

The background features three distinct botanical illustrations. In the top left, a blue line drawing shows a branch with several rounded, textured leaves. In the top right, an orange line drawing depicts a branch with small, round berries or fruits. In the bottom left, a green line drawing shows a dense cluster of small, pointed leaves. In the bottom right, an orange line drawing shows several large, elongated leaves with prominent veins. The text "terra flora" is centered in the middle of the image, overlapping the blue and orange illustrations.

terra flora



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terra flora

sustainable gardening:

Sustainable gardening is building gardens in which the plants grown work in harmony, taking and replacing certain nutrients in the soil and cross pollinating so as not to drain the earth of its usability. The development of agricultural ecosystems intended to be sustainable and self-sufficient, also known as permaculture.

our mission:

To educate people on the benefits to themselves and the environment that come from sustainable gardening by providing them with the knowledge and tools to accomplish this, as well as building communities around the concept and creation of sustainable gardens.

our vision:

Through the practice of sustainable gardening, people will become self reliant and ecologically conscious of the Earth's needs.



Bee Smart – School Garden Kit

Bee Smart School Garden Kits are a service provided by the Pollinator Partnership that sells packages of gardening supplies along with teaching materials in order to promote the growth of plants that attract pollinators such as the endangered bee population, as well as getting children to spend more time outdoors.

Bee Smart Kits include:

- Pre- and post-tests
- 10 lesson plans with accompanying reproducible worksheets
- Materials for lesson plan activities
- Reproducible handouts
- Access to additional Bee Smart® School Garden Kit

Take Aways from the Study:

- Introduce people to new ideas about the environment and health.
- Getting people to change their behaviors.
- Providing tools and guides for people.
- Connecting with a community.
- Utilizes:
 - Website: general information, resources.
 - App: guide to choosing right plants.
 - Physical kits: meant to educate

How Terra Flora is different:

Our plan goes beyond just education through mailed kits through the incorporation of:

- A focus on sustainable gardening practices and principles
- The benefits of gardening (both for individuals and the environment)
- Customization to user needs and wants
- A focus on the community
- Creating a platform for community interactions
- Encouragement for community growth

Sustainable Gardening Practices

Produce No Waste:

- Composting

Design of Garden Space:

- Use all possible space.
- Conserve water
- Easy access, less walking on garden soil

Self-Sustaining Plants that Work in Harmony:

- Cross pollinate.
- Use local plants that grow easily in the local climate.
- Perennials don't disturb the soil and save energy as they don't need to be replanted.
- Diversity – different vegetables and plants. Variety leads to less chance of devastating disease.
- Natural plant stacking: tall plants/trees > shrubs > herbaceous plants > ground cover plants > root crops.
- Grow plants that work with each other and are beneficial to each other.
- Grow plants in combination.
- Microclimates: groups of plants together can create different temperatures, shade, and humidity. Growing shade loving plants with sun loving plants, using some plants to shade others.
- Use plants to protect each other from the elements.
- Companion Planting – growing plants together for specific benefits to each other such as pests, increased health, vigor, yield, and disease resistance.
- Some plants can keep pests away

Soil Preservation:

- Protect the soil and its nutrients
- Use plants as mulches, ground cover plants
- Bare soil in the garden goes against nature, plants act as protection for the soil.
- Bare soil can be compacted by rain, which degrades soil structure and washes it away.
- Rebuilding soil:
 - Plants with deep roots break up the soil.
 - Compost
 - Plants grown then chopped down generate biomass to mulch the soil and put nutrients back into the soil.
 - Earthworms are a must

Build a Community:

- Share garden space
- Share tools, skills, seeds, produce, and products.
- Enrich the soil so that future generations can use it.

History

- Formalized in late 1970s in Australia
- Permaculture/ Sustainable Gardening emulate patterns in nature.
- Permaculture comes from “permanent agriculture,” combining sustainable agriculture, landscape design, and ecology.
- Reconnects us with traditional farming practices.
- 3 Ethical principles:
 - Caring for the planet
 - Caring for others
 - Sharing abundance

Benefits of Gardening

- Physical Health:
 - Eating organic vegetables is healthy
 - Plants can filter the air/keep the air clean
- Mental Health:
 - Being close to nature helps with stress
 - Nature promotes creativity
 - Horticulture therapy : a formal practice that uses plants, horticultural activities, and the garden landscape to promote well-being for its participants.
- Medicinal Uses/ Home Remedies:
 - Using organic remedies have less negative effects on the body
 - Herbs can help with stress, digestion, headaches, body aches, injuries, and more.





Anna Robinson

Female, 34

Experience Level: Advanced

Anna lives in a small home in Raleigh with her husband and young daughter. Her house has a small backyard that isn't really being used. She loves to grow plants and has several healthy houseplants in her home, as well as at her office. Eating healthy, fresh vegetables is also very important to Anna. She has some experience with small scale gardens, and has previously grown vegetable plants in window boxes. She usually grows small tomato plants and basil to cook with, and she loves the smell of oregano. Anna has some basic knowledge of sustainable gardening, and knows that plants have a lot of different uses and benefits. However, she currently doesn't have an easy and fun way to learn more and she wants to find other people who share her interests in gardening.



Will McCann

Male, 23

Experience Level: Intermediate

In his final year of Political Science at NC State, Will finds he has a lot of work to do. He is way busier than he has been in the past and has less and less free time to do what he wants. He still makes time to play soccer or go to the gym and tries to hang out with his friends whenever he can. Despite his workload, he is always looking for ways to relax and spend some time taking a load off, he knows it's important not to get too stressed and overworked. He has also recently become more concerned about the future of our planet and the condition we have put it in. Will keeps some plants around the house, but has had some trouble actually tending to them, he often forgets when he has and has not watered them and, as a result, many have died.



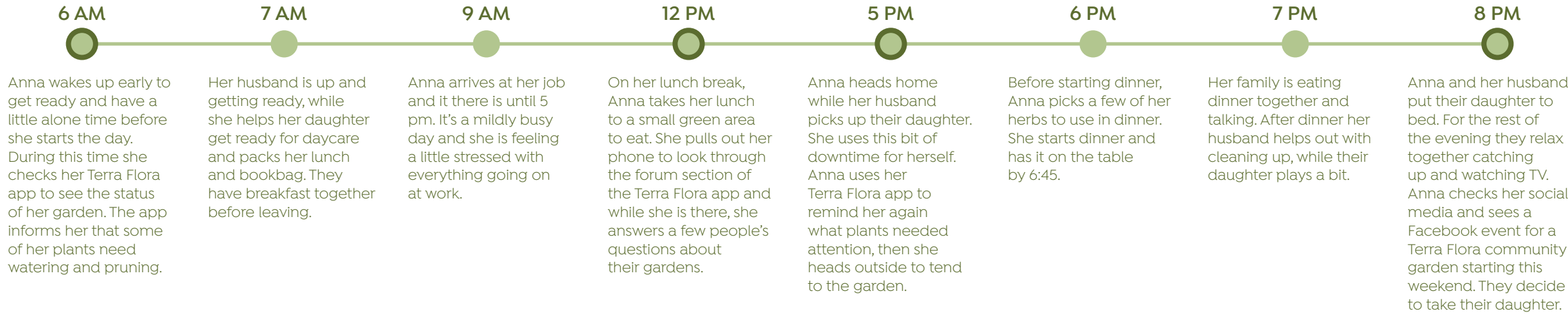
Grayson Peters

Female, 26

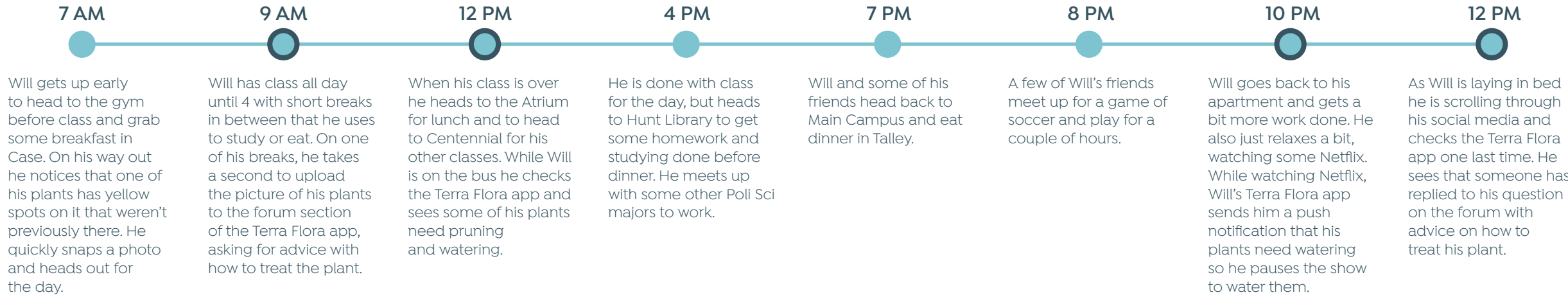
Experience Level: Beginner

Grayson is a young professional in Wake County. She is introverted so she often likes to stay in rather than go into town. Though she likes to stay in, she wants to have hobbies to do when she's at home. She is often looking for ways to live healthier (eating healthy, trying new foods, getting exercise, reading, limiting screen time, etc.) Grayson recently learned that plants have a lot of positive health benefits and she's been thinking about starting a garden, but she has no idea where to start. Grayson has never heard of sustainable gardening though she is always open to learn about new ways to live environmentally conscious. As she considers starting a garden, she hopes to find others intersted in sustainable gardening.

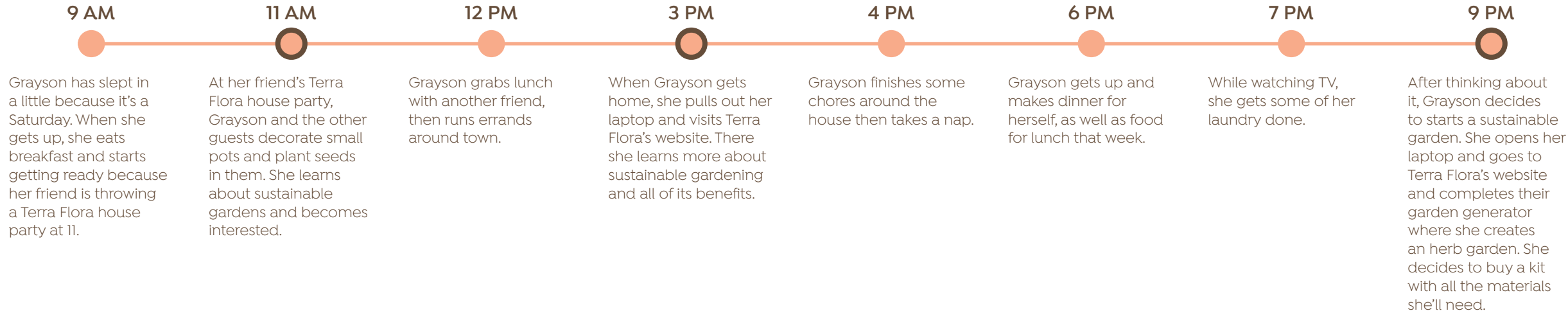
Anna



Will



Grayson



Touchpoints

Small – Individual Level

- Garden Kits
 - Garden template generator
- Mobile App
 - Gardening reminders and instructions

Medium – Community Level

- Event Kits
- Website
 - Community Forums
 - Helpful Videos
- Mobile App
 - Community connection

Large – Expansive Level

- Advertising
 - Social Media
 - Physical posters and signage
- Website
 - Informational pages
- Promotional Items
 - Stickers
 - T-shirts
 - Pins

People

Stakeholders

State of North Carolina

Terra Flora would be funded by the State initially as a means to educate the population about agriculture, since it is so important to our economy. Eventually, the program would become self sustained by its sale of kits and books.

Department of Agriculture

Department of Commerce

Audience

Mid-20s to late 30s
Young professionals
Busy, active lifestyle
Not previously invested in gardening

Service Providers

Gardening Company – provide gardening supplies, tools, and materials

Professional Horticulturists

Branding Guide

The Terra Flora brand alludes to the history of agriculture through the use of old botanical illustrations, while still feeling fresh and modern with its bright colors and quirky sans serif. It is meant to evoke a calming presence and put users at ease.

terra flora

Logotype modified from Mrs. Eaves, bold.

When sitting on a on top of a pattern or illustration, the logo may have an exterior, rounded stroke the same color as the background, however this is not always necessary.

Logo may only appear in text colors (see palette) and white.

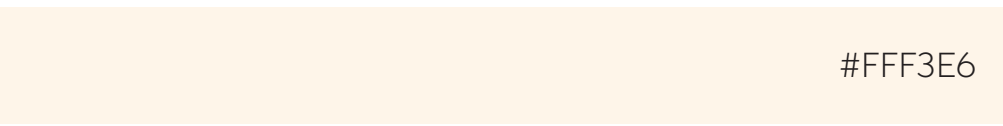


Copy typeface: Isidora

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Semi-bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

This typeface has strong legibility and a light, modern feel. The tails of the letterforms have simple flourishes that bring a quirky whimsicality to the typeface. This evokes a more calming and contemporary feeling.

All weights of this typeface come in oblique, as well.



#FFF3E6

background - beige
used primarily for high information
platforms as a neutral background



#D1B69E

overlay - light brown
overlay color for details on the beige



#664D3B

text - dark brown



#C0E1E6

primary - light blue
used for backgrounds and graphics
bottom layer of illustration overlays



#7EC1CF

primary - medium blue
used for graphics and highlights of color
top layer of illustration overlays



#37545F

text - dark blue



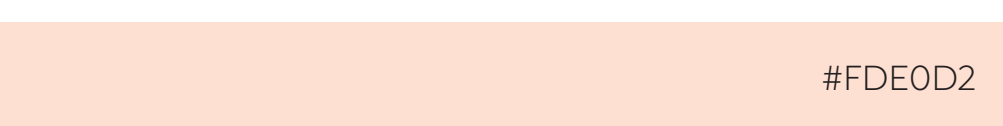
#B3C68F

secondary - green
used for pops of color
bottom layer of overlay



#5B6C2F

text - dark green
(can be used as overlay at low opacity)



#FDE0D2

primary - light coral
used for backgrounds and graphics
bottom layer of illustration overlays



#F8AB8B

primary - coral
used for graphics and highlights of color
top layer of illustration overlays

All colors are to be used in combination with each other or on plain white. Lighter colors can be used as text on dark backgrounds if necessary, provided that typeface weight and size allow for optimal readability.

Colors are meant to be soft and calming while still evoking the idea of something fresh and modern.

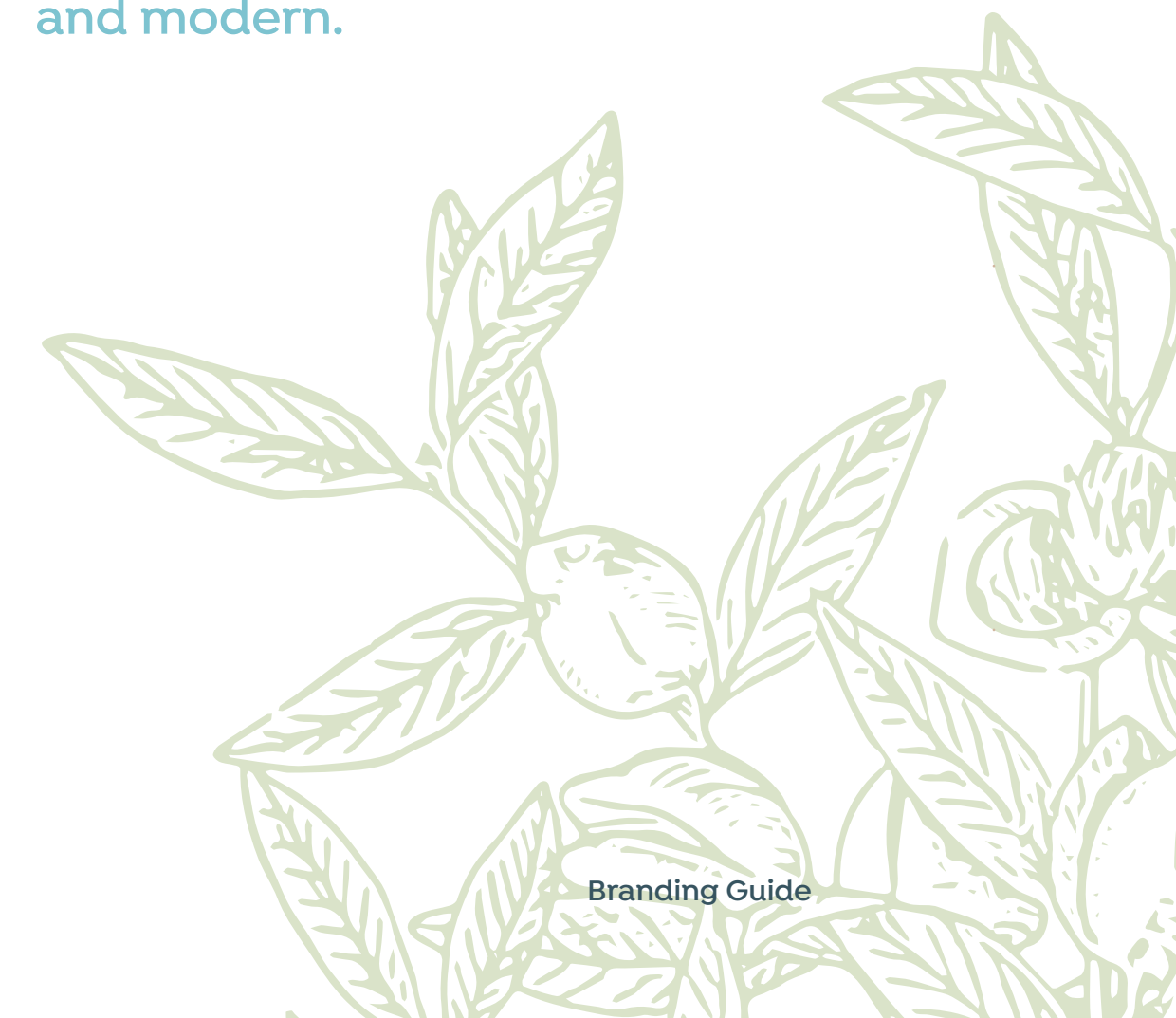
The imagery is reminiscent of old fashioned, woodcut, botanical illustration. This style is used in a variety of formats. The photography used should elicit the ideas of urban environments, social activity, and empowerment and include flourishing greenery.



Subtly overlaid as a watermark



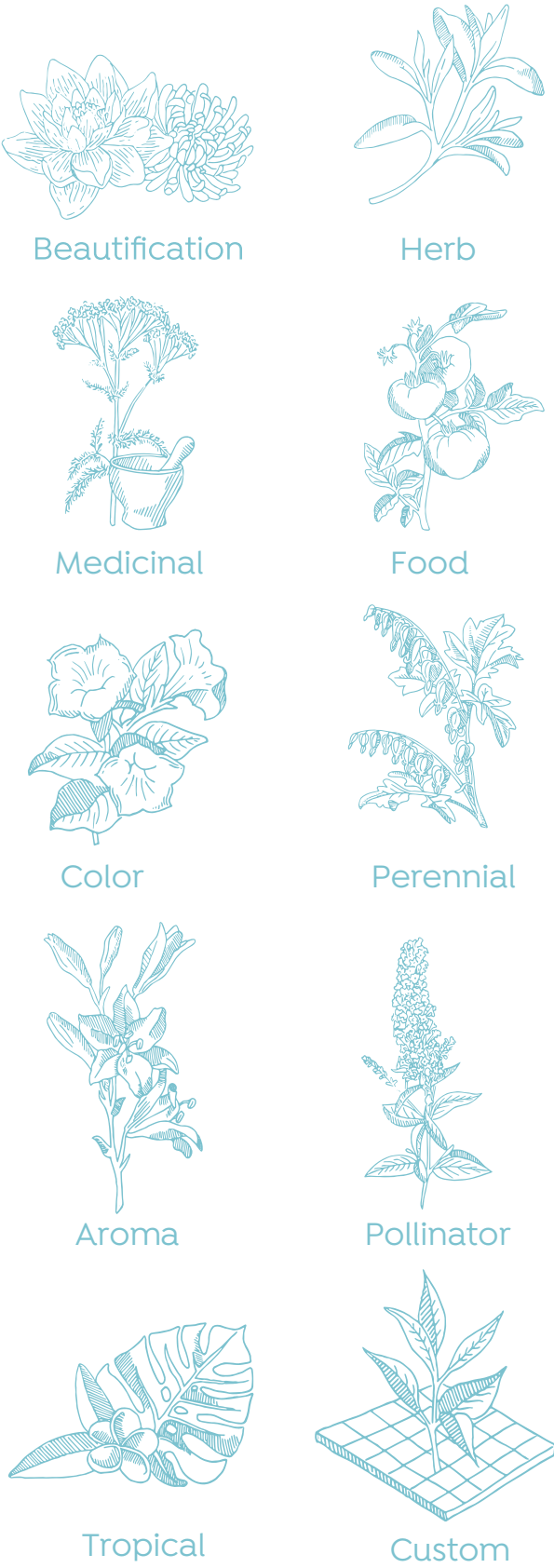
Or as a darker mark on the beige background



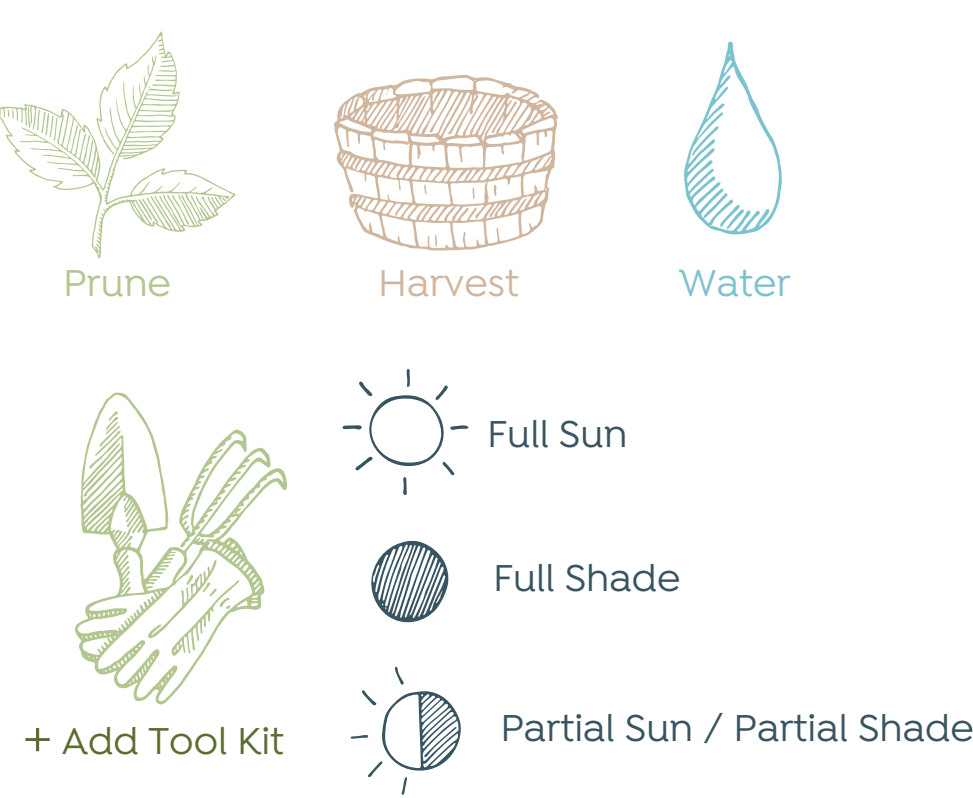
Branding Guide

Branding Guide

Types of Plant Kits



Garden Template



Iconography for clickable interfaces follow a similar style as the background illustrations, but with a more hand-drawn appearance to distinguish interaction from decoration.

The tone and voice of Terra Flora are meant to put the user at ease. Important qualities:

- Calming
- Helpful
- Easy to understand
- Everyday language

This aligns with the brand's concept of relaxation and health.

Key Terminology:

- empowerment
- community
- urban
- social
- sustainable
- relax
- de-stress
- learn
- grow
- easy
- fun
- novel
- invite
- help
- enrich
- health
- calm
- participation
- part of a whole

Definitions:

sustainable gardening: building gardens in which the plants grown work in harmony, taking and replacing certain nutrients in the soil and cross pollinating so as not to drain the earth of its usability.

“It’s the concept of using gardening practices that cause no harm to the earth and its inhabitants while attempting to actually enhance it.”

permaculture: the development of agricultural ecosystems intended to be sustainable and self-sufficient.

Slogan

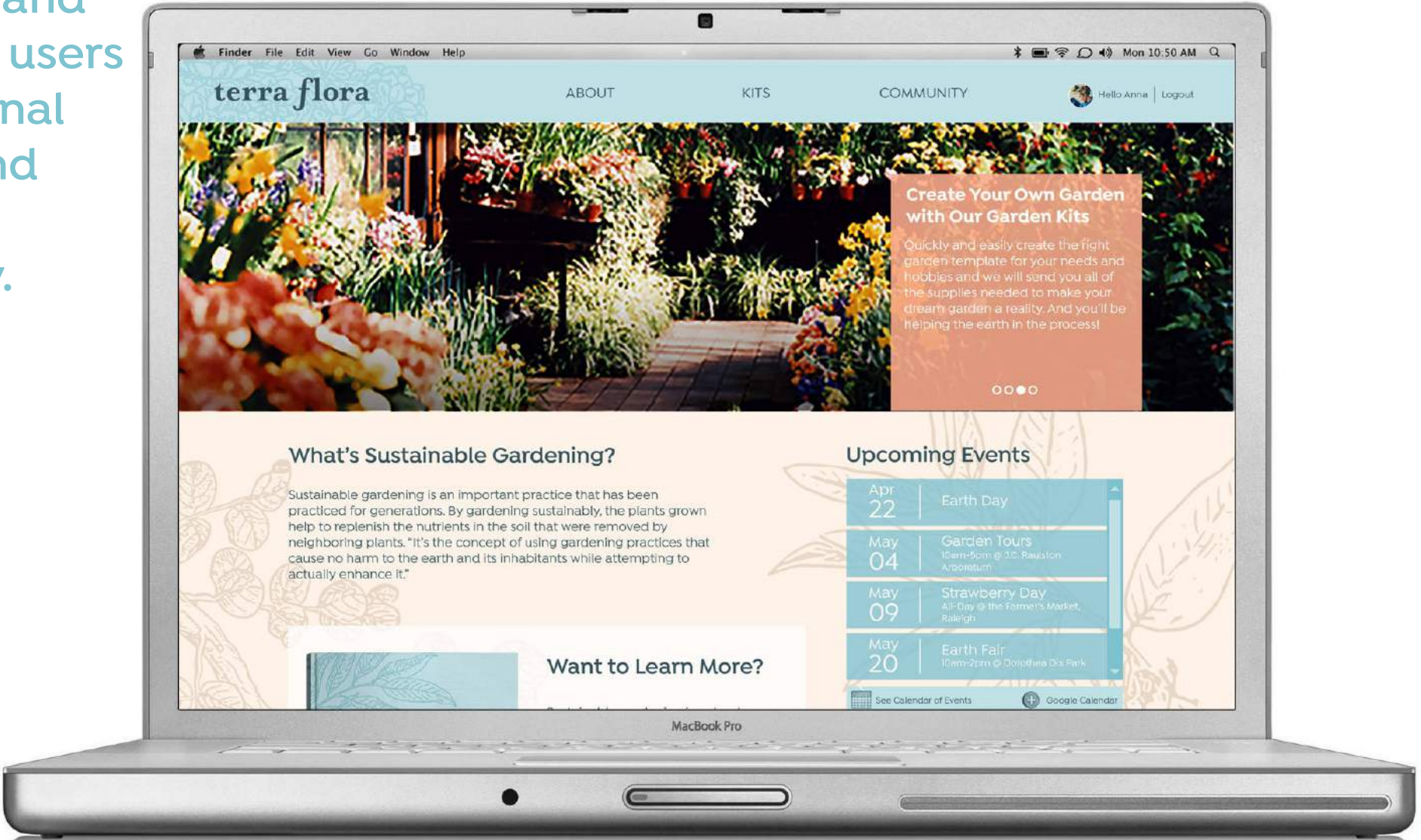
“Relieve stress.
Build community.
Live sustainably.”

App Interface

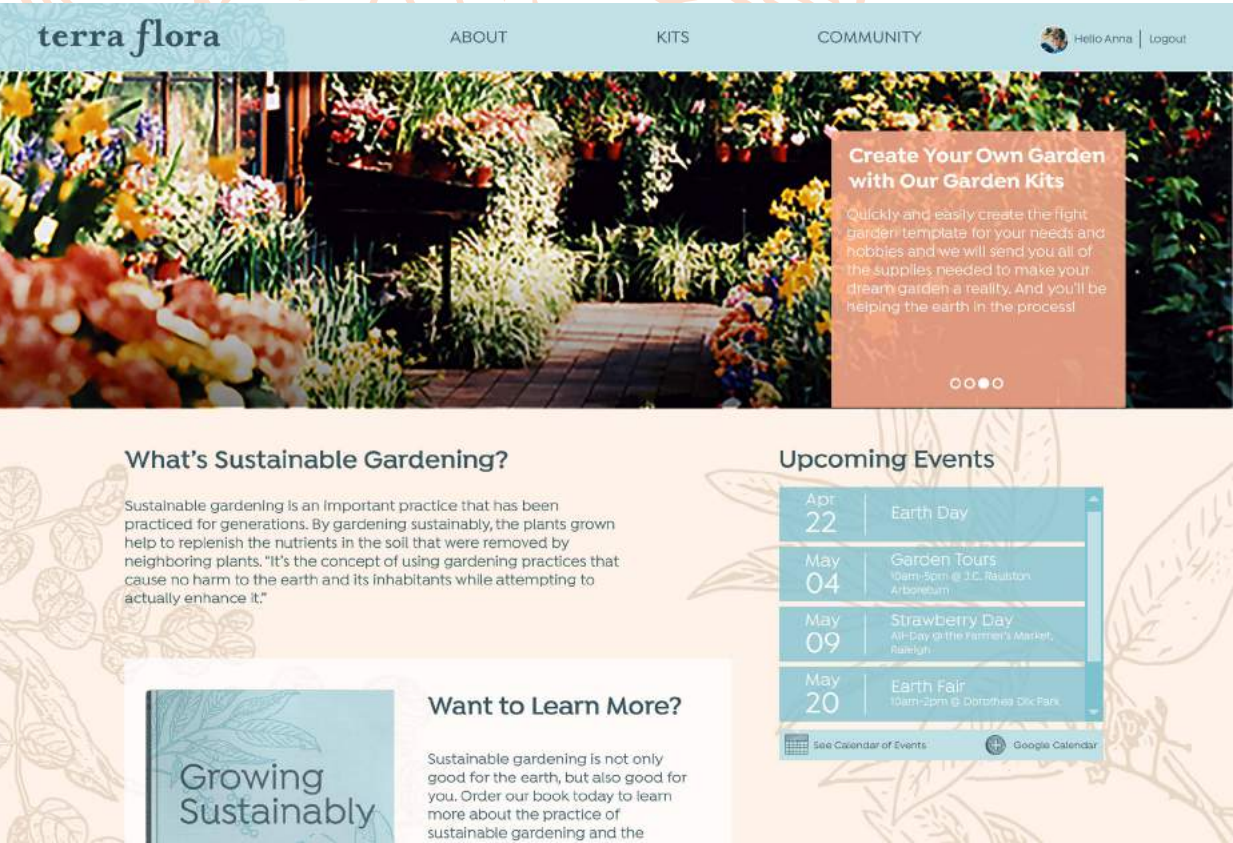


Website

The Terra Flora website is a platform for users to learn about sustainable gardening and Terra Flora, buy garden kits, and provide a place where users can access their personal garden information and connect to the larger gardening community.



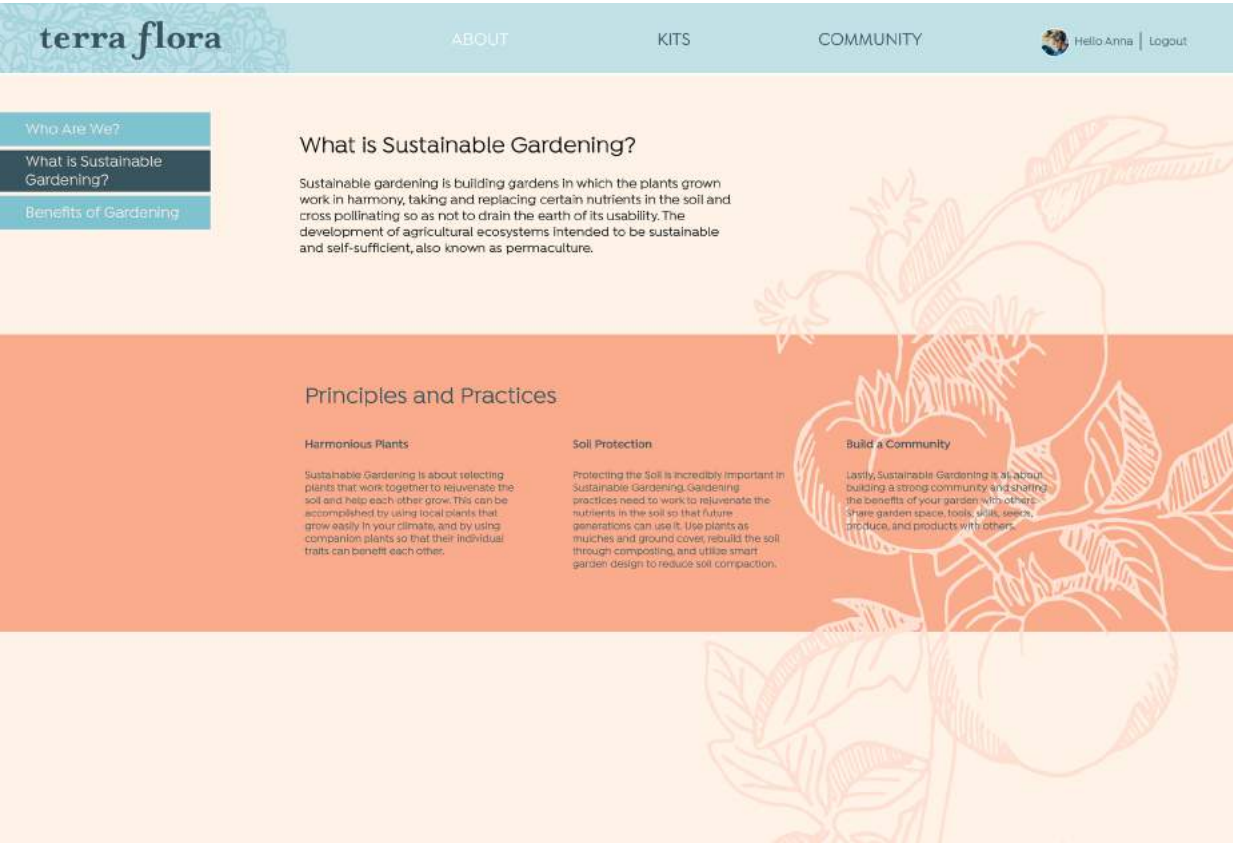
Website



Home Page

Users can view a calender of upcoming events and quickly navigate to the About, Kits, Community, and Profile pages. This is also where user's can learn about the book.

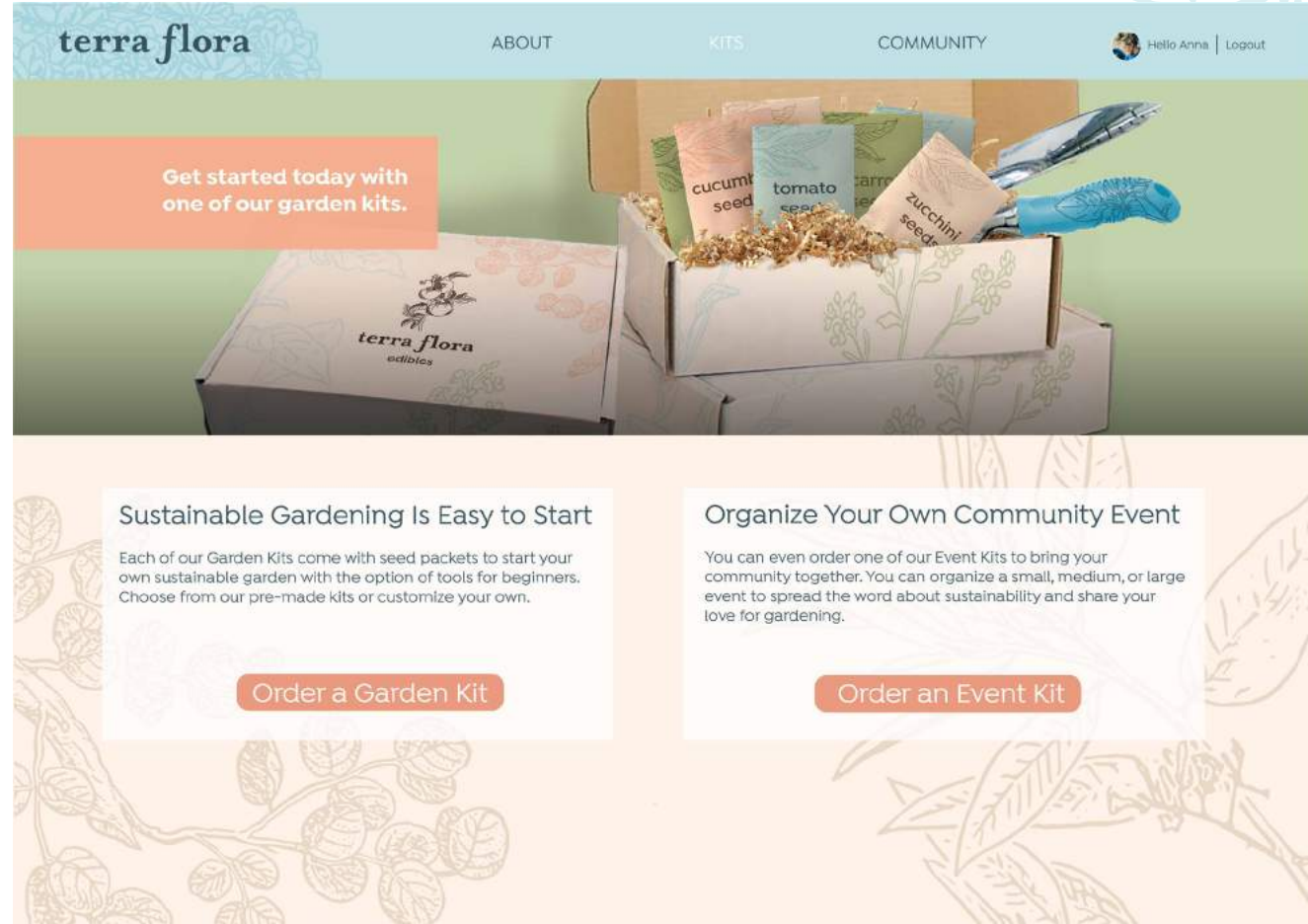
Website



About Page

Here, users can learn about Terra Flora's mission, as well as learn about the principles and practices of sustainable gardening, and the health benefits of gardening.

Website



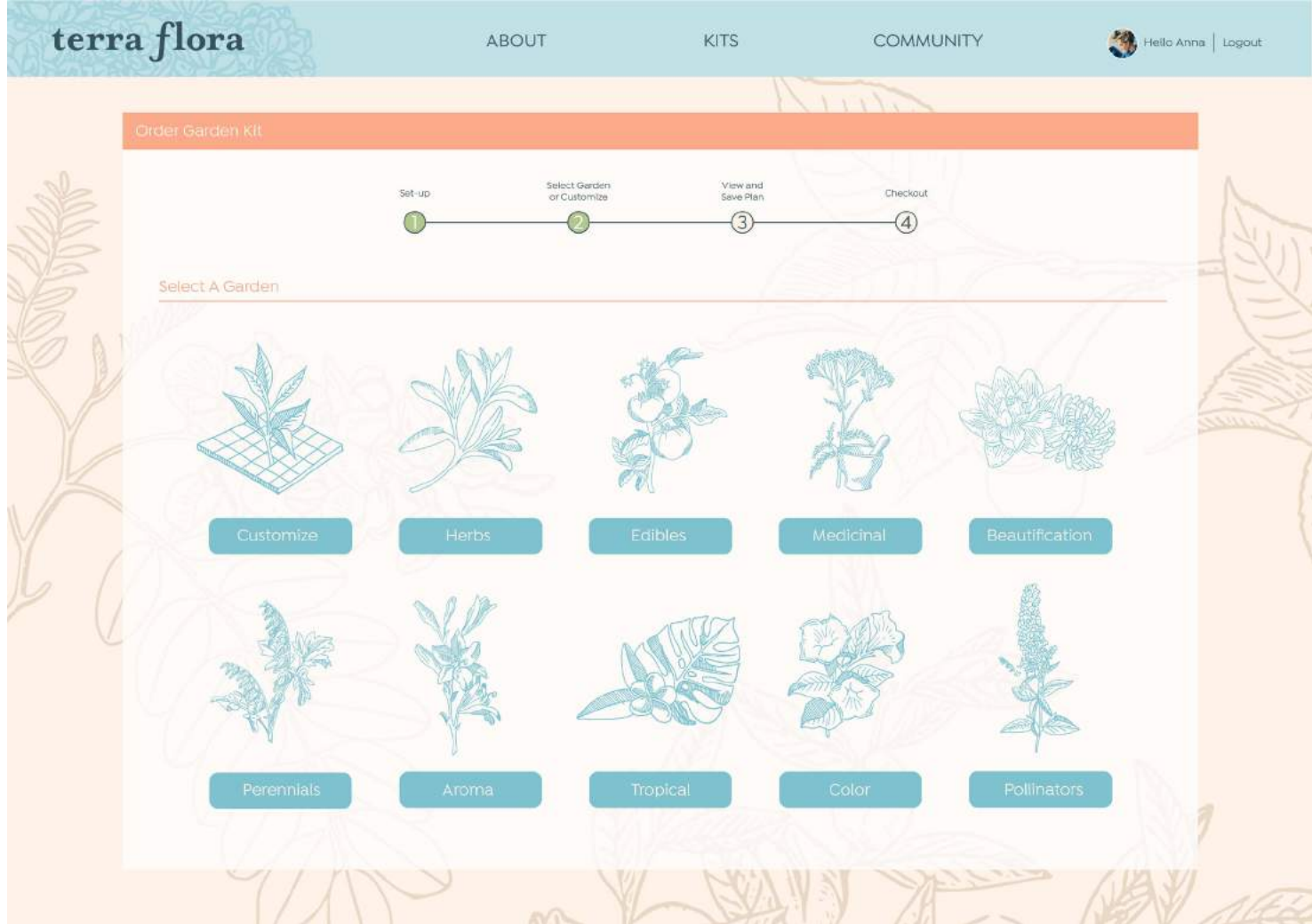
Garden Kits Page

Users can learn about and order Garden or Event Kits from this page.



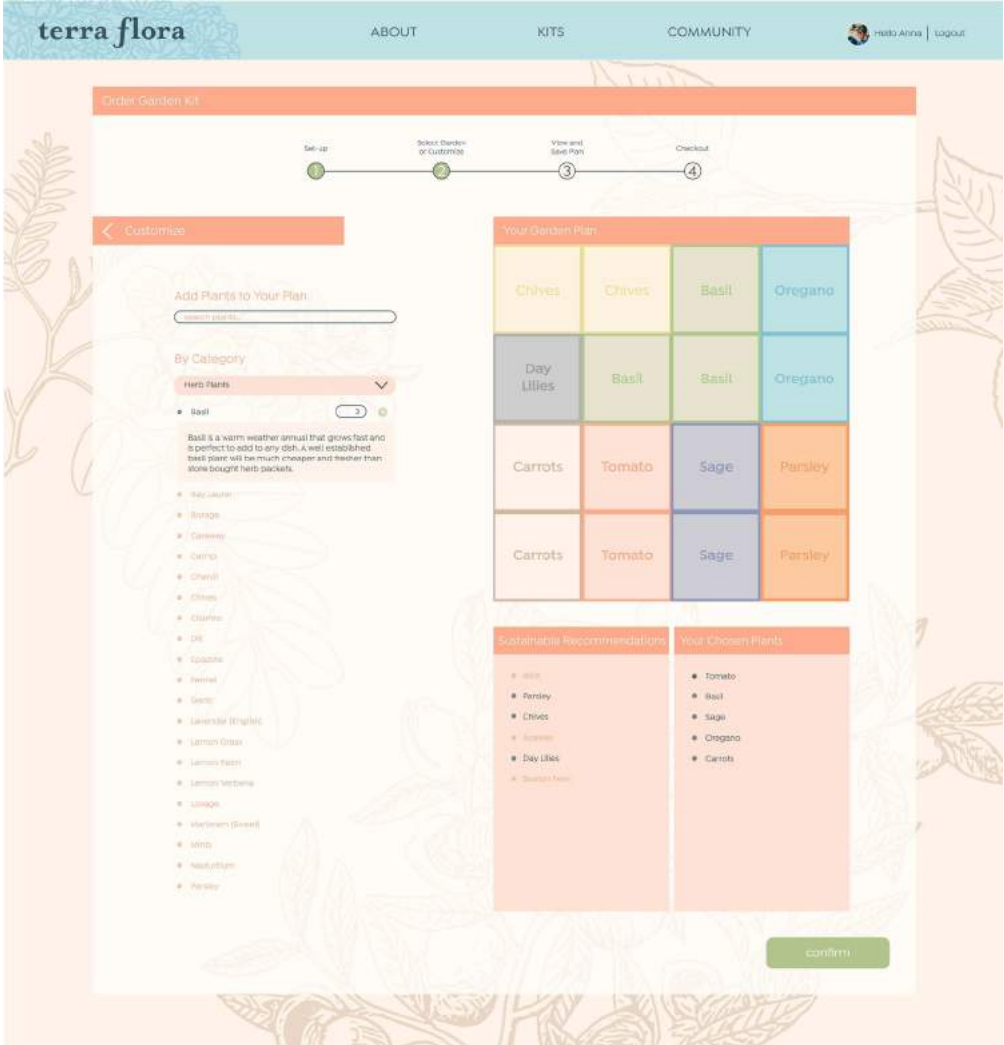
Garden Kit Set-Up

When ordering a garden kit, users must first set up their garden by selecting their Plant Hardiness Zone, inputting their garden size, and selecting their sunlight availability.



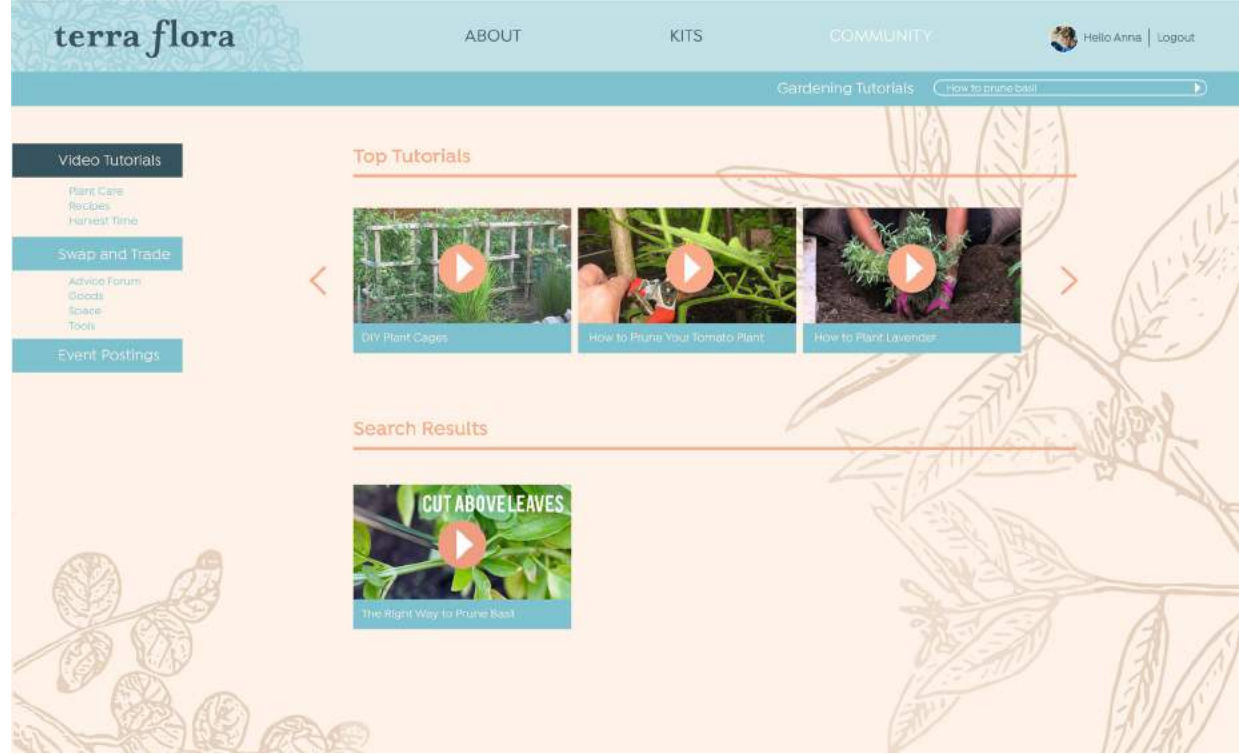
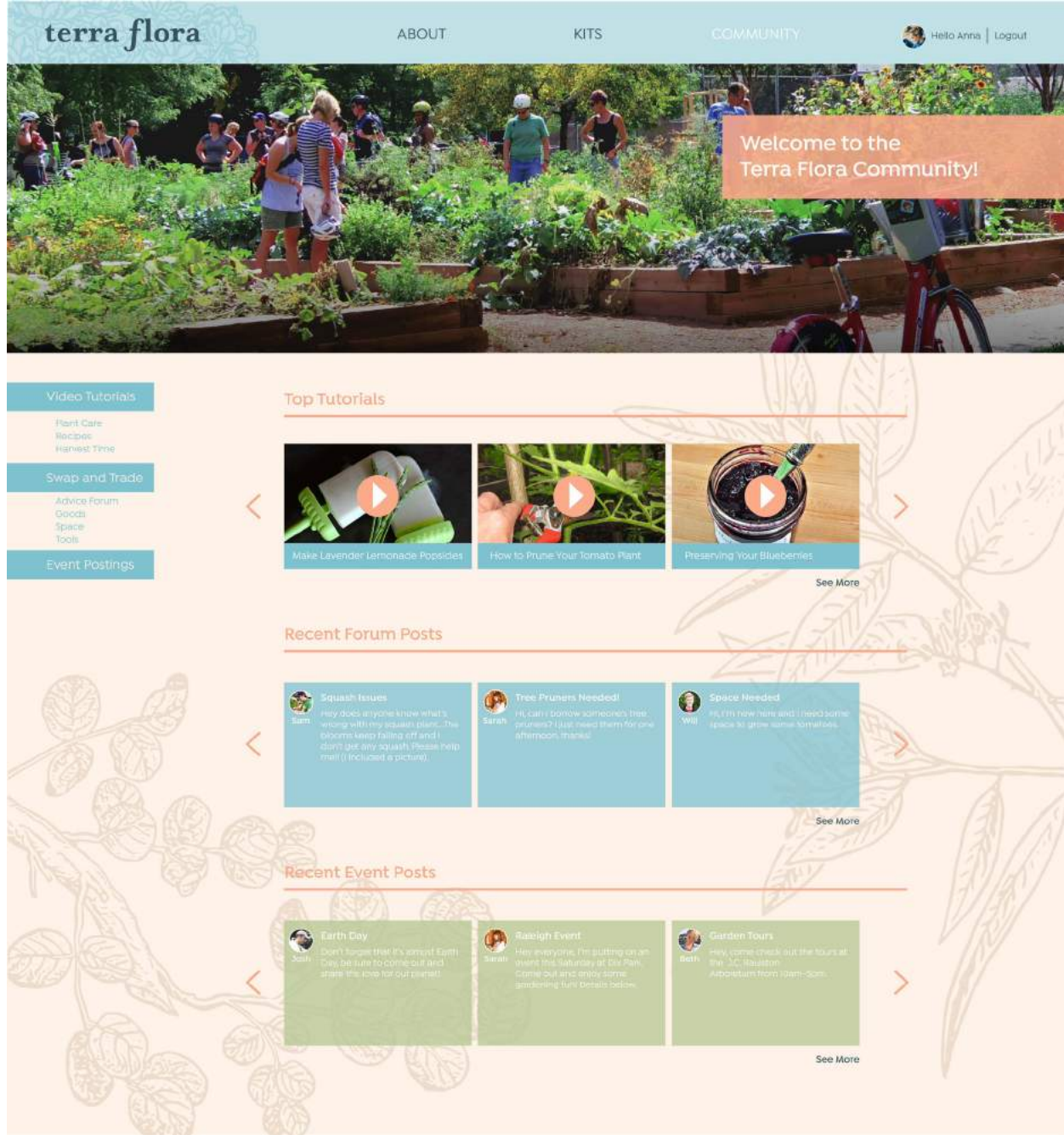
Selecting a Kit

Users can choose from a number of pre-designed garden kits depending on their preference, or they can choose make a custom garden and select plants from multiple categories.



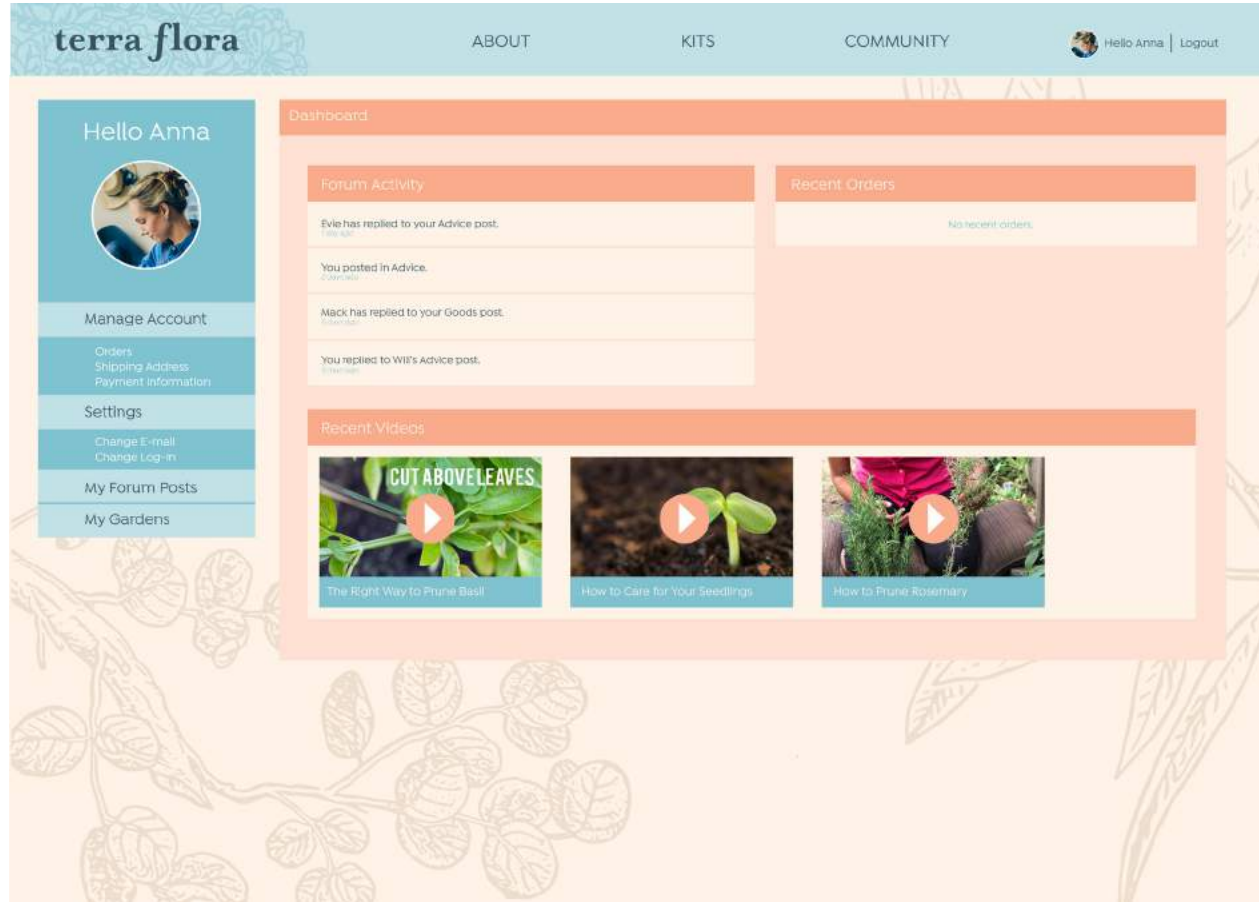
Customizing a Kit

Once the user chooses to customize their own garden, they are brought to the customization page. Here, they can either search plants by name, or within plant categories. They can then view individual plant information, add plants to their garden plan, and view recommended sustainable companion plants. Once the plan is complete, users can finish the ordering process.



Community Forum

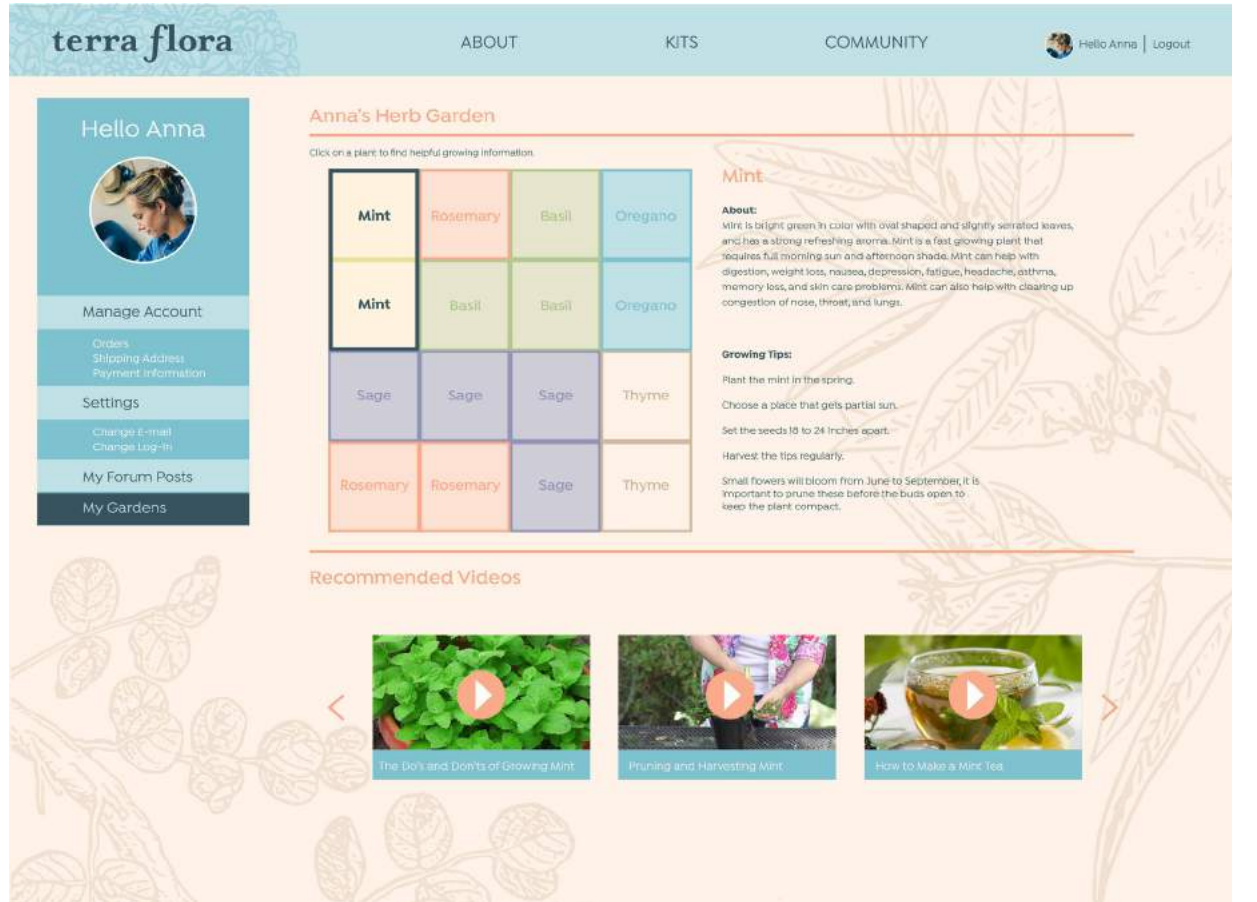
This page is a platform to support users with their gardening needs and connect them to the larger community. Users can come here to find answers to their gardening questions through posting questions to the forum or by searching and viewing video tutorials. Users can also find local events from this page.



Profile Page

Users can set up their personal profile page on the Terra Flora site. This will be a place to view their personal information including settings, recent orders, addresses, and payment information. Users will also be able to quickly access their forum posts as well as plant care information for their personal garden.

Website



Viewing Your Personal Garden

Users can select plants in their garden plan to get quick information about that plant, as well as recommended plant care videos.

Individual Garden Kits

Terra Flora makes the otherwise difficult task of creating sustainable garden with the correct plants to enhance the soil, easy. We provide garden kits with everything needed to start a sustainable garden.



Individual Kits

Types of Gardens

There are many types of gardens from which to choose in the kit generator.

Types of gardens include:

- Herbal
- Medicinal
- Edible
- Beautification
- Perennials
- Aroma
- Tropical
- Color
- Pollinators
- Custom



Creating a Kit

Individuals can customize their garden kit by choosing what type of sustainable garden they want on the Terra Flora website garden generator. The created template includes what plants need to go in the garden and where. Kit contain everything needed to start the garden chosen. There is also an option to include hand tools and/or a copy of the book *Growing Sustainably*.

Individual Kits



Event Kits

In addition to kits for individuals, Terra Flora also has event kits. These kits include materials for an individual or group to plan and host events about sustainable gardening. The goal of all Terra Flora events is to stimulate discussion about sustainable practices and environmental issues. There are three types of event kits available. Each caters to a different style and size of event.



Event Kits



Event Kits

Home Event Kit

Accommodates up to 25 people

A Terra Flora home event kit accommodates a small group of people, such as a gathering of friends at someone's home. Holding this event is a good way to introduce friends to the program, as well as make others aware of sustainable gardening and its benefits. For those who may already be familiar with Terra Flora or sustainable gardening, this event is a way for people interested the topic to meet others who also share this interest. Guests can share the successes and failures of their own gardens and swap tips and tricks.

This kit includes materials for guests to plant small potted plants. Materials include seeds, biodegradable pots, a small banner, table cloths, a yard sign, and other materials. Graphics for social media posts and stickers or pins are also provided as promotional materials.



Community Garden

Accommodates up to 150 people

The Terra Flora community garden event is just as it states, an event to start or maintain a community sustainable garden in one's area. This event is a good way to introduce sustainable gardening to others in the community, which in turn may lead them to discuss other environmental issues. It is also a way for people interested in gardening to find others with similar interests.

MAY 15

Community Garden - Terra Flora

Private

Hosted by Nicole Procter

Invite

Edit

...

Monday, May 15, 2017 at 12:30 PM

8234 Mayfield Rd, Chesterland, OH 44026-2507, United States

Show Map

11 going

5 maybe

36 invited

Message Guests

INVITE FRIENDS

Come join us to plant a community garden! We're so excited to be growing this garden together to help make the community a more connected and beautiful place. This is a Terra Flora event, which means it's also eco-friendly. Come out, meet new people, and have tons of fun!

This event would include the materials to accommodate over 100 people coming in and out of the event. These kits would contain materials such as seeds, disposable hand tools, banners, and table clothes. Promotional materials such as yard signs, flyers, pins, stickers, and graphics for social media posts would also be included.

Event Kits

Event Kits

Terra Flora Festival

Accommodates over 150 people

The largest event available is a Terra Flora Festival. This event is a way to make the entire community aware of sustainable gardening and other environmental issues. Because of the scale of this event, it would likely be hosted by a group, organization, or town. This event would include a wide variety of materials, hosts are able to choose the quantity of materials. The goal of this event would be to educate the community and make them more environmentally aware.

The kit for this event would primarily include promotional materials and the rest of the event would be planned by the host. Promotional materials include flyers, banners, graphics for social media posts, yard signs, pins, stickers, and t-shirts.

community event

Come have fun learning about sustainable gardening and it's benefits!

Where: 123 Road Ave.

When: April 20th at 3 pm

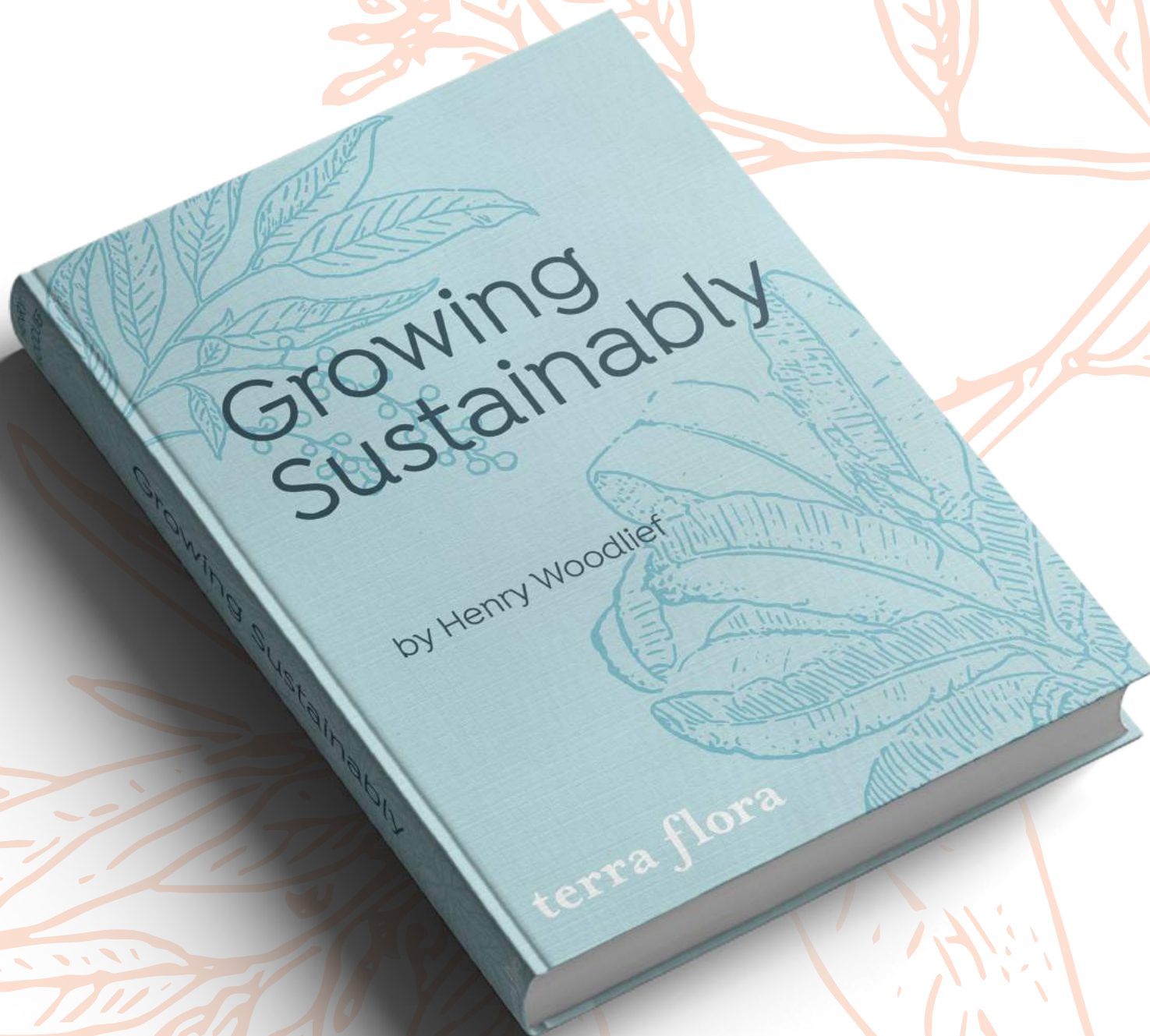
terra flora

24

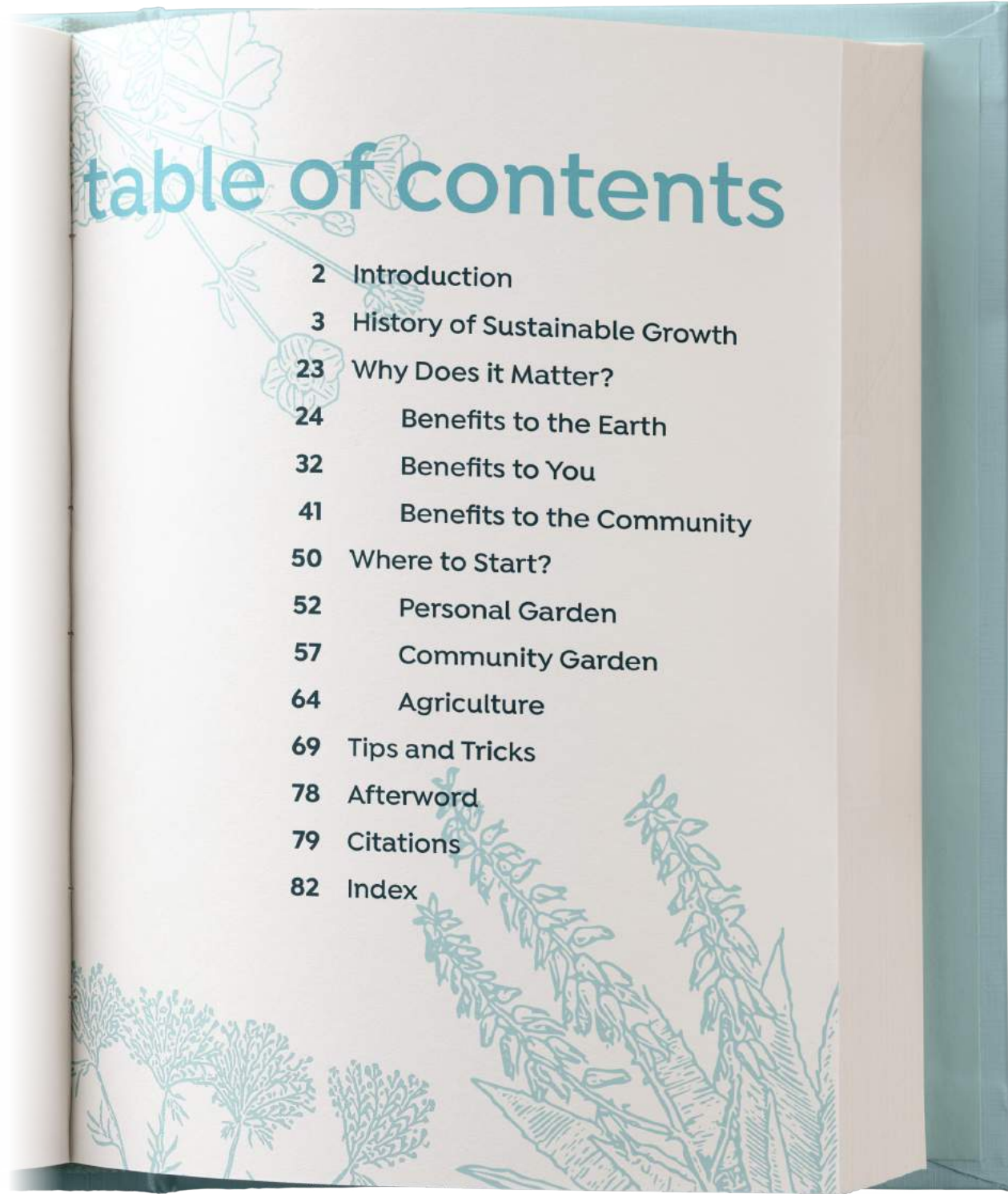
25

Gardening Sustainably

Terra Flora sells a book written by an authority on the subject of sustainable gardening that informs the reader about its history and importance, while also promoting its practice.

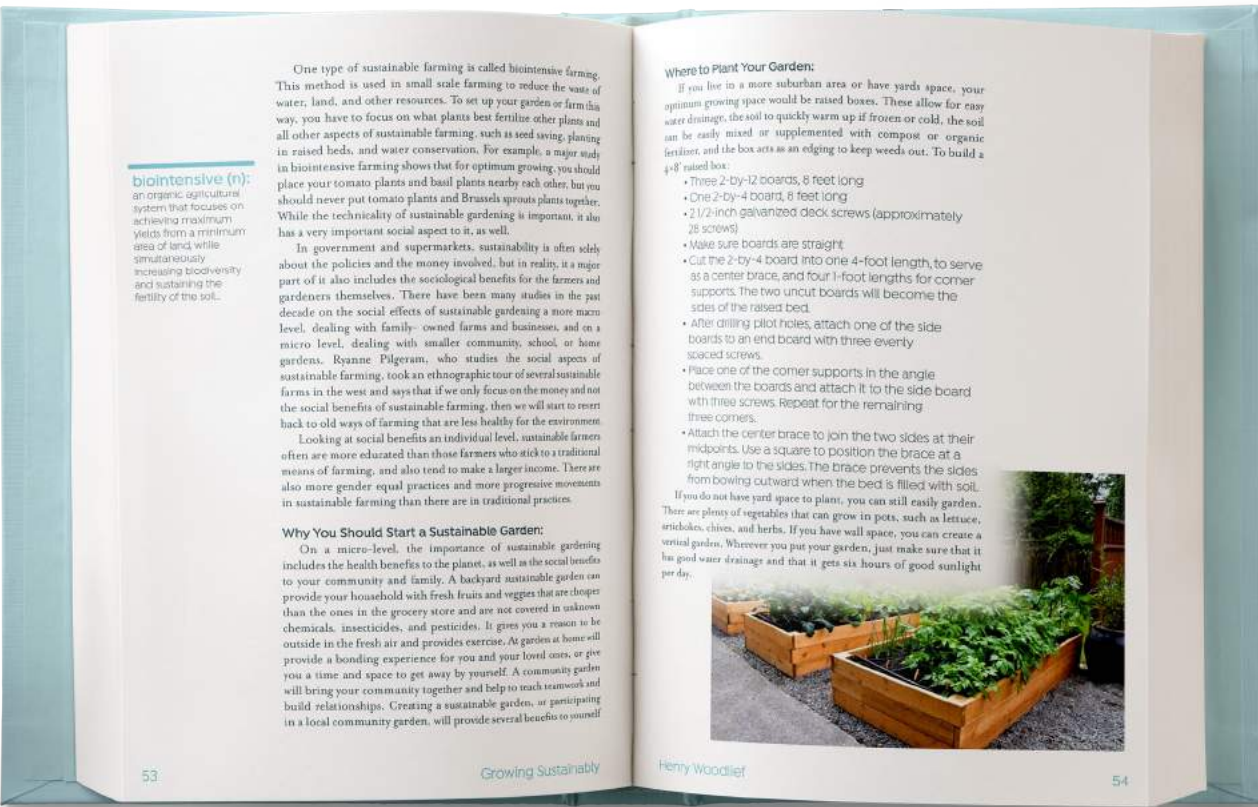


Book



Book

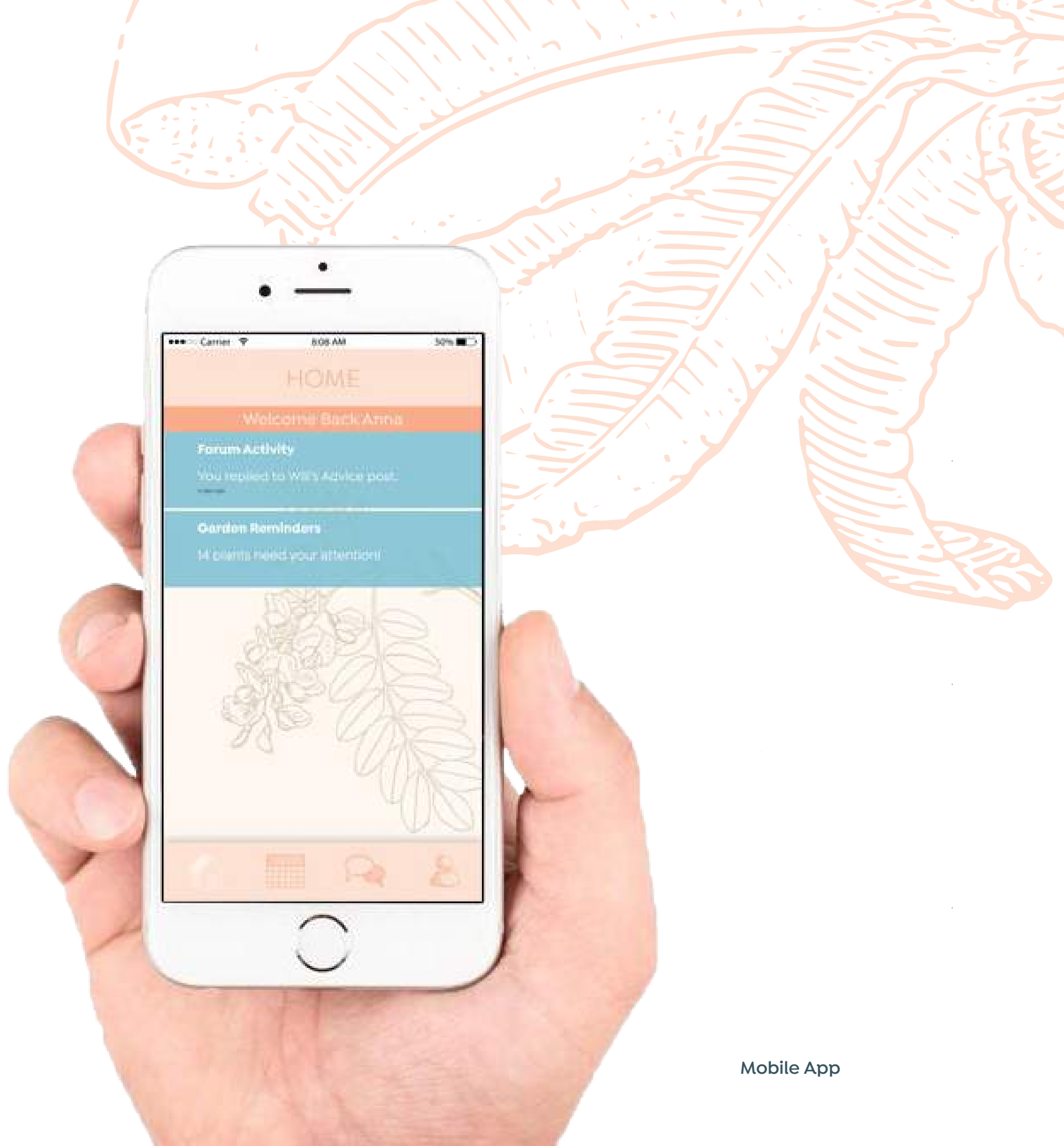
This book teaches the reader all about the practices of sustainable gardening. It also informs readers of all the benefits that sustainable gardening has to the individual through health and stress relief, as well as community benefits.



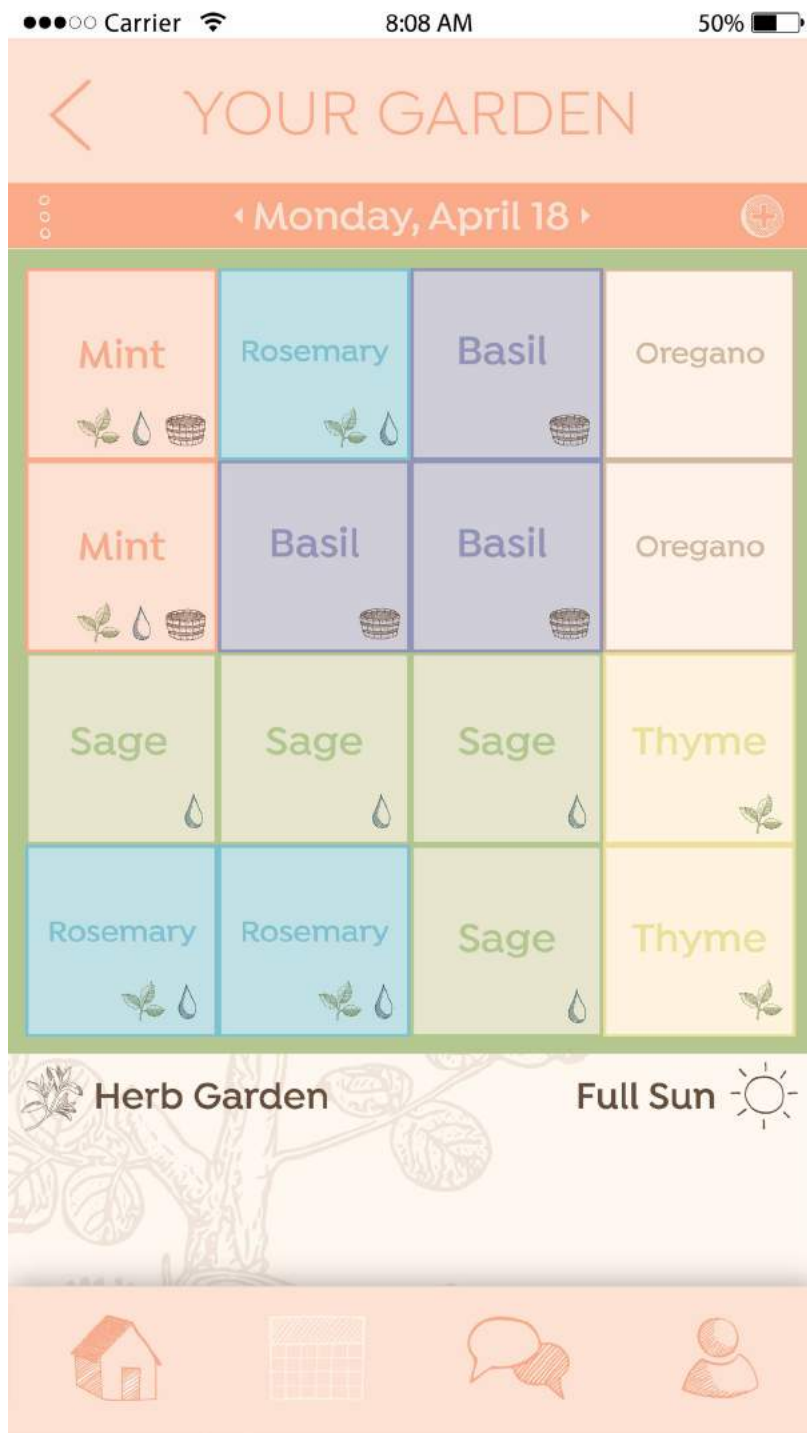
27

Mobile App

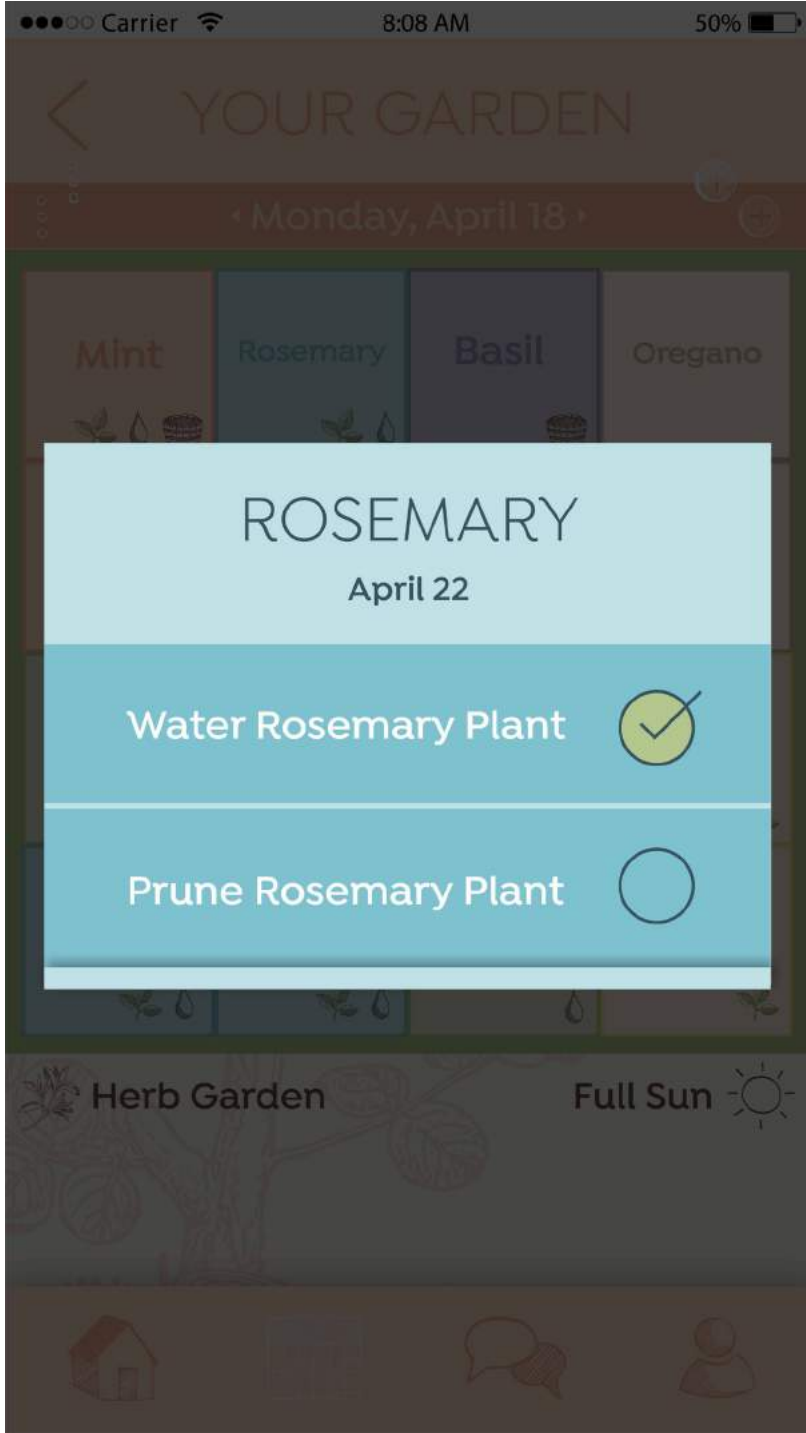
The Terra Flora app gives the user personalized and quick access to their individual garden reminders to better care for their garden, as well as offering another connection to the gardening community forum. The home screen dashboard gives the user a fast view of their recent activity and any garden care reminders.



Mobile App



Mobile App



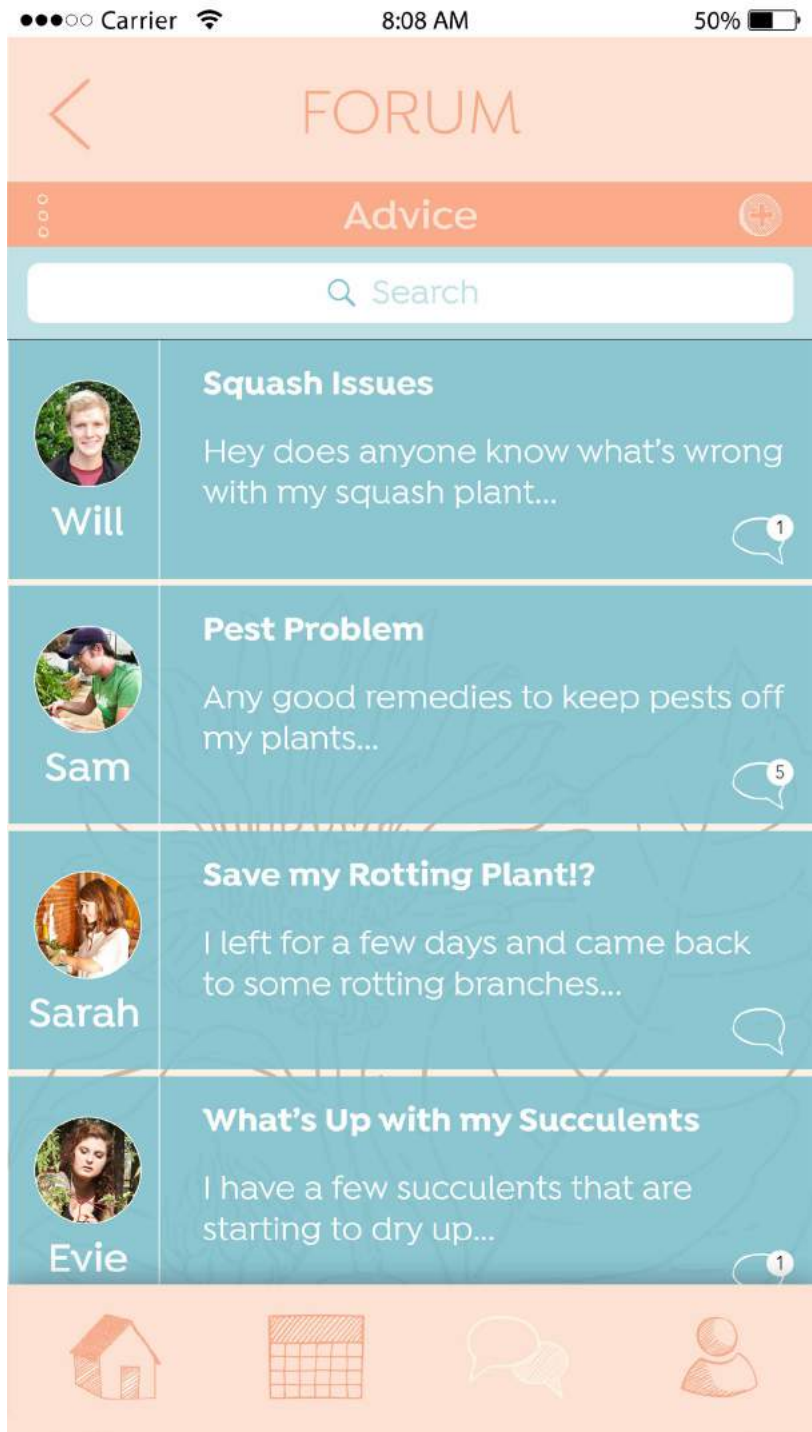
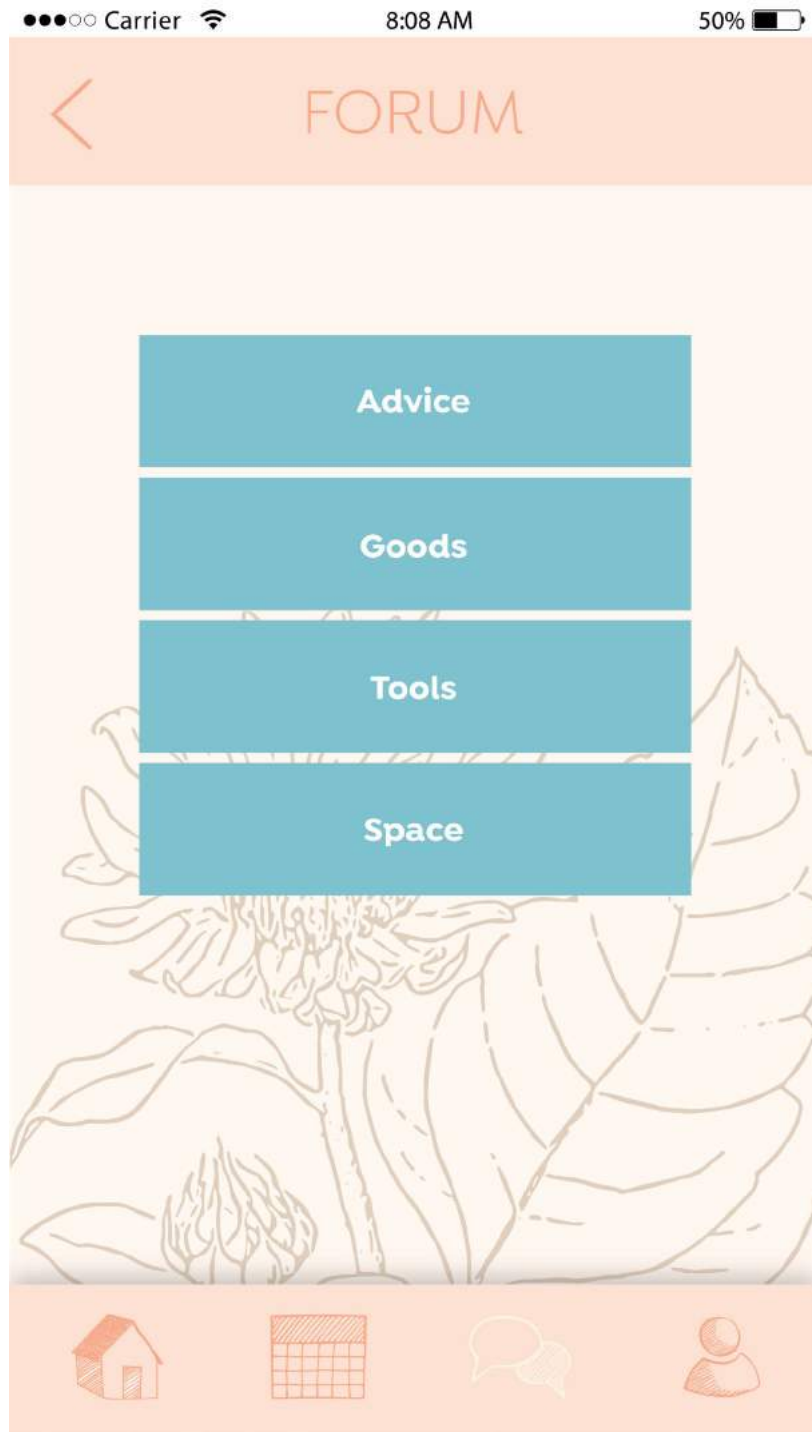
Garden Reminders

One of the main functions of the Terra Flora app is to provide care reminders for the user's personal garden. Each day the user can check to see if any plant in their garden needs their attention through the use of the pruning, watering, and harvesting icons on each plot. By tapping on a plant, the user can check off if they have completed the care that is needed for that plant on that day.

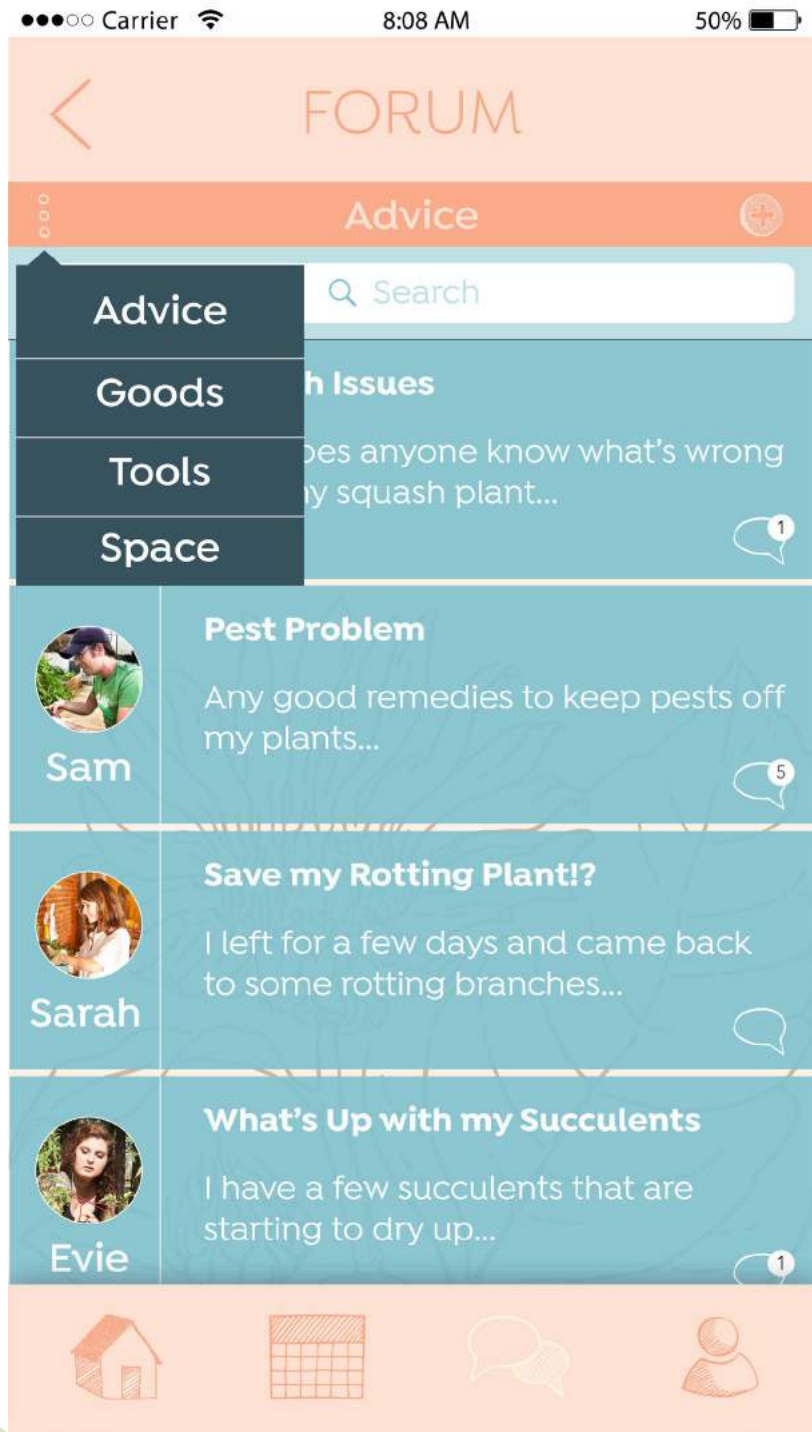


Community Forum

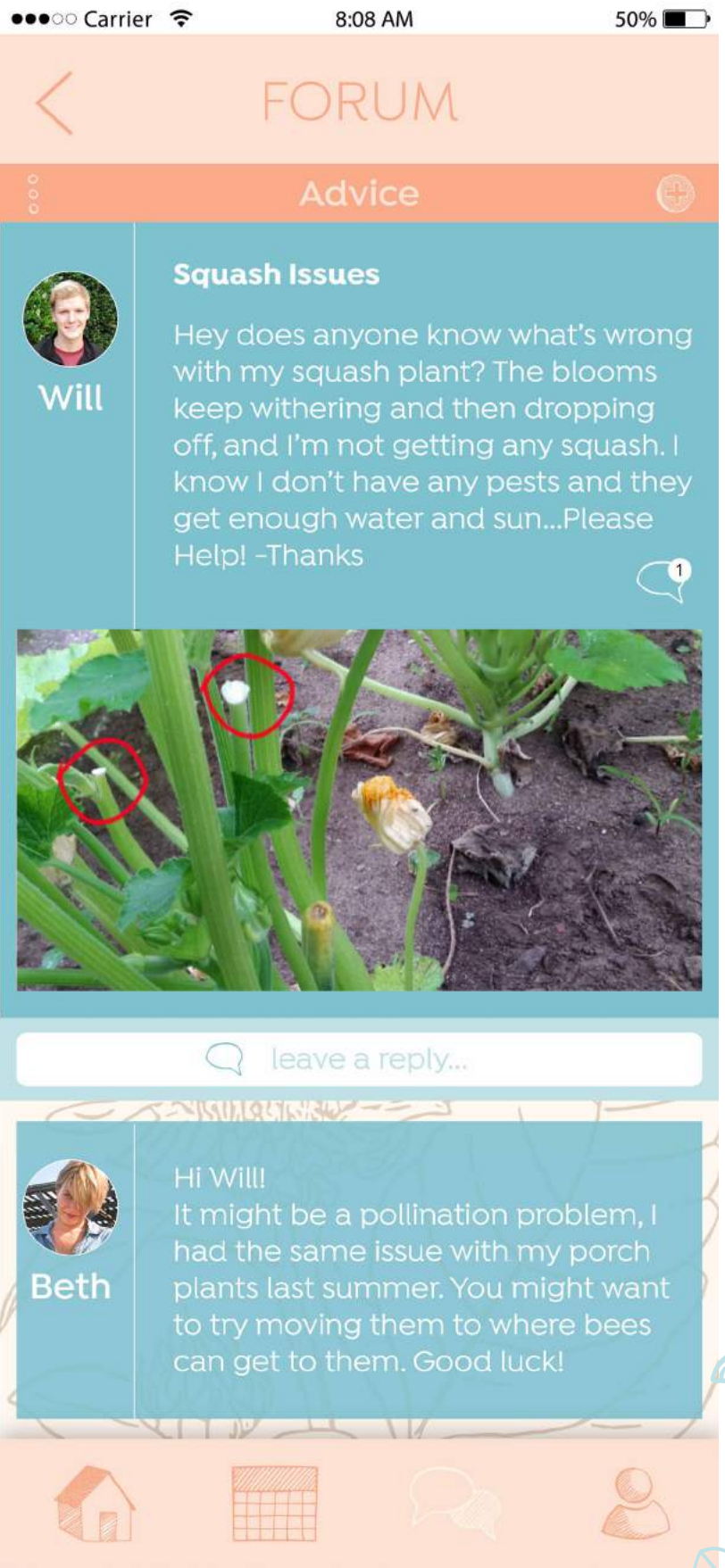
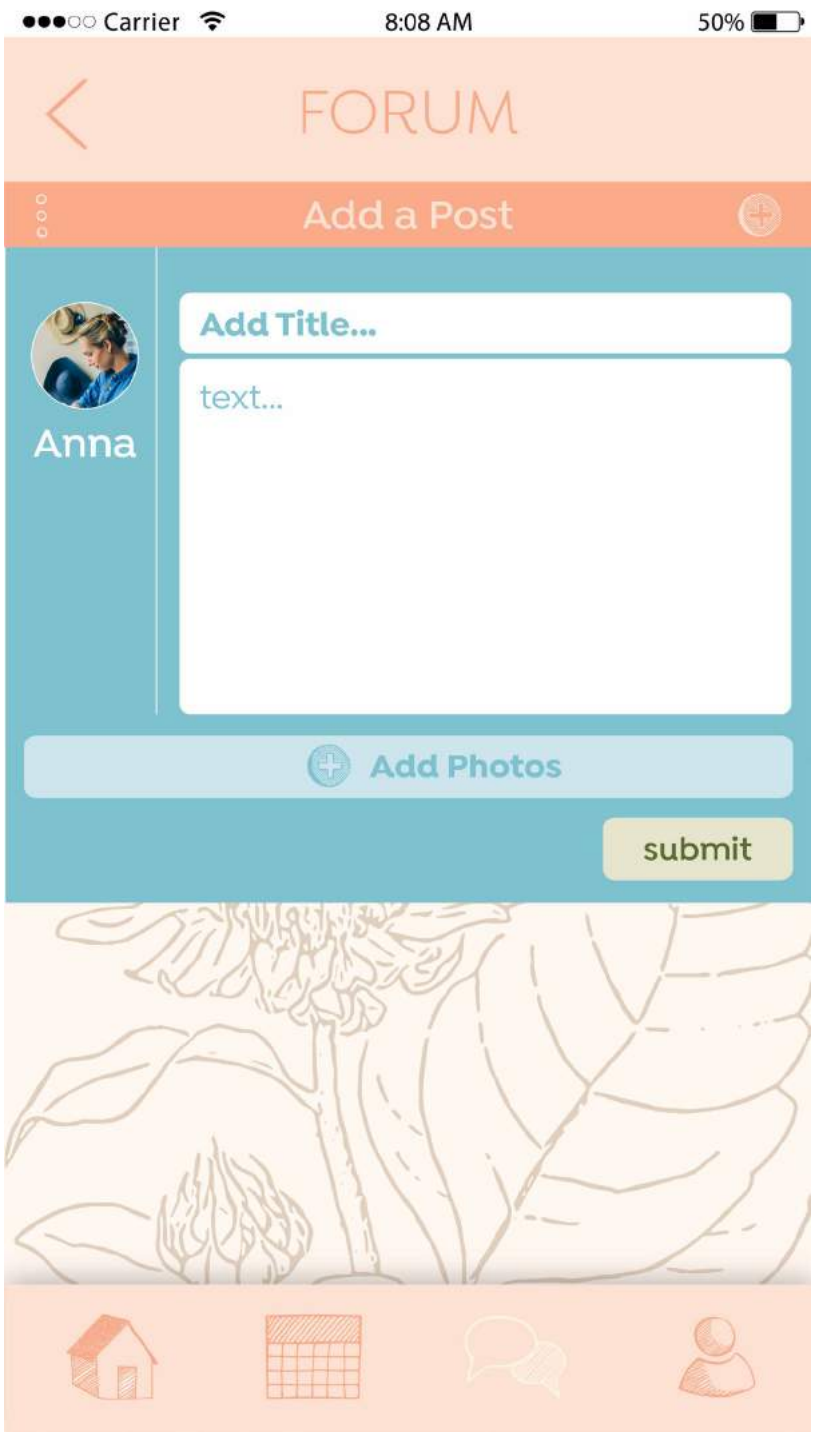
Another key feature of the app is the Forum section. Here, the user has easy access to the Terra Flora community. The forum is divided by Advice, Goods, Tools, and Space. Users can quickly and easily post and find answers to their gardening questions from anywhere. The app will also notify the user when someone has responded to one of their posts.



Mobile App



Mobile App



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Promotion

Terra Flora promotes itself in both physical and digital media. It does this in order to reach the largest range of potential users.



Promotion



Promotion

Printed Promotion

The first interaction people have with Terra Flora is posters, flyers, and social media presence. Posters are located in public areas frequented by young professionals such as sidewalks in the business sector and the mall. Flyers will also be posted in local businesses such as natural food stores and put under car windshields.





Relieve stress.
Build community.
Live sustainably.

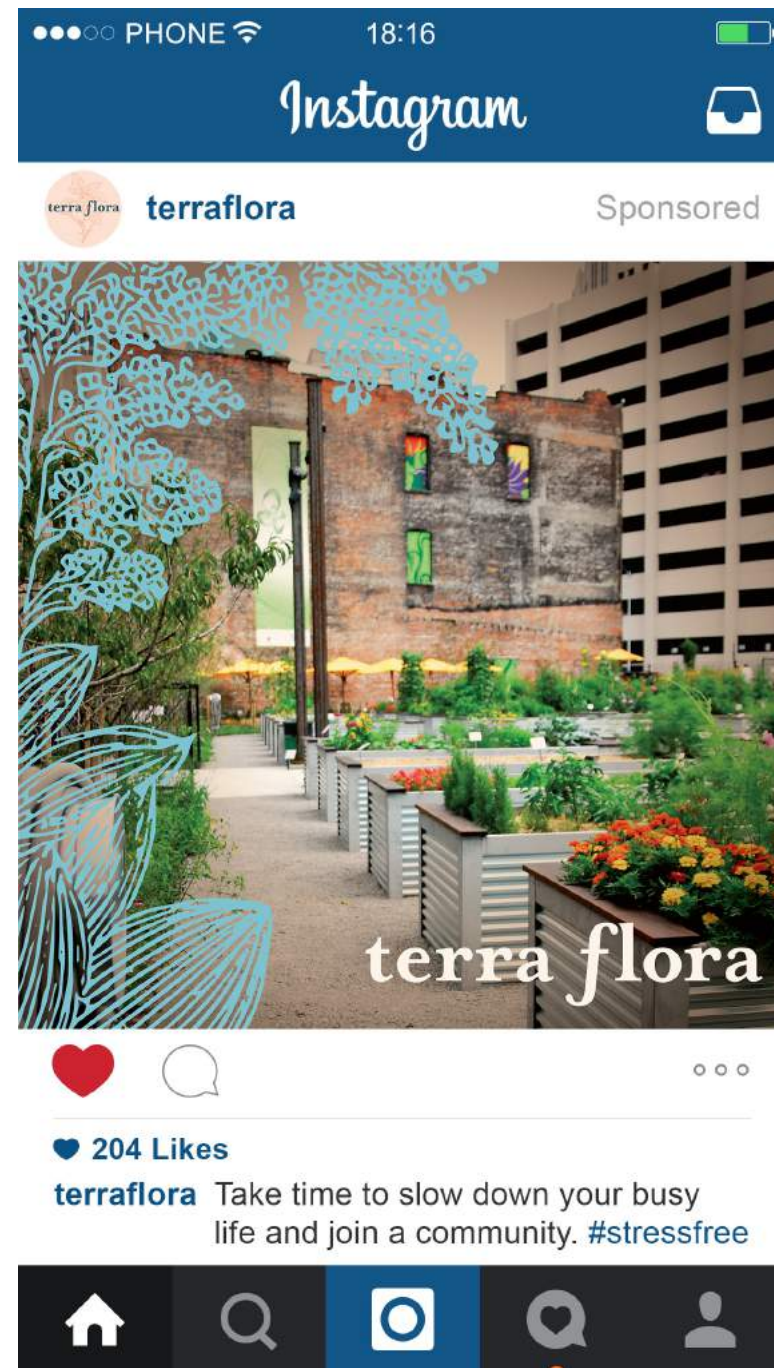
terra flora

Join a community, find calm in your stressful life, and help the earth.

★ 416 ♥ 647

Promoted by Terra Flora

Pinterest Ad



PHONE 18:16

Instagram

terra flora **terraflora** Sponsored

terra flora

♥ 204 Likes

terraflora Take time to slow down your busy life and join a community. #stressfree

Instagram Ad



Terra Flora
@terraflora

Join a community of friends as you reduce stress in your busy life, all while saving the Earth.

7:16 AM - 20 Apr 2017

terra flora
Relieve stress.
Build community.
Live sustainably.

Terra Flora - Garden kits and c...
4.2 / 5.0 stars - 231 ratings

Open

416 647

Promoted

Twitter Ad



Jade Riddick
5 hrs · Raleigh · 🌐

Hey! Just found this cool new program. It's called Terra Flora and it lets you design your own garden to fits what you want. It also connects you with a bunch tutorials and community stuff so you can meet new people interested in the same things. It's also great because all of the garden designs are self-sustainable which means they don't drain the soil nutrients. Go Plants!!! ;P

terra flora
Relieve stress.
Build community.
Live sustainably.

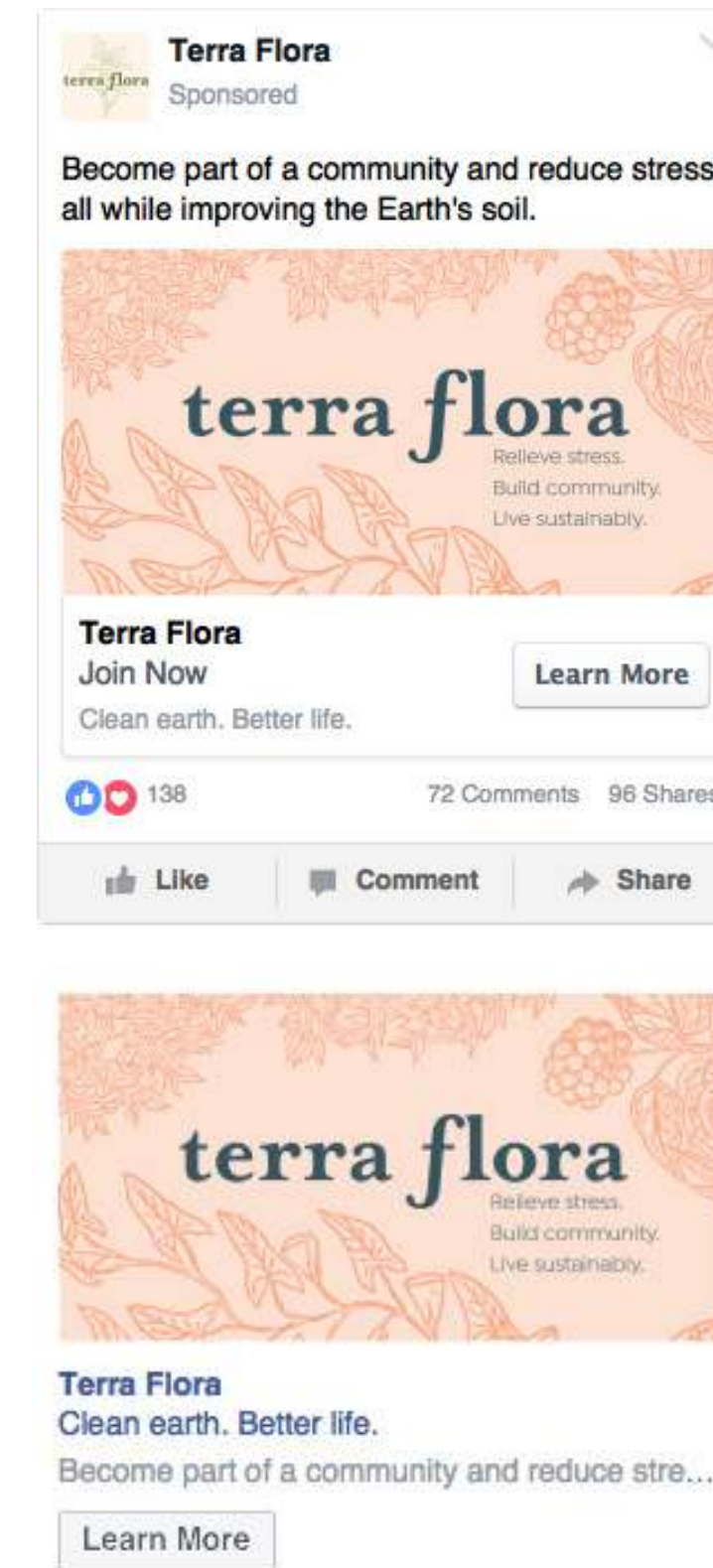
Terra Flora | Home Page
Relieve stress. Build community. Live sustainability.
TERRAFLORA.COM

Like Comment Share

Grace Parker, Carmen Brown and 25 others

Write a comment...

Facebook User Post



Terra Flora
Sponsored

Become part of a community and reduce stress, all while improving the Earth's soil.

terra flora
Relieve stress.
Build community.
Live sustainably.

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Clean earth. Better life.

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138 72 Comments 96 Shares

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Become part of a community and reduce stre...

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Facebook Feed Ad

Social Media

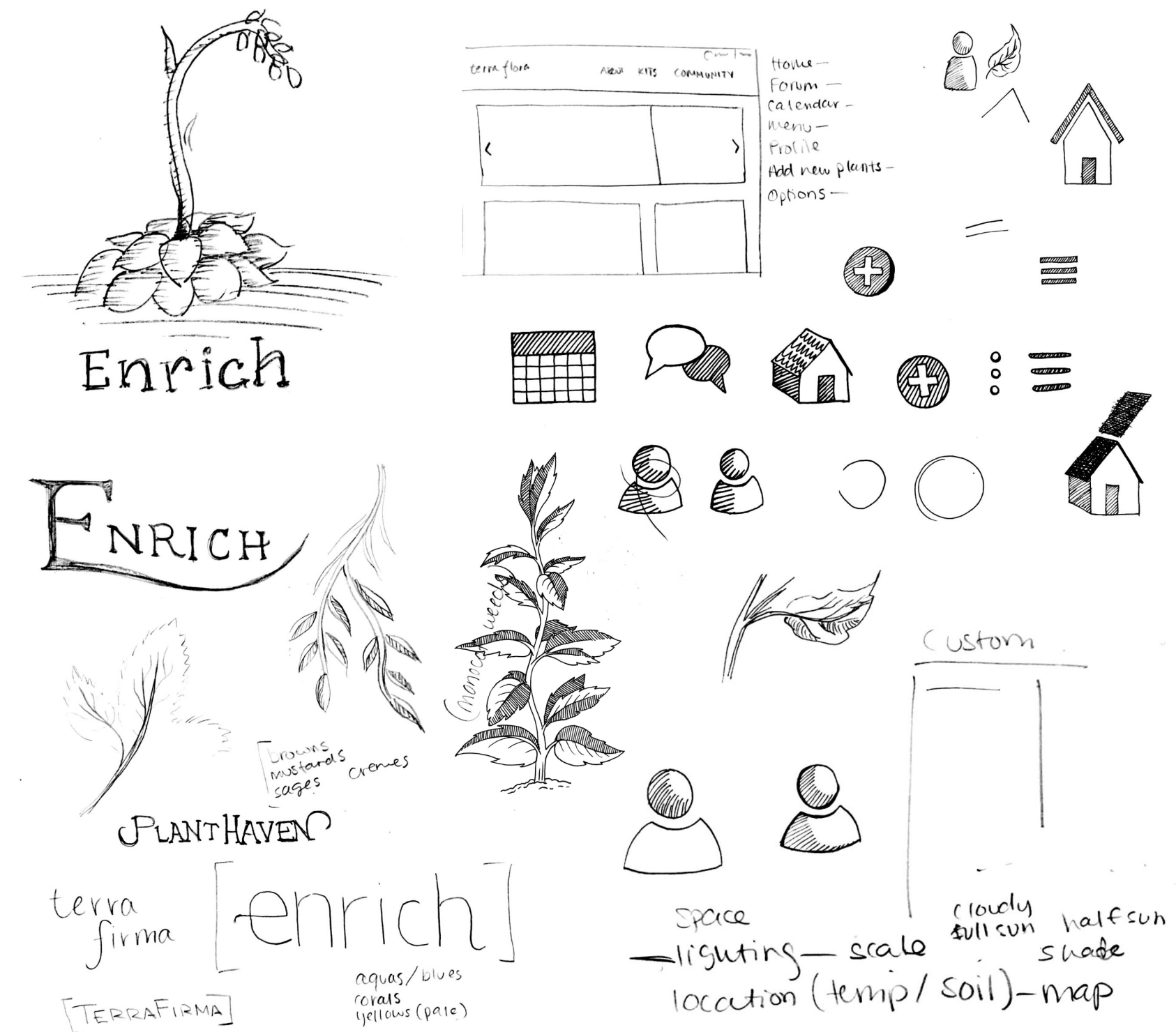
The most effective form of promotion is Terra Flora's social media presence with ads on Facebook, Twitter, Pinterest, and Instagram, as well as posts created by those already involved with Terra Flora.

Facebook Feed Ad

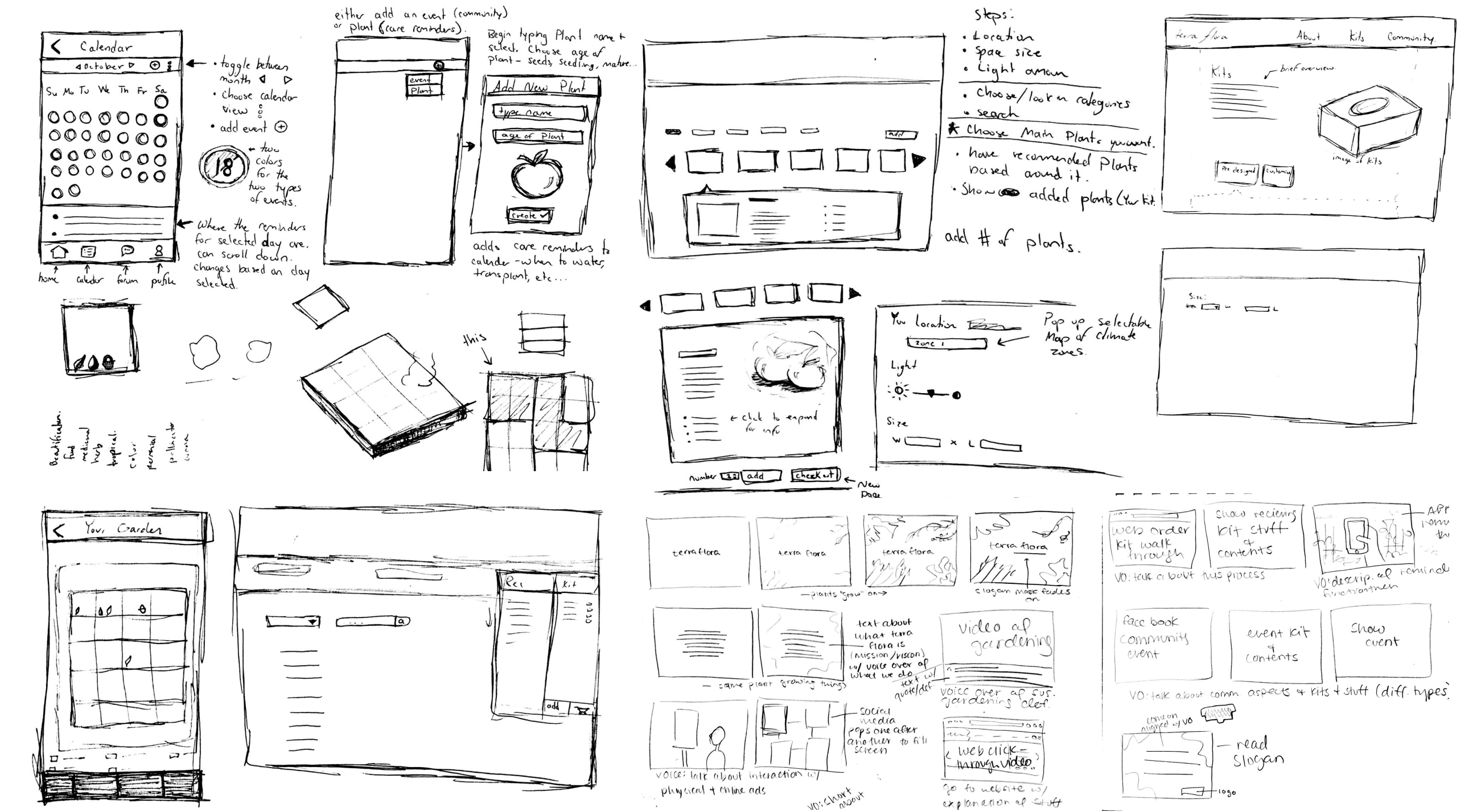
Facebook Sidebar Ad

Process Work


Sketches and iterations of our thought process that led to the final creation of Terra Flora's brand, interaction, and services.



Early logos and icons



Wireframes and Storyboards

A botanical illustration background featuring various plants. In the top left, there are orange-toned leaves and two round fruits. In the bottom left, there are blue-toned leaves and two branches with small round berries. On the right side, there are green-toned plants, including a large daisy-like flower at the top and a plant with serrated leaves and a flower bud below it.

NICOLE PROCTER
WILLOW LAFONE
COURTNEY BANNING