

SCREEN 2 GREEN



Grow with me

Team 1

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Do you feel like you spend too much time on your phone?

Introduction



- **7 h 37 min** per day
- Interruptions costs **23 min**
- **52 %** is due to smartphone usage



- EU house prices **↑ 55 %**
- Rents **↑ by nearly 29 %**

Problem statement

Young adults with over 6.5 hours of daily screen time are more likely to develop negative mental health outcomes such as anxiety, depression and stress.

Our aims

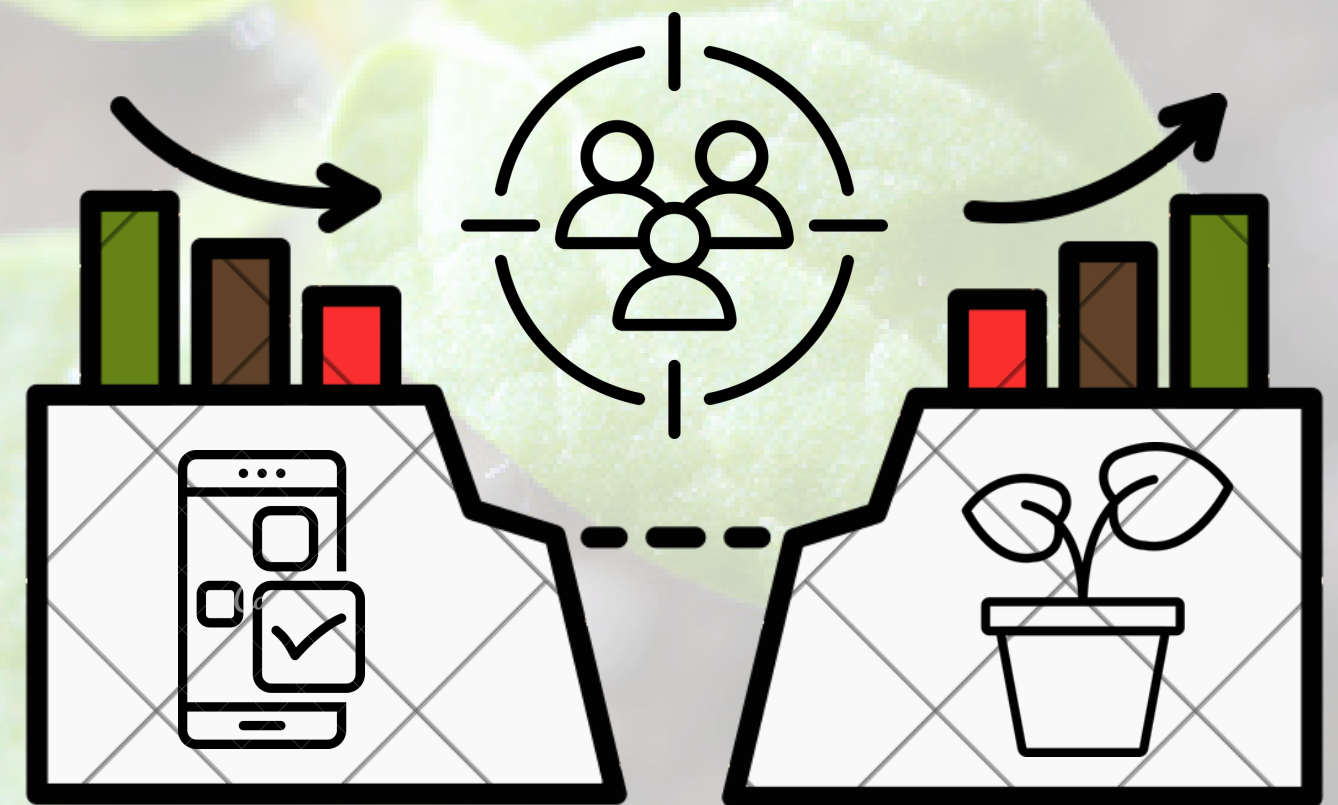


- **Reduce screen time**
- **Increase physical activity**
- **Bring more balance**
- **Reconnect with nature**

From problem to solution

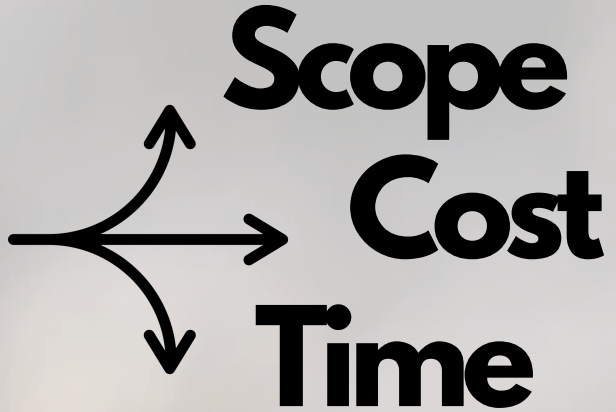
Marketing plan

- **Market gap** — **Productivity apps**
Plant systems
- **Target group** — **Simplicity**
Affordability



Making the idea feasible

Project management

- Hybrid approach
- Constraints 
- Design decisions



Ethics & Safety

- **Data privacy**
- **No manipulation**
- **Positive behavior change**
- **Plant welfare**



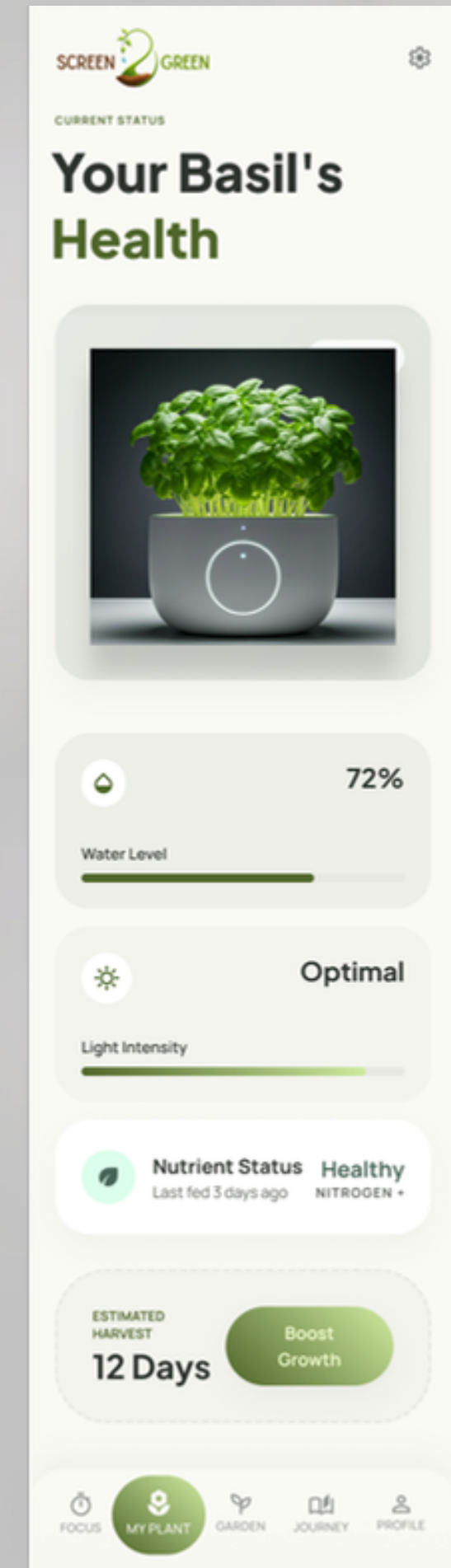
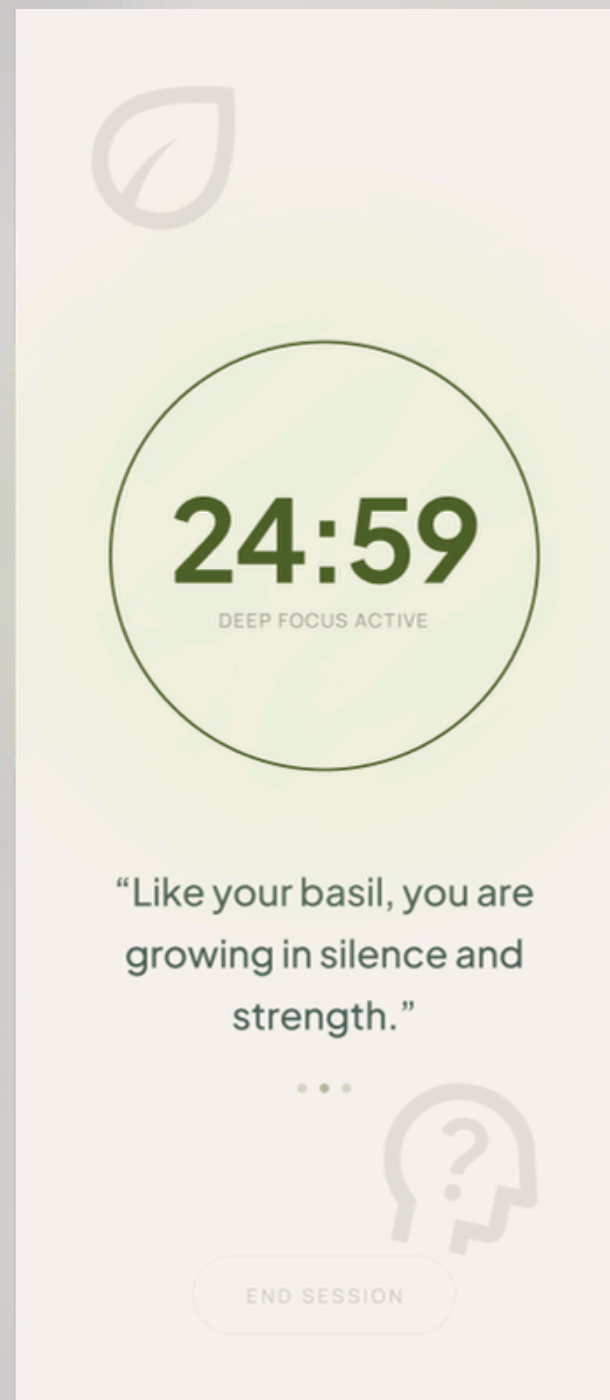
Sustainability

- **Low energy (ESP32)**
- **Use of gravity**
- **Water–electronics safety**
- **Sustainable materials**



Software & App

Grow Your
Focus

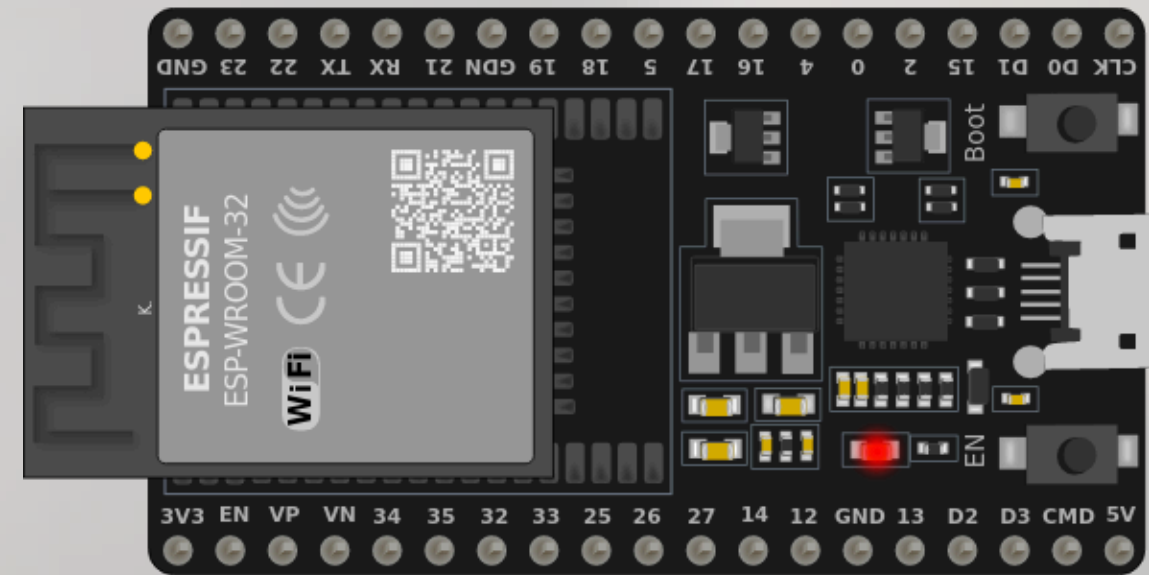


Hardware

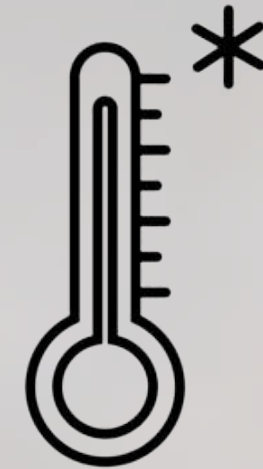
Resistor



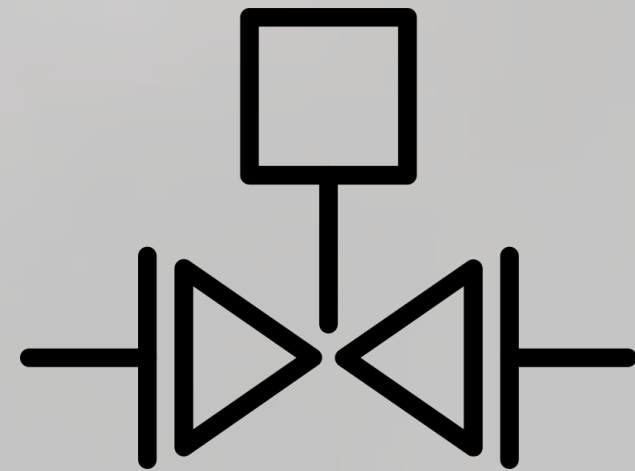
Relay module



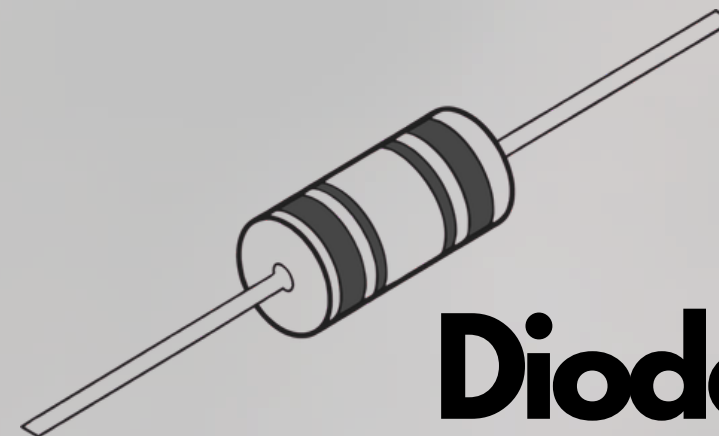
ESP32



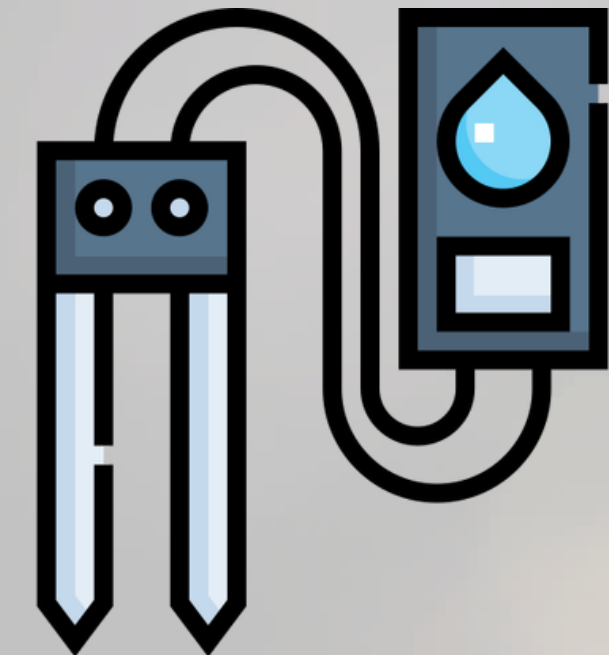
Temperature sensor



Solenoid valve

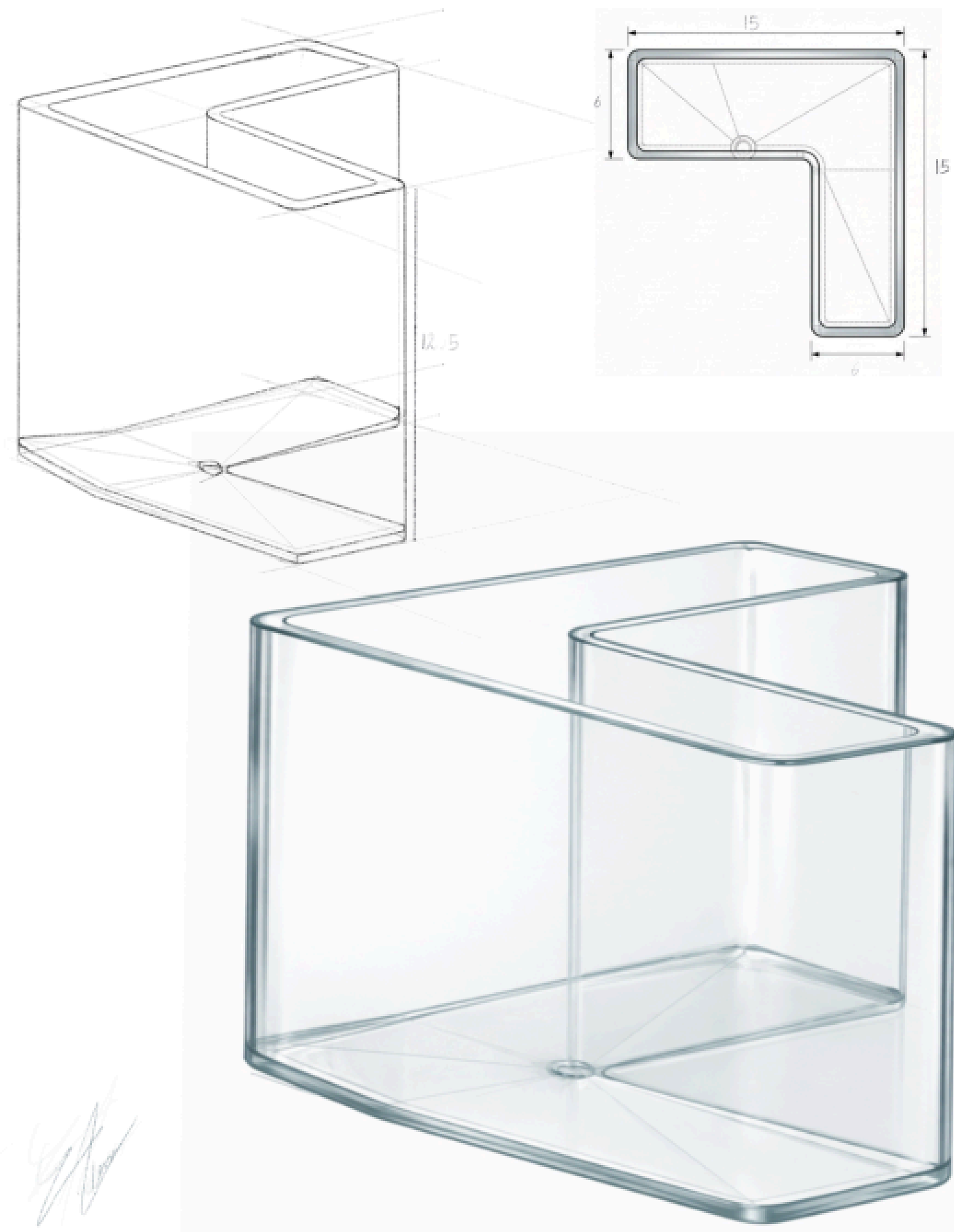
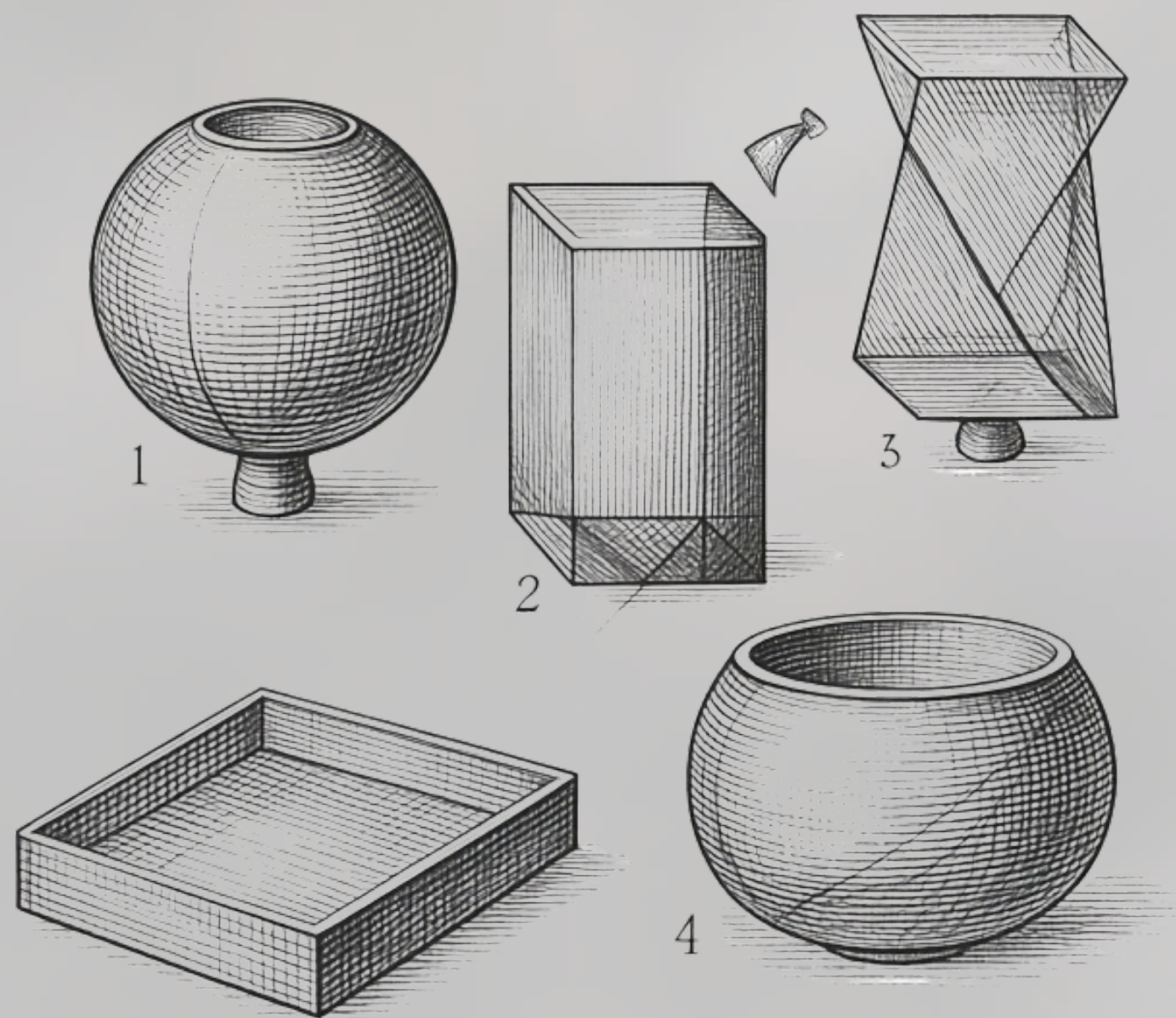


Diode

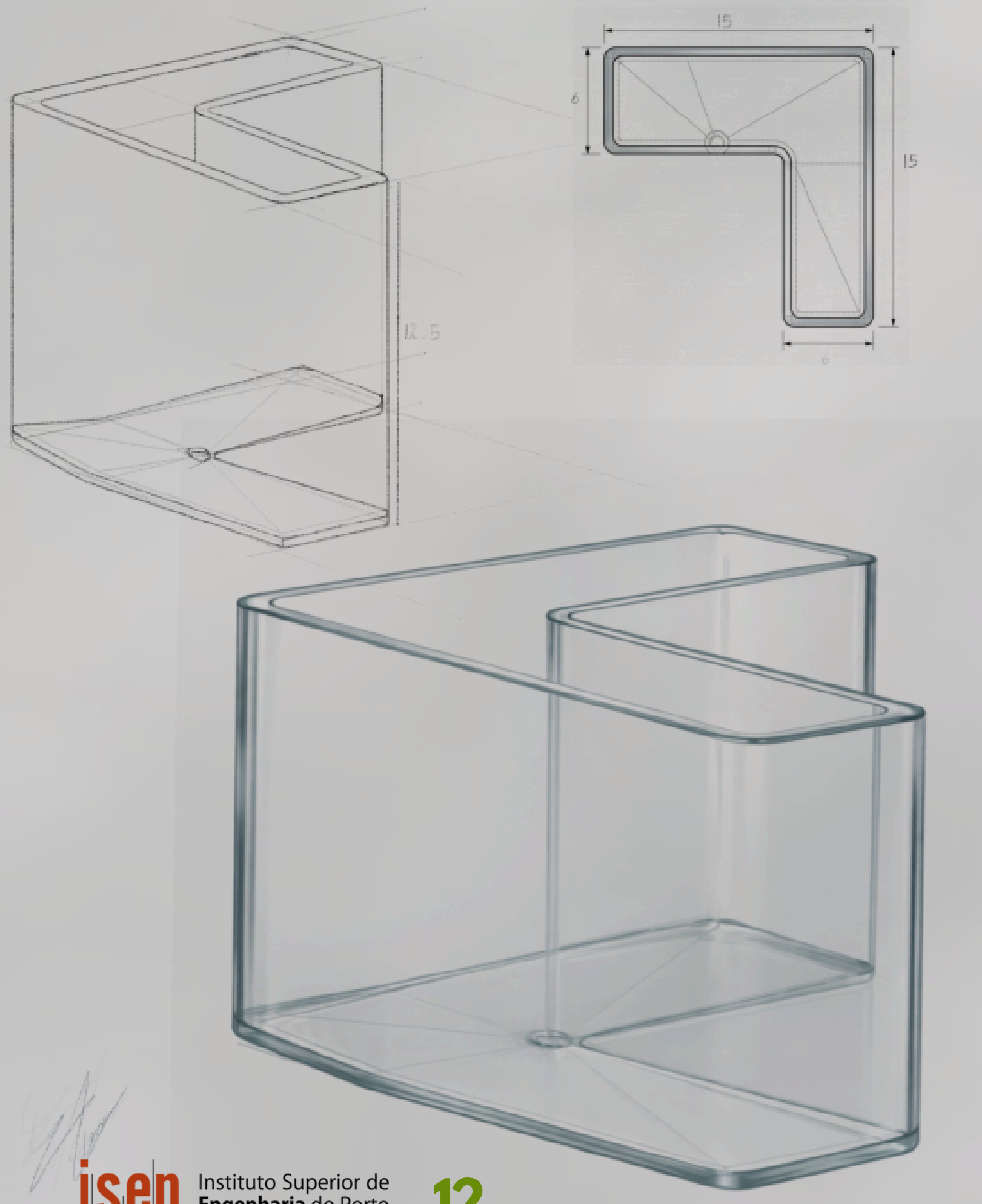


Soil moisture sensor

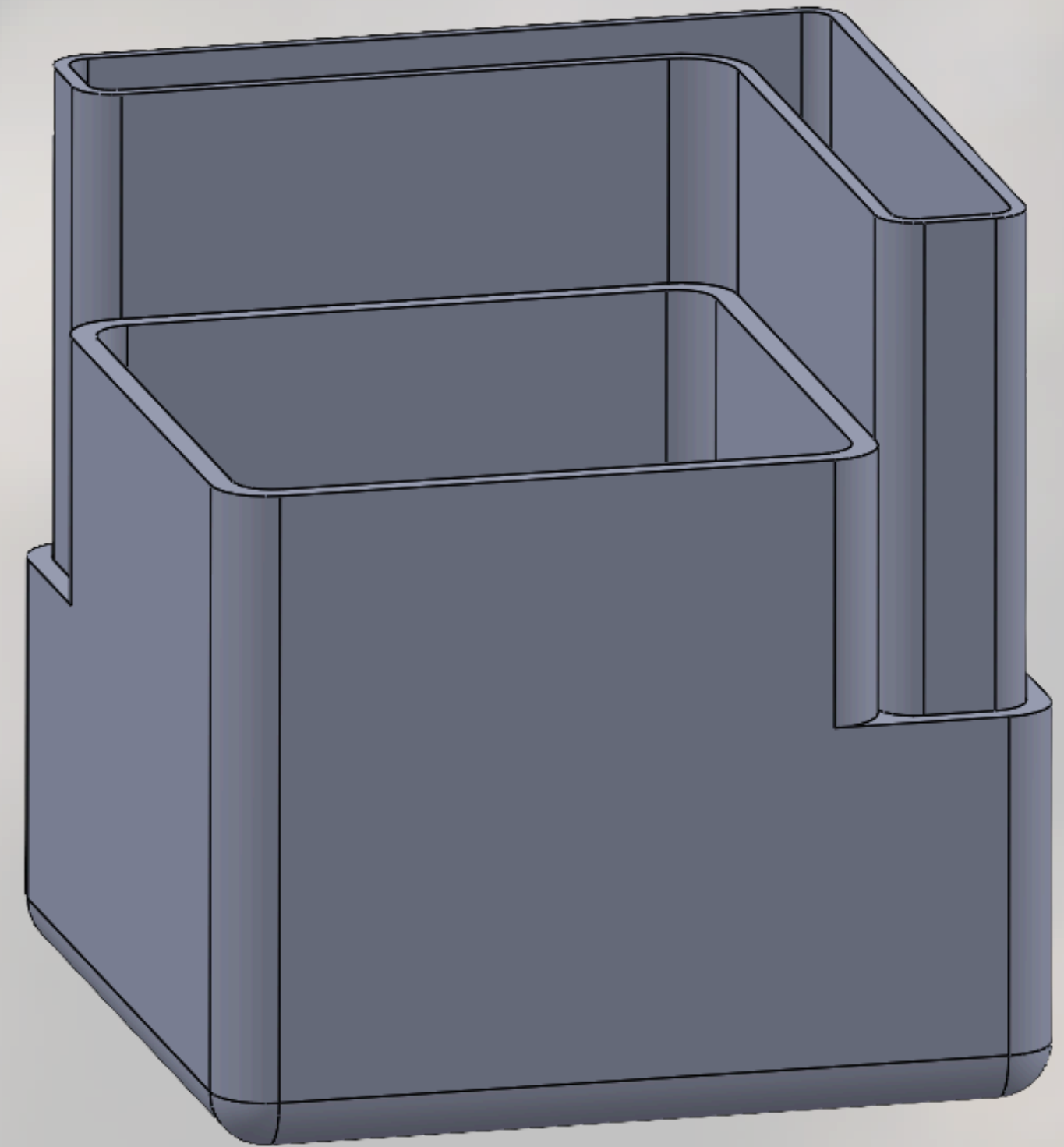
The design road



Final design



CAD model



So far & what's next?

- **Foundation for the prototype**
- **Coding and hardware**
- **Iterative process**
 - **Test and improve**
 - **Necessary changes**



Thank you!

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