

	Priority One	Priority Two	Priority Three
Goals	Show users plants by effort preference	Help users learn about a plant’s necessities	Help users access credible plant information
Features	<p>Pre-Selection: An introductory questionnaire or survey to tailor plant choices for user</p> <p>Symbols: Visually show effort level and other plant characteristics through symbols, and link to similar plants or results page for user</p> <p>Area Match: Camera and location asesess light, temperature, and humidity to determine if plants are viable for user</p>	<p>Profiles: Plant cards that contain necessary information about the plant and plant care taht users can read</p> <p>Camera Reader: Detects plants from camera and leads to plant profile page for users</p> <p>Garden: An inventory to store and track user plants</p>	<p>Tailored Content: News or information that is relevant to user’s plant collection or wanted plants</p> <p>Plant FAQ: Section in plant card that are commonly asked by users</p> <p>Ask an Expert: Open a line of communication for users with PLNT’s trusted garden team. Options include email and chat</p>
Metrics	<p>Track users who complete the survey</p> <p>Track amount of symbol interactions</p> <p>Track camera and location allowances</p>	<p>Track most visited plant profiles</p> <p>Track amount of plants detected with camera</p> <p>Track amount of plants added to gardens</p>	<p>Track amount of interactions with content</p> <p>Track amount of interactions with FAQs</p> <p>Track amount of users who use feature</p>