



WEBSITE PROPOSAL

SAVANNAH COLLEGE OF ART AND DESIGN

Prof. Lomelino

My Giang
ITGM 715 - OL
Summer 2018

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CONCEPT STATEMENT

I'm planning to open up an independent local wholesale/retail nursery based in "the Prairie State" - Illinois. As the owner, my dedicated to growing a wide variety of cacti and succulents and are constantly adding, developing and creating more products with the best quality at the best prices possible. This project will surely benefit my future brand as I continue to define the core of the business. It will serve as a foundation for later additional features I want to add in the near future. :)

My love for cacti blossomed years ago, and I have been obsessed with them ever since. I adore those plants as they inspire happiness and boost my mood! Growing cacti and other succulent plants can be an addictive pastime! It is so wonderful and satisfying to see those prickly green plants burst out some of the most beautiful flowers you've ever seen. You'll soon realize each prickly friend is different and has a spunky personality. After all, gardening is truly therapeutic.

This website focuses on cactus and succulents. People today are more mobile, and they're shorter on time and attention, those plants are easy and practical to grow in reduced spaces, such as planters set indoors or on patios or balconies. They're resilient enough to withstand a home environment that's become more hostile to many houseplants.

For those who have never experienced growing their own plants before, starting a cactus/ succulents garden can be extremely challenging. This website will simplify the process of growing cactus/ succulents by offering descriptive guides for each plant available according to the plant type, offering ideas and inspiration, and more important - connect people together.



PROJECT SUMMARY

Customers will have the ability to select or search through a wide range of cactus and succulents collection. By creating an account, users will be able to access full features that the website has to offer. There will be options that users can keep track of their growing cactus. There will be a descriptive caring instruction for each plant available according to the plant types, inspiration on how to decorate the plan, what pot should be used as well as offers a cactus/ succulents lover community where users can share the pictures or the reviews of their collection. That information can be featured on social media.

There will be a page for beginners to show them step by step to build up a D-I-Y cactus/Succulents garden that fit their living style.

This website provides a full package that the green thumbs community needs to the fullest. It simply lets users enjoy the joy of caring for a living thing in today's fast-paced, digitalized world.



TARGET AUDIENCE

For millennials or people who have long work hours and small living spaces to exercise their green thumbs.

For cactus and succulents lovers.

For other plant lovers who find it interesting to learn more about the "prickly friends".



PERSONAS

PERSONA

1

NAME Molly
AGE 20-29
OCCUPATION Artist
STATUS Single
LOCATION New York

Out-going

Friendly

Artistic



“

As a user, I want to see my plant growing up healthy and strong.

”

BIO

Molly is an artist and a cactus lover. She grew up in the New York in which she has to deal with the cold weather during winter time. She has a special “taste” about cactus and often goes for some unique/ rare cactus to fill up her collection. However, the information on how to take care of those plants are still limited. She gets frustrated seeing her plants dying.

PAINPOINTS

Lacking of need information about plant types.
Lacking of caring instructions.
Lacking of tips from the experts.

USER NEEDS

A descriptive caring instruction based on the season (or weather/ location..etc).
A way to control or keep track of her garden.

MOTIVATIONS

Incentive



Fear of dying plants



Healthy Plants



Informative



Connection



Social



PERSONALITY

Extrovert



Introvert

Sensing



Intuition

Thinking



Feeling

Judging



Perceiving

PERSONA

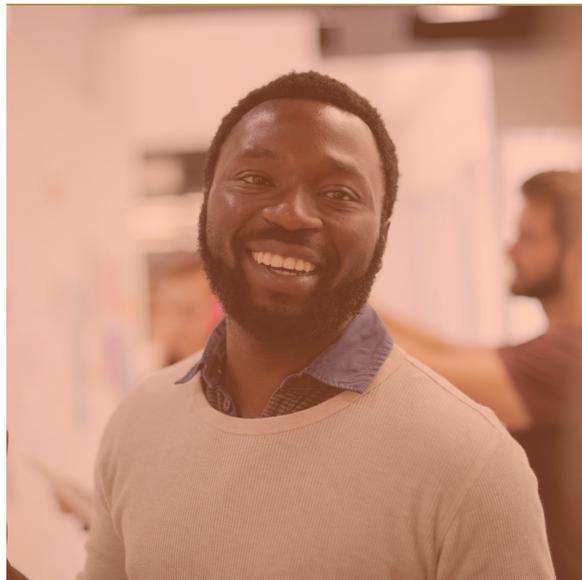
2

NAME Ben
AGE 20-29
OCCUPATION Graphic Designer
STATUS Single
LOCATION Chicago

Out-going

Friendly

Artistic



“

I want something simple but effective to show me how to take care of my plants.

”

BIO

Benz is a graphic designer. He doesn't consider himself a "plant person" but acknowledges having basically no more free plant space in his apartment — he's covered every available sill and shelf with greenery things. He loves plants but often finds it overwhelming by the planting process.

PAINPOINTS

Lacking of need information about plant types.
Lacking of caring instructions.
Lacking of simplified steps instruction.

USER NEEDS

A descriptive caring instruction based on the season (or weather).
Simple but effective instruction. It could be infographic!
Tasks settings and tasks reminders.

MOTIVATIONS

Incentive



Fear of dying plants



Healthy Plants



Informative



Connection



Social



PERSONALITY

Extrovert



Sensing



Thinking



Judging



PERSONA

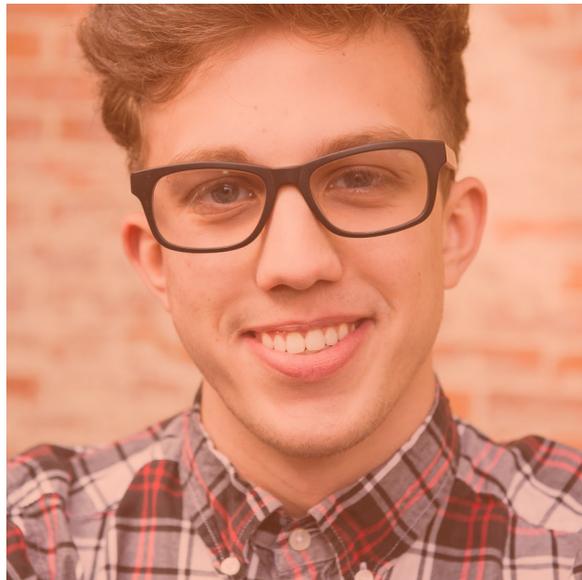
3

NAME Daniel
AGE 20-29
OCCUPATION Student
STATUS Dating
LOCATION California

Out-going

Friendly

Artistic



“

As a user, I would love to have the ability to craft some plants for my loved ones.

”

BIO

Daniel is a college student. He lives away from home to attend college. He's a very caring and thoughtful person. He always remembers special occasions such as people birthday. He finds it hard to find gift ideas for his girlfriend who is a fan of succulents. He wants to surprise his girlfriend with a DIY succulents mini garden. Where is the good source to find inspiration for a beginner?

PAINPOINTS

Overload with the existing information on the internet.
So hard to choose out the best ideas.

USER NEEDS

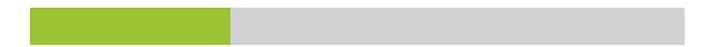
Suggested ideas/ inspiration by living styles or personalities.
Suggested colors.

MOTIVATIONS

Incentive



Fear of dying plants



Healthy Plants



Informative



Connection



Social



PERSONALITY

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



PERSONA

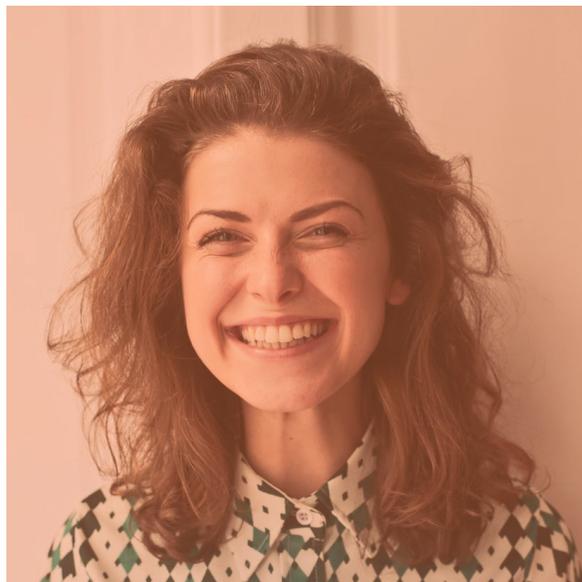
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NAME Anne
AGE 30-39
OCCUPATION Artist
STATUS Single
LOCATION New York

Kindness

Optimism

Artistic



“

As a user, I can look up for more plant decorating inspirations/ ideas that can be applied to my small living space.

”

BIO

Anne is a stay home mom. She married and has two children. Home life is hectic for Anna as she spends most of her time taking care of her children. She enjoys gardening as a de-stressed therapy as well as a great way to decorate her house. This year, she is trying to find some good inspirations for her small living room.

PAINPOINTS

Hard to find ideas that fit her living space.
Inspiration from the site needs to be more organized.

USER NEEDS

Pictures, images, ideas for decoration using her plants.
Links to other sites (For example, Pinterest).
Videos

MOTIVATIONS

Incentive



Fear of dying plants



Healthy Plants



Informative



Connection



Social



PERSONALITY

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



PERSONA

5

NAME Frank
AGE 30-39
OCCUPATION Teacher
STATUS Single
LOCATION Seattle

Sincerity

Devotion

Patience



“ Why are my plants dying? ”

BIO

Frank is a motivated individual that wants to live a green living style. Recently he's been trying to find some plants that can survive for a long period of time with needed him to water too often. He finds out cactus or succulents would be a very good fit. However, he's having a hard time to grow them as there is always no or not enough information to show him how to take care of them every time he buys them at the Home Depot or Lowes.

PAINPOINTS

Lacking of needed instructions.
No caring tips.

USER NEEDS

A descriptive caring instruction based on the season (or weather).
Step-by-step instruction.

MOTIVATIONS

Incentive



Fear of dying plants



Healthy Plants



Informative



Connection

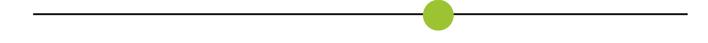


Social



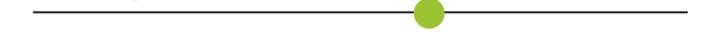
PERSONALITY

Extrovert



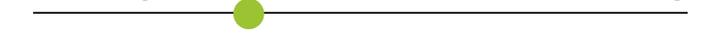
Introvert

Sensing



Intuition

Thinking



Feeling

Judging



Perceiving

PERSONA

6

NAME Myra
AGE 20-29
OCCUPATION Accountant
STATUS Single
LOCATION Atlanta

Out-going Generosity
Loving



“ How much water does my plants need? Should I change the soil? Why does my cactus turn yellow? ”

BIO

Myra is working at the bank. She is living a very busy life and often does her shopping online. She bought a cactus last week. There is something wrong with the plant. Its roots show sign of dying out. Myra is very upset. She wonders if it was her fault. She tried to reach out for help from the online store she bought the cactus. However, it just takes forever for them to reply.

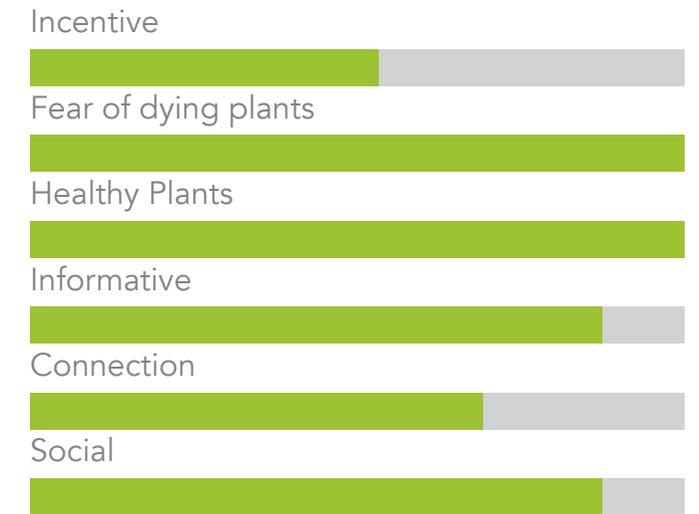
PAINPOINTS

- Lacking of support.
- Lacking of needed information.
- Lacking of instructions
- Lacking of opinions from the experts.

USER NEEDS

- A descriptive caring instruction
- A way to control or keep track the plant.
- A supportive community.

MOTIVATIONS



PERSONALITY



PERSONA

7

NAME Rachel
AGE 20-29
OCCUPATION Yoga Instructor
STATUS Single
LOCATION San Francisco

Adventurous Peacefulness
Spirituality



“ I love to get to know others who have the same interest in cactus/ succulents. ”

BIO

Rachel is a yoga instructor, she is a huge fan of healthy, green living style. She enjoys taking care of her garden in her free time. She is an expert growing cactus and succulents. She travels most of the time and finds it's very hard for her to take care of her plants while she's gone for a long period of time. For so far, she doesn't know anyone that can help her out or she can trust.

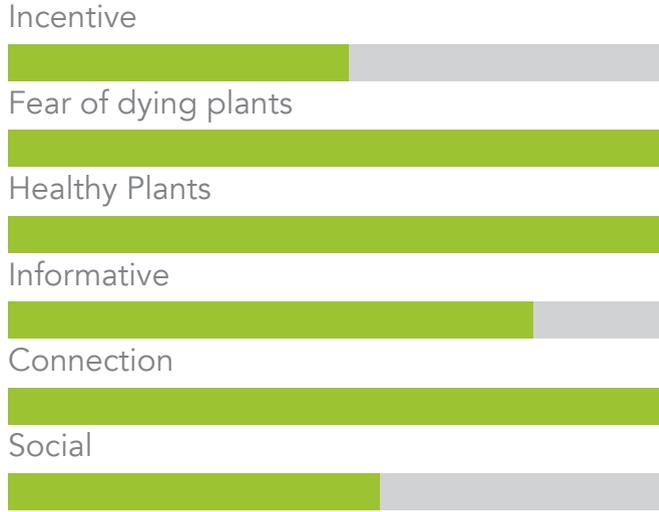
PAINPOINTS

Lacking of a supportive community.

USER NEEDS

A tool to find a community/ friends around that can help her. A forum where she can exchange information or asking questions about her concerns about the plants.

MOTIVATIONS



PERSONALITY

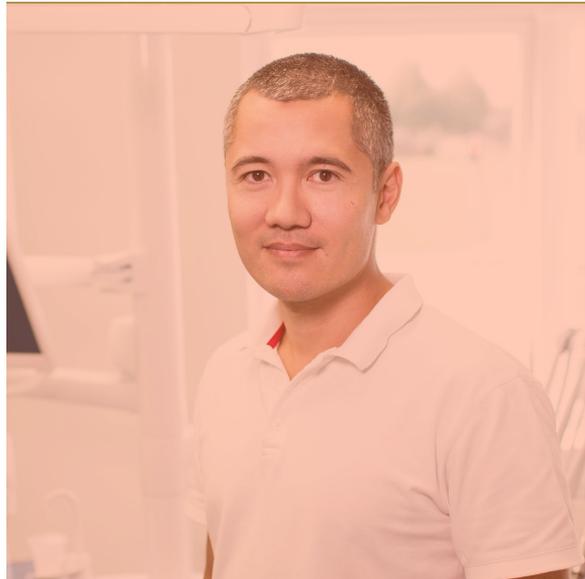


PERSONA

8

NAME John
AGE 40-49
OCCUPATION Engineer
STATUS Married
LOCATION California

Loving Friendly
Religious



“Where can I buy this type of cactus/succulents?”

BIO

John is an engineer. He is married. His wife loves gardening and he often buys flowers/ plants for her. This year, he decides to buy some unique succulents for his wife. He doesn't know where to find those plants since physical stores around his area always have some common types of succulents.

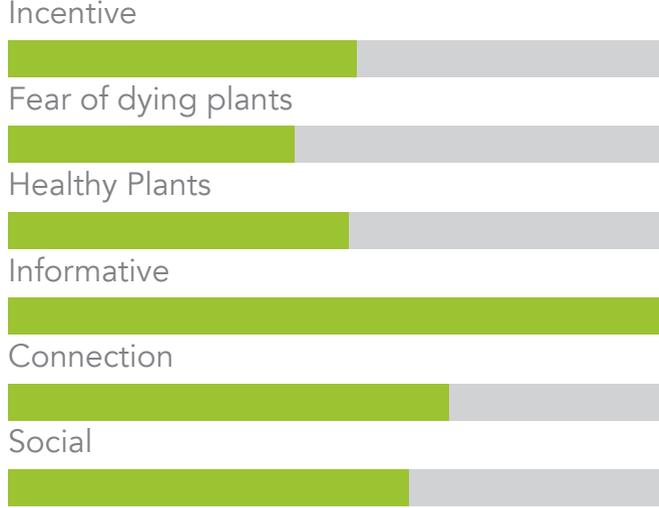
PAINPOINTS

Lacking a wide variety of cactus and succulents.
Lacking needed information of some retails/ online stores.

USER NEEDS

Suggested online stores.
Suggested physical stores based on the area.

MOTIVATIONS



PERSONALITY



PERSONA

9

NAME Drake
AGE 20-29
OCCUPATION Photographer
STATUS Single
LOCATION New York

Out-going Ambitious
Artistic



“ I want to share the photos of my beautiful cactus blooming this summer. ”

BIO

Drake is a photographer. He loves taking photos. He is also a cactus lover. He likes to share photos of his collection to his friends/ cactus community on social media. He is in need of a site where he can share photos and enjoy others photos of their prickly friends.

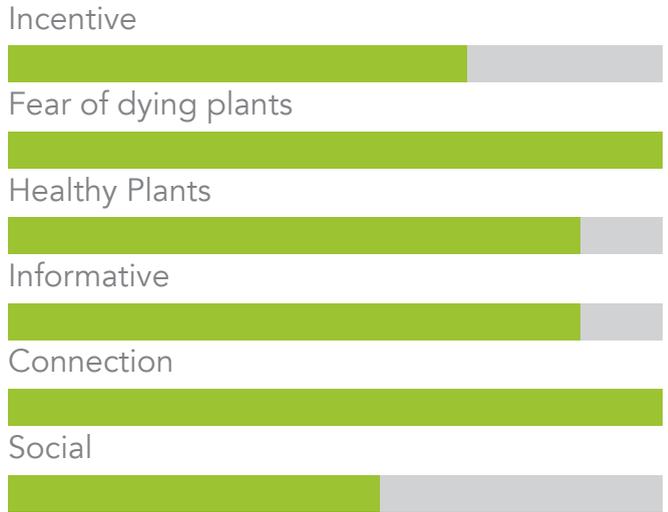
PAINPOINTS

Lacking of websites and apps for cactus and succulents community where they share the same interest.

USER NEEDS

Provide options to post the photos to the social media sites.
Provide options to share the photos within the community.

MOTIVATIONS



PERSONALITY



PERSONA

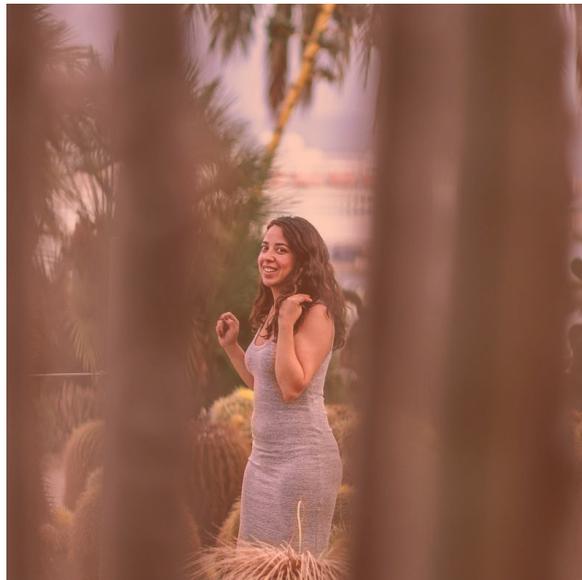
10

NAME Ellen
AGE 20-29
OCCUPATION Nurse
STATUS Dating
LOCATION Arizona

Honest

Friendly

Devoted



“

I just want to look at beautiful photos of those plants.

”

BIO

Ellen is a nurse. She is just starting growing cactus/ succulents in her apartment. She finds it extremely relaxing when seeing photos of beautiful plants. Especially, pictures of cactus and succulents when they are in full bloom. Google often shows many photos of cactus and succulents but sometimes lacks name or types of plant.

PAINPOINTS

Lacking of need information about plant types.
Lacking of photos of cactus/ succulents from other parts of the world.

USER NEEDS

A forum where she can find tons of photos of unique cactus and succulents from users all around the world.

MOTIVATIONS

Incentive



Fear of dying plants



Healthy Plants



Informative



Connection



Social



PERSONALITY

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



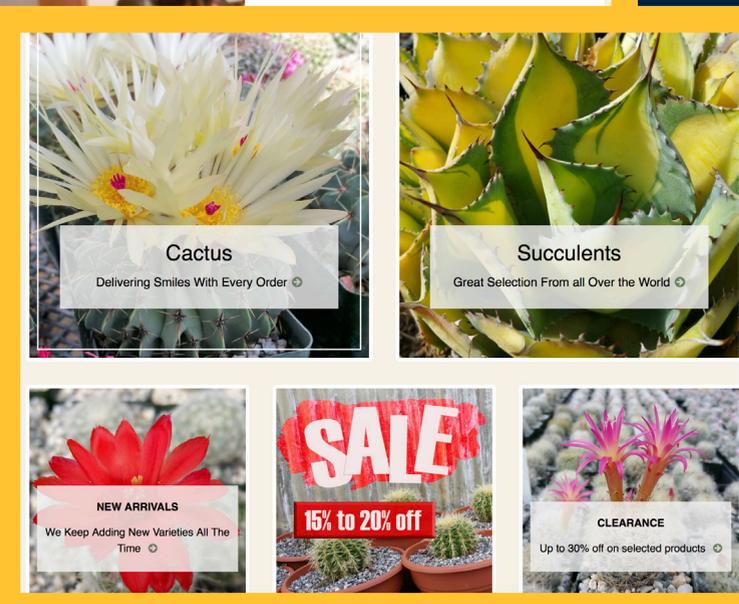
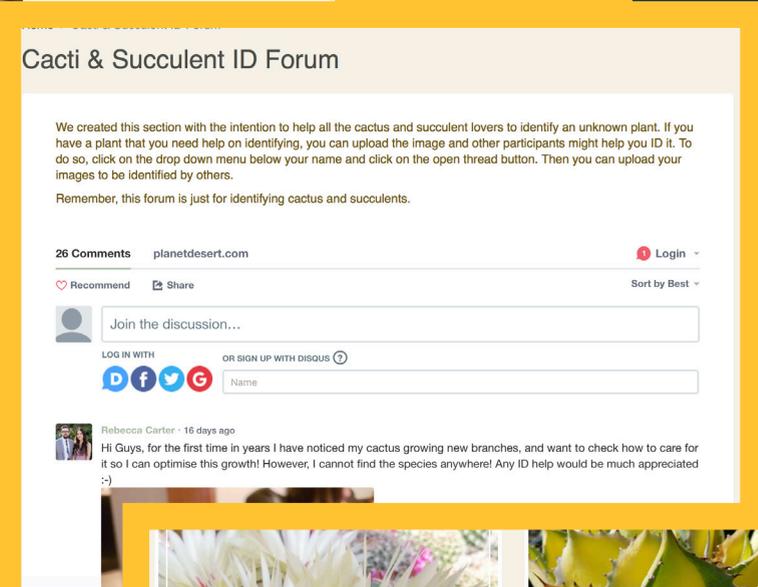
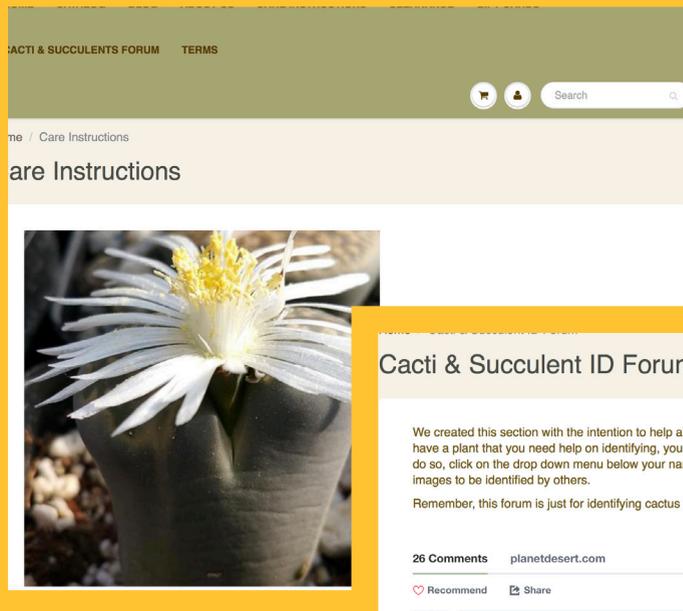
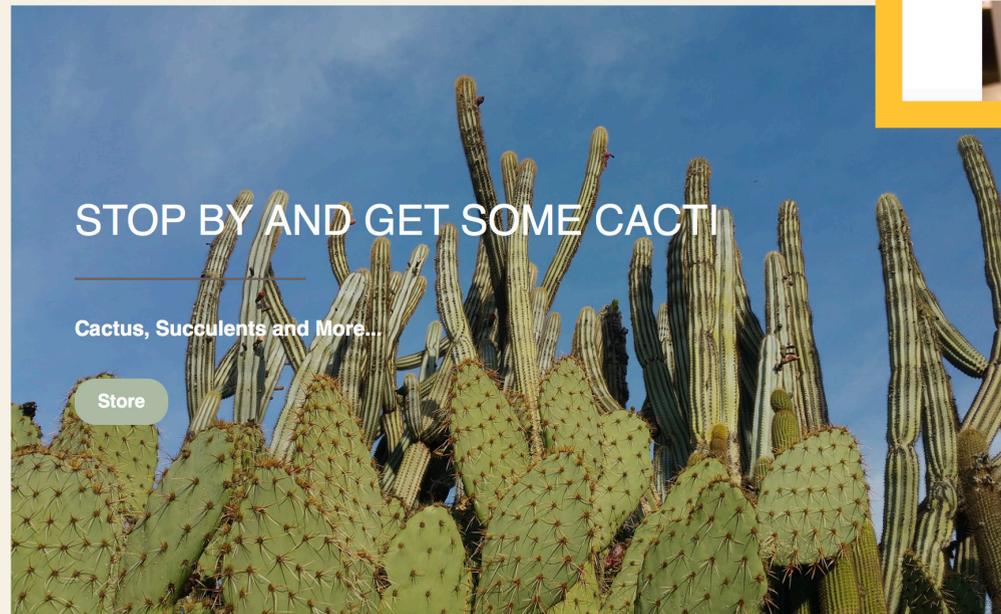
Judging

Perceiving





COMPETITIVE ANALYSIS



PLANET DESERT

Planet Desert is a family owned wholesale/retail nursery based in Mendocino County in northern California. This is one of the big competitors that my actual future business aims to compete within the next couple of years. They own a wide variety of cacti and succulents and are constantly adding, developing and creating more products.

They have great articles, tips, and forum for cactus/ succulents community to follow.

For this project, I won't focus on the selling or the purchasing process. of the website.



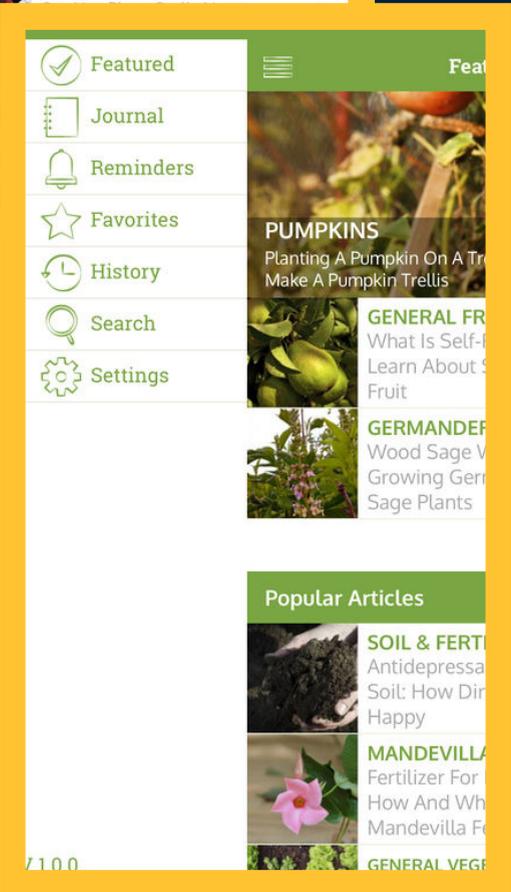
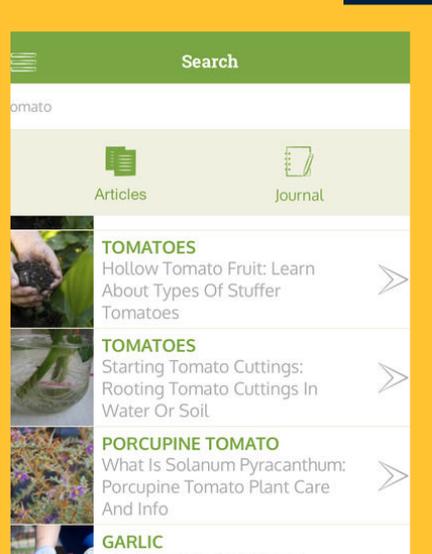
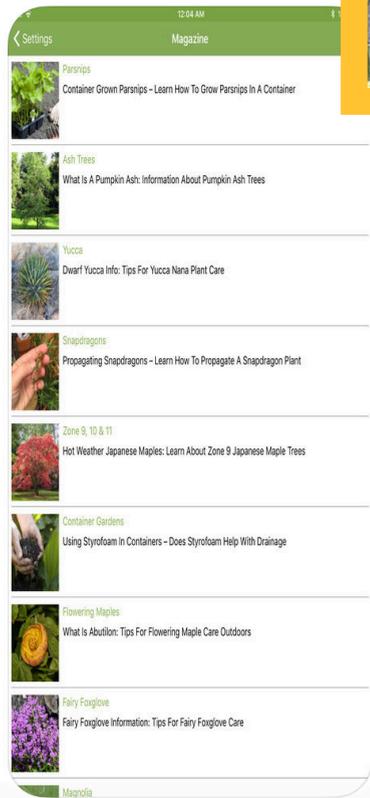
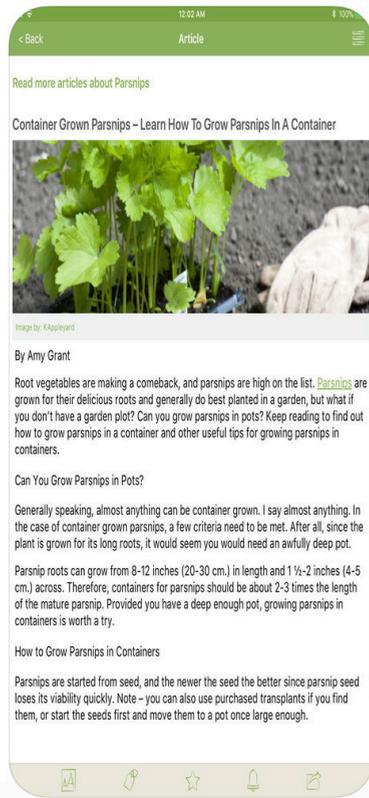
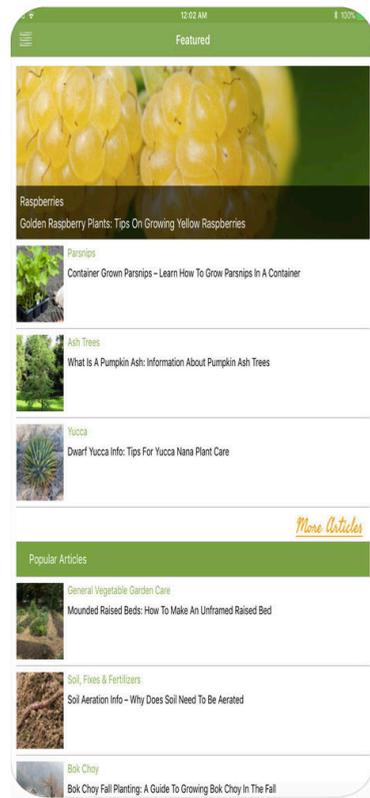
Gardening Companion 4+

Gardening Know How, LLC

★ ★ ★ ☆ ☆ 2.1, 47 Ratings

Free · Offers In-App Purchases

Screenshots iPhone iPad



GARDENING COMPANION

Gardening Companion is an app that allows users to read information about the plants that interest them, set reminders to help them care for the garden and track and share information about the garden. Its function is close to the concept that I'm having in mind for this project. The main purpose is to make gardening even easier!

This app provides a wealth of gardening information with access to 1000s of articles on gardening. Article content includes text, photos, and YouTube videos – on anything from companion planting to troubleshooting.

One function that really stands out to me is that it keeps track of garden's progress and reminds them when to do important garden tasks like planting, watering, fertilizing, etc – sounds like a journal app.

This app is only available for iOS devices.



My Garden -

Grow your dream garden
 by Scotts Miracle-Gro

★★★★☆ 3.0, 23 Ratings
 Free



SmartPlant App



Build your Habitat



Find Plant Shop

The right idea. The right place. The right time. Now that's smart.

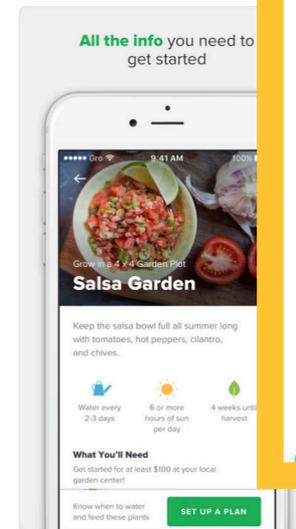
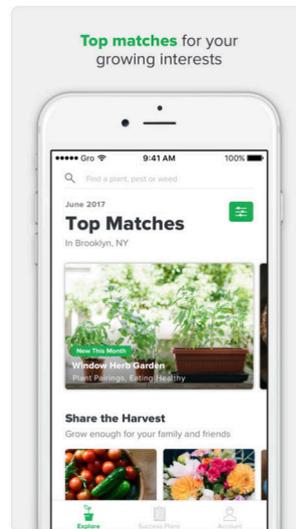
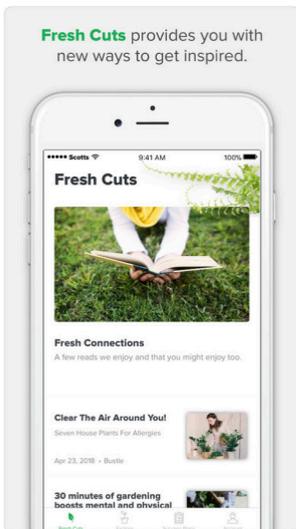
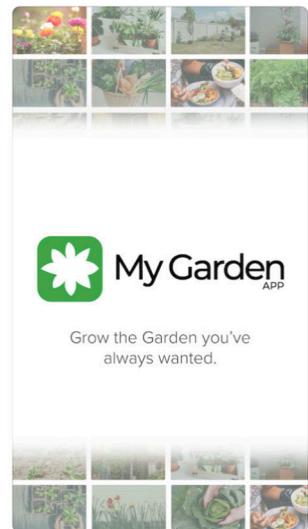
The best ideas are the ones that really work, and that's why My Garden curates them for you. Your yard isn't any yard. It has its own climate and terrain, so it should certainly have its own ideas too. New for 2018 - now you can care for your existing plants with My Garden.

What can My Garden help you grow?

From the old standards to the new trends, My Garden has ideas to help you prevent problems, sustain resources, beautify your space, and fill your plate.

Eddies Ornamental

iPhone Screenshots



What are your growing interests?

Choose 3 or more.

- Large Plants
- Growing Indoors
- Balcony or Patio Plants
- Growing Outdoors
- Trying a New Hobby
- Healthy Eating
- Adding Color
- Adding Green

MY GARDEN

Gro is a former name of My Garden and it is an app for the modern gardener. The app is available on iOS and Android devices. It inspires user with projects and gives them the information to turn that inspiration into action.

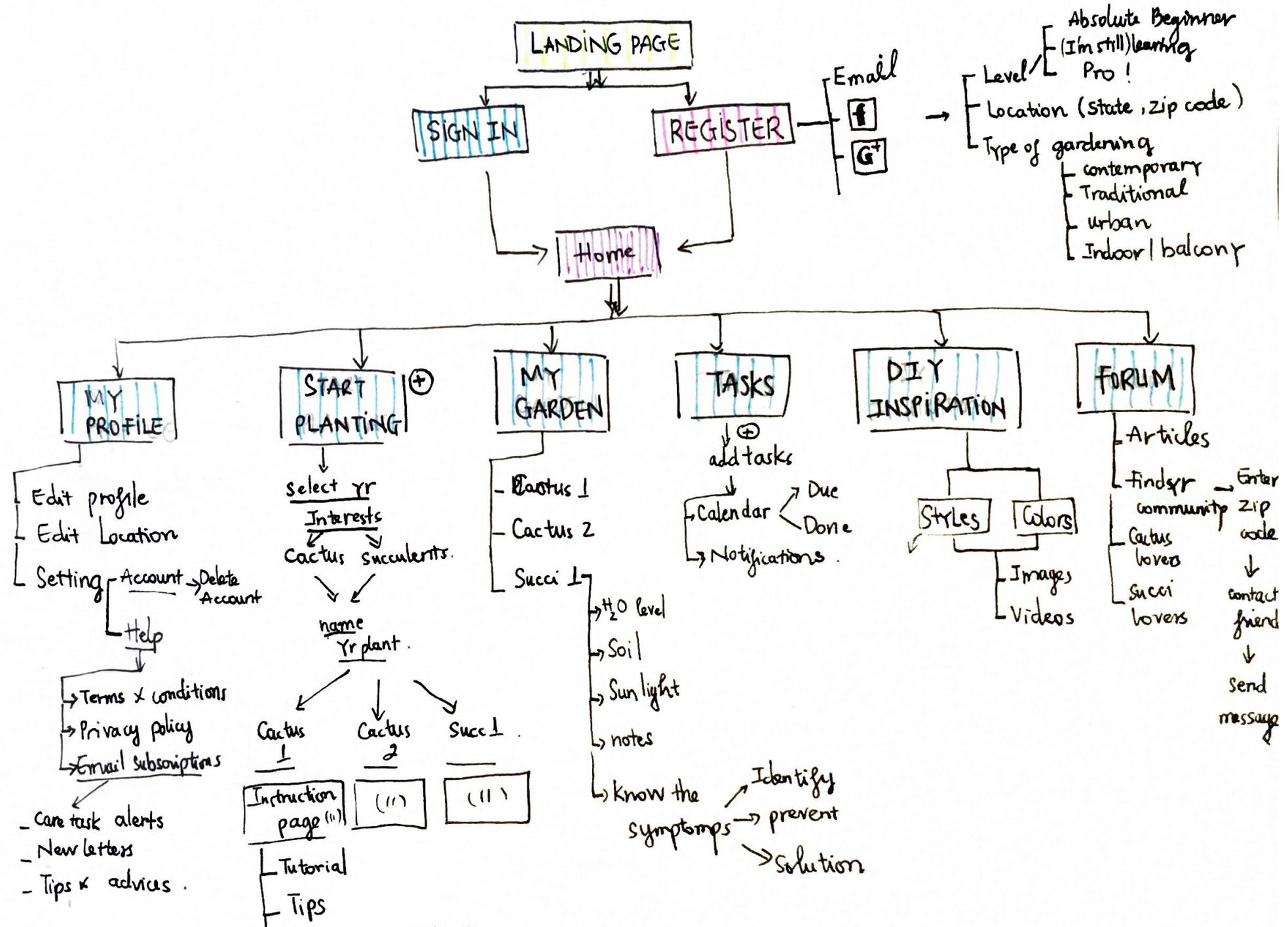
In my opinion, this is a great app as once users choose the type of gardening they want to do, it then pulls info about the local conditions – location, temperature and season to give users the best ideas for plants and projects that they can successfully grow. This is especially important when growing cactus or succulents. For cactus lovers that suffer from the cold winter, growing cactus/ succulents during these months can be extremely frustrating. Adding the tips from the experts as well as articles that can identify/ solve common diseases/ symptoms of the plants will be critical for my future app.

This app can still help users monitor your existing plants.



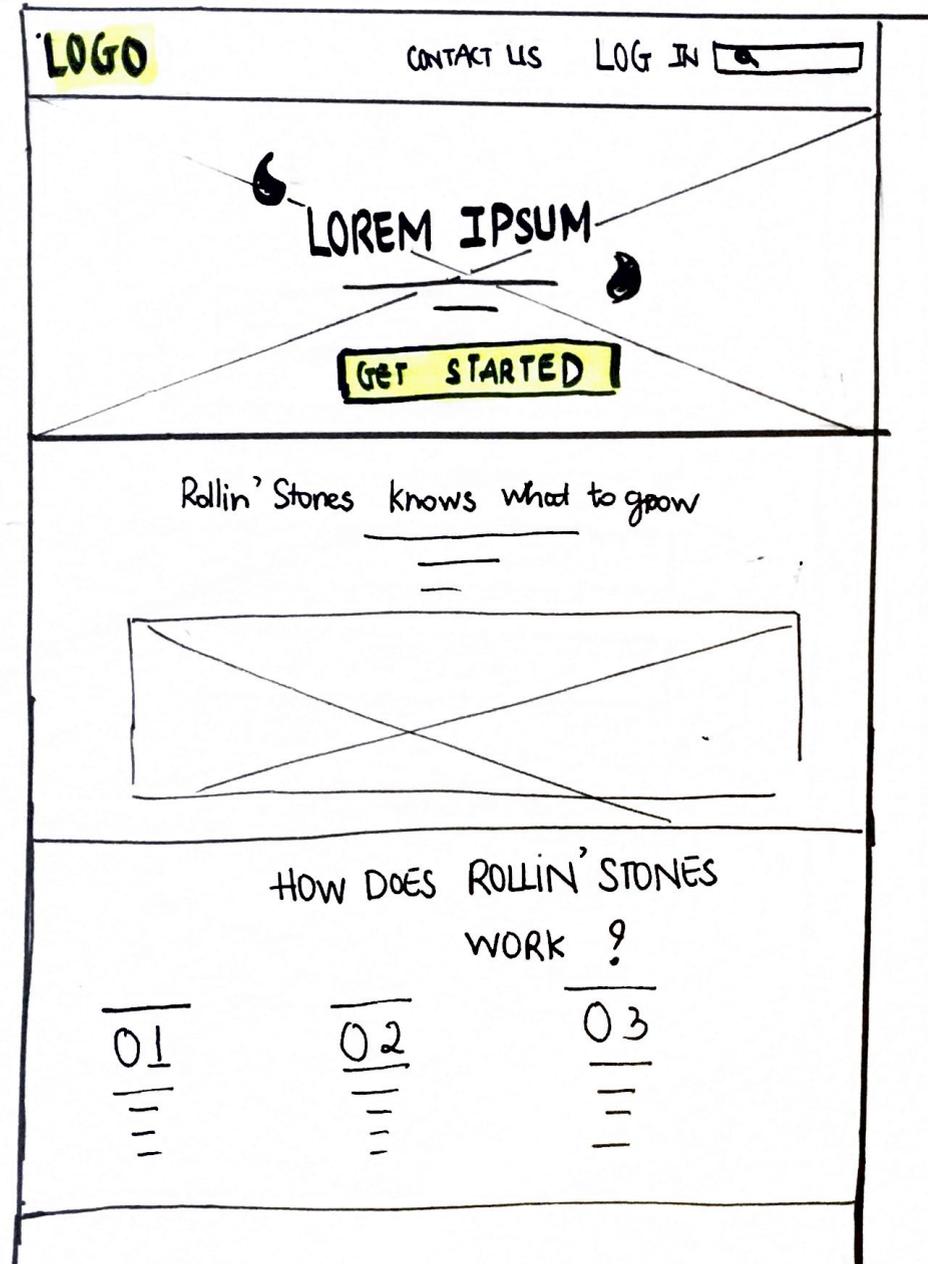
PRELIMINARY SKETCHES

SITE MAP

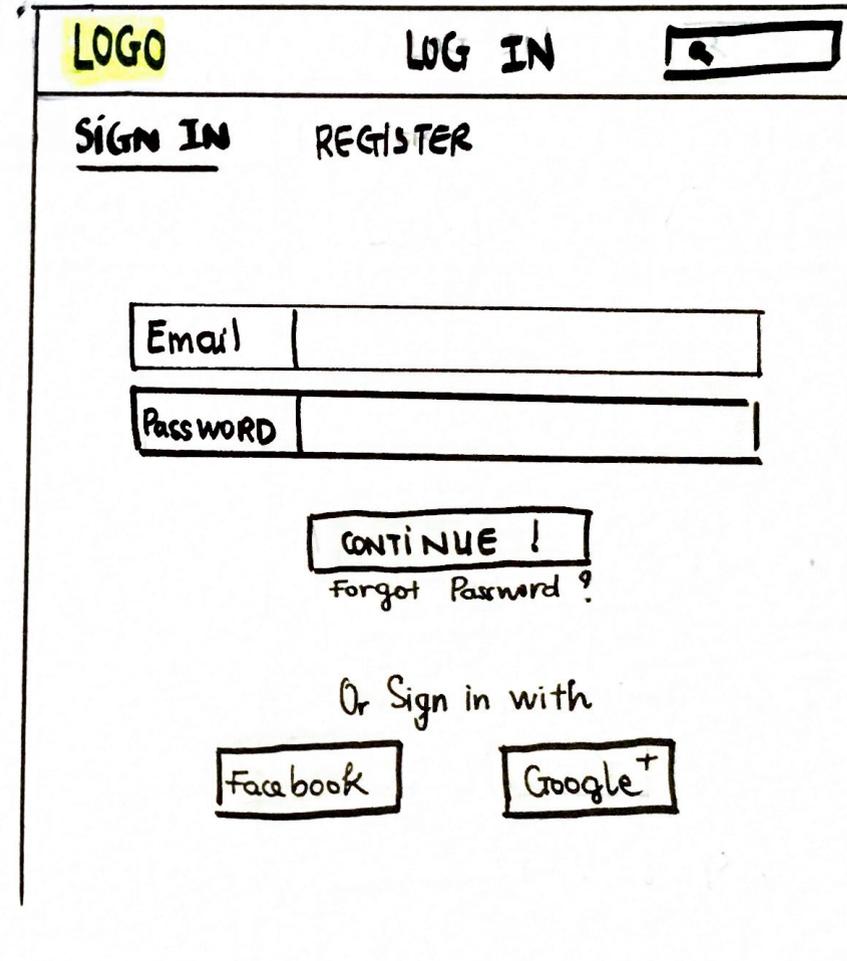


SKETCHES

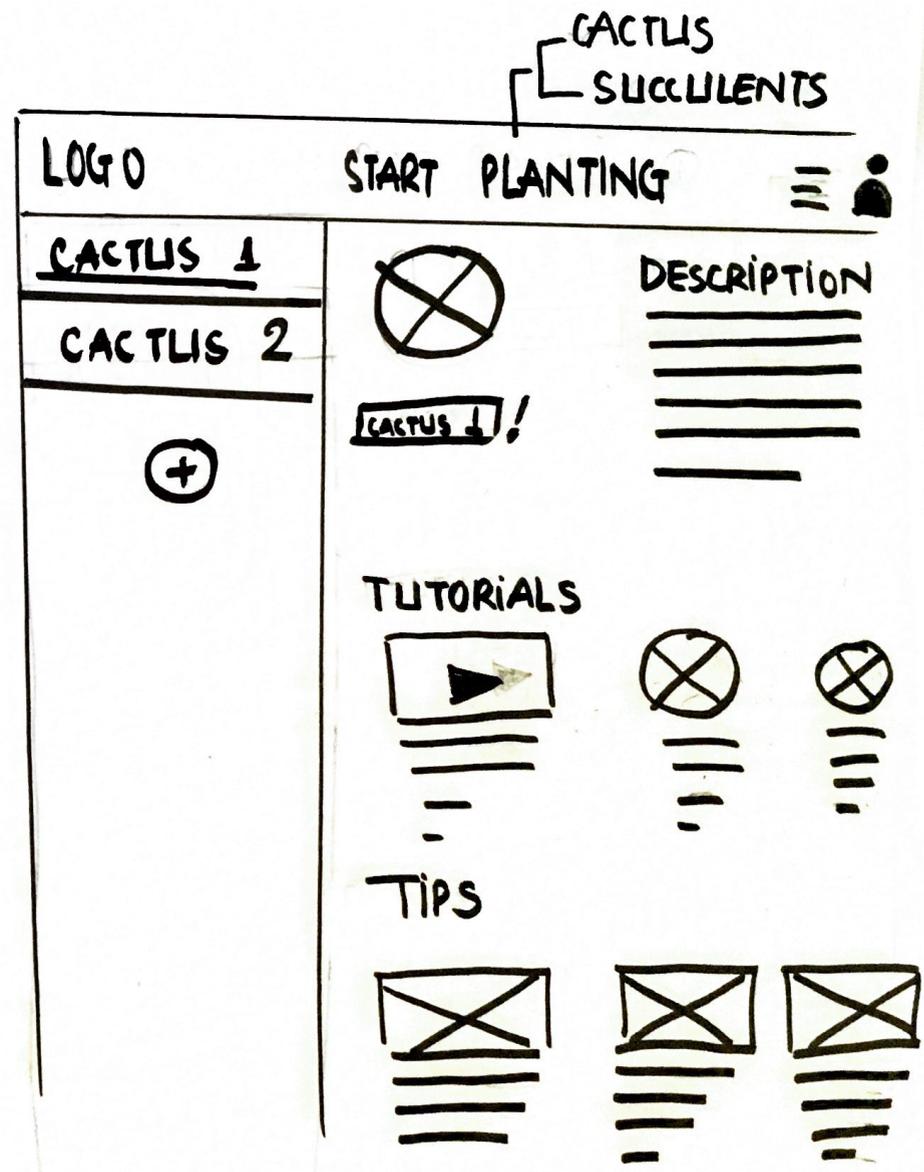
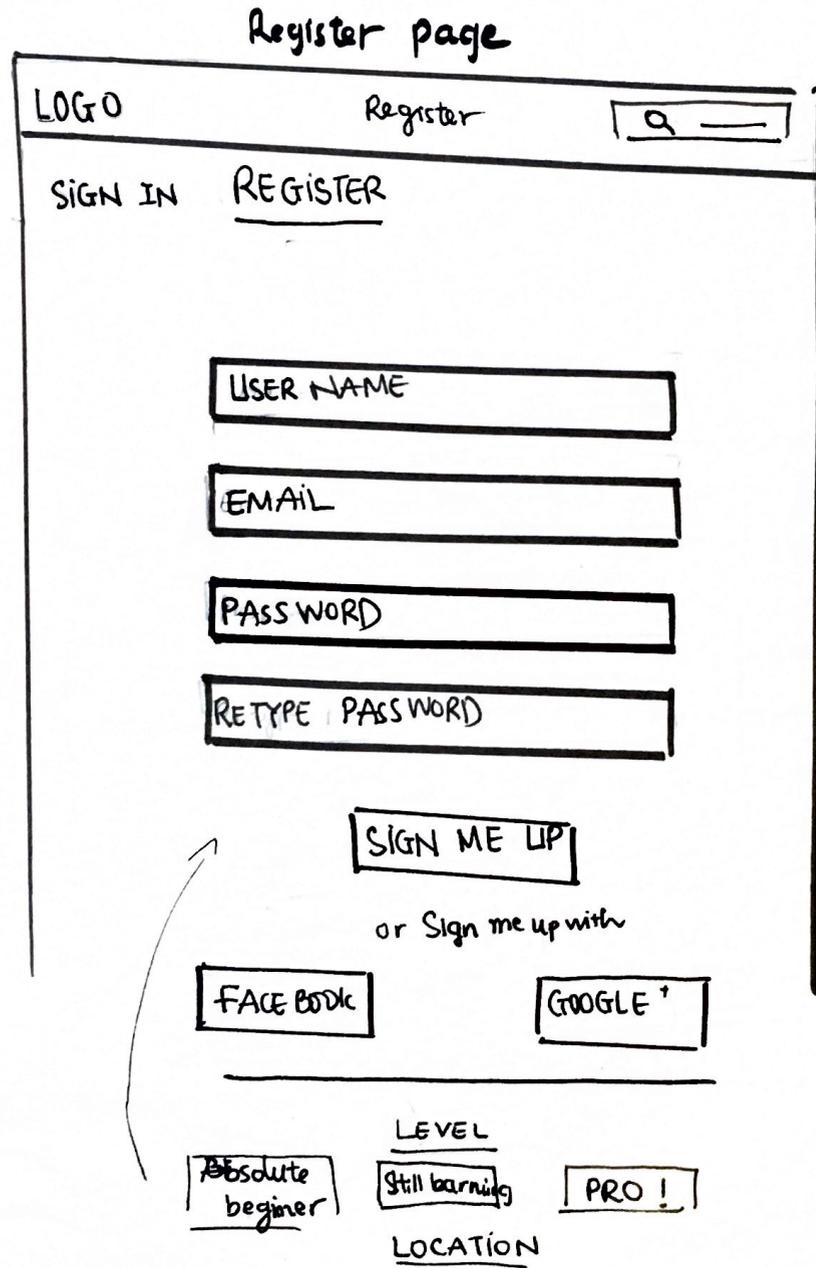
Landing page



Log in page / Sign in



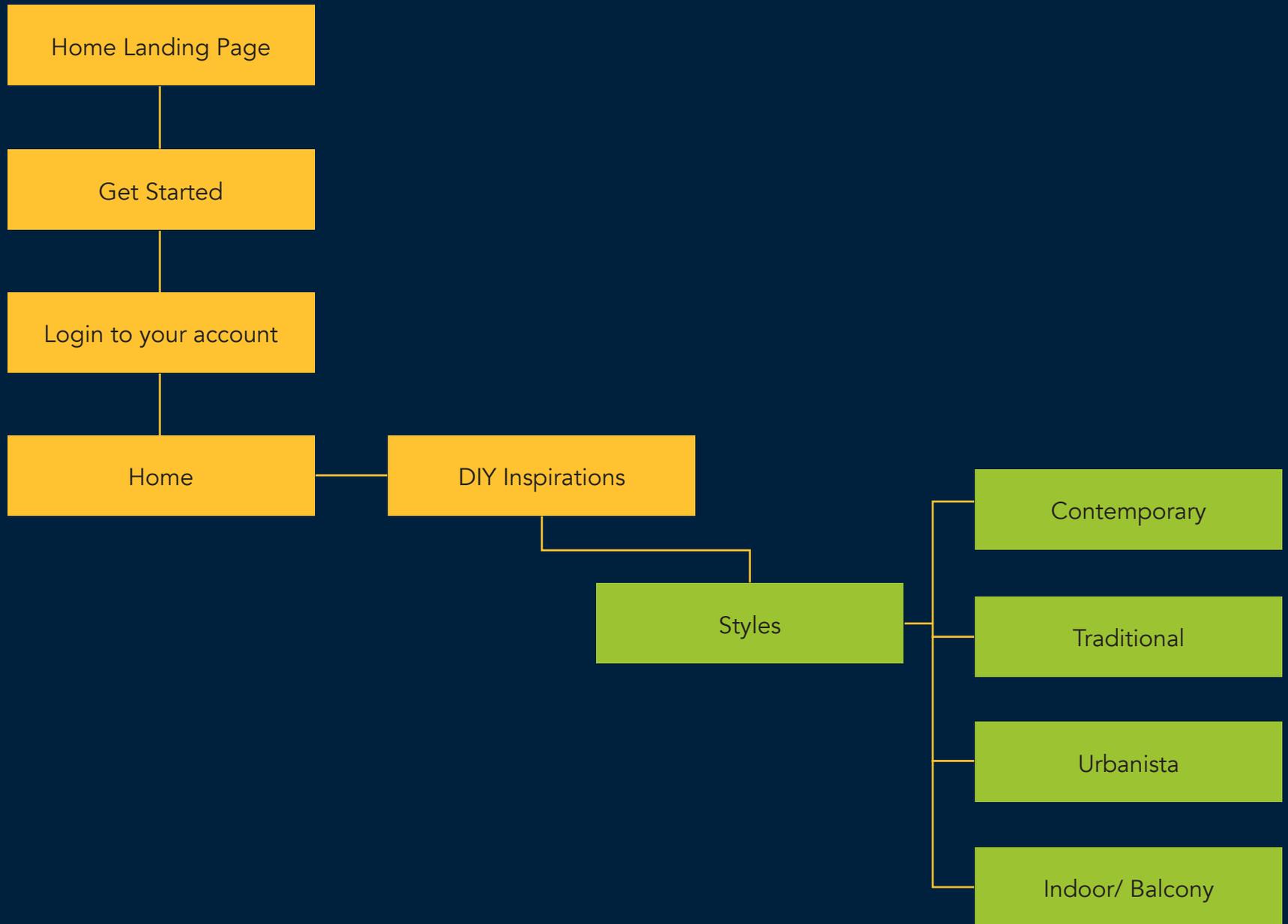
SKETCHES



WORK FLOW 1

NAME Anne
AGE 30-39
OCCUPATION Artist
STATUS Single
LOCATION New York

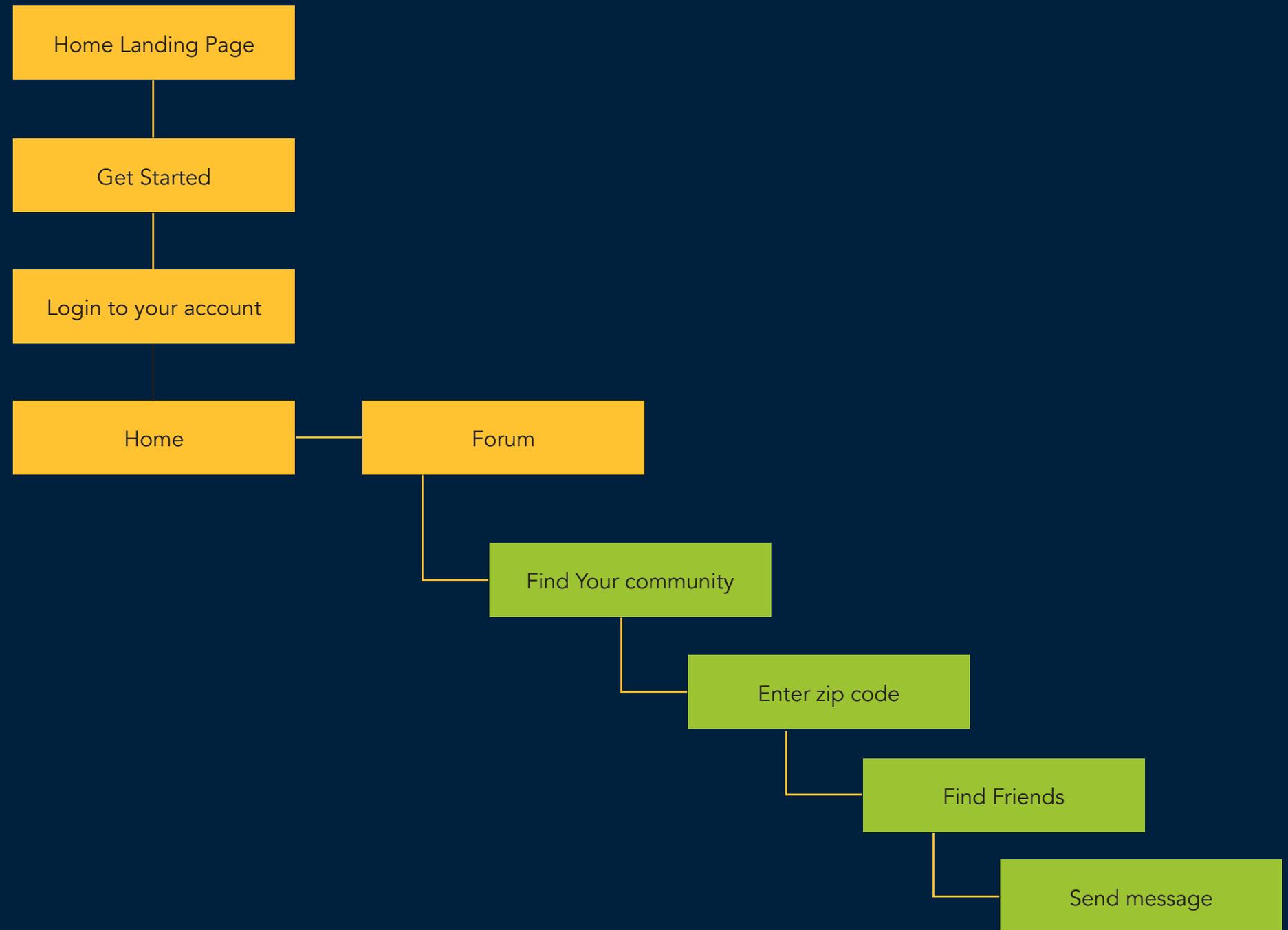
Returning User



WORK FLOW 2

NAME Rachel
AGE 20-29
OCCUPATION Yoga Instructor
STATUS Single
LOCATION San Francisco

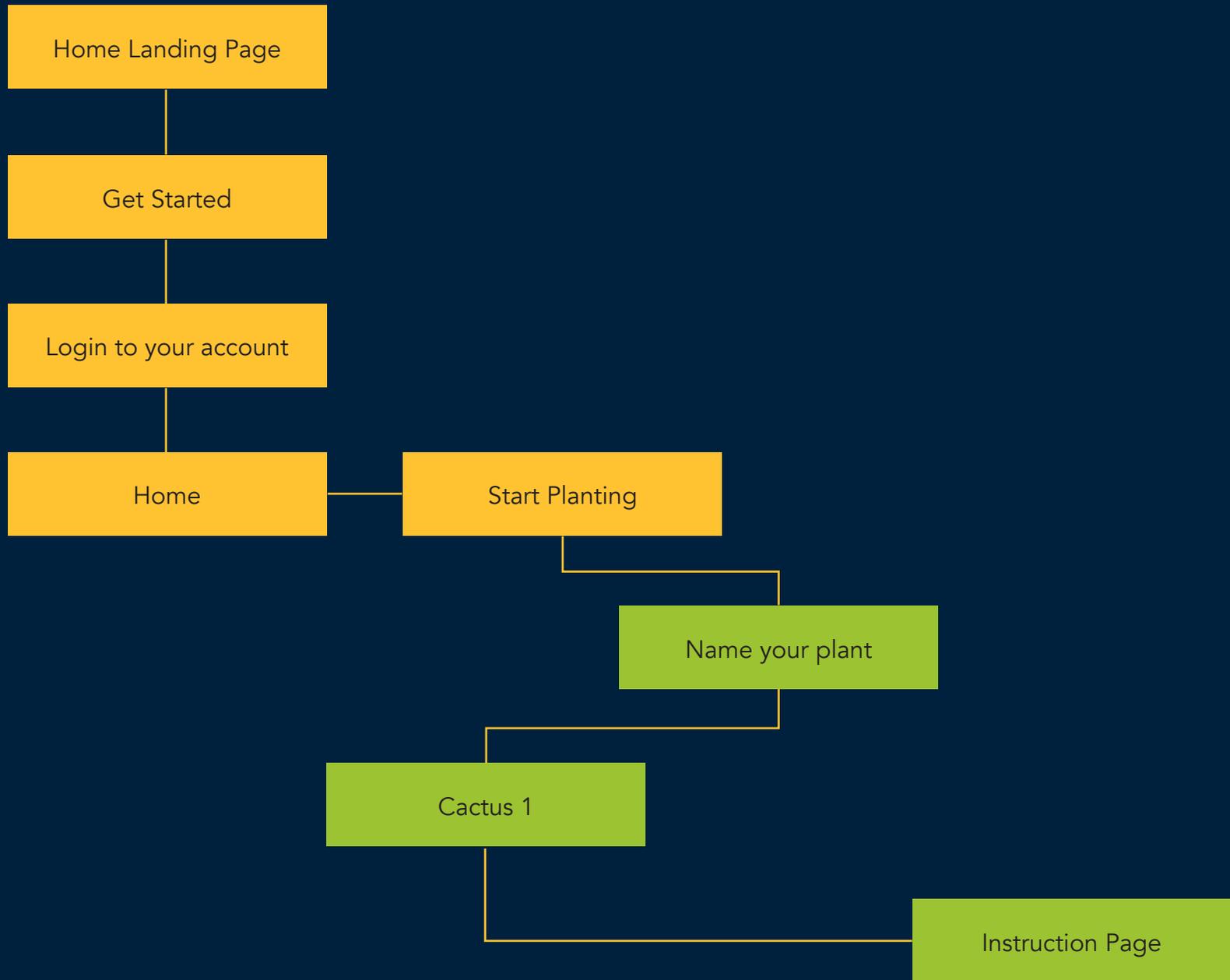
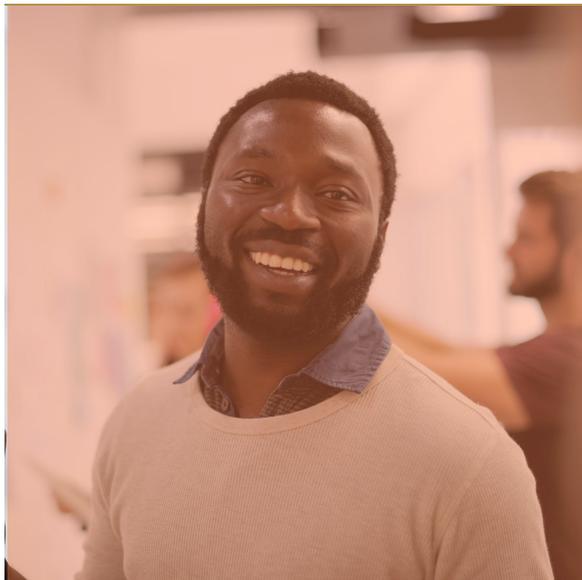
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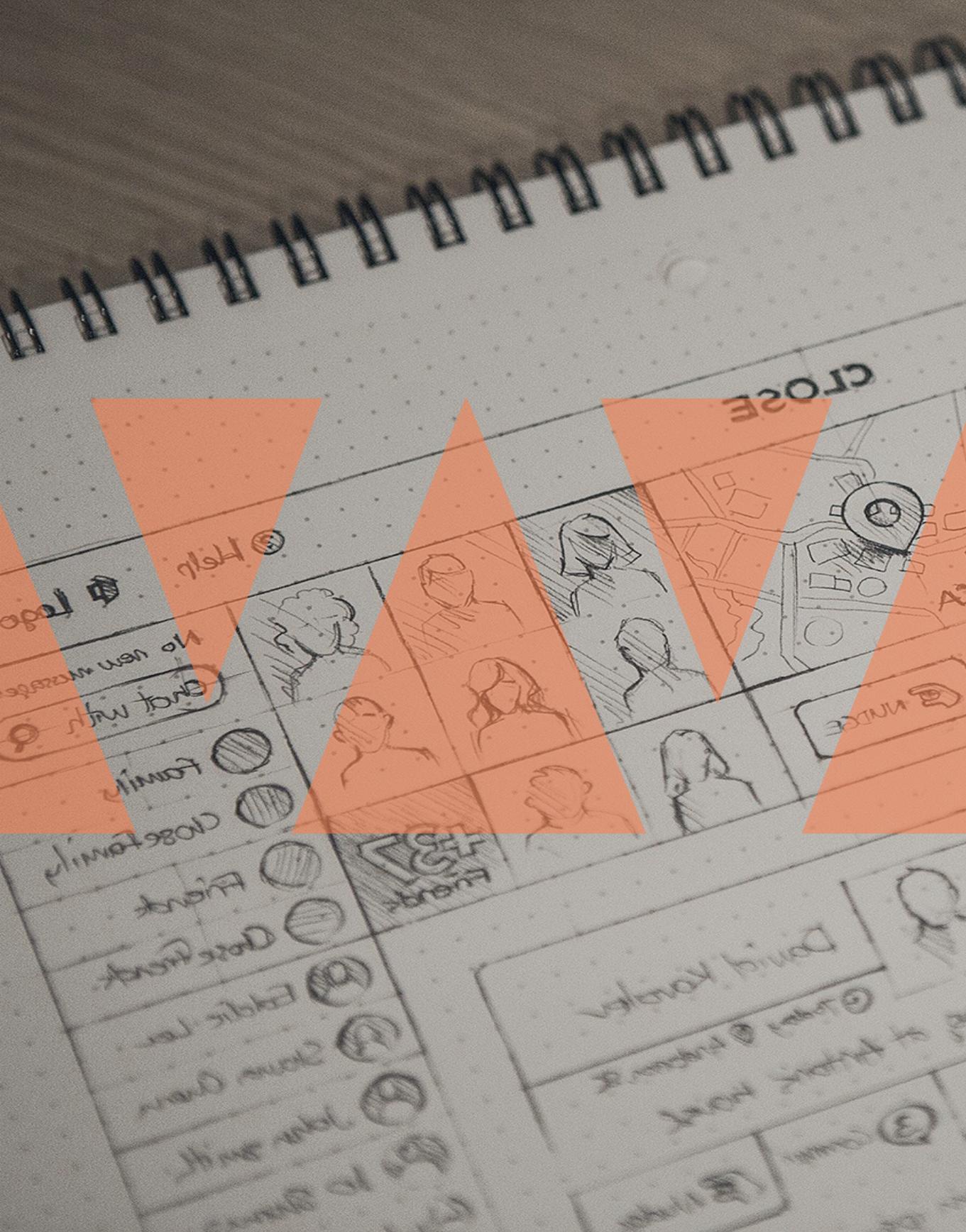


WORK FLOW 3

NAME Ben
AGE 20-29
OCCUPATION Graphic Designer
STATUS Single
LOCATION Chicago

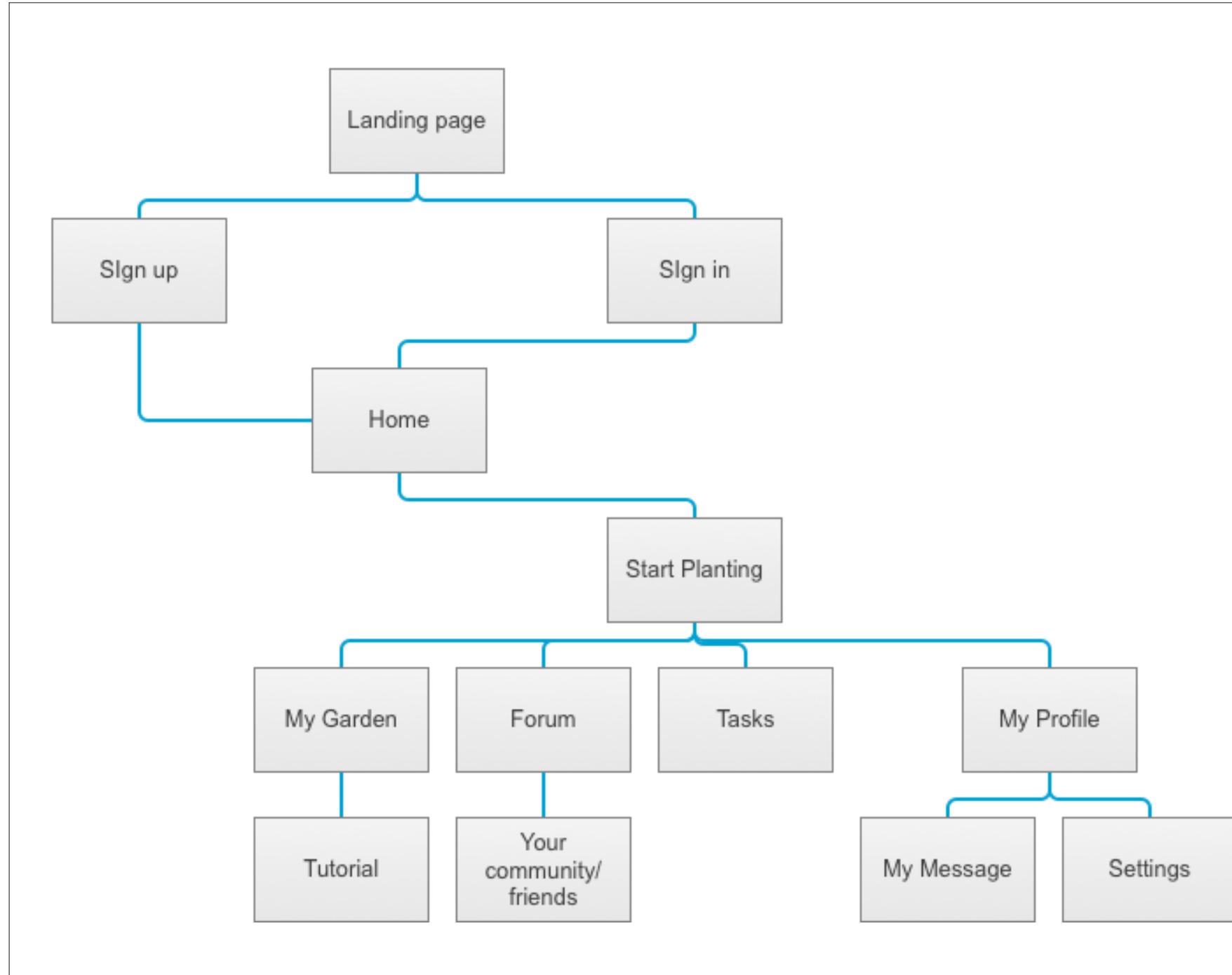
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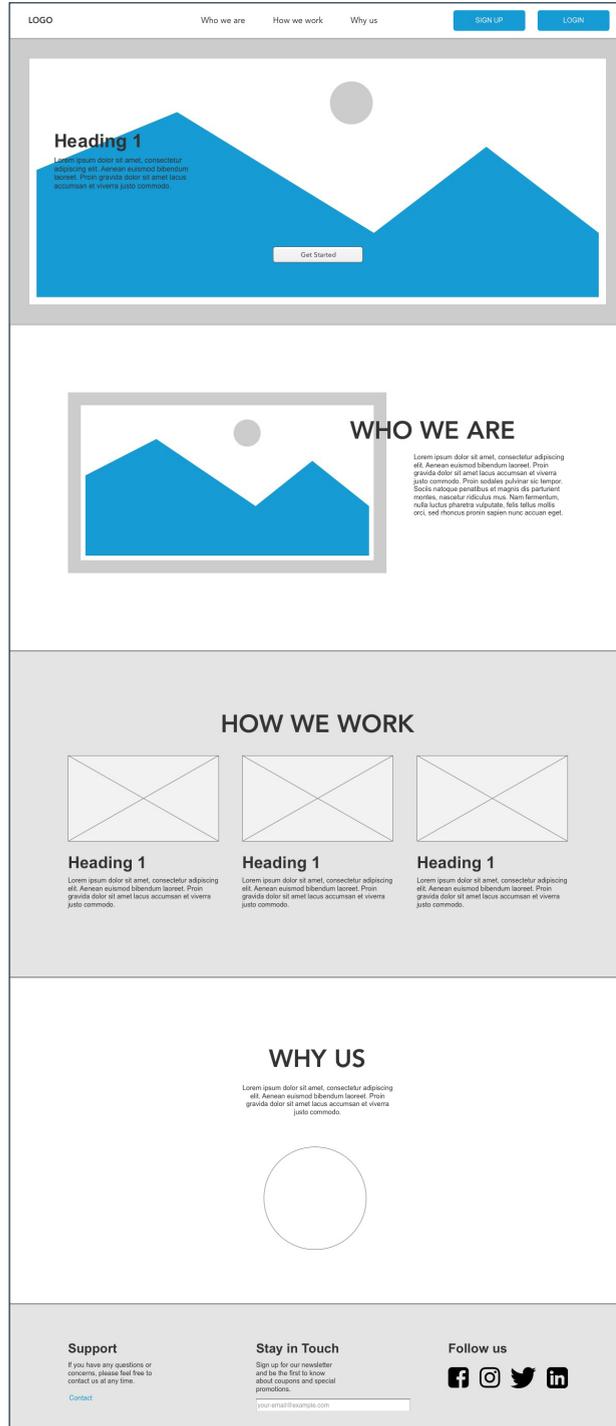


WIREFRAMES

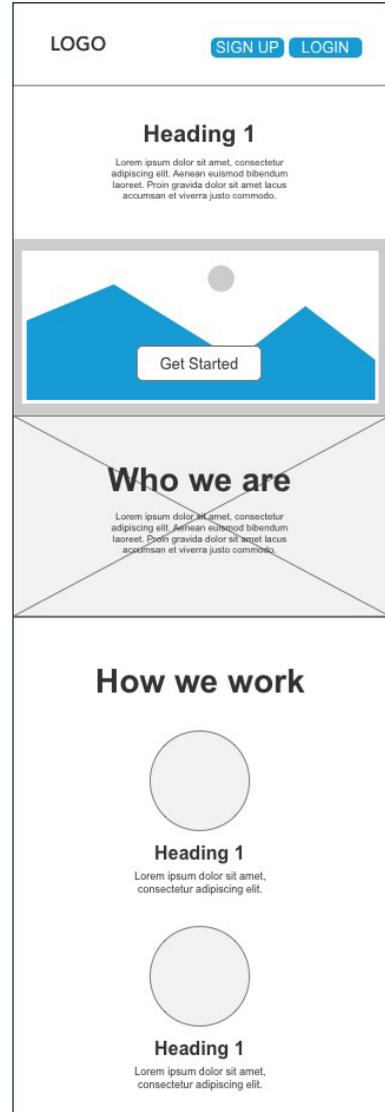
FLOW DIAGRAM



LANDING PAGE

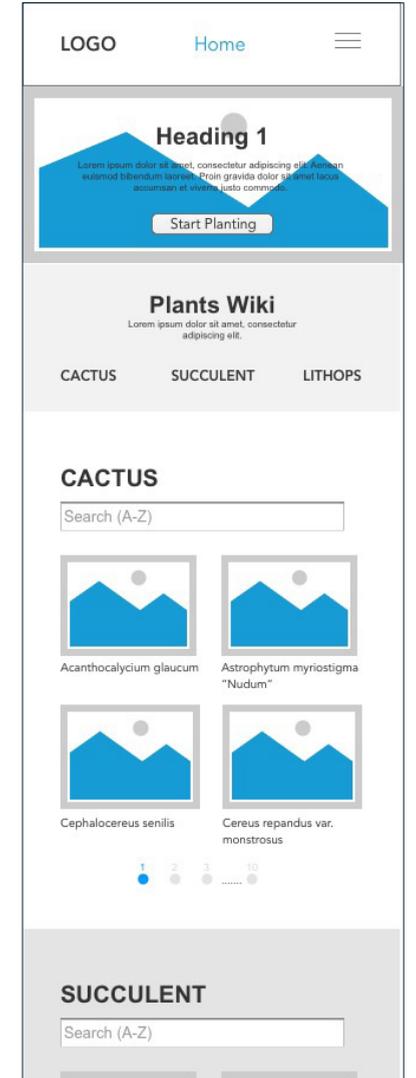
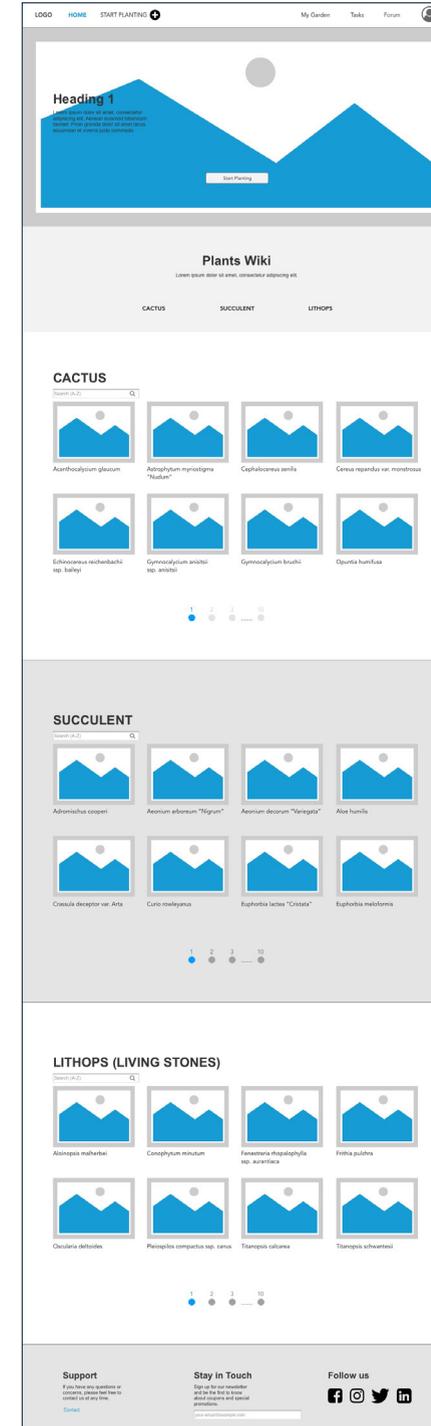


MOBILE



HOME PAGE

MOBILE



SIGN UP

LOGO **LOGIN**

SIGN UP

If you haven't planted yet,
now is the time to start!

First name

Last name

Phone Number (optional)

Email

Password

Re-enter Password

Please Enter your Zip code

Please select your Gardening Level

Absolute beginner Stil learning Pro

Submit

or

SIGN UP WITH FACEBOOK

MOBILE

LOGO **LOGIN**

SIGN UP

If you haven't planted yet,
now is the time to start!

First name

Last name

Phone Number (optional)

Email

Password

Re-enter Password

Please Enter your Zip code

Please select your Gardening Level

Absolute beginner
 Stil learning
 Pro

Submit

or

SIGN UP WITH FACEBOOK

LOG IN

LOGO

LOG IN
Welcome back!

Email

Password

Don't have an account? [Sign up here.](#)

[Forgot your password?](#)

Sign in

or

SIGN IN WITH FACEBOOK

MOBILE

LOGO

LOG IN
Welcome back!

Email

Password

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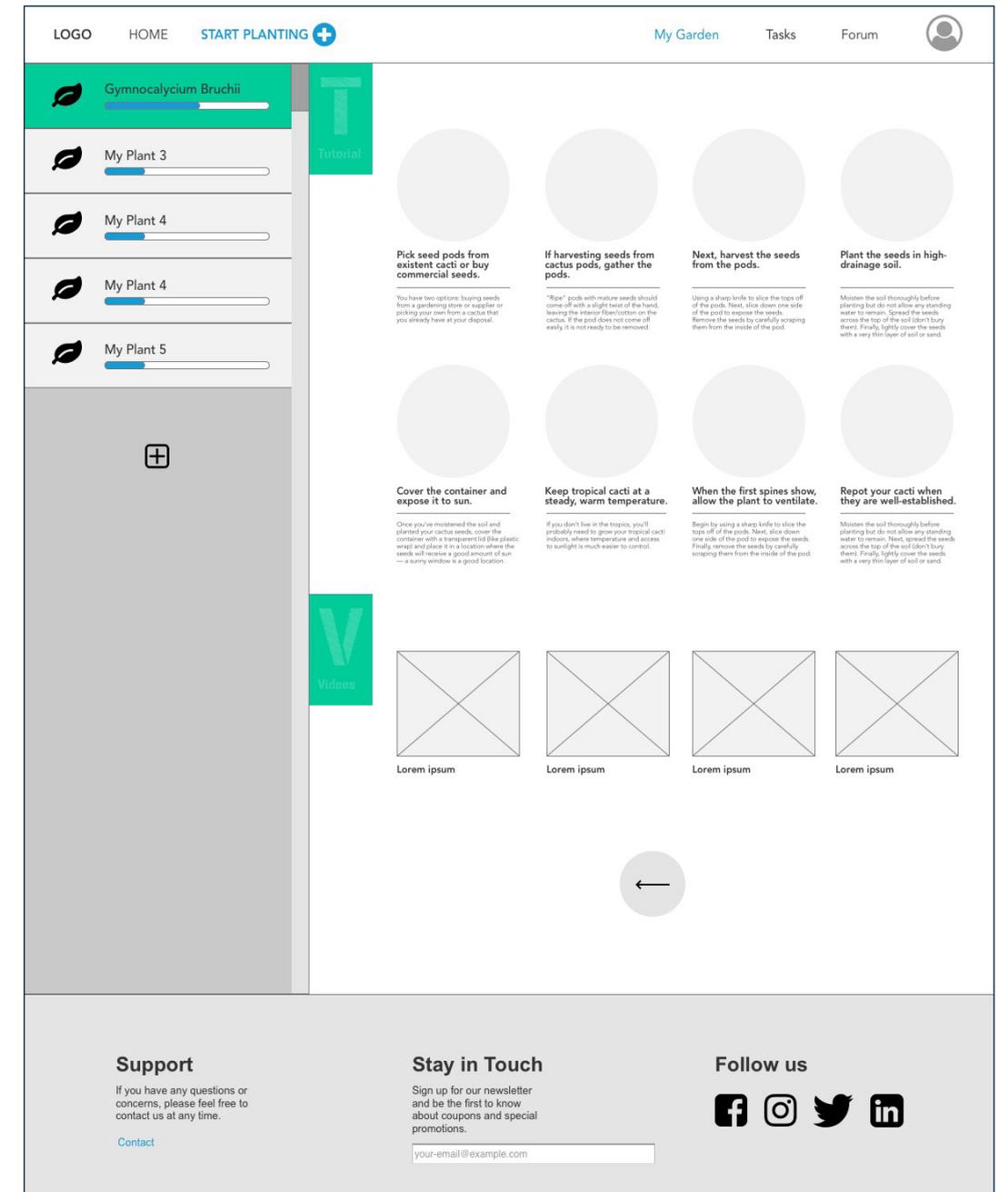
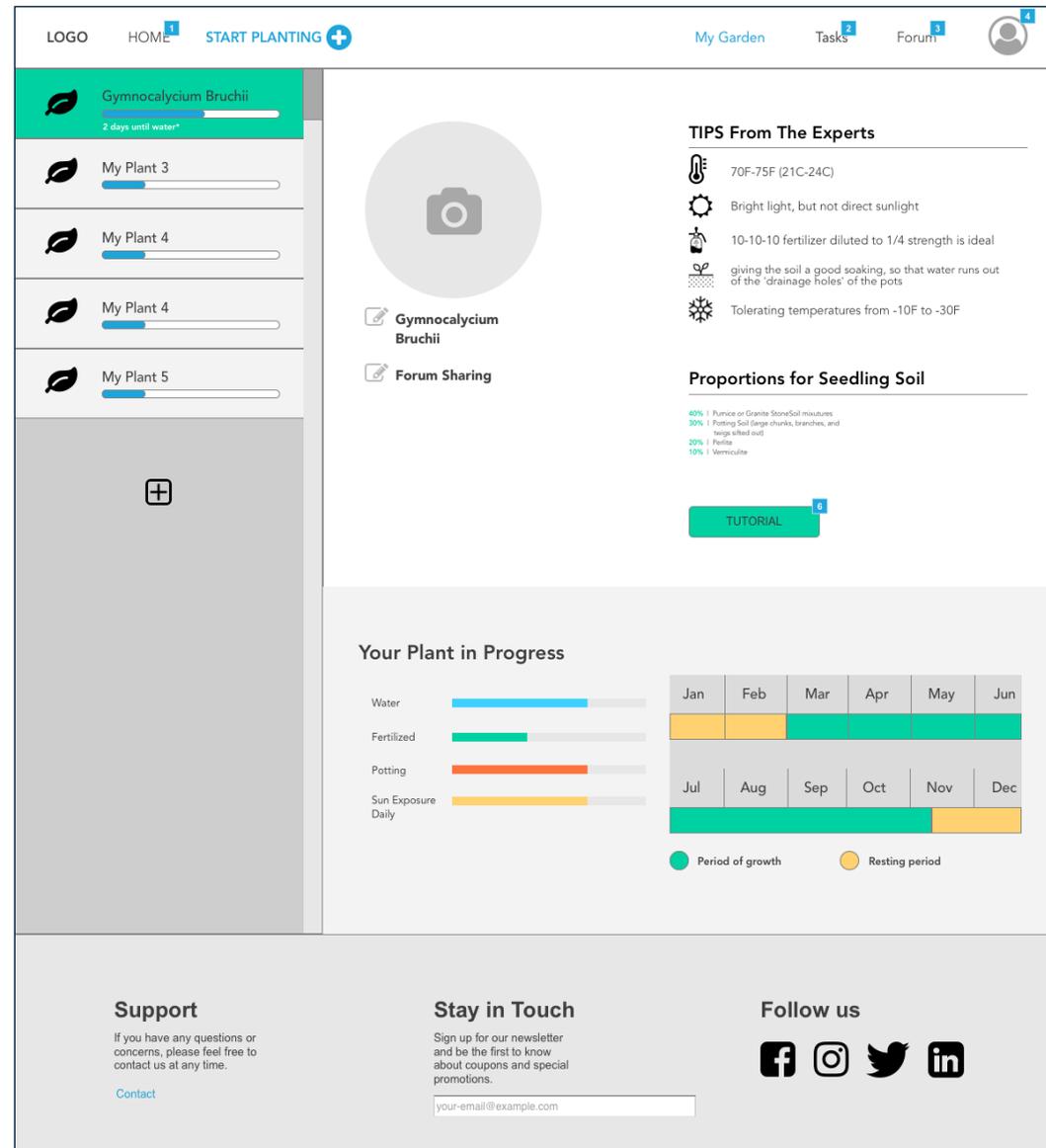
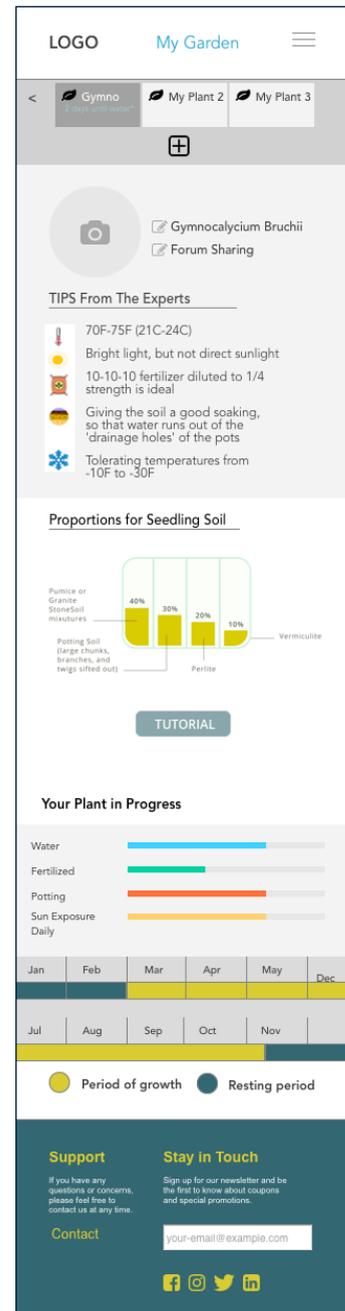
Sign in

or

SIGN IN WITH FACEBOOK

MY GARDEN

MOBILE



TASKS

LOGO
HOME
START PLANTING +
My Garden
Tasks
Forum

< July 2018 >

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- Water
- Fertilized
- Potting
- Sun Exposure Daily

Past Activities
Upcoming Activities
+ Add Activities

1 MON	2 TUE	3 WED	4 THU	5 FRI	2 SAT	7 SUN

ACTIVITIES

	Month	Date	Year		
1	Adding more water for Plant 1	Month	Day	Year	✕
2	Expose Plant 2 to more sunlight	Month	Day	Year	✕
3	Change new pot for Plant 2	Month	Day	Year	✕
4	Fertilized-Plant 2	Month	Day	Year	✕

Support

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[Contact](#)

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Follow us

MOBILE

LOGO
Tasks

Past Activities
Upcoming Activities
+ Add Activities

< July 2018 >

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

● Water

● Potting

● Fertilized

● Sun Exposure Daily

1
MON

2
TUE

3
WED

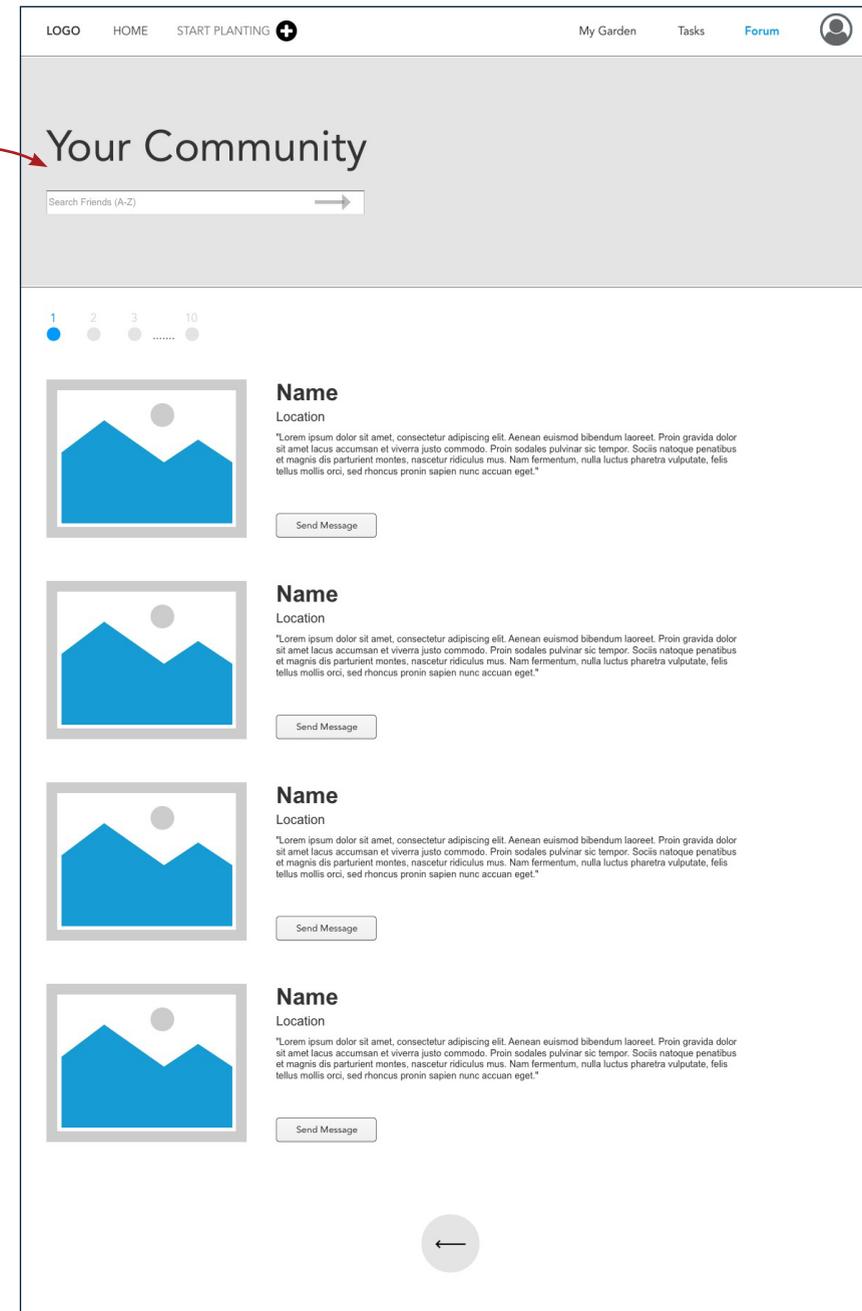
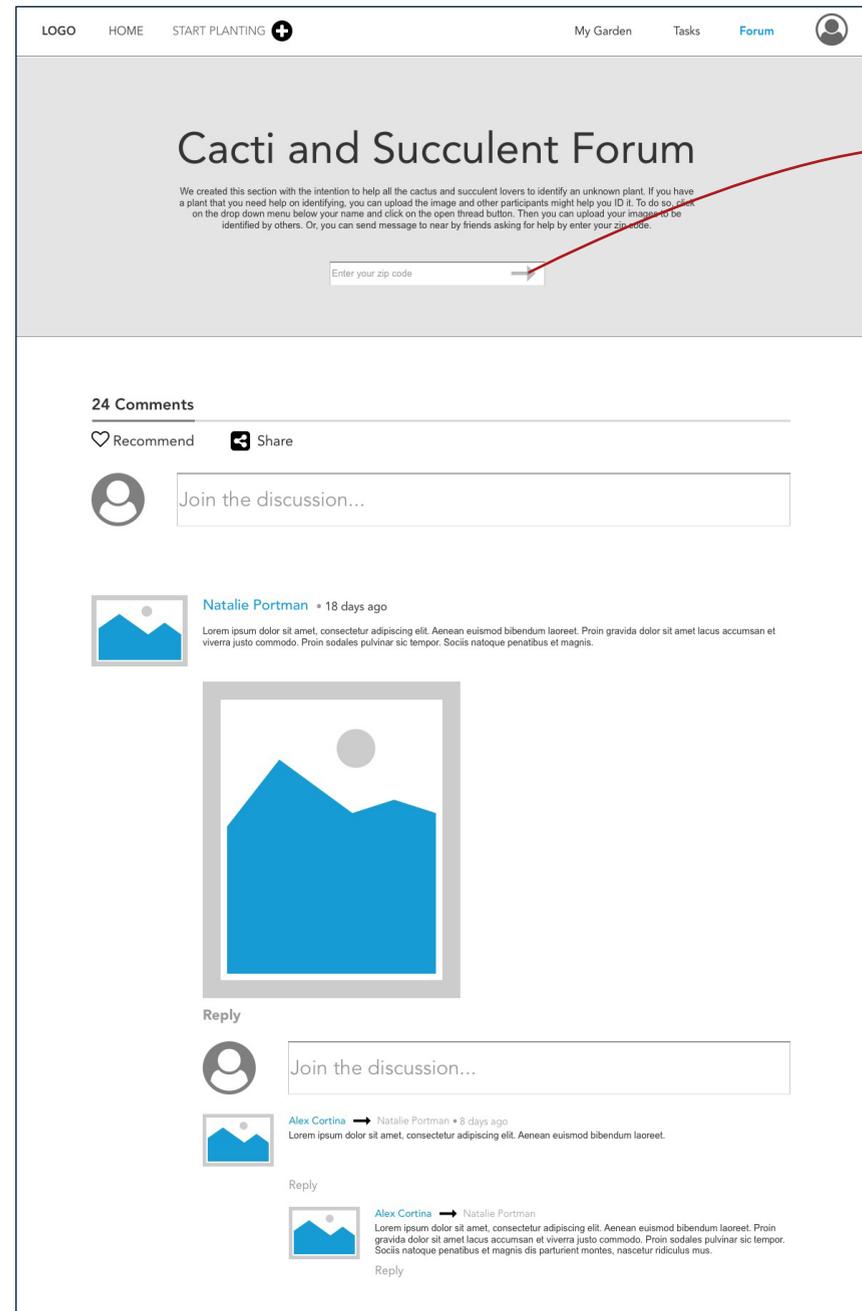
4
THU

5
FRI

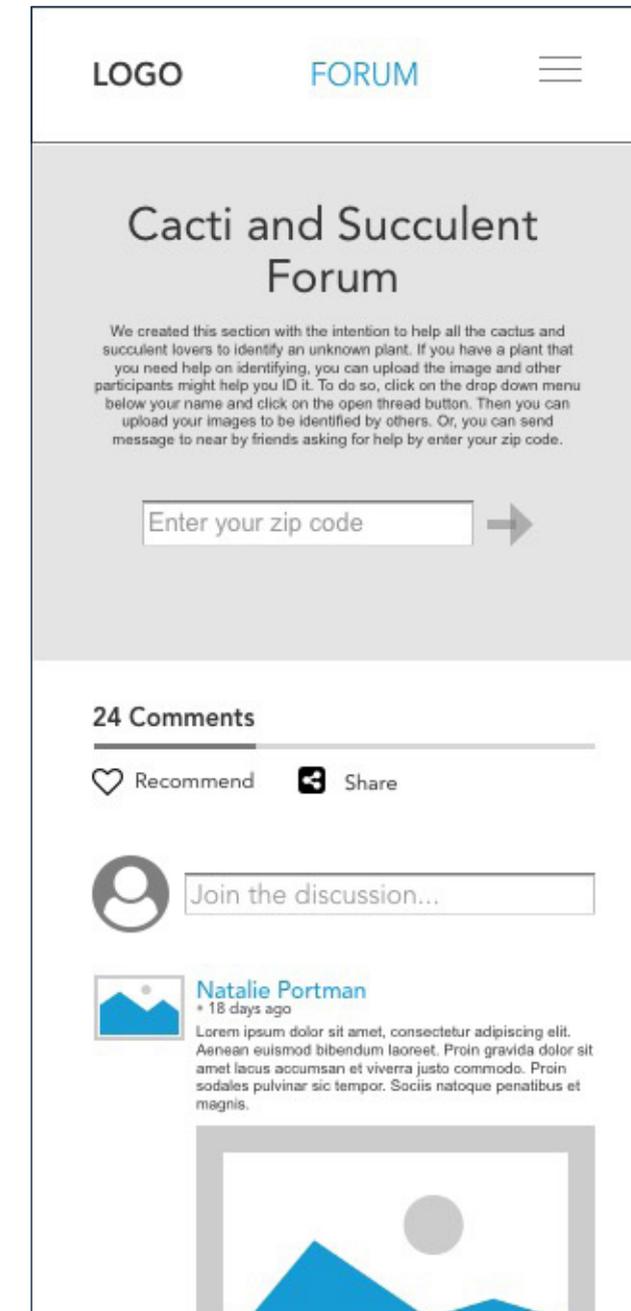
2
SAT

7
SUN

FORUM



MOBILE



MY PROFILE

MOBILE

YOUR MESSAGE

LOGO HOME ² START PLANTING ⁺ My Garden ⁶ Tasks ⁵ Forum ³ 

My Profile ⁸

My Message

Settings

Search (A-Z)

1 2 3 10

 Alex Cortina
Location

Alex Cortina sent you a message

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor."

Reply

Search Friends (A-Z)

 Natalie P.
Location

Natalie P. sent you a message

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor."

Reply

Type in your reply here. - ENTER

< ● ● ● >

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MOBILE

LOGO My Message 

Search Friends (A-Z)

1 2 3 10

 Alex Cortina
Location

 **Alex Cortina sent you a message**

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor."

Reply

Type in your reply here. - ENTER



SETTINGS

LOGO HOME ⁵ START PLANTING ⁺ My Garden ⁴ Tasks ³ Forum ²  ¹

 ⁷
My Profile


My Message


Settings

Send us question

Type in your question

Submit

Terms and Conditions

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- using this Website in any way that is or may be damaging to this Website;
- using this Website in any way that impacts user access to this Website;
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Indemnification
You hereby indemnify to the fullest extent Company Name from and against any and/or all liabilities, costs, demands, causes of action, damages and expenses arising in any way related to your breach of any of the provisions of these Terms.

< ● ● ● >

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Settings

Send us question

Type in your question

Submit

Terms and Conditions

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- publicly performing and/or showing any Website material;
- using this Website in any way that is or may be damaging to this Website;
- using this Website in any way that impacts user access to this Website;
- using this Website contrary to applicable laws and regulations, or in any way may cause harm to the Website, or to any person or business entity;
- engaging in any data mining, data harvesting, data extracting or any other similar activity in relation to this Website;
- using this Website to engage in any advertising or marketing.

Your Content

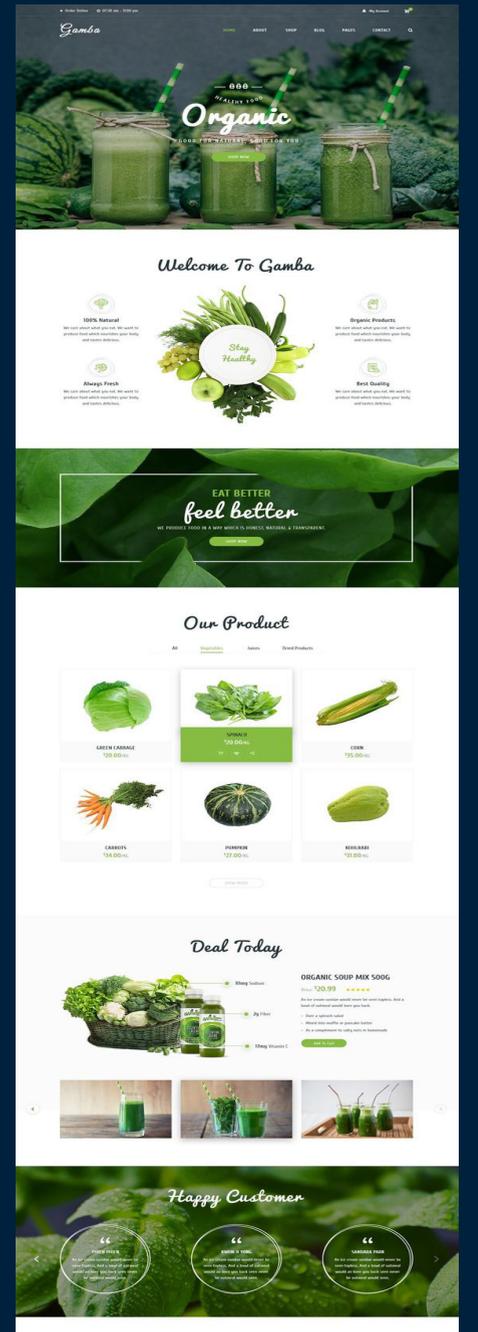
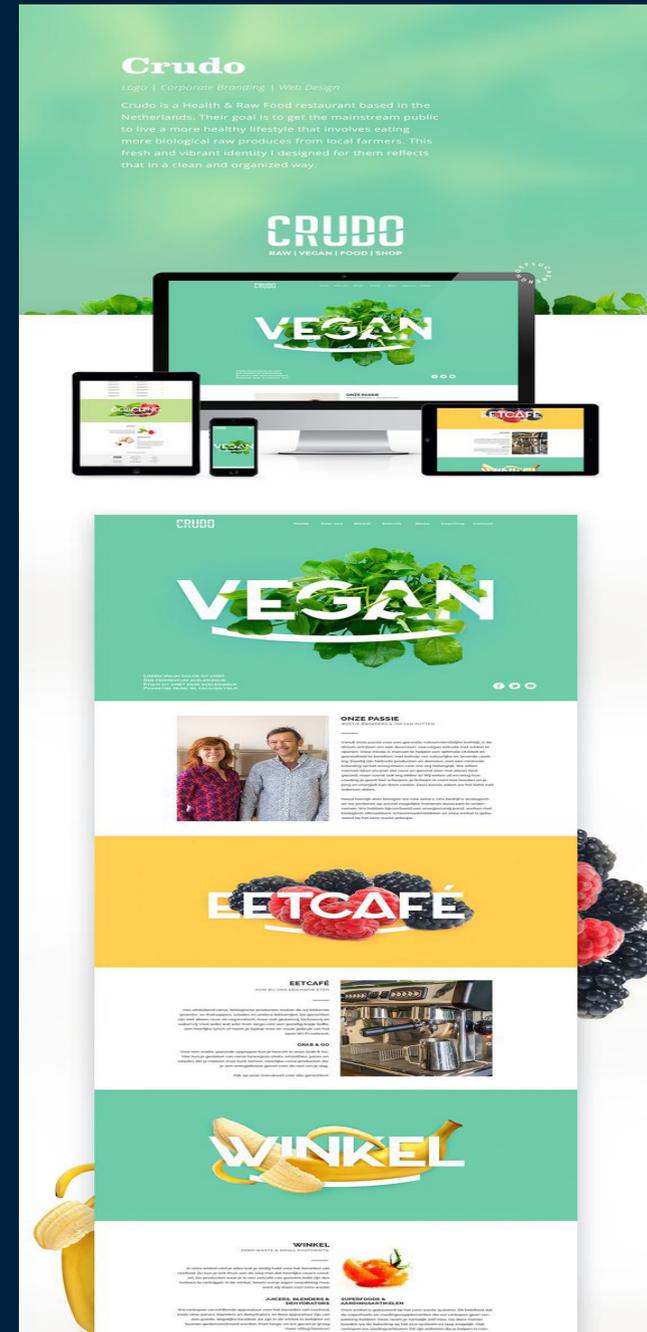
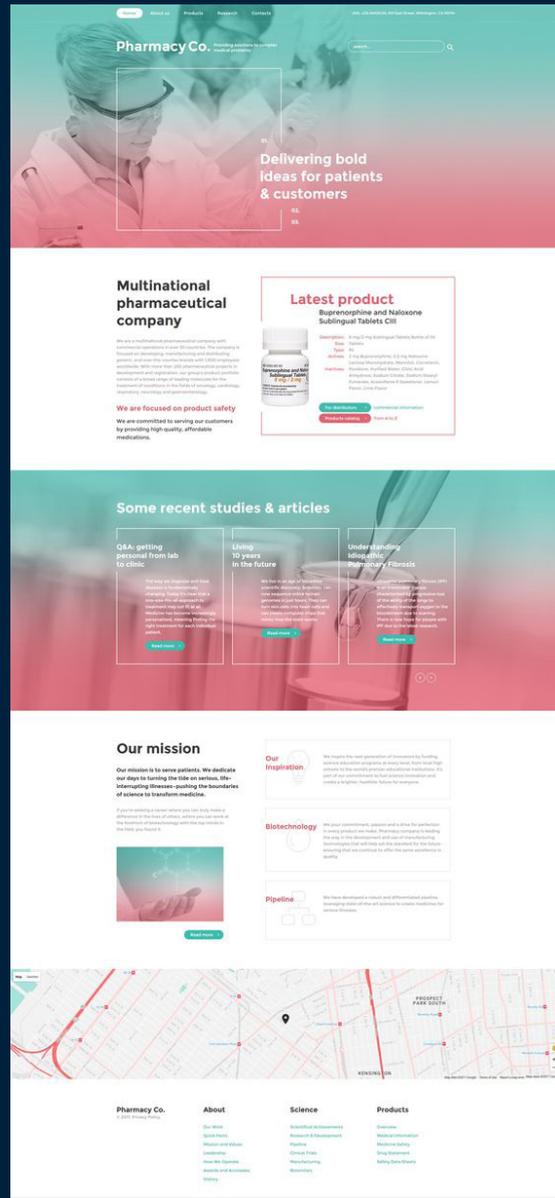
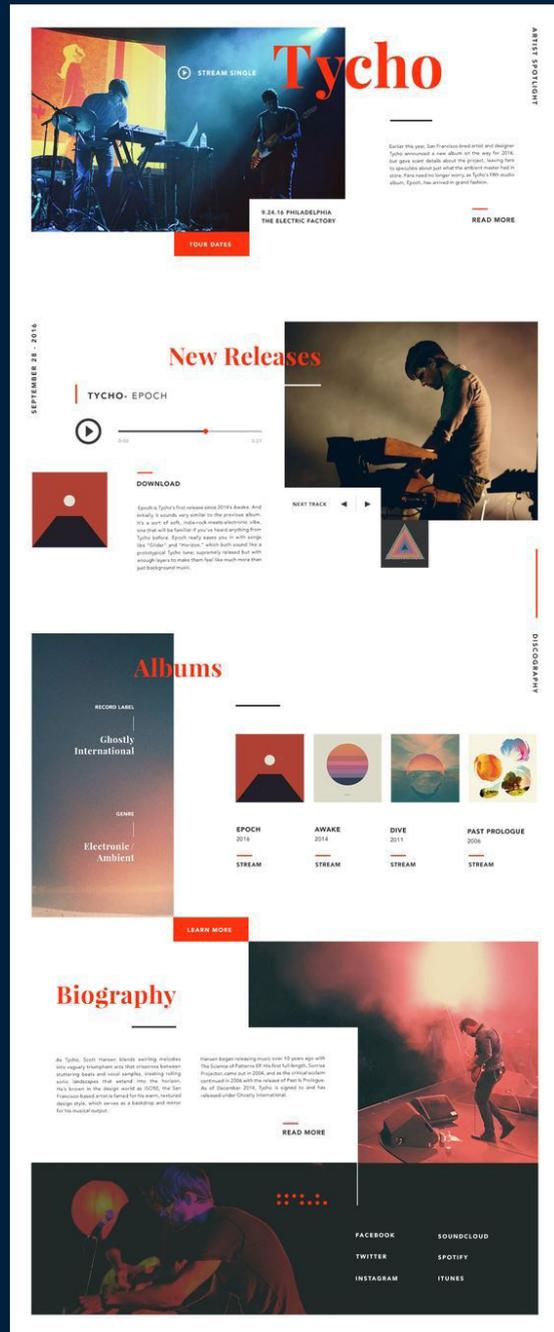
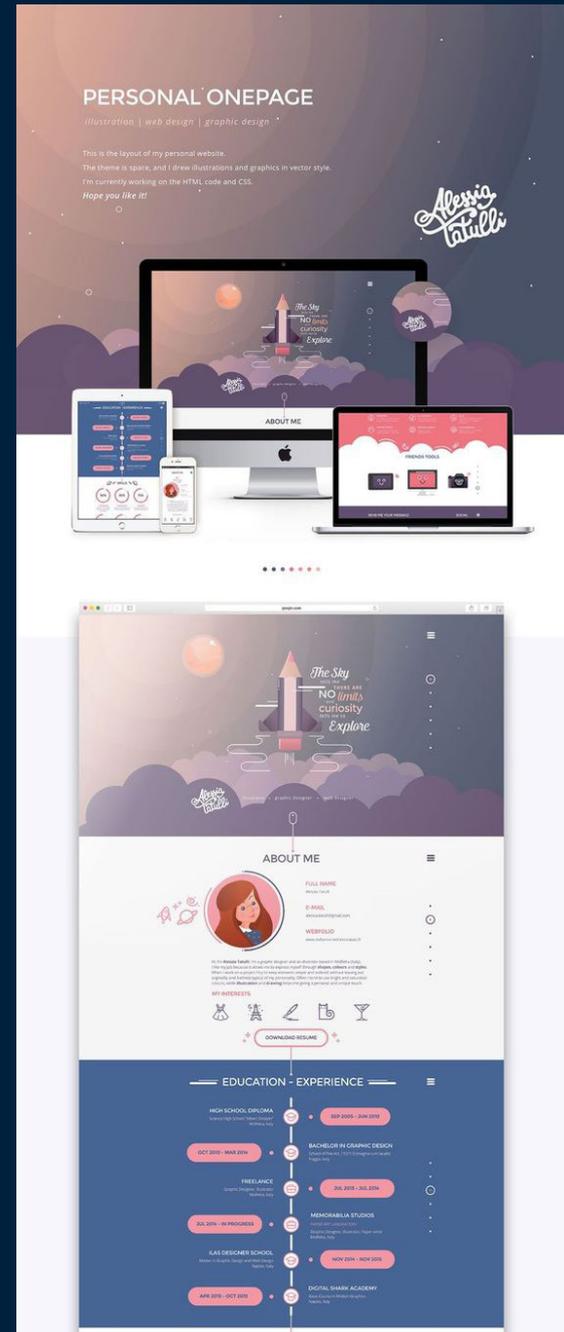


DESIGNING THE MOMENT

01

MOOD BOARD

1

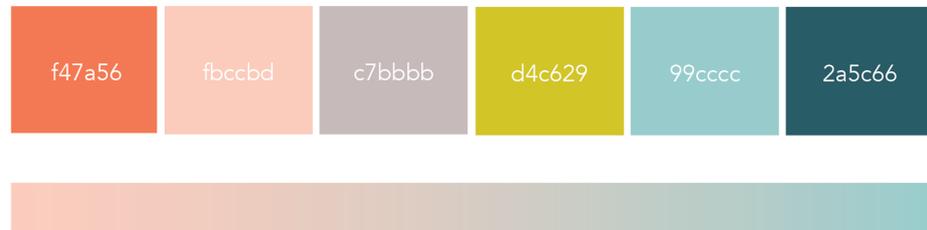


COLOR PALETTE

1



COLOR PALETTE



TYPOGRAPHY

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODONI 72 BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND INSPIRATIONS

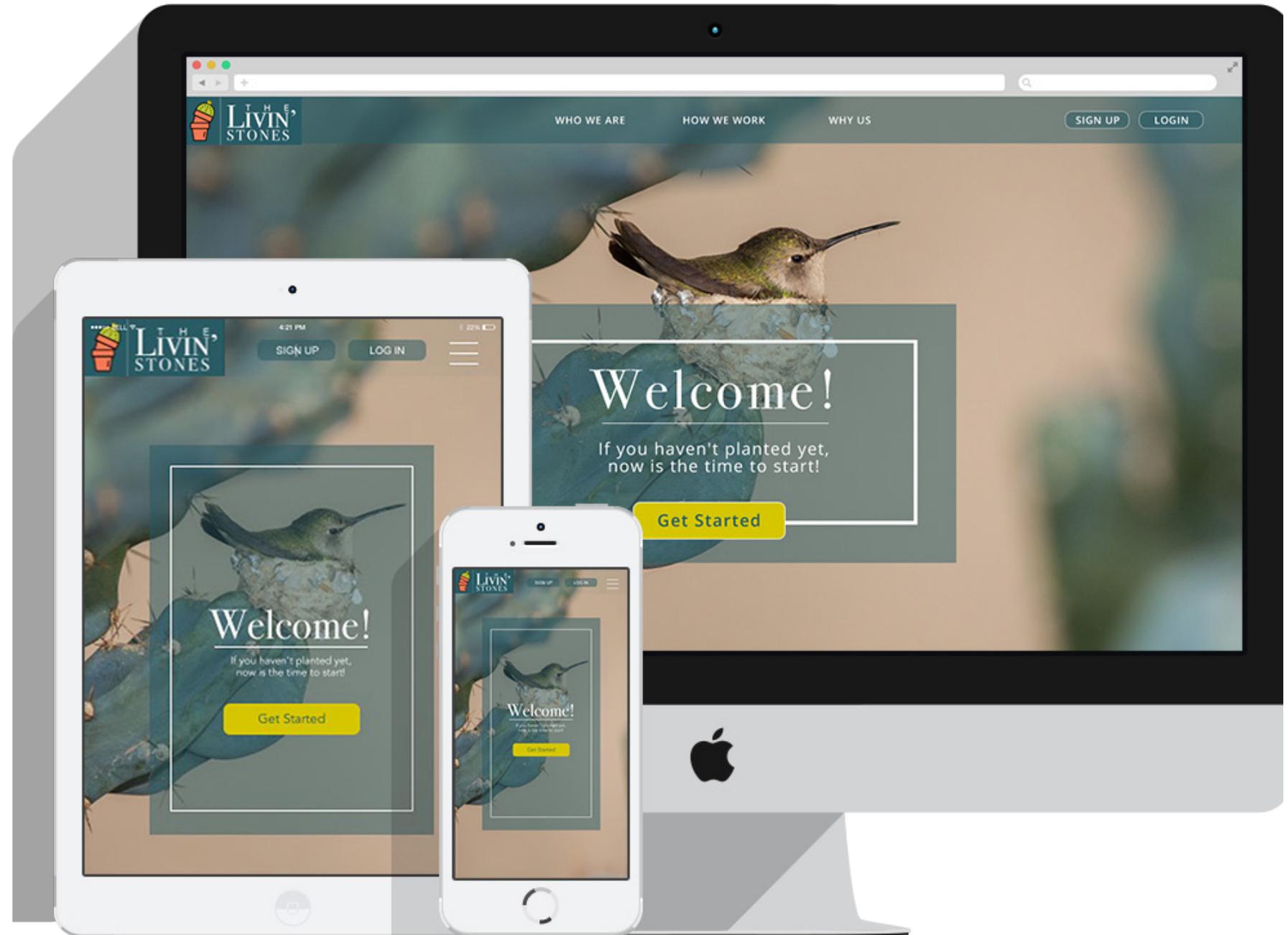


DESIGN

1

KEY WORDS

Clean
Healthy
Transparent
Modern
Quite
Empathy
Revitalizing
Air-lifting



CREATIVE STRATEGY

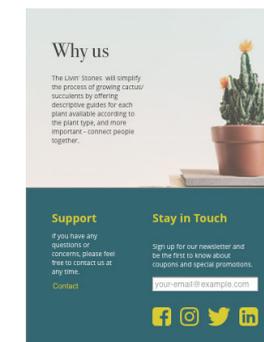
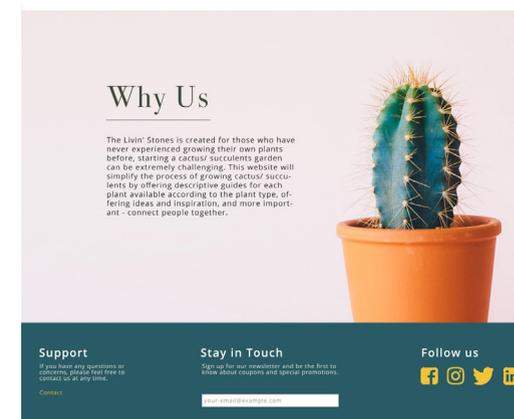
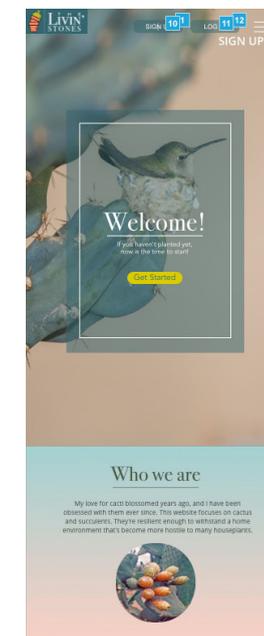
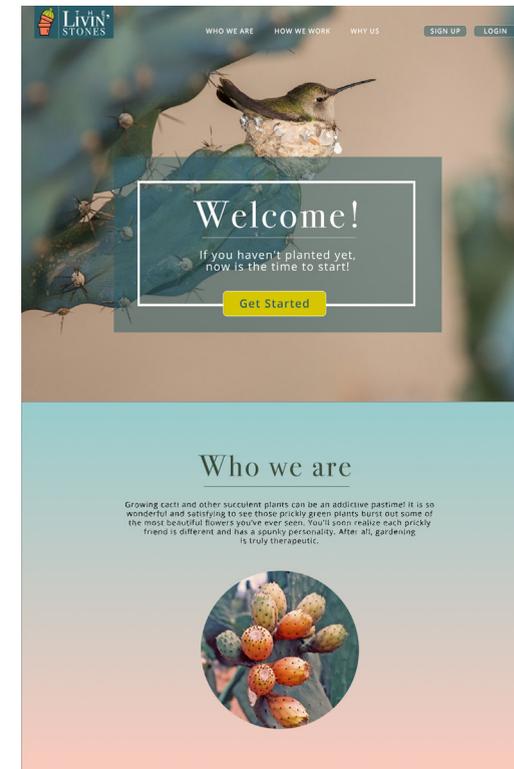
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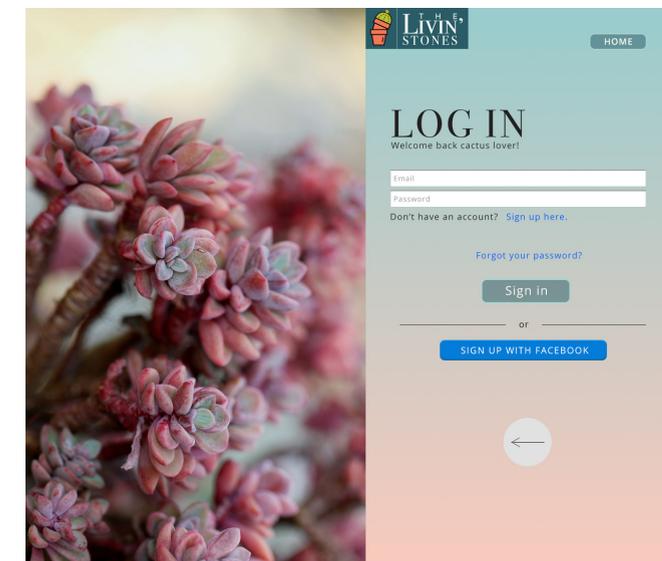
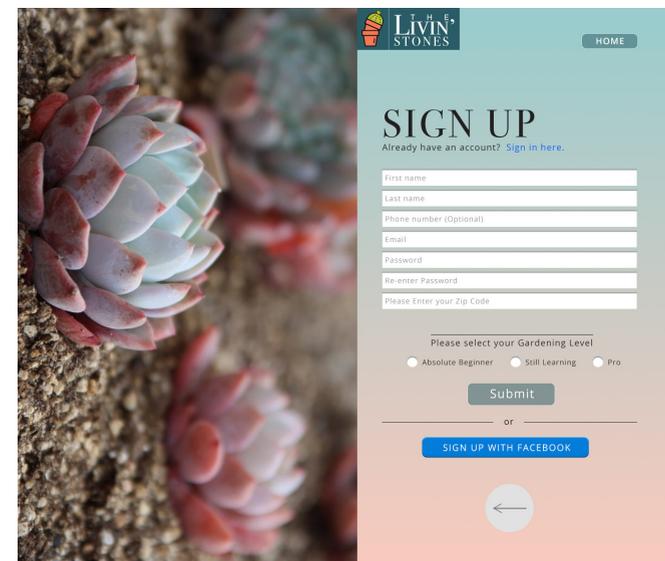
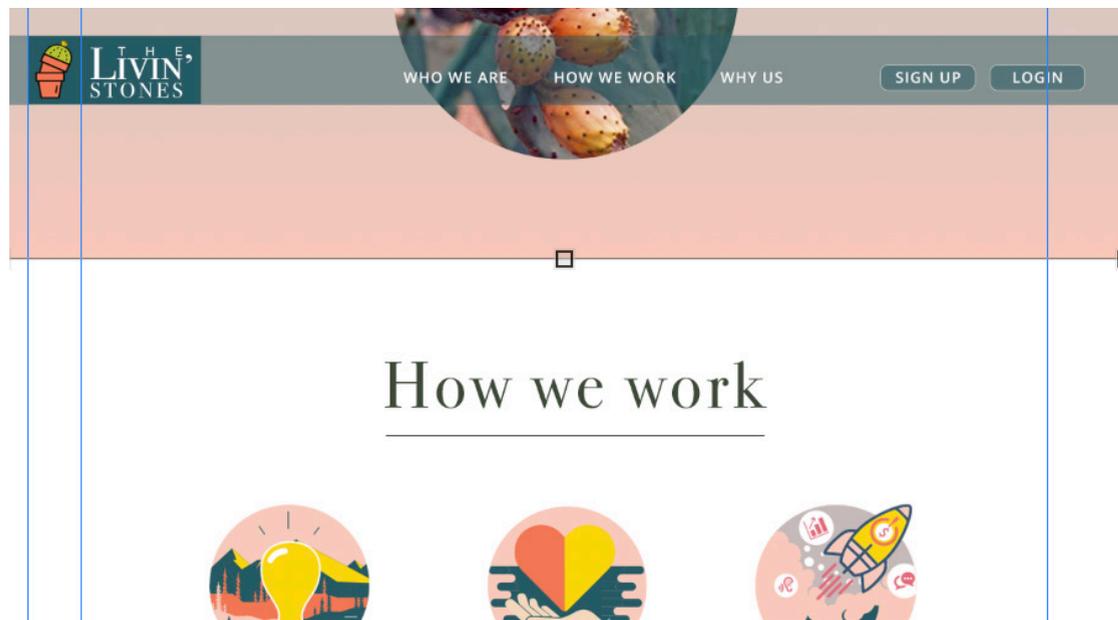
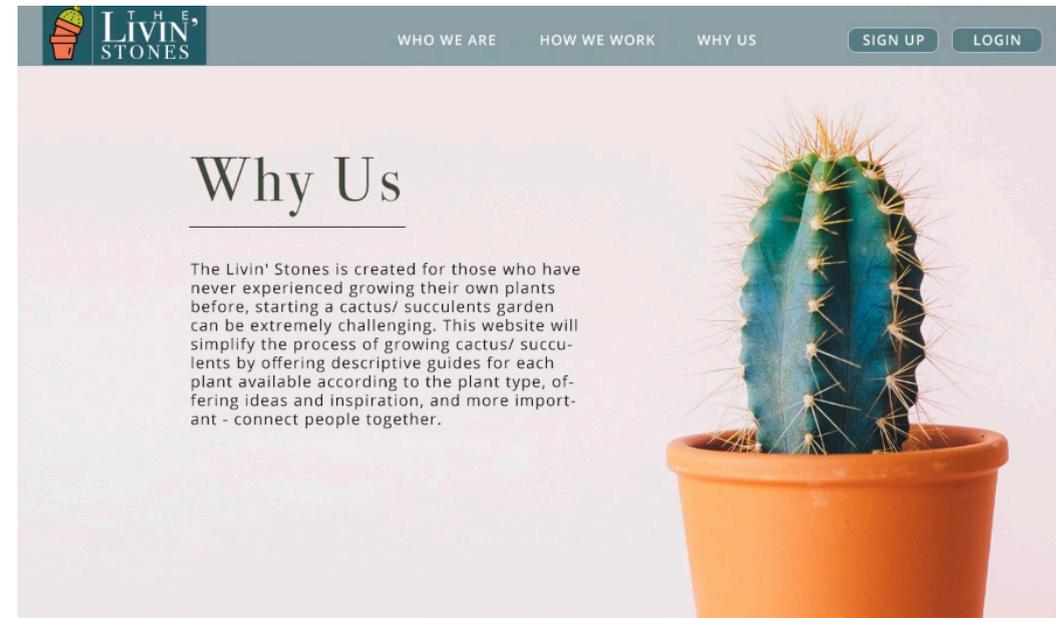
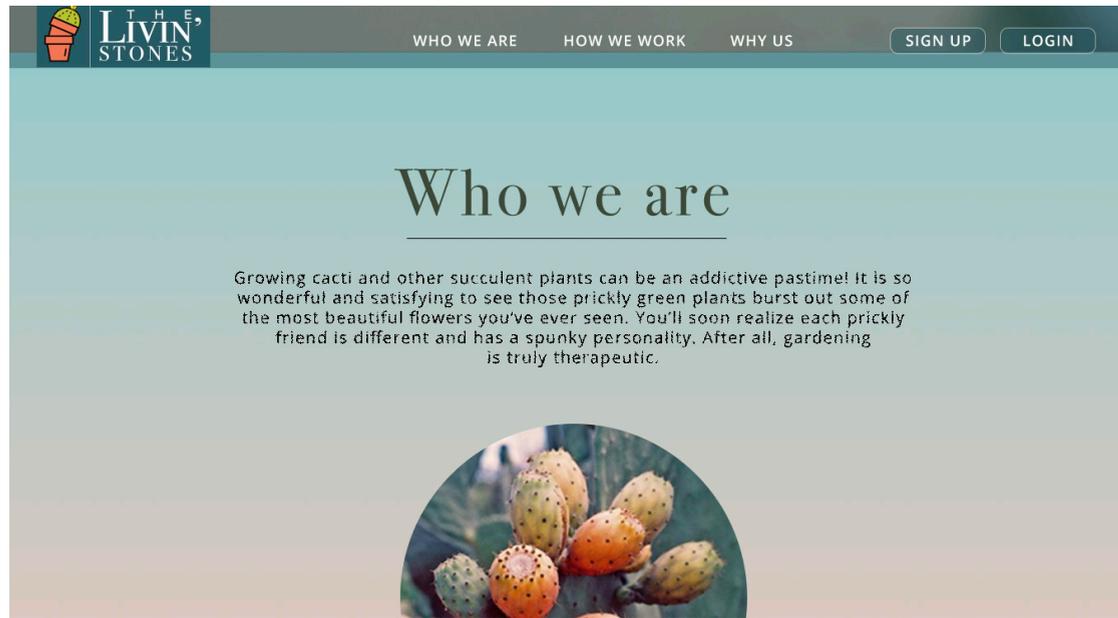
GROWTH AND HEALTH

Gradients have been trendy for a while now, they initially made a comeback in a conventional way in backgrounds and images. This creative strategy follows up with the current trend in order to create a modern - flexible style that can fill the needs of the target users ranged from different ages.

Each section is defined by blocks of pictures and icons. Multicolored gradients with vibrant color palettes in contrast with the white space as a determinant component of the design. Simple typeface allows an ease of reading of the information as the site is not for only young demographic but also the older group of gardeners according to the persona.

It is important in this design concept to project the healthy looking of the plants. The need for real photos to be used is critical.

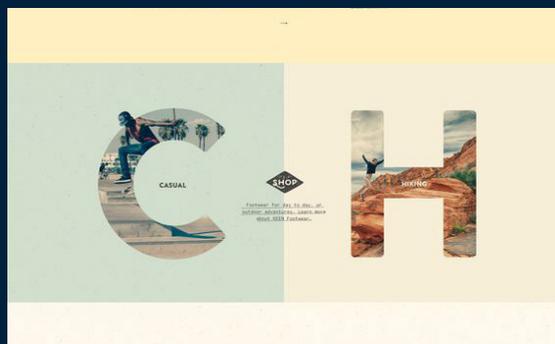




02

MOOD BOARD

2

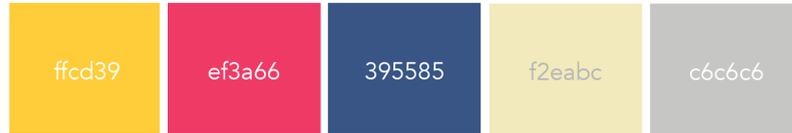


COLOR PALETTE

2



COLOR PALETTE

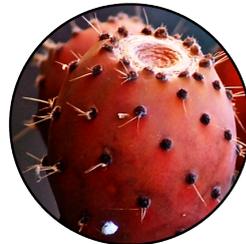


TYPOGRAPHY

Heading | Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body | Open sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND INSPIRATIONS

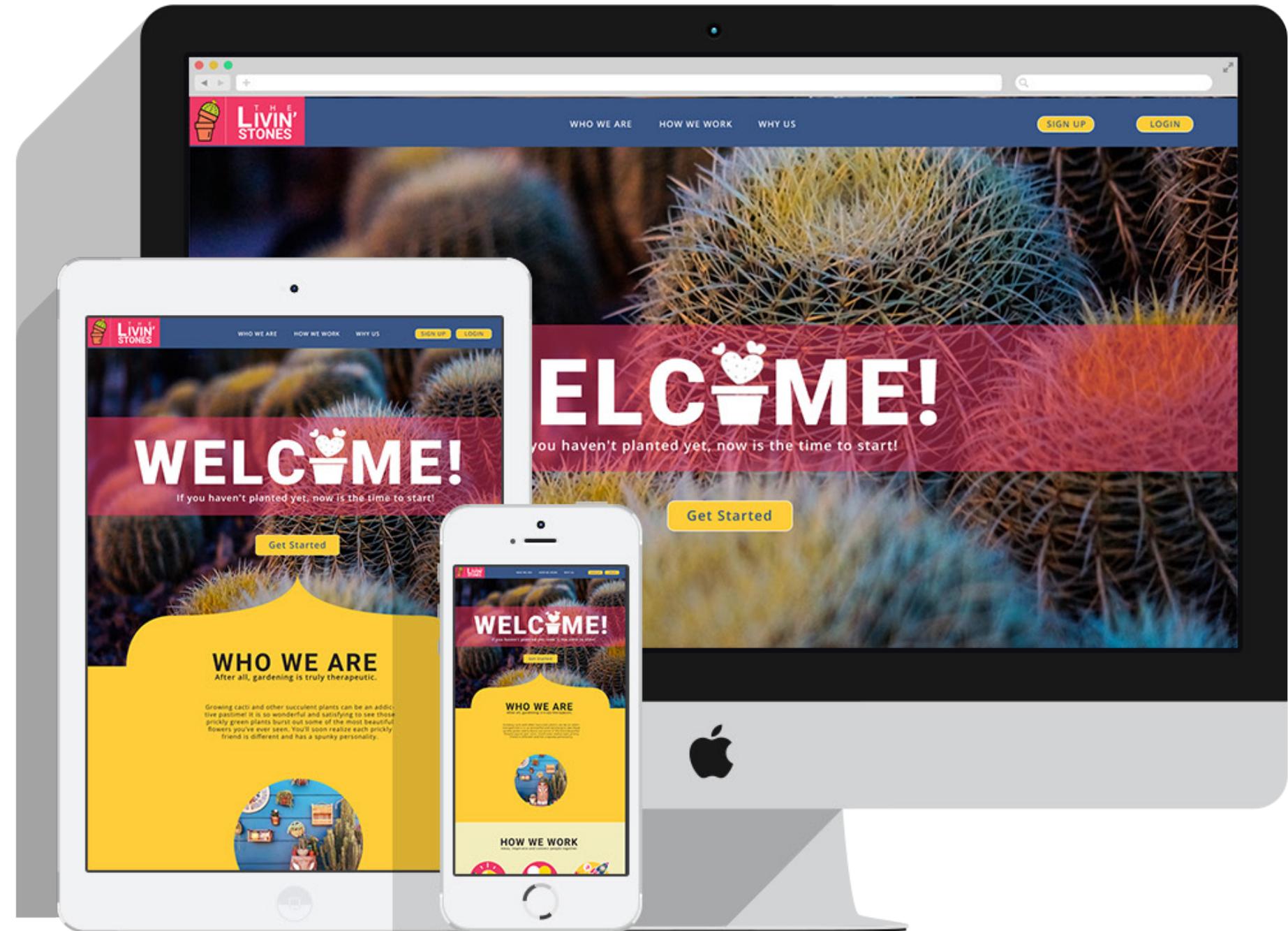


DESIGN

2

KEY WORDS

Trust
Optimism
Uplifting
Illuminating
Confidence
Tenderness
Nurturing

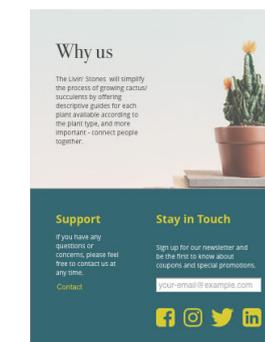
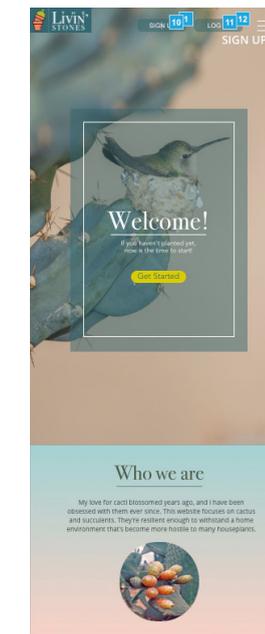


OPTIMISM AND TRUST

Growing plants, especially cactus take years for them to grow. It's a real commitment. The strategy I'm using for this design focus more on the positive side of growing plants. By bringing out the color that conveys youthful, fresh energy like yellow - to stimulate the confidence of users to start planting. Yellow combines with cool blue to inspire the feelings of trust and responsibility. Plants do not grow merely to satisfy ambitions or to fulfill good intentions. They thrive because someone expended effort on them.

Recently Roboto and Open Sans are my favorite font pair. (Still looking for a different pair...)

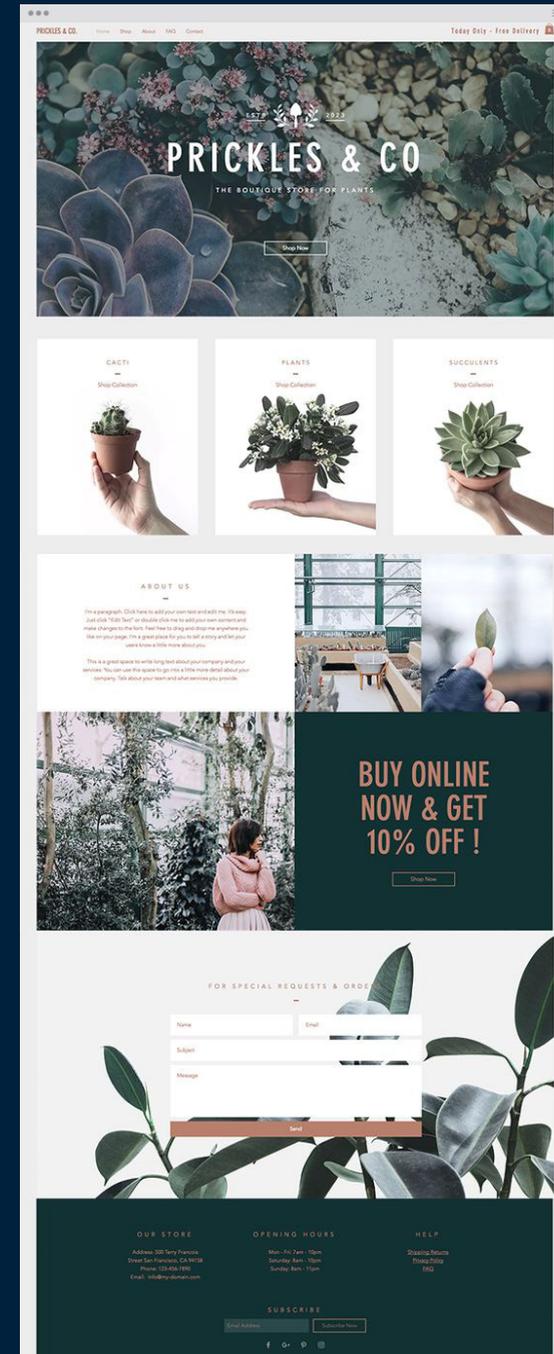
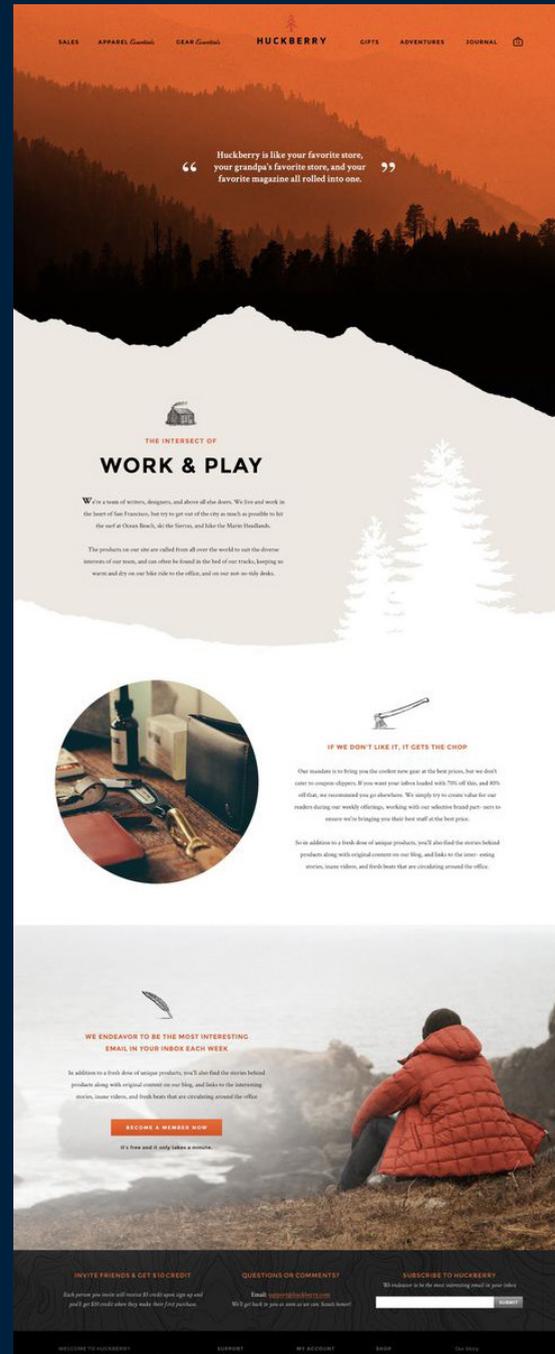
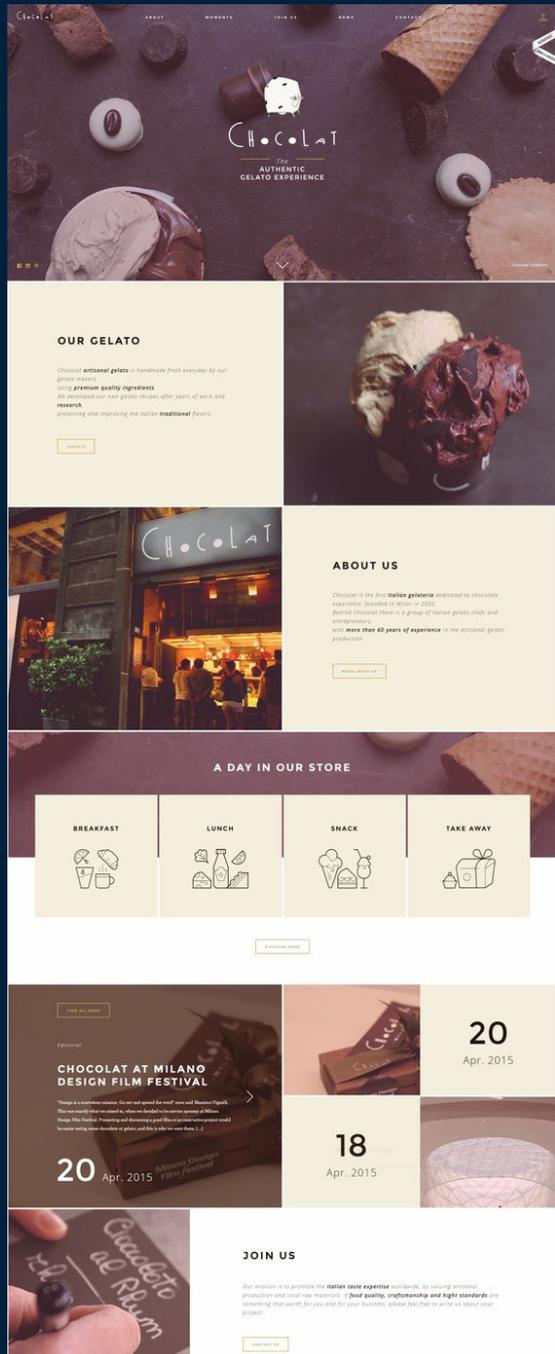
I developed 3 icons that convey the color palette. Every image is also being chosen carefully to match the tone and the consistency of the whole site.



03

MOOD BOARD

3

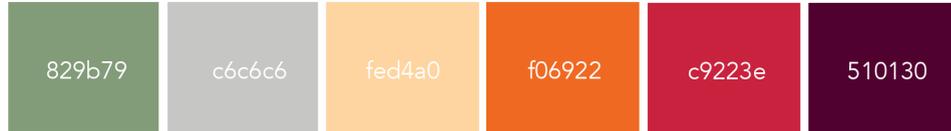


COLOR PALETTE

3



COLOR PALETTE



TYPOGRAPHY

Heading | Roboto
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abcdefghijklmnopqrstuvwxyz

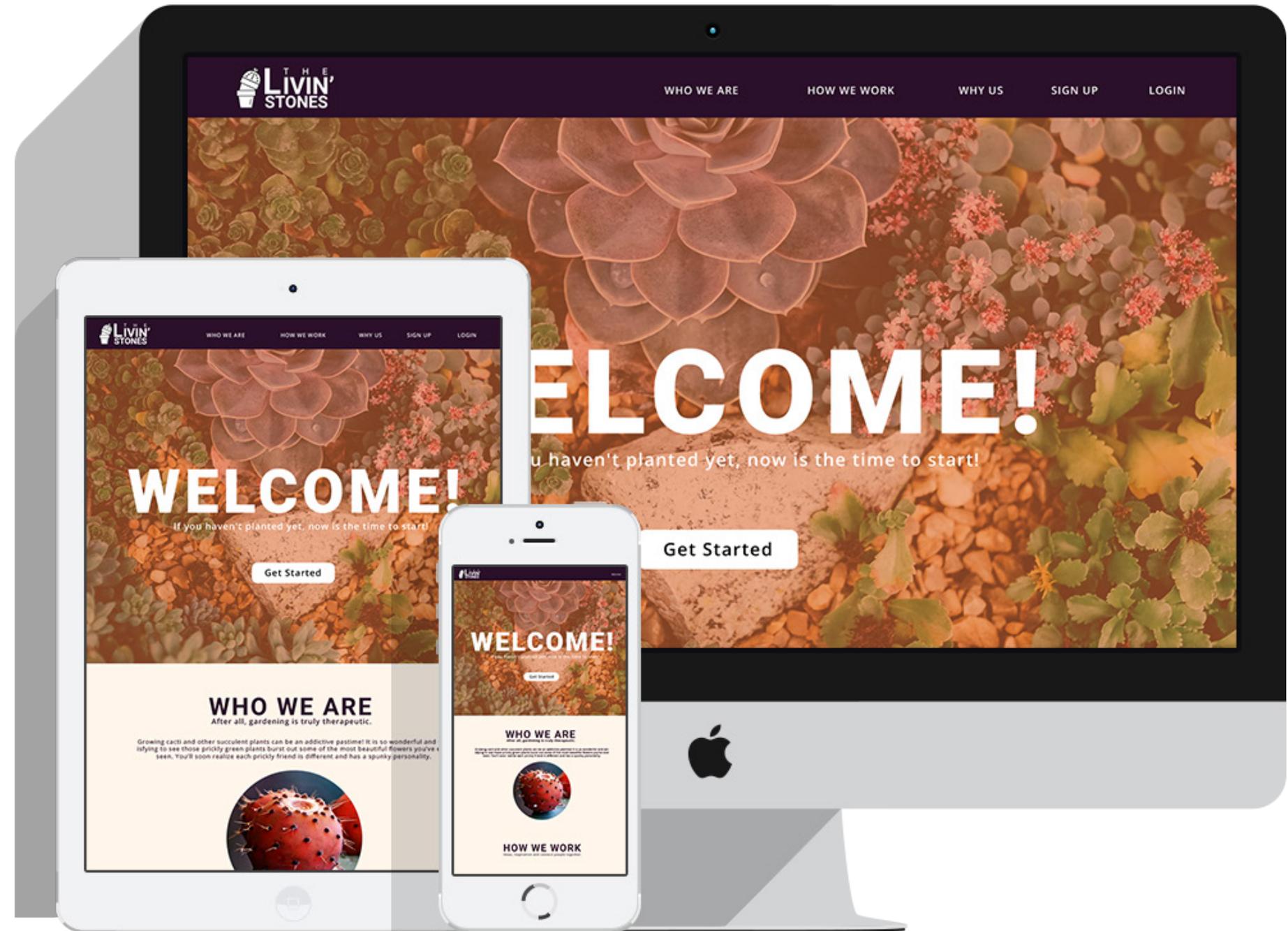
Body | Open sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND INSPIRATIONS



KEY WORDS

Motivating
Youth
Healthy
Energy
Excitement
Joy
Spirituality
Quality



CREATIVE STRATEGY

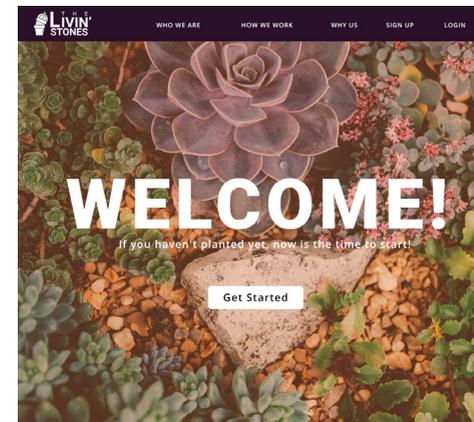
3

POSITIVE AND ADVENTUROUS

For this concept, I focus more on the young demographic. I use Orange - a motivating and encouraging color to attract young people and inspire them about a positive outlook on their ability to grow plants. Warm colors such as orange, red, yellow, green and purple make up my palette.

I combined images and illustrations into the design in order to tell a story. Growing plants is a real adventure and with positive the final outcome is truly rewarding.

This time the font I'm using is san serif (the combination between Roboto-bold and Open sans-semibold) to bring out the boldness, strong and healthy look for the whole site but also easy to read at the same time.



WHO WE ARE

After all, gardening is truly therapeutic.

Growing cacti and other succulent plants can be an addictive pastime! It is so wonderful and satisfying to see those prickly green plants burst out some of the most beautiful flowers you've ever seen. You'll soon realize each prickly friend is different and has a spunky personality.



HOW WE WORK

Ideas, inspiration and connect people together.



Insightful
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod



Caring
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod



Innovative
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod

WHY US

We care as much as you do.

The Livin' Stones is created for those who have never experienced growing their own plants before, starting a cactus/ succulent garden can be extremely challenging. This website will simplify the process of growing cactus/ succulents by offering descriptive guides for each plant available according to the plant type, offering ideas and inspiration, and more important - connect people together.

Support
If you have any questions or concerns, feel free to contact us.



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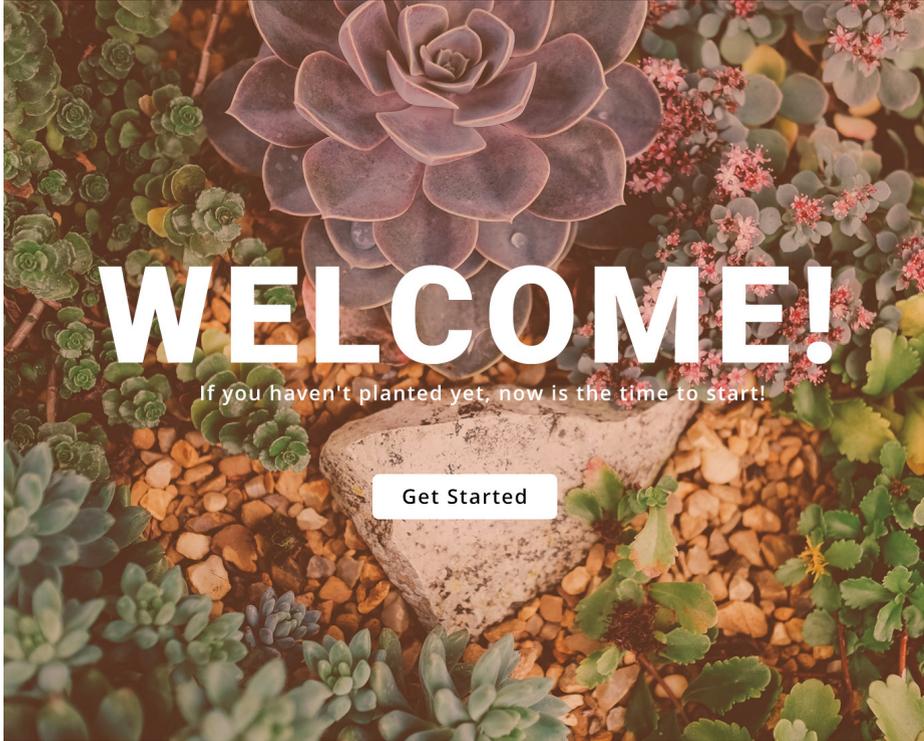




FINAL INTERFACE DESIGN



WHO WE ARE HOW WE WORK WHY US SIGN UP LOGIN



WELCOME!

If you haven't planted yet, now is the time to start!

Get Started

WHO WE ARE

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WHO WE ARE HOW WE WORK WHY US SIGN UP LOGIN

SIGN UP

Already have an account? [Sign in here.](#)

First name

Last name

Phone number (Optional)

Email

Password

Re-enter Password

Please Enter your Zip Code

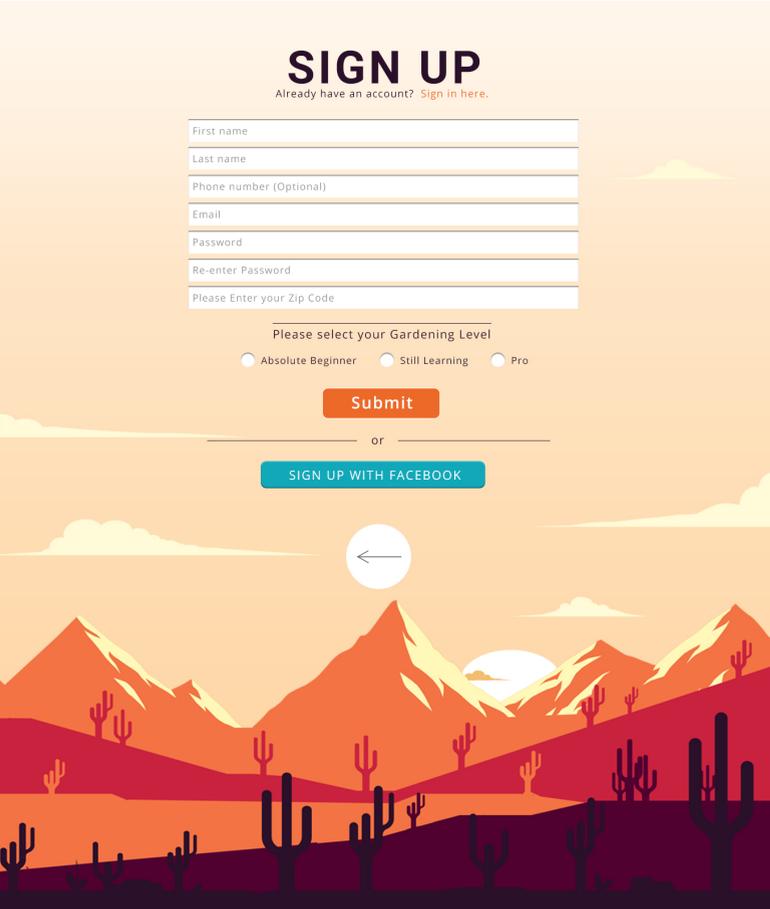
Please select your Gardening Level

Absolute Beginner Still Learning Pro

Submit

or

SIGN UP WITH FACEBOOK




WHO WE ARE HOW WE WORK WHY US SIGN UP LOGIN

LOG IN

Welcome back cactus lover!

Email

Password

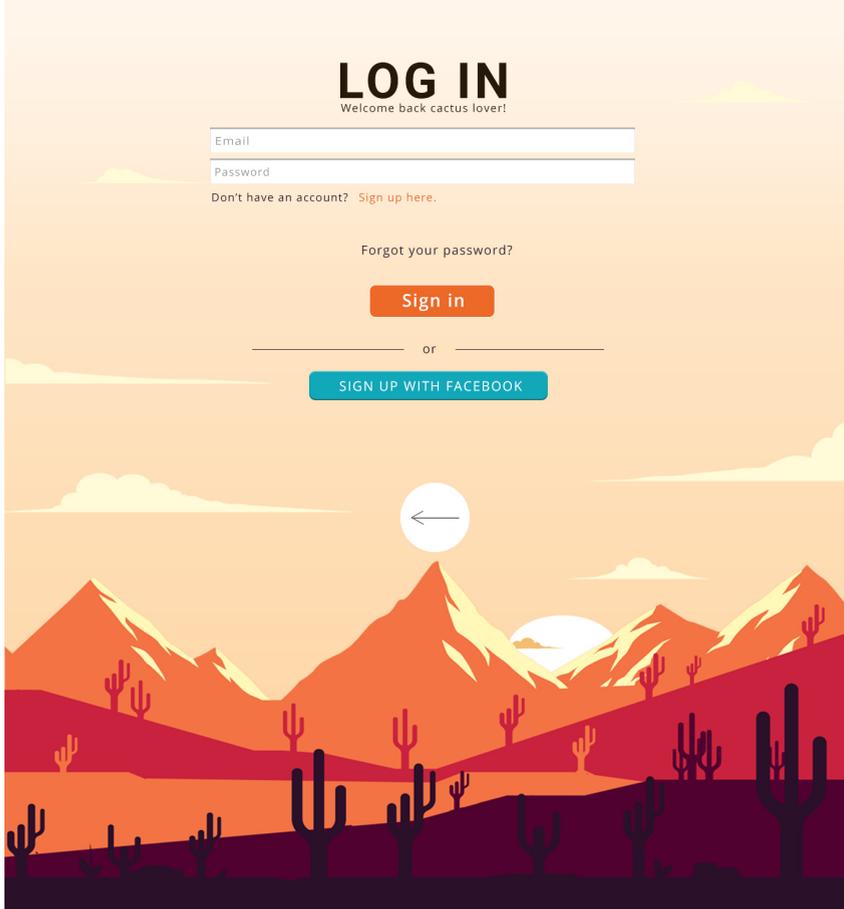
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Forgot your password?

Sign in

or

SIGN UP WITH FACEBOOK



THE LIVIN' STONES HOME MY GARDEN TASKS FORUMS FORUMS

WELCOME!

START PLANTING

PLANTS WIKI

Welcome back cactus lovers!

CACTUS SUCCULENTS LITHOPS

CACTUS

Search A-Z

Astrophytum Asterias Acanthocalycium Glaucum Cephalocereus senilis

SUCCULENTS

Search A-Z

THE LIVIN' STONES HOME MY GARDEN TASKS FORUMS My Profile

← **Lithops hallii** 2 days until water | **Plant 1** 2 days until water | **Plant 1** 2 days until water →

Lithops hallii var. ochracea
Forum sharing

TIPS FROM THE EXPERT

- 70F-75F (21C-24C)
- Bright light, but not direct sunlight
- 10-10-10 fertilizer diluted to 1/4 strength is ideal
- Giving the soil a good soaking, so that water runs out of the 'drainage holes' of the pots
- Tolerating temperatures from -10F to -30F

PROPORTIONS FOR SEEDLING SOIL

Pumice or Granite Stone/Soil mixtures	40%	Vermiculite	10%
Potting Soil (large chunks, branches, and twigs sifted out)	30%	Perlite	20%
		Perlite	10%

YOUR PLANT IN PROGRESS

Water	Jan	Feb	Mar	Apr	May	Jun
Fertilized						
Potting						
Sun Exposure Daily						
	Jul	Aug	Sep	Oct	Nov	Dec

● Period of Growth ● Resting Period

THE LIVIN' STONES HOME MY GARDEN TASKS FORUMS My Profile

< JULY 2018 >

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Past Activities **Upcoming Activities** + Add Activities

	1 SUN	2 MON	3 TUE	4 WED	5 THU	6 FRI	7 SAT
Water							
Sun Exposure Daily							
Fertilize							
Potting							

ACTIVITIES

- Adding more water for plant 1
- Expose Plant 2 to more sunlight
- Change new pot for Plant 2
- Fertilized-Plant 2

Month Day Year X

Support
If you have any questions or concerns, feel free to contact us.
your-email@example.com

f i t i n

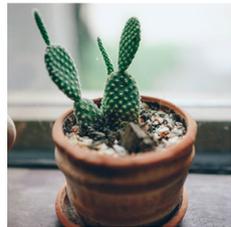


24 Comments

Recommend Share

Join the discussion...

Natalie M • 18 days ago
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis.

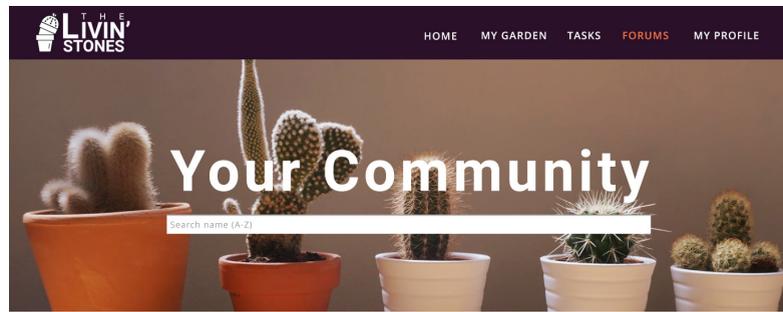


Reply

Alex → **Natalie M** • 8 days ago
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

Reply

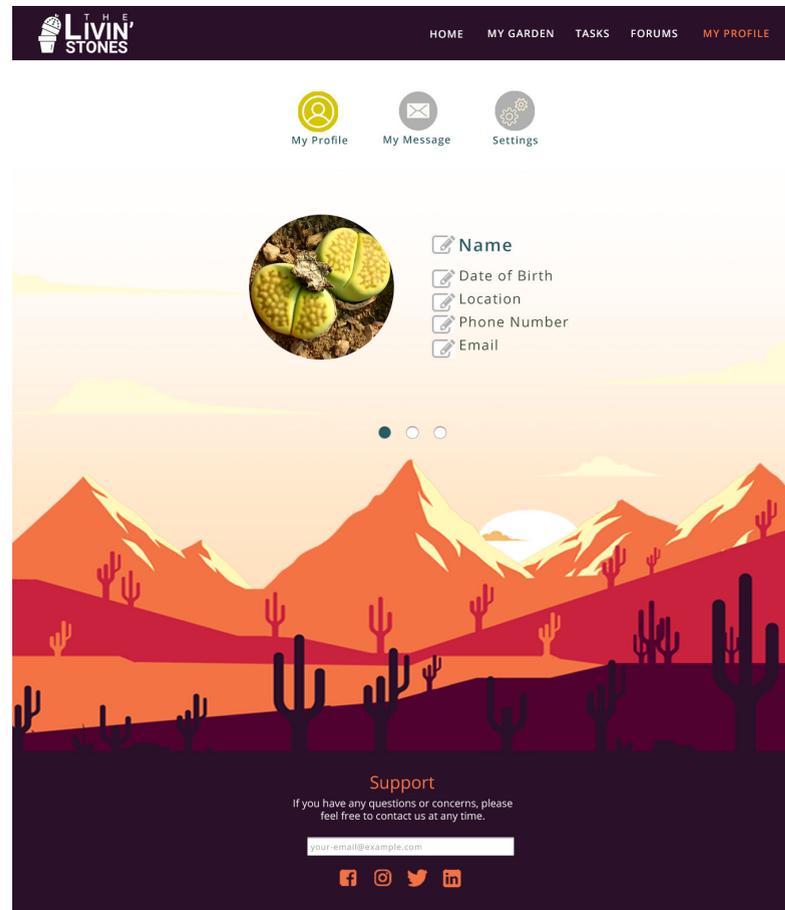
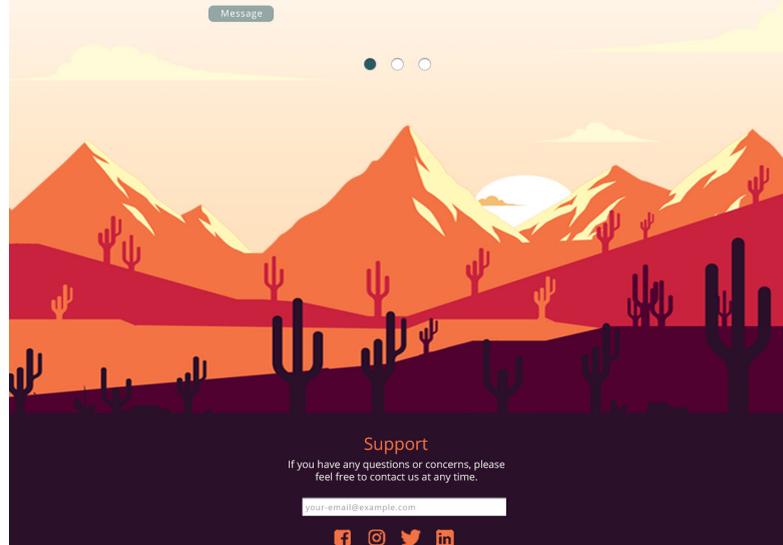
Natalie M • 18 days ago
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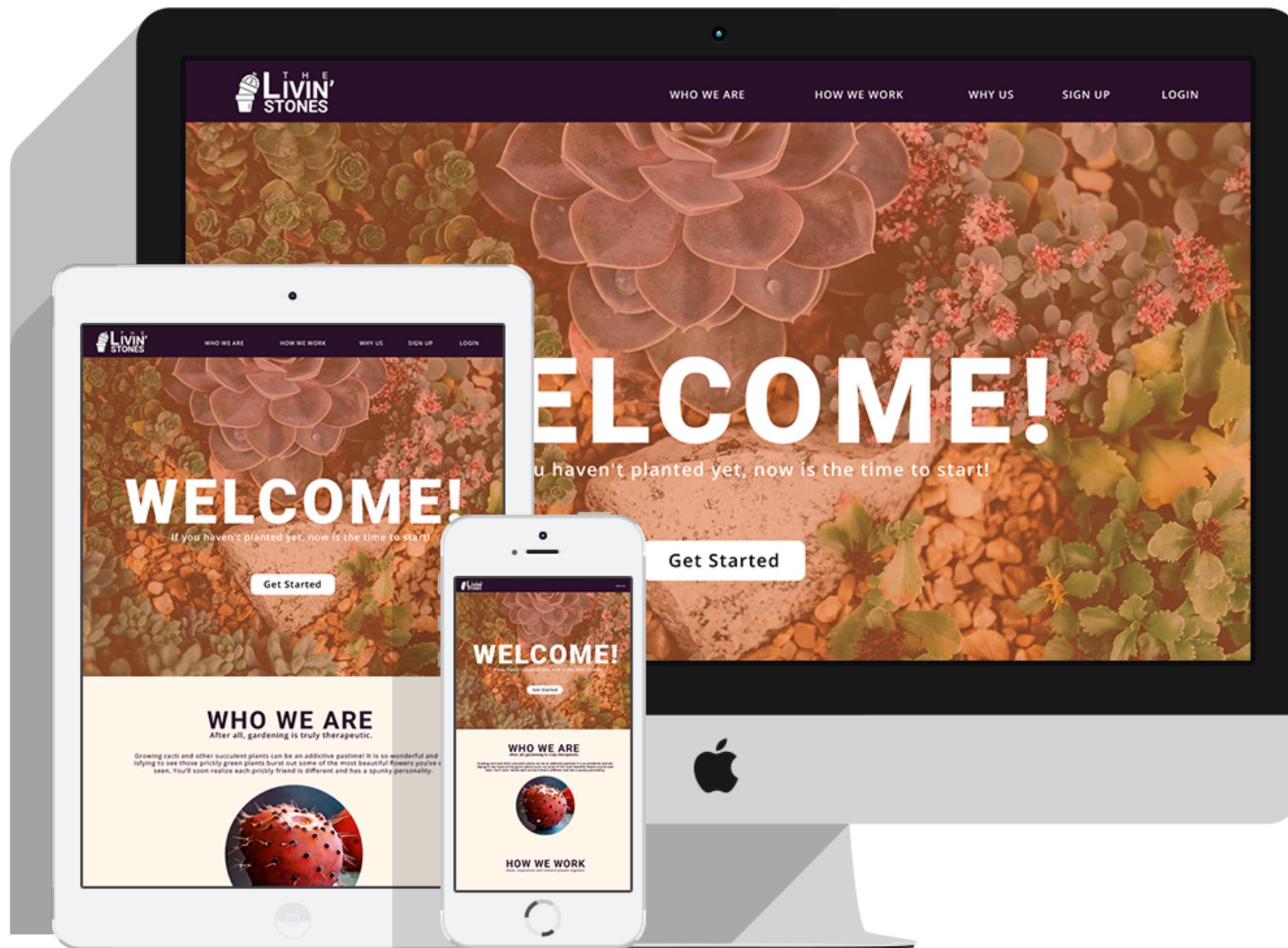


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 Message





WHO WE ARE

HOW WE WORK

WHY US

SIGN UP

LOGIN



WHO WE ARE

HOW WE WORK

WHY US

SIGN UP

LOGIN

WELCOME!

If you haven't planted yet, now is the time to start!

Get Started

WHO WE ARE

After all, gardening is truly therapeutic.

Growing cacti and other succulent plants can be an addictive pastime! It is so wonderful and satisfying to see those grumpy green plants burst out some of the most beautiful flowers you've ever seen. You'll soon realize each grumpy friend is different and has a spunky personality.



Get Started

WELCOME!

Get Started

WHO WE ARE



HOW WE WORK

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