PlantSelect website: connecting designers and growers©

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Abstract

Provide designers with a complete plant list they can select from, to forward order and secure plants at the design stage ready for planting when required as opposed to sourcing plants towards the end of the construction stage.

SITUATION

Landscape and garden designers, councils, and interior plantscapers struggle to find the right plants and greenlife to suit their designs and projects without wasting time and money looking for plants and suppliers. They want to obtain plants that would suit the design rather than resorting to plants that are available at the time of planting out and stop spending hours or even days, depending on the size of the project, ringing and running around to find plants specified for the design. If the desired plants are unavailable at that time, the design has to be re-addressed by the designer at their own expense.

They visit a large number of nursery websites searching for suitable plants, which may or may not be available. Or they deal with one or two nurseries for all their plant and greenlife needs limiting their choices.

Most nurseries email or fax plant lists on a fortnightly or monthly basis informing designers of available stock or the plants they are currently growing. The designers do not have the time to sift through each plant list to source plants. Most plant lists include the available pot size and cost per unit, they do not include relevant information designers require, such as height and width at maturity or shape.

There are a few websites that have grower plant lists, but stop short of connecting the designers with growers or nurseries.

Most nurseries are only growing stock they can sell quickly, rather than having excess stock waiting to be sold.

OBJECTIVES

- To help designers source plants and greenlife.
- Notify growers that grow the required plants listed for a project.
- Growers and suppliers to submit quotes to the designers.
- Expand the limited range of plants currently used in the landscape.
- Notify the designers of new plant releases.
- To get growers and suppliers to upload their complete growing list.

SOLUTION

- Develop a complete national plant database of all plants grown in Australia by their botanical and common names.
- Categorise them into plant groups i.e. tree, shrubs, ground cover, turf, grasses, etc. simplifying the selection of plants.
- Include the attributes and characteristics of each plant in plant groups. Characteristics such as - deciduous or evergreen, height and spread at maturity, sun hardiness, foliage or trunk colours, flower colours, flowering time, etc.
- The designer has the option to select plants by name, or plant group or attributes and characteristics including pot and or bag size.

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- Introduce new plant releases which are released from time to time by the nurseries.
- Notify the designers of the new plant releases by email and text message with a link to the PlantSelect website to view.
- A comments panel for the designer to include any special requirements or specifications they may have for the grower or nursery to include in the quote for the project.
- The designers can select and save their selected plants into a plant list from the national plant database. Once completed, the plant list is matched against all the uploaded growing lists and only nurseries that grow or have the required plants will be notified.
- An email and text message with a link to the PlantSelect website is sent to those nurseries informing them of the pending job. They can then login and download the list together with any specifications, including the designers contact details, to submit the required quote. If some of the plant specifications are not available, then the closest available will be suggested.
- Once the designer selects a nursery, they deal directly with that nursery to place an order and mark that job closed. They also have an option to save the closed list for future reference or if they wish they can delete it.
- All related emails and text messages will have a link to PlantSelect where they can download the plant list.
- Nurseries can upload their complete plant or growing lists to the PlantSelect website, where it is automatically matched against the master plant database and any plant that doesn't match, will be highlighted for manual checking and added with its attributes and characteristics.
- A minimum number of related allied industry advertisements would be included to keep subscription costs down for designers and growers.