

# Planting Local, Growing Global

## A Study on Native Flora for Future-Proof Ecosystems



**Introduction** - Welcome the participant and explain the purpose of the interview.

**Objective:** To explore users' awareness of plants, preferences for plant types, and gardening habits. The aim is to understand their motivations, practical concerns, and community influences on their gardening and plant choices. Participants: 5 users who are either hobbyists or involved in gardening or plant care. Duration: 45-60 minutes per session

### Participant Information (Fill in this section before the interview)

- Name:
- Location:
- Gardening/Plant Experience:

### Branch 1: Personal Background and Lifestyle

#### Context Setting Questions:

1. **Tell us a bit about yourself:**
  - Where do you live, and what do you do?
  - How long have you been in this area?
2. **What activities do you enjoy in your free time?**
  - Do any of these activities involve nature or outdoor settings?
    - i. **Branching:**
      - If *yes*, proceed to **Branch 2: Relationship with Plants and Nature**.
      - If *no*, proceed to **Branch 3: Awareness and Education**.

### Branch 2: Relationship with Plants and Nature

1. **Do you have any plants in your home or garden?**
  - *Yes*: What types of plants do you have, and why did you choose them?
  - *No*: Is there a reason why you haven't chosen to have plants?
2. **How do you feel about caring for plants?**
  - What do you like or dislike about it?
    - **Branching:**
      - If *they own plants*, proceed to **Branch 4: Plant Selection Criteria**.
      - If *they do not own plants*, proceed to **Branch 5: Retail Gaps and Availability**.

### Branch 3: Awareness and Education

1. **How familiar are you with the types of plants that grow in your area?**
2. **How do you usually learn about plants?**
  - Online resources, friends, or other sources?
    - **Branching:**
  - If *well-informed*, proceed to **Branch 4: Plant Selection Criteria**.
  - If *limited knowledge*, proceed to **Branch 5: Retail Gaps and Availability**.

## **Branch 4: Plant Selection Criteria**

1. **When selecting plants for your home or garden, what factors do you consider most important?**
  - How do you balance practical concerns like maintenance, aesthetics, or environmental considerations when choosing plants?
    - **Branching:**
      - Proceed to **Branch 5: Retail Gaps and Availability**.

## **Branch 5: Retail Gaps and Availability**

1. **Where do you usually buy your plants, and why do you prefer that location?**
2. **How do you feel about the availability and variety of plants in these locations?**
  - a. **Branching:**
    - If *there are availability issues*, proceed to **Branch 6: Community Influence**.

## **Branch 6: Community Influence**

1. **Do you talk to friends, family, or community members about your plant choices?**
  - Do they give you advice or recommendations?
2. **How do community activities (e.g., gardening groups) influence your plant choices?**

**Branch 7: Regional-Specific Questions** Choose questions based on the participant's location.

### **For Participants from Sweden:**

- Do you have any fruit trees or native plants in your garden?
- How do you decide what to grow?
- How do you feel about growing native plants?

### **For Participants from India:**

- What types of plants are easiest to access, and how do you decide which to grow?
- Are you aware of invasive or native plants in your region, and how does that affect your choices?

### **For Participants from Urban US Cities:**

- How do you manage growing plants in an urban environment?
- What challenges or opportunities do you encounter when growing plants in cities like New York or San Francisco?

## **Conclusion**

1. **Wrap-Up:**

- Thank the participant for their time and insights.
- Summarize the key points discussed.
- Inform them about potential follow-up activities and offer to share the findings.

2. **Do you have any final comments or questions about the interview or research process?**