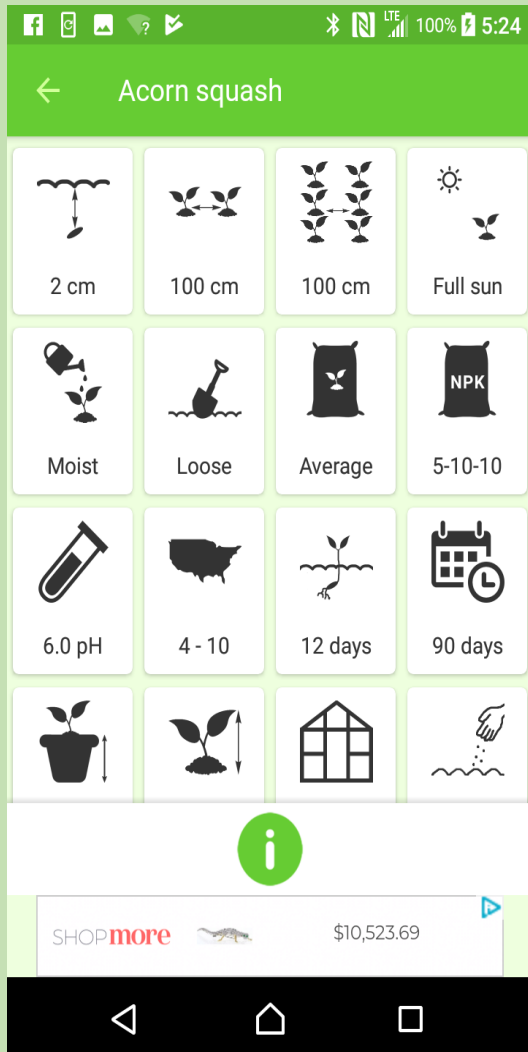# I3: Competitive Analysis

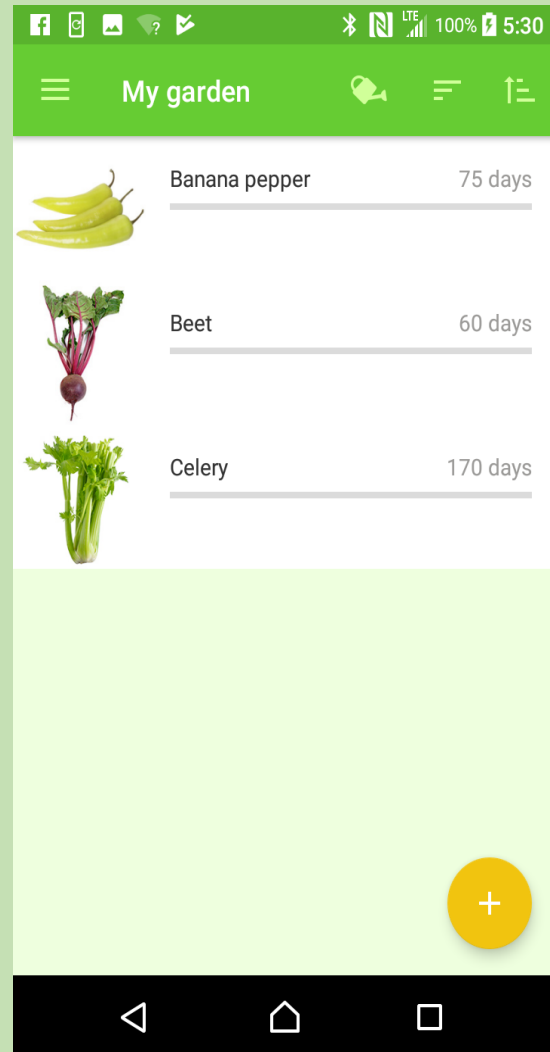## Team Topiary – Javad Goudarzi

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Competing Product:

The competing product that addresses similar goals to our design goals that I am choosing to focus on is the android app, Gardroid. Gardoid is an app developed by independent developer Dmitri De Kerf. Gardroid provides help for individuals interested in getting their own kitchen garden started. It provides useful information about the cultivation methods of various vegetables. The premium version also includes information about fruits and herbs. Gardroid address an issue we are seeking to address in our project, namely to provide more information about planting methods and keeping users updated with their gardening schedule. Some useful information Gardroid provides are: suitable sowing and harvesting periods, the desired temperature to sow, helpful tips for taking care of the plant, the right sowing depth, row distance and spacing between plants, a notebook to record notes, soil type, fertilizer type, plant dimensions, germination period, probable harvest date, indoor vs outdoor, and when you should water your plants next. Additionally, it allows you to create your own garden on it, that corresponds to the plants in your real garden. It lets you know when you need to water your plants next, as well as the probable harvest date. This feature, known as My garden in the user interface, personalizes the app to the user and provides a sense of connection that will keep the user motivated to keep using the app.

Gardroid's goal is to provide useful information about the cultivation methods of various vegetables, and for the most part, it does achieve its goal. However, the standard version of Gardroid only includes information about vegetables, while the premium version also extends to herbs, flowers, and plants. Additionally, in the premium version, users can submit requests to the developer to add certain plants, which the developer will add, and his track record is quite good in updating the app as I have observed based off conversations between him and his users. While one cannot expect every app to be entirely free, a significant number of features that are crucial portions of the app are only available in the premium version. However, this premium version is available at a price as low as $2.99 which is a very reasonable price for an app with its capabilities. On the google play store page for Gardroid, the developer has responded to nearly every comment in a courteous manner and has addressed their needs and has offered further assistance by supplying his email address in his responses. Altogether, users found the app incredibly useful in its easy accessibility of useful information, as well as the system of updating you on how to take care of your garden. One user commented how it helped prevent them from overwatering their plants, which is one of the concerns of our user groups as well. Users

1. Useful information is provided in a simple and intuitive UI for each plant

2. The My garden feature allows users to input information about their own garden

also enjoy the virtual garden feature, which now includes the ability to layout their garden in a visual representation in the app, which assists in future planning. Despite this, Gardroid also had its own failures as well. Some users complained about the regional settings of Gardroid, and that it did not have other languages. This is a failure on the part of Gardroid because the targeted user group is multiregional, meaning it is intended for a more global audience, and not just for U.S. users. Additionally, some features, like hardiness zones, is only applicable for the U.S., and is an obsolete feature for users from other companies. Another app failure was that it did not include any information about pest

control tips or tricks. This is surprising given the goal of the app and is to be expected in an app that claims to help gardeners get their kitchen gardens up. Several users complained about Gardroid lacking this functionality, which is incredibly useful information for novice gardeners with little experience. Altogether, Gardroid achieves nearly all its goals with a simple and intuitive UI and is a great product to take inspiration from for our product if we do choose to develop a prototype of a mobile app.Gardroid's goal is to provide useful information about the cultivation methods of various vegetables, and for the most part, it does achieve its goal. However, the standard version of Gardroid only includes information about vegetables, while the premium version also extends to herbs, flowers, and plants. Additionally, in the premium version, users can submit requests to the developer to add certain plants, which the developer will add, and his track record is quite good in updating the app as I have observed based off conversations between him and his users. While one cannot expect every app to be entirely free, a significant number of features that are crucial portions of the app are only available in the premium version. However, this premium version is available at a price as low as $2.99 which is a very reasonable price for an app with its capabilities. On the google play store page for Gardroid, the developer has responded to nearly every comment in a courteous manner and has addressed their needs and has offered further assistance by supplying his email address in his responses. Altogether, users found the app incredibly useful in its easy accessibility of useful information, as well as the system of updating you on how to take care of your garden. One user commented how it helped prevent them from overwatering their plants, which is one of the concerns of our user groups as well. Users also enjoy the virtual garden feature, which now includes the ability to layout their garden in a visual representation in the app, which assists in future planning. Despite this, Gardroid also had its own failures as well. Some users complained about the regional settings of Gardroid, and that it did not have other languages. This is a failure on the part of Gardroid because the targeted user group is multiregional, meaning it is intended for a more global audience, and not just for U.S. users. Additionally, some features, like hardiness zones, is only applicable for the U.S., and is an obsolete feature for users from other companies. Another app failure was that it did not include any information about pest control tips or tricks. This is surprising given the goal of the app and is to be expected in an app that claims to help gardeners get their kitchen gardens up. Several users complained about Gardroid lacking this functionality, which is incredibly useful information for novice gardeners with little experience. Altogether, Gardroid achieves nearly all its goals with a simple and intuitive UI and is a great product to take inspiration from for our product if we do choose to develop a prototype of a mobile app.

Sources:

[1] Kerf, Dmitri D. "Gardroid." *Google Play*, 1.8.4, Dmitri De Kerf, 6 Apr. 2018, play.google.com/store/apps/details?id=com.hookah.gardroid.free.

[2] Sudha, Jaya. "Fatema." *Organise Your Gardening: Gardroid App Review | 26 Android Apps in April for the #AtoZchallenge*, 1 Jan. 1970, fatemablog2016.blogspot.com/2016/04/organise-your-gardening-gardroid-app.html.