seek
Butterfly Weed
Asclepias tuberosa
• Perennial growing 1-3ft in height
• Prefers full sun, but tolerates part shade
• Drought tolerant
• Host Plant for Monarch Butterfly
Add to my plants
seek
Logged in as bgingrich
My Plants
Filter by
Native
Houseplant
Perennial
Full Sun
Dry Soil
Type to add a new filter
• Perennial growing 1-3ft in height
• Prefers full sun, but tolerates part shade
• Drought tolerant
• Host Plant for Monarch Butterfly
seek
Logged in as bgingrich
Back
Create a Group
Group Name
Group Description
Type to search for tags
group

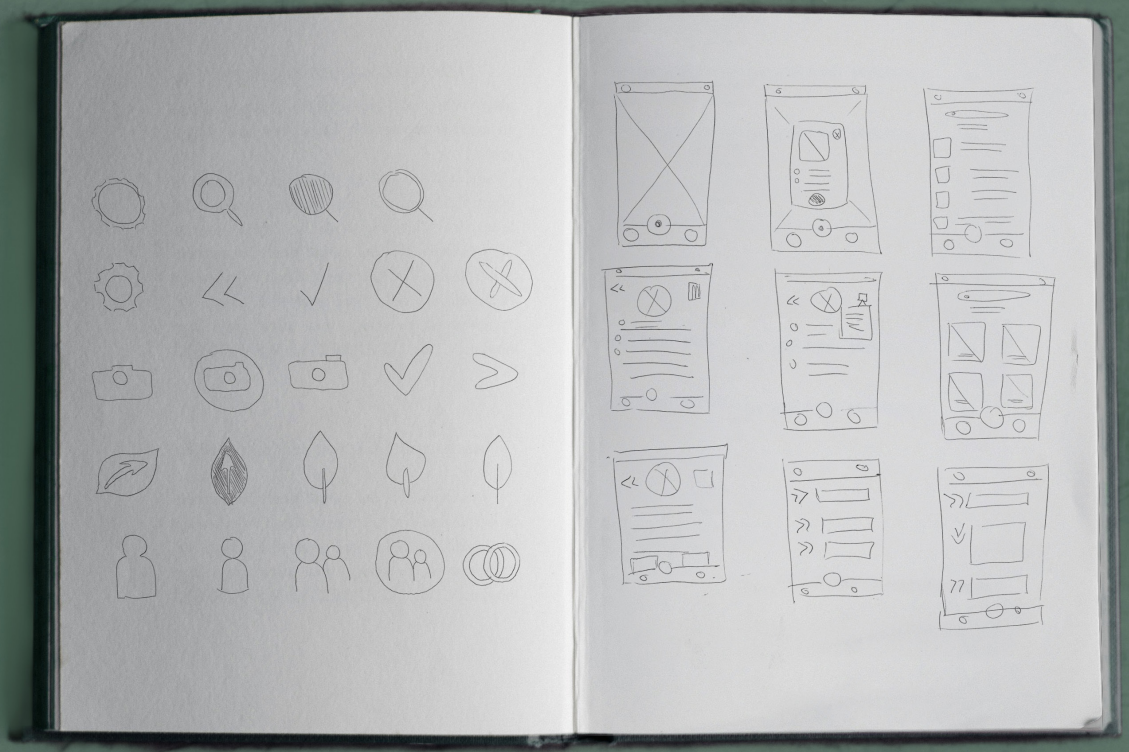
seek

App Redesign

Seek is a nature identification app created by iNaturalist. The app uses image recognition technology to help users identify plants, animals, and fungi. The majority of Seek users are looking to make a quick and accurate nature ID.

This redesign aims to improve the visual design and user flow of the app. Key priorities include:

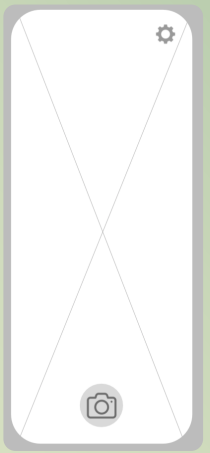
- Better navigation, including a swipe left/right feature between the app's three primary pages
- New group feature for collaborative projects
- Streamlined user flow for saving and organizing identifications



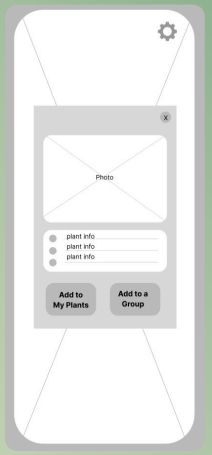
The design process began with sketches of the main app screens to make improvements to the user flow between the four main screens.

Then low-fidelity wireframes further refined the user design and user interface changes.

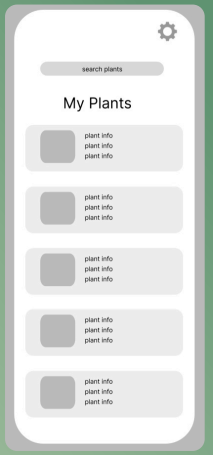
1. Capture a photo of the plant and wait for the app to make an ID.



2. View the plant entry and decide whether to save the ID and/or add to a group.

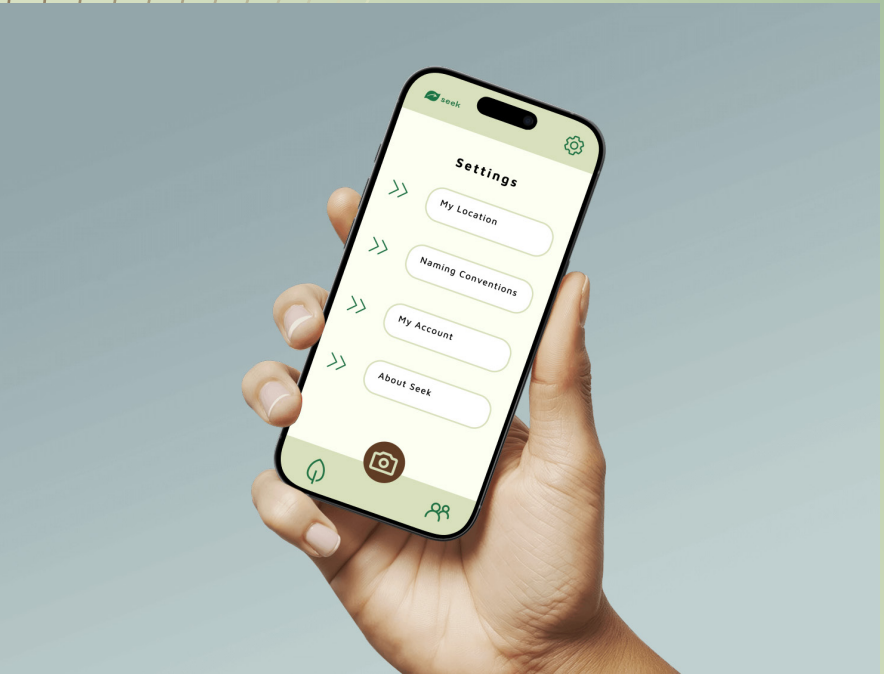


3. Once the plant is added, it will appear as the most recent ID in the list of plants.



Lastly, the high-fidelity prototype was developed in Figma to show how the pages are linked together.

One new feature is "groups" or a collaborative way to share observations and participate in a community of plant enthusiasts.



Users can ID plants without making an account, but need to sign in to use the app's community features, like adding a plant to a group.