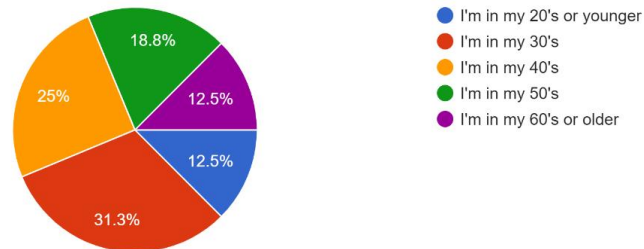


## Neighborhood Nursery User Survey & Interviews: Data Analysis & Insights

Google forms created helpful graphs for demographics statistics of the 16 survey participants.

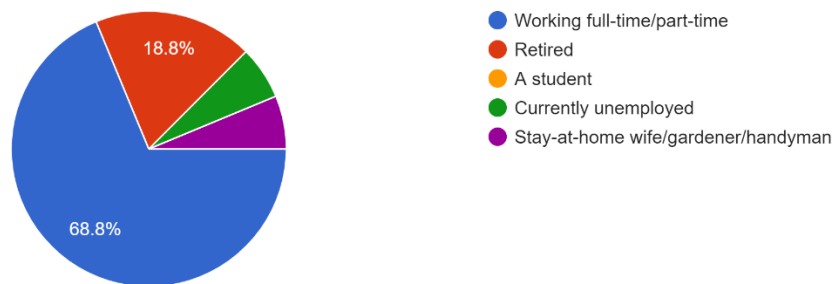
Which age range fits you best?

16 responses



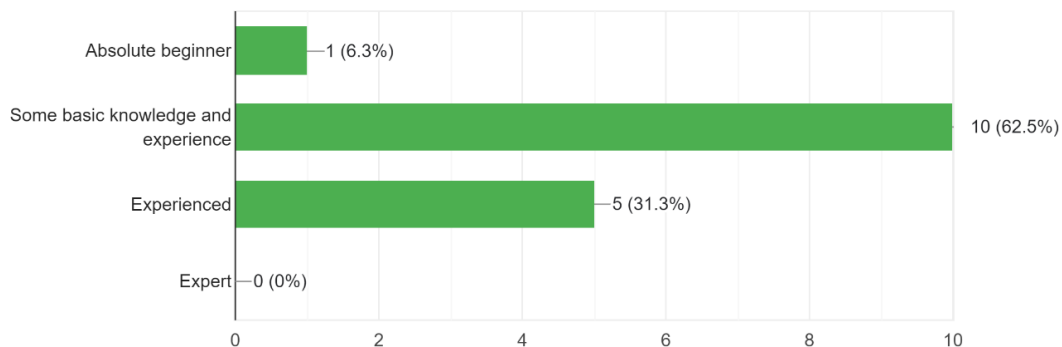
Are you:

16 responses



How would you rate your level of experience with gardening?

16 responses



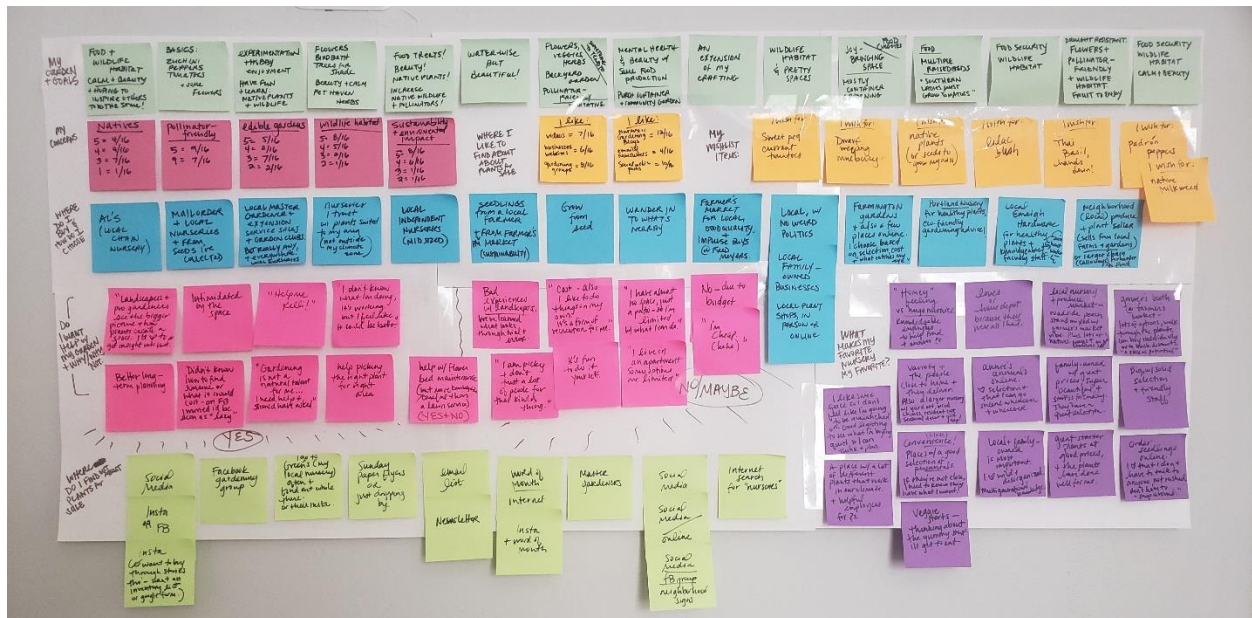
Due to range of user demographics, designs will need to be accessible and inviting to users ranging in age, education level, and socio-economic status. UI elements, and copy/language need to be appropriate and welcoming to this BROAD target audience range.

I transcribed and then synthesized the data, grouping participant feedback by topic.

The main categories were:

1. User descriptions of their garden spaces and goals
2. Importance of specific concerns when it comes to plant selection (1-5 scale for importance of pollinator-friendly, wildlife friendly, ecofriendly, edible-focused, and native-focused plants)
3. Where users buy their plants, and how they select a nursery
4. Where users look online for information about buying plants, tips and troubleshooting, & preferred information presentation source
5. Would they hire someone to help with their garden – why or why not
6. What makes a favorite nursery their *favorite*
7. Wishlist items (hard to find plants)

I created a user needs map from this data.



Insights:

1. **People are overwhelmingly interested in choosing pollinator-friendly, eco-friendly, and wildlife-friendly plants for their gardens.** 100 % of participants gave a 5 or 4 rating on a scale of importance to choosing pollinator-friendly plants. 88% of participants gave a 5 or 4 rating for eco-friendly/ sustainability-focused plants, and 81 % of participants gave a 5 or 4 rating for wildlife-friendly plants.

This tells us a few important things:

- a) That there is a market for the plants that Kelli is already growing and wants to sell.

- b) How to focus marketing strategies both online and for informational labeling and signage at nursery site when listing plants/inventory and benefits. (pollinator package for example)
2. When it comes to **how people decide where they'll buy their plants**, a few themes stand out across the board:
- **LOCAL** (vs big box/chain): they love supporting small/family-owned businesses in their communities.
  - **QUALITY**: they trust that the plants will thrive, have been well cared for, are suited to their geographical region/climate.
  - **ACCESS**: proximity, convenience, good selection, and affordable price ranges.
3. **Online presence is a must.** Nearly all participants use online resources to locate nurseries or identify plant-buying opportunities. Social Media (both Instagram and Facebook) is the clear favorite resource. Google search results, online forums where word-of-mouth recommendations are given, gardening blogs and/or nursery/business sites, and newsletters and emails (such as from master gardeners groups, local agricultural extension services, etc.)

**This tells us that cross-posting about sales events, garden tours and plant purchases by appt, and up-to-date inventory lists on social media will be the #1 way to spread the word. Secondly, targeted zip code advertising before a plant sale could be very successful. Opportunity to promote on local online gardening groups who can then refer new/inexperienced gardeners to Kelli's sales or services.**

4. **Cost & Accessibility are the major issues for users when it comes to garden planning services.** This tells us that a compelling argument for why investing in sound garden planning (including proper soil preparation, space usage, and plant selection) save \$\$\$ in the long run. A tagline about "Your success is my priority!" or "Make every cent of your garden budget count!" etc. could go a long way to soothe people's worries about the payoff of the expense. **Clear pricing information and the process for hiring consultancy services must be provided.** How does it work, the specific steps, see "Gardenary.com" for process example).
5. Many people reported that they **don't know where to seek help (ACCESS), who has trustworthy advice (TRUST), and who does the scale/type of project they'd like to accomplish (SCOPE).** Creating messaging around each of these concerns will be very helpful. Specifically:
- Sharing on Site and Social Media (highlights section) clearly about planning services, getting word-of-mouth recommendations on gardening groups, online local forums, etc. If they can't find you, they can't hire you!
  - Testimonials & Reviews.
  - Great Before & After photos and write ups for multiple projects, from driveway and patio gardens to larger scale food farming backyard set-up, to native wildlife habitat certification!
  - Reels of Kelli's garden as proof of her expertise.

6. **100% of participants seek growing tips/troubleshooting advice online.** This again is an excellent opportunity for social media reels/stories to feature a regular “Garden Confessions” video, with a set schedule folks can look forward to. This can be linked to a fuller video/post on the website. It’s a teaser to consulting services but also builds trust as videos allow viewers to see the success she’s had in her yard with her methods.
7. **“Edible landscaping” may confuse people as a term.** Many people reported that they grow (or want to grow) simple vegetables and herbs in their gardens, however they did not respond to attitudinal questions about the importance of edible landscaping in a corresponding manner. **There is opportunity to educate about what they are and how they support wildlife habitat and biodiversity/attract pollinators and that it’s all interconnected with native plants.** In other words, let’s give them what they want, but also what they don’t know they need. 😊
8. **People want the emails! (?!?)** Or at least the option to sign up on the website to be notified about upcoming plant sale events, updated inventory lists. (A one-page infographic with date/time/location in advance, plant availability listings with some great images, and links to the website/social media pages for new videos with tips and troubleshooting would be perfect!)
9. **To hire a helper for the garden or not to hire a helper, that is the question.** Responses were evenly split between “YES I would”, or “NO/Maybe”.

**Barriers to hiring assistance:**

- \$\$\$/cost/budget
- Space limitations
- Trust
- Self-reliance, enjoyment of the planning process

**Benefit/Appeal of hiring assistance:**

- To see the bigger picture, make a long-term plan
- Help translate a vision to reality
- Climate/garden-specific expertise regarding typical concerns (soil, light, lack of space, moisture/drought/heat, etc.)
- Lack of confidence, experience, or general overwhelm by the tasks or space (“I’m not a natural garden/I kill everything/I don’t want anything that’s a lot of work/I don’t want to seem lazy asking for help...”)

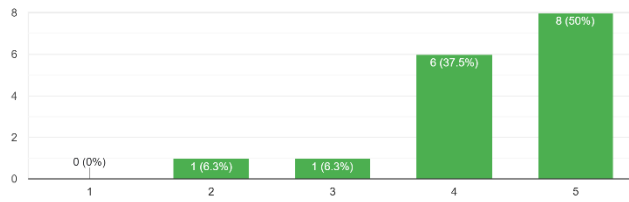
**10. Wishlist items.**

Sweet pea currant tomatoes  
 Dwarf weeping mulberry  
 Natives (any) or the seeds to grow them  
 Lilac bush  
 Thai basil!  
 Lewis Eye (wildflower)  
 (Pet-safe gardening ideas/plants)

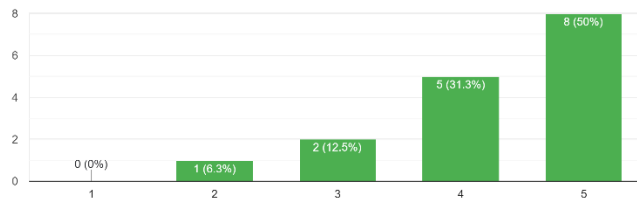
All the varieties of tomato, artichoke  
 Native milkweed  
 Padron peppers  
 Mature goji berry  
 Seeds!  
 Nico Blue Hydrangea  
 (Mosquito-repelling plants and tips)

The scaled questions data was as follows:

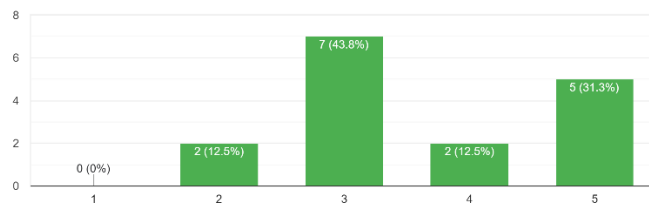
How concerned are you about sustainability and environmental impact as it relates to your garden?  
16 responses



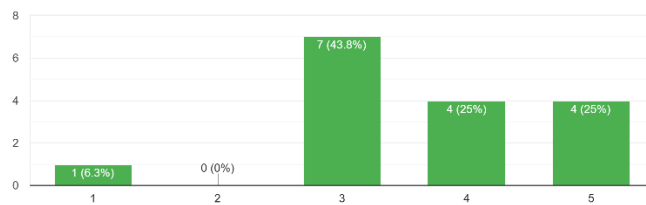
How concerned are you about your garden as a wildlife habitat?  
16 responses



How concerned are you about edible landscapes?  
16 responses



How concerned are you about choosing native plants?  
16 responses



How concerned are you about choosing pollinator plants?  
16 responses

