

Deliverable B- Needs Identification and Problem Statement

Team: C02

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Needs (Listed in Order of Importance)

1. Portability and Size

In terms of portability and size, the client's current hydroponic system is not portable and is too tall for its users (the children). Concerning this issue, the client has asked that this is to be fixed on their growing wall. In order to do so, they asked that it be made possible to move the growing wall around by adding wheels, also to be made small enough to fit in an elevator but still remain space efficient. A suggestion made by the client was to make it possible to fit the system in the elevator was to have it able to fold, that way they would not lose any width. They mainly want to be able to move their growing wall around in a more simple way, since they currently have to carry the modules around. Also it is mostly the children who work with the growing wall, so these needs are for their benefit. Regarding their current growing wall they are satisfied with the distance between each plant (the spacing of the modules) and the ability to remove the modules from the structure. The need to be able to remove the modules is so they are able to harvest the plants. If the modules are not able to be removed they would have more difficulty harvesting the plants, so when changing its size and making it portable this needs to be kept in mind.

2. Reservoir

When it comes to reservoirs, the bigger the better. Our clients need exactly that. Their reservoir is much too small for the amount of plants they need to satisfy. Their reservoir needs to be as big as possible so they do not need to fill it up often. Making the reservoir easily cleanable is also important. However, making it bigger and easily refillable is the top priority. Cleaning the reservoir is not something that needs to be done often and making sure the plants have water is more important than how clean the water is. This is also another need; a way to tell how full the reservoir is. As far as we are aware, the reservoir does not have an easy way to check the water levels. Water is the life blood of plants, and making sure the plants have enough water is very important. The first step to this problem is a basic dial/screen on the the hydroponics system that can be easily read. If possible, a way to check the water levels without having to go to the actual system would be appreciated, but that is more of a luxury than a need. Another very important part to a hydroponics system is the way in which the water gets to the plant. As of right now, it is hard to line up the the modules and the drippers. Improved accuracy and and reliability is much needed.

3. Branding

For branding, the client's current logo is very simplistic and bland. Their logo needs to be refined to be in order to catch the eye of consumers. The current logo seems is just

simply a leaf and while it does somewhat capture the purpose of the company, it does not explain that the client produces hydroponic gardens or that they grow vegetables and herbs from a sustainable source. Another problem involving the branding is that there is no logo or company name displayed on the client's product which means that the consumer is no way to tell that said product came from the client's company. The client has set up a website as well a location in order to tell the story of the company as well as the functions of the product and while these two strategies will get consumers interested in the program, it is too narrow of clientele to cater to. For the client's company to grow, the company needs to expand their branding to other forms of advertising such as social media to cater to an adolescent clientele.

Problem Statement

A need exists for the client to easily move their growing wall, with a more convenient size and way to ensure the plants receive enough water. Also an addition to the growing wall to advertise their program.