

Emma

A strategy towards more Overgrown homes

A product-service system that helps new plant parents ignite their green spark by lowering the barrier to start.

WHY?

Context | Houseplants have been around for ages already and during the pandemic their popularity surged. This project was done for Overgrown Plant Shop, a small web shop specialized in rare and hard to find houseplants.

Problem | The surge in popularity has given Overgrown Plant Shop the opportunity to grow, but it also came with challenges. Due to competition, rare plants became difficult to source ethically. Because of these challenges, Overgrown wants to develop a new product, service or product-service system to expand into a new niche. This project's goal was to understand the current market and its consumers. This was used to drive a new strategic vision which is visualized in a roadmap. A first product-service system towards realizing this future vision was created.

HOW?

A crucial moment was identified in the journey to becoming a plant parent: the green spark. This is a crucial part for whether a person commits to being a long(er) time plant parent, or falls back into believing they are not capable. This moment is called "The Green Spark", to signify that it ignites the passion for plants. The developed product-service system helps to lower the barrier for new plant parents.

WHAT?

Future vision | "Overgrown aims to support sustainable consumption of plants by supporting plant parents to have longer lasting bonds with their houseplants"

Emma | The first step towards this future vision is Emma. Right now, the most common trigger that creates a low barrier is a cheap plant. In the case the plant dies, not a lot is lost. Overgrown wants to achieve a similar low starting barrier, but in a more sustainable way. Instead of offering a cheap plant that is easily replaceable, Overgrown offers a high quality plant that is ready to go. After the purchase of Emma, Overgrown offers additional services that help the plant parent. These services are developed and added onto through three horizons that are laid out in a roadmap. Throughout the three horizons Overgrown takes the focus away from acquiring new trendy plants to having stronger bonds with the plants you already have. From just one touchpoint where Overgrown sells a plant, Overgrown gets a closer bond with their customers, becoming a partner in long term plant growing.

The road towards more Overgrown homes

2022

H1 - Lowering the barrier



Giving new plant parents the confidence to keep houseplants, lowering the barrier to start.

2023

H2 - Growing sustainable patterns



Supporting plant parents (and existing clients) to take care of their plants in a stress free way.

H3 - Building long term bonds



Facilitating plant parents to build long term bonds with the plants they already have.

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