**Research Plan & User Interview Questions**

**Research Goals**

Research goals will focus on understanding users’ browsing and purchasing habits of indoor vs outdoor plants; how they determine where to locate plants to purchase and how their living environment might influence which plants they choose; and users’ schedule and routine to determine plant maintenance and upkeep patterns.

**Target Audience**

Beginner and experienced gardeners, estimated between ages 24-55, with an interest in sustainable, low maintenance drought tolerant native plants.

**What can you ask about that would get you the information you need? Write down at least 5 things you can ask about that would help you understand people’s experiences and struggles with this topic.**

* How do users go about searching for and purchasing plants for their personal residencies? What resources do users refer to?
* Why do users select nonnative vs native plants for residential landscaping?
* What factors would motivate users to switch from using nonnative to native plants?
* What pain points/challenges do users experience with their current approach to identifying and planning plants to garden?
* How do users undergo the care and maintenance of gardening plants?

**10 Open-Ended Interview Questions**

*Warm Up Questions*

1. What is your field of study or occupation?
2. What does your typical weekday look like?
3. What are your favorite hobbies or interests?

*Open Ended Questions*

1. What is your level of experience with gardening, horticulture, and landscaping?
2. Recall your last experience in which you completed a gardening or landscaping project. Walk me through your process from start to finish.
3. What criteria do you look for when choosing plants?
4. What knowledge do you have about caring for plants?
5. Try to remember the last time you bought plants. How did you find out the proper ways to maintain and care for your purchase?
6. What challenges or difficulties do you face with plant care? What workarounds have you attempted to resolve these issues?
7. What methods did you find to be successful?
8. Assume you purchased your first houseplant, how would you learn the correct way to take care of it?
9. Imagine your plants were looking sick or were experiencing disease, how would you go about taking action to solve these problems?
10. What’s your familiarity with using apps? Do you use apps for gardening or landscape design?
11. Assume you recently picked up gardening as a hobby and were looking to the app store on your phone for an application that fit your new interest. What features would you look for in determining which app you choose to download?