
User receives invitation



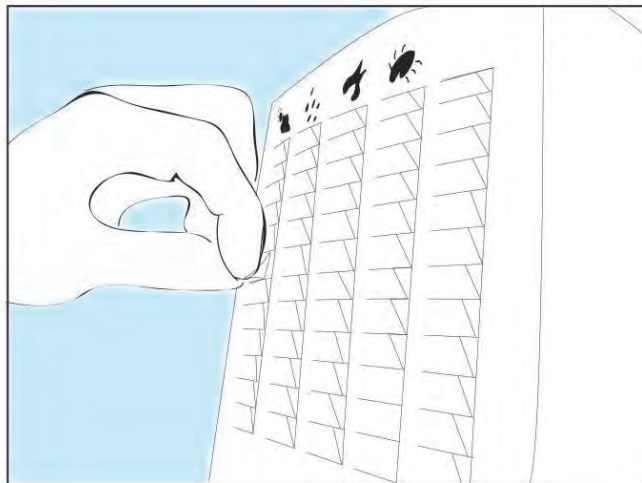
Invitation explains Trade Fair



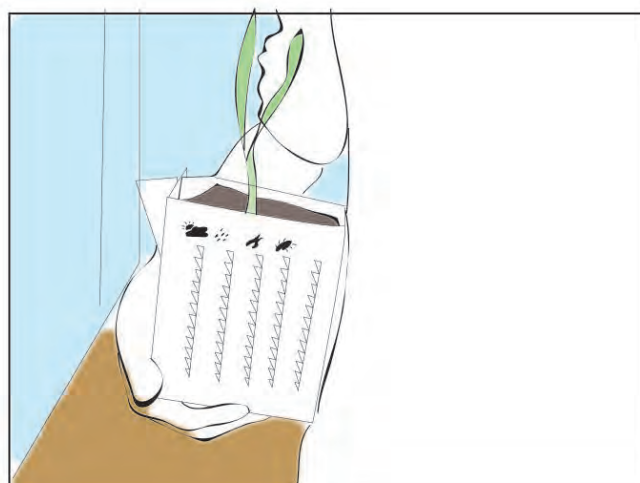
Invitation can be folded into pot



Plant is potted from the garden



Tear away tags from the pot for instructions



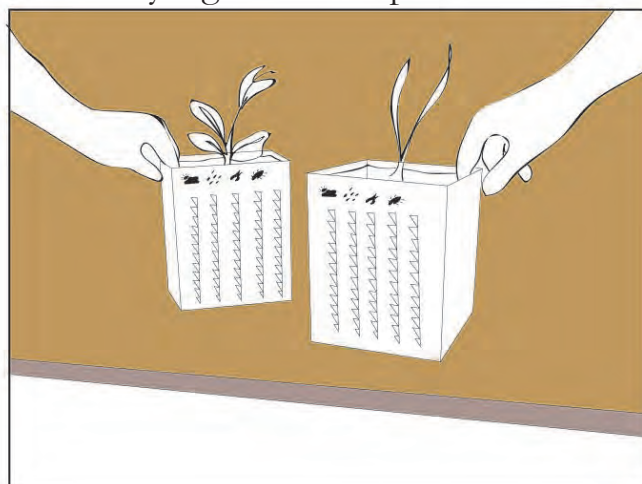
Take pot to Trade Fair



Users discuss their pots at the fair



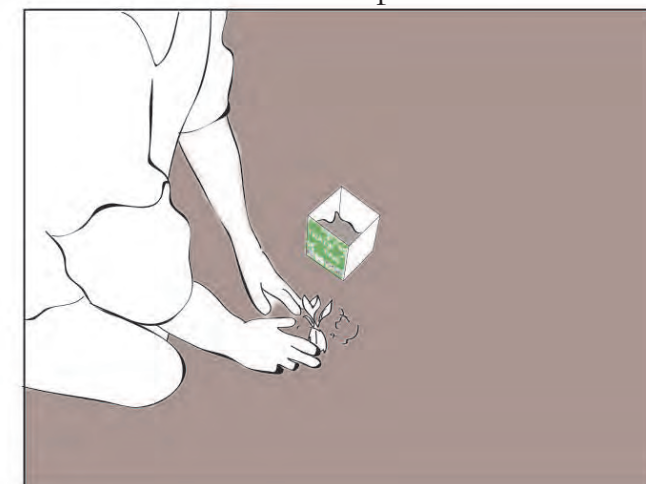
Discussion leads to new knowledge



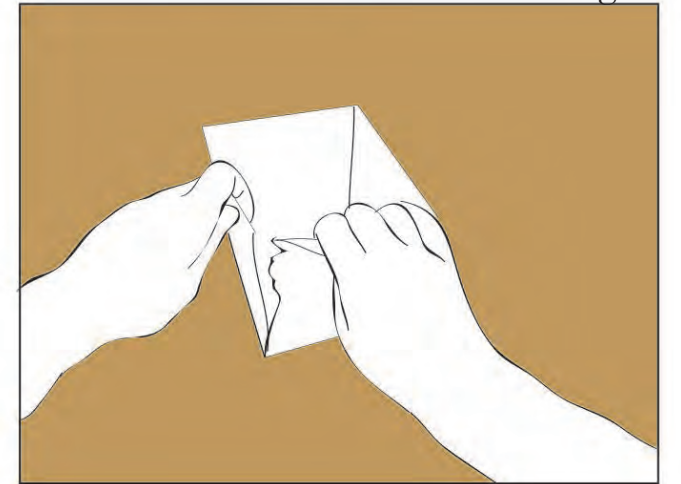
Plants are exchanged



User returns with new plant



Plant can be planted



Instructions can be kept, the rest of the pot can be discarded

also dynamically...

Test

Colours & Symbols

Gift wrap & Personal Pot

Discussion



Evaluation

Colours & Symbols

Gift wrap & Personal Pot

Discussion

“After planting? I would throw it away.”

*“I always cut out the instructions,
I would do so here as well.”*

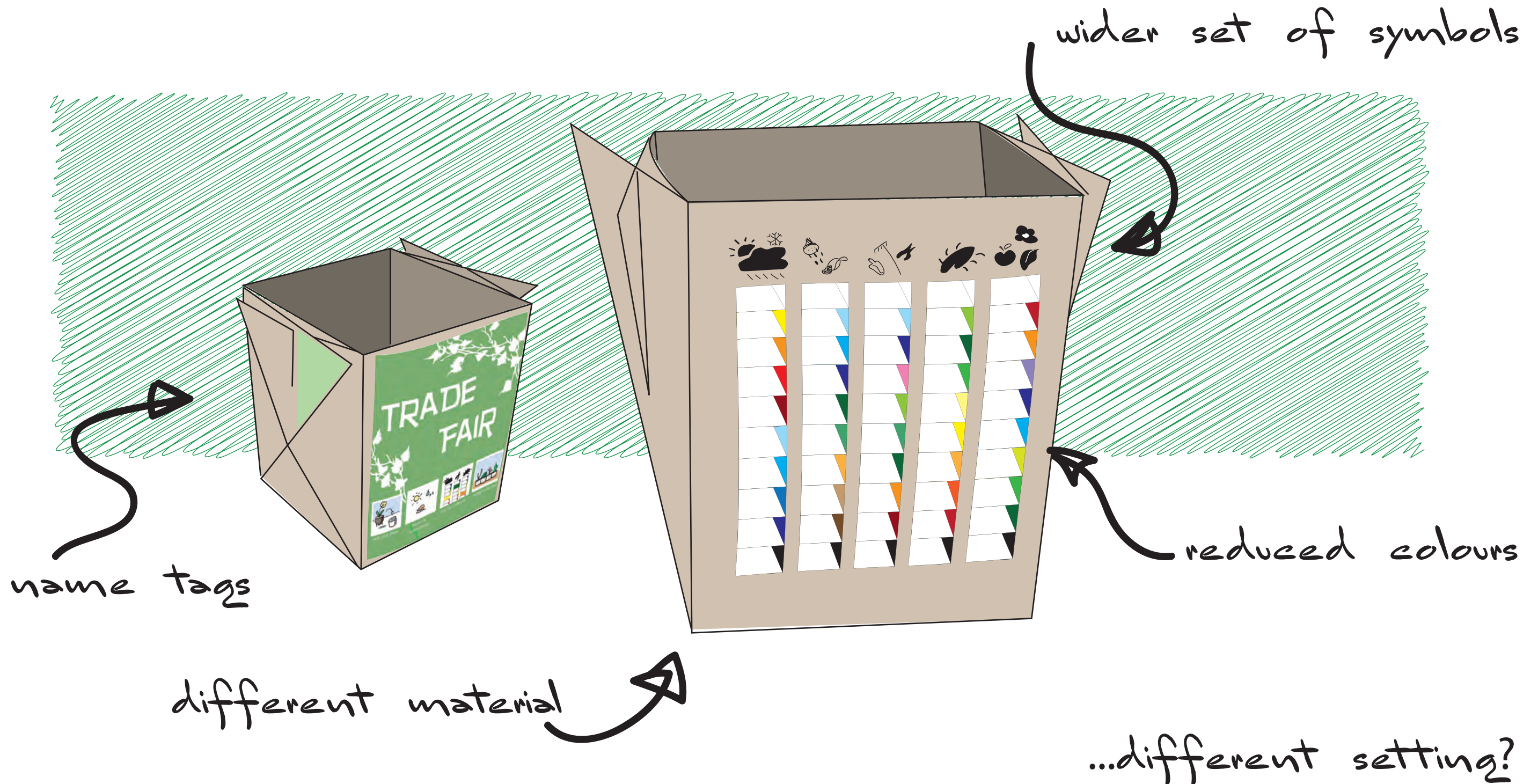


“Very accessible and inviting.”

*“Soundly made, an easy way to
transport my plant”*



Recommendations



January 24th, 2013
Emma Gohres
1352520

Project Exploring Interactions
Sustainable Living

Bringing Green Back to the Garden

A circular diagram consisting of four curved arrows forming a clockwise cycle. The top-left arrow is light green and points right. The top-right arrow is a medium green and points down. The bottom-right arrow is a darker green and points left. The bottom-left arrow is dark grey and points up. The title 'Bringing Green Back to the Garden' is centered in the middle of the cycle.