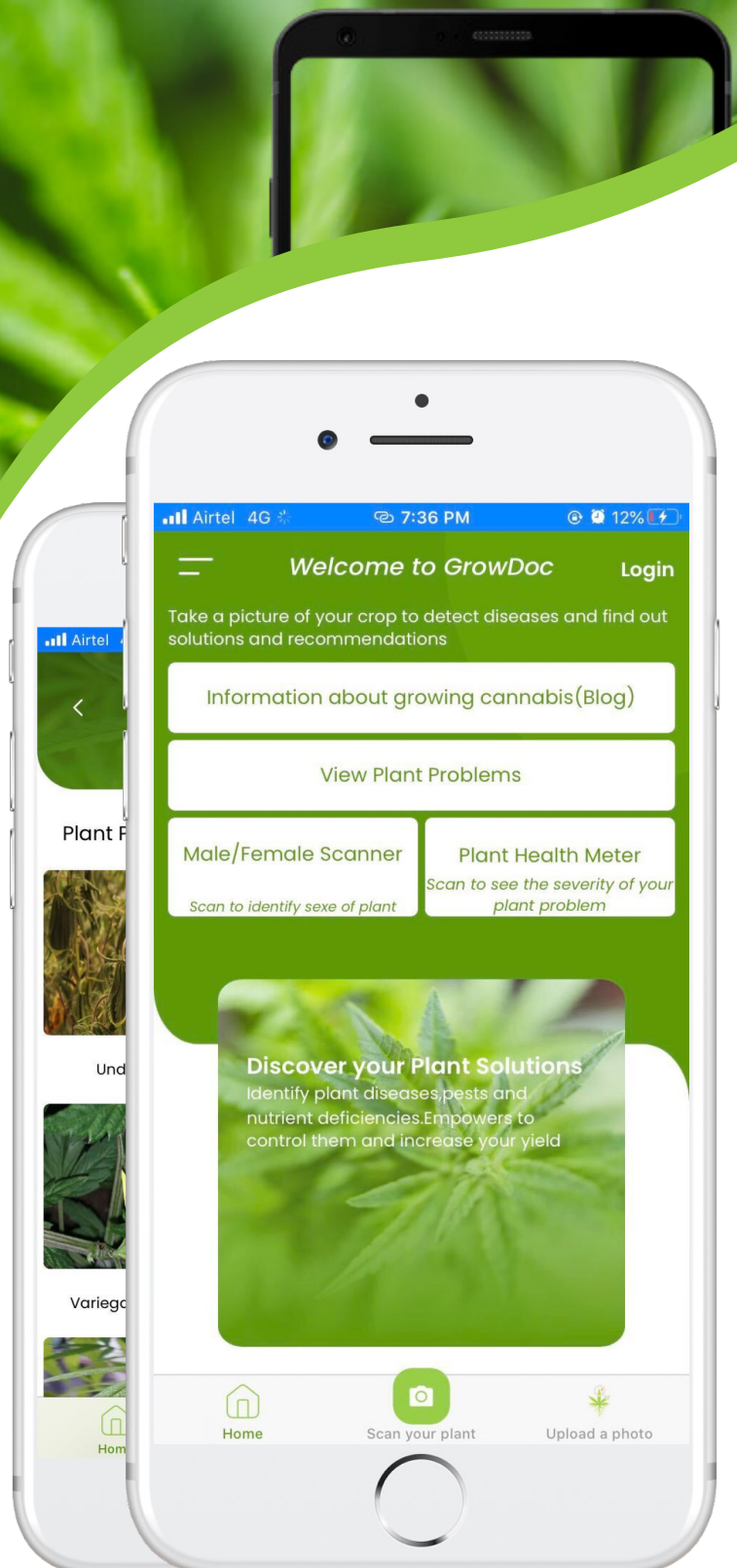


# GROWDOC CASE STUDY



# ABOUT THE PROJECT - GROWDOC

GrowDoc was created to identify the cause of sick Cannabis plants. Whether your plant is wilting or showing symptoms on the leaves, GrowDoc will be there to determine the cause and tell you what needs to be done to fix it.

## How It Works



### Take a picture of any cannabis plant and upload

Simply take a photo of your plant and upload to GrowDoc



### Find out solutions and recommendations

Using the information in our database, GrowDoc will recommend solutions to fix the issue.



### Apply a solution and succeed with your plant

Identify plant diseases, pests, and nutrient deficiencies. Use our information to heal any sickness and maximize yield.

## OBJECTIVES

The objective is to make a dynamic responsive website with Web admin having admin user dashboard along with native Android & IOS apps for managing the platform. The platform should be simple, easy to use and navigate with best UI/UX structure.

## OUR STRATEGY

### 1. Concept & Strategy

We really get to know the concept. We ask our clients more questions on what they really want before we start working to meet their requirements. Together we turn the brief into a story that allows us to get started on how the users will interact on the site. This stage includes creating a site map and a set of user journeys to support the next part of the process.

### 2. Design & Layout

MapleBrains has been designing and perfecting responsive web solutions for our clients. Rapidly changing technology means new ways to look at the web. Responsive web design is a way for businesses to keep consistent branding and messaging for their customers across all existing devices, and even those that have yet to be invented.

### 3. Development

MapleBrains development experts customize your website to the finest accuracy. Outsource can be done from a MapleBrains company which provides presence and sufficient impetus towards the growth of your business. Hire MapleBrains development company in Canada to understand your target customers, so that they can develop the site in a technically accurate manner.

## 4. Launch

Every project begins with high expectations and open minds, it's easy to gloss over critical assumptions about who will produce, enter and approve the content—and to underestimate how much time and training may be required. A clear understanding of these assumptions can mean the difference between launching your new site on time and on budget or facing painful delays.

## METHODOLOGY



## Agile development methodology

### STAKEHOLDER / CLIENT ENGAGEMENT

Agile provides multiple opportunities for stakeholder/client and team engagement – before, during, and after each Sprint. By involving the client in every step of the project, there is a high degree of collaboration between the client and project team, providing more opportunity for the team to understand the client's vision. Delivering working software early and frequently increases stakeholders' trust in the team's ability to deliver high-quality working software and encourages them to be more deeply engaged in the project.

### TRANSPARENCY

An Agile approach provides a unique opportunity for clients to be involved throughout the project, from prioritizing features to iteration planning and review sessions to frequent software builds containing new features. However, this also requires clients to understand that they are seeing a work in progress in exchange for this added benefit of transparency.

## **EARLY AND PREDICTABLE DELIVERY**

By using time-boxed, fixed schedule Sprints of 1-4 weeks, new features are delivered quickly and frequently, with a high level of predictability. This also provides the opportunity to release or beta test the software earlier than planned if there is sufficient business value.

## **PREDICTABLE COSTS AND SCHEDULE**

Because each Sprint is a fixed duration, the cost is predictable and limited to the amount of work that can be performed by the team in the fixed-schedule time box. Combined with the estimates provided to the client prior to each Sprint, the client can more readily understand the approximate cost of each feature, which improves decision making about the priority of features and the need for additional iterations.

## **ALLOWS FOR CHANGE**

While the team needs to stay focused on delivering an agreed-to subset of the product's features during each iteration, there is an opportunity to constantly refine and reprioritize the overall product backlog. New or changed backlog items can be planned for the next iteration, providing the opportunity to introduce changes within a few weeks.

## **FOCUSES ON BUSINESS VALUE**

By allowing the client to determine the priority of features, the team understands what's most important to the client's business and can deliver the features that provide the most business value.

## **FOCUSES ON USERS**

Agile commonly uses user stories with business-focused acceptance criteria to define product features. By focusing features on the needs of real users, each feature incrementally delivers value, not just an individual component. This also provides the opportunity to beta test software after each Sprint, gaining valuable feedback early in the project and providing the ability to make changes as needed.

## IMPROVES QUALITY

By breaking down the project into manageable units, the project team can focus on high-quality development, testing, and collaboration. Also, by producing frequent builds and conducting testing and reviews during each iteration, quality is improved by finding and fixing defects quickly and identifying expectation mismatches early. During Segue's own experience of adopting Agile software development practices, we have seen solutions delivered on time and with a higher degree of client and customer satisfaction. By incorporating the ability to change, we have been able to better incorporate feed-back from demos, usability testing, and client and customer feedback.

## GENERAL FEATURES

### 1) Login/ Register:

#### a) Admin Users:

By the help of this feature Admin user will be able to login on the platform back end engine to manage below respective features on the platform from the back end using their login access.

#### b) Customers:

By the help of this feature the customers or users will register with the website or apps. Upon completing the registration, they will get an activation link which on click will direct them to a login page. Once they enter the username and password used to register on the mobile apps, they will be able to then access the website or apps for different features and functionalities on the platform offered to them. There is also a guest login or social media login on the website and apps.

### 2) My Profile:

#### a) Admin Users:

This feature will be helpful to the admin user to upload or change his or her profile picture, edit his email, username and password. Can also reset his or her password.

#### **b) Customer:**

This feature will be helpful to the users or Customers who are registered with the application or platform to manage profile details.

### **3) Notifications:**

#### **a) Admin Users:**

This feature is helpful to the users for receiving different kinds of notifications such as new password request, registrations, updates on searches, new data uploaded. It will be a kind of tool that will be helpful to the users for keeping themselves updated all the time at a go for all the updates and notifications from admin & other users on the platform.

#### **b) Customers:**

This feature is helpful to the Customers for receiving different kinds of notifications such as new password request, registrations, updates on latest searches, new data uploaded. It will be a kind of tool that will be helpful to the users for keeping themselves updated all the time at a go for all the updates and notifications from the admin, etc.

### **4) Reports**

#### **Admin Dashboard:**

Admin Dashboard: The Admin will be able to generate different types of reports based on the needs of the admin. The reports will be generated from the admin panel on daily, weekly, monthly basis and by using a specific date or a date range.

a) Total Registered Customers

b) Total searches

c) Custom Reports (up to 4 additional as per client choice).

## **5) Admin Control Panel:**

By the help of this module the apps will be connected to a web admin by the help of web services. This will be the core module to manage the apps and to manage different features and functionalities. It will be the core engine to manage the entire Android & IOS Apps along with the features to be managed by the help of web admin in real time.

## **6) Promotions & Email Newsletters:**

Customers who have registered for newsletters can receive different promotional invites using this tool for every single promotion.

## **7) Activate/De Active Profile:**

The admin & its admin users will be having the capacity to restrict spammers, non-performing and other unwanted users from using the platform by activating or deactivating the respective profile from the admin control panel.

## **8) Content Management System:**

By the help of this system the admin can manage different content pages on the Web admin from the back end. The admin can upload the content, pictures, videos. from the admin panel. This module will help the admin in further to do all the information pages uploading, editing from the backend of the Web admin. i.e.: About us, who we are, Our Team, etc.

## **9) Search & Advance Search Filter**

By the help of this system the customers can search for the plants health, their type and other relevancy based on different filters along with the picture scan feature or by uploading the picture and then retrieving required search criteria. The advance search will be helpful to the users for more precision search of relevancy.

## **10) Video & Picture Gallery**

The system will have option to navigate the user on video gallery available on the app which will help the user to have video tutoring sort of information on the plant detailing as per their need after performing a search.

Once the search results appear then there will be a button available to view the video if any available in the database for respective search criteria. On the picture gallery different relevancy pictures database will be available for users to view and understand better about the detailing of their plant. Example: Health, issues on the plant leaves, etc.

## **11) Heat Map**

By the help of this module the Admin can check the total usage of the visitors, IP and hits on daily basis. The total searches and pages visited by the visitors on the website & apps. They can also see the path and keywords searched to get on the website & apps. It will help the Admin to define the daily traffic, weekly, monthly and yearly traffic on the website & apps along with the behaviour of the users on the website & apps.

## **12) SEO Friendly Coding**

The website& apps will be having a proper latent semantic context to be kept in consideration during the coding & designing the website& apps. The entire front end along with the back end will be designed and developed with all the necessary standards of having a seo friendly platform to get ease in getting the website crawled on google and other search engines.

## **13) Social Media**

The website & apps pages will be connected to the social media such as Facebook, twitter, etc. which will be helpful to share the pages and services of the platform. This will be helpful to generate awareness of the brand and its services to the mass by sharing the website& apps pages to the wall of the Facebook or other social networks. This will be indirect branding of the organization.

## **14) Responsive & Bootstrap**

The website will be highly responsive on all types of mobile and smart devices along with compatibility on all types of browsers. Normally a bootstrap website is smarter and its UI/UX is highly unique and viewable on any size of the screen of computer, tablets, mobiles, etc. This is more advanced than a responsive website.

## **15) Inquiry Management**

This tool will be helpful to the users for submitting the inquiry form using the front end of the website or apps and in turn receive a template email with a confirmation of the inquiry received. The same will also be helpful to the admin for getting the inquiries on different subjects and attending them. The inquires will be in the super admin dashboard which will be routed by the admin to the agents. The agents will get those inquires in their dashboard to attend.



## 16) Advertisement

The platform will have two options one as an inbuilt option to display ads managed by the admin & second will be via google based Ad Sense program. Both ads will be displayed on different locations simultaneously on the apps.

## 17) Database & Results

The platform will have database uploaded by the admin which will be providing relevant searches on the customer's search. Based on the search criteria or type for the pictures taken or uploaded of the plant, results will appear with details of plant for the users on the apps.

### TIME FRAME

90 Working Days

### TECHNOLOGY

**Programming Language :** CodeIgnitor

**Data Base:** MySQL

**Scripting Language:** JavaScript

**Design:** HTML 5.0 / Responsive, Photo shop

### IOS NATIVE APPS:

**Type:** iOS SDK 9.0, Xcode 8.2

**Technologies/programming language used:** iOS SDK 9.0, Xcode 8.2, Objective C language

**Version:** supported versions 2.0 to 6.0.1

**Technologies/programming language used:** Java

**Platform/framework:** Java

## ANDROID NATIVE APPS:

**Version:** supported versions 2.0 to 6.0.1

**Technologies/programming language used:** Java

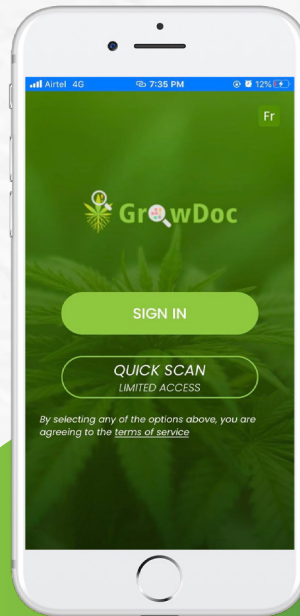
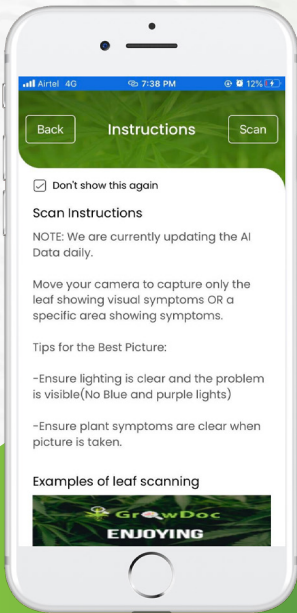
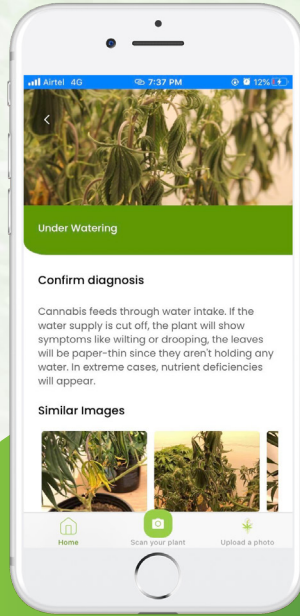
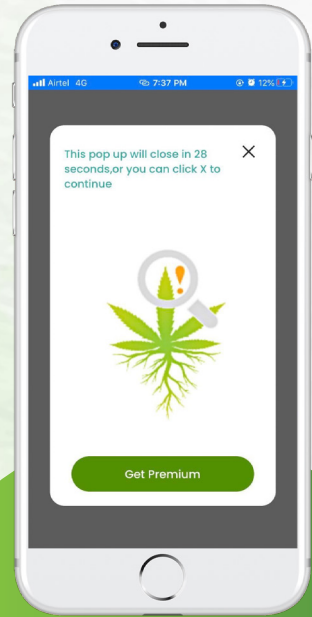
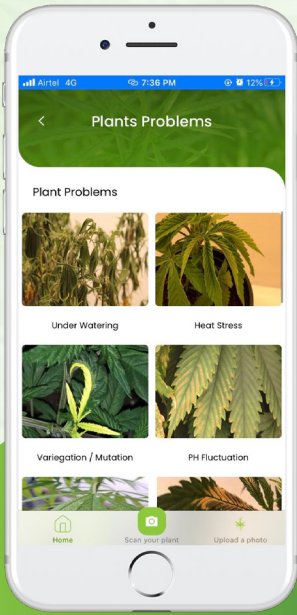
**Platform/framework:** Java

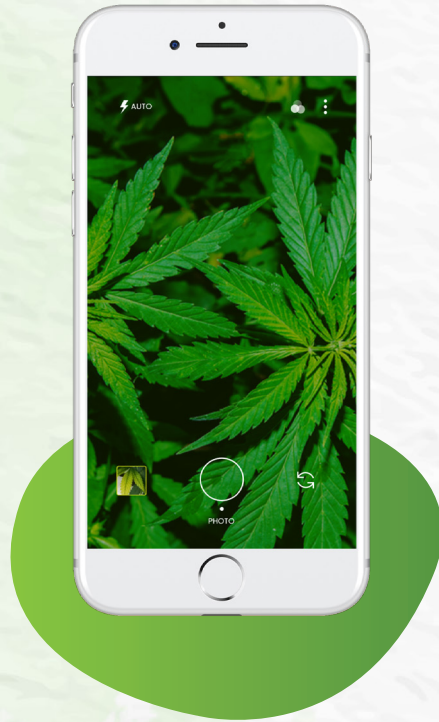
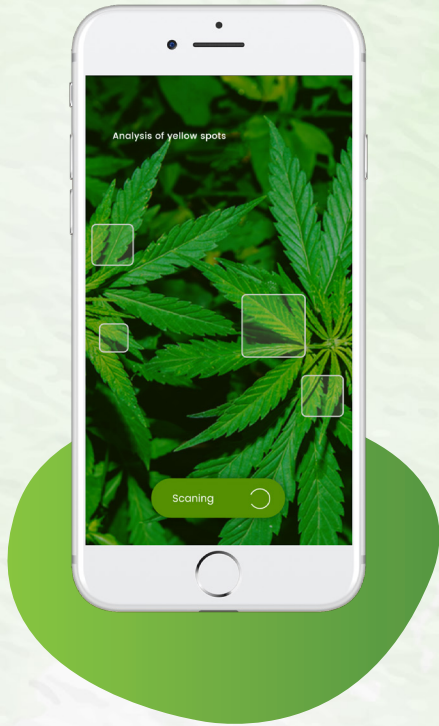
**IDE: Android Studio, Programming language:** core java, **Operating system:** windows7,8&10

## VISUALS

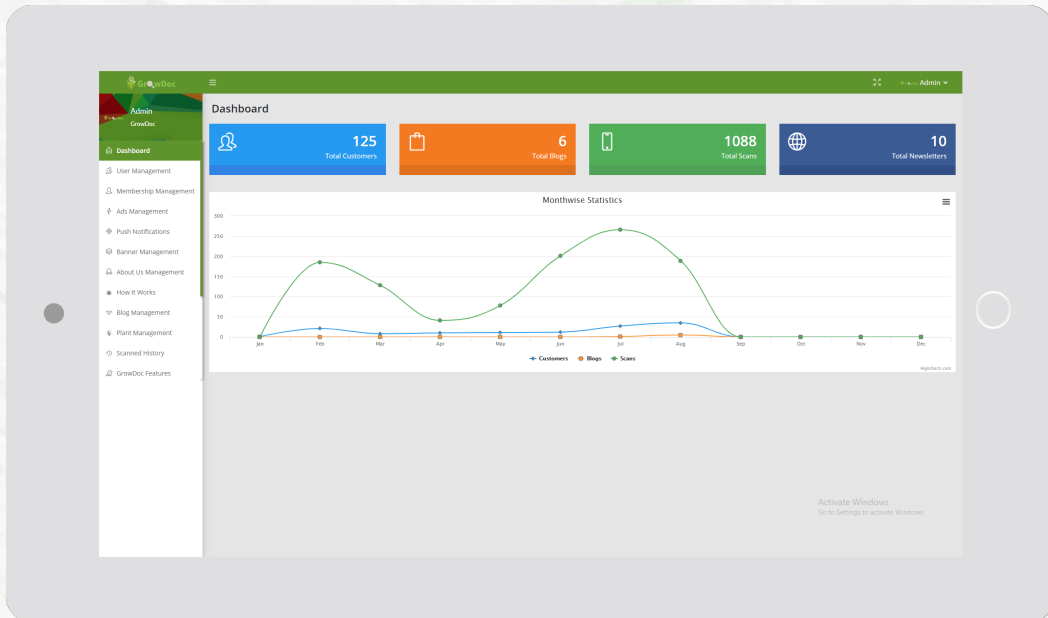
### App Design







## Dashboard



Admin GrowDoc

User Management

CUSTOMERS

Show 10 Entries

S.No	Image	User Name	Email	Status	Action
1		Li	li@gmail.com	Active	<a href="#">INACTIVATE</a> <a href="#">+</a>
2		New	new@yopmail.com	Active	<a href="#">INACTIVATE</a> <a href="#">+</a>
3		Flander2	wilvestapple@gmail.com	Active	<a href="#">INACTIVATE</a> <a href="#">+</a>
4		Festiva	davedverson2@gmail.com	Active	<a href="#">INACTIVATE</a> <a href="#">+</a>
5		test	helo2@growdoc.net	Active	<a href="#">INACTIVATE</a> <a href="#">+</a>
6		philly blunt	mikeobrian772@gmail.com	Active	<a href="#">INACTIVATE</a> <a href="#">+</a>

Admin GrowDoc

Blog Management

BLOG NEWS

Show 10 Entries

S.No	Image	Title	Posted On	Posted By	Blog Likes	Comments	Status	Action
1		Amino Acids increase yield and help prevent powdery mildew and Spider Mites.	Aug 19, 2020	Admin	1	0	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
2		Growing cannabis in Live Soil (Super soil)	Aug 19, 2020	Cameron	4	0	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
3		Chlorine Changes PH This is a problem if you live in the city!	Aug 20, 2020	Cameron	3	0	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
4		Stress Training	Jul 28, 2020	Cameron	1	0	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
5		Plant Empathy	Aug 19, 2020	Cameron	2	0	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
6		What to do with Leftover Stems? Stem Tea!	Aug 20, 2020	Cameron	4	0	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>

Search Search Image Search Title Search Poste Search Postse Search Blog Search Comm Search St Search Action

Admin GrowDoc

Plant Management

PLANT PROBLEMS

Show 10 Entries

S.No	Image	Plant Problem	Status	Action
1		Under Watering	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
2		Potassium	Inactive	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
3		Heat Stress	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
4		Variegation / Mutation	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
5		Healthy	Inactive	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
6		PH Fluctuation	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>
7		Spider mite	Active	<a href="#">+</a> <a href="#">-</a> <a href="#">+</a>

Download Sample CSV