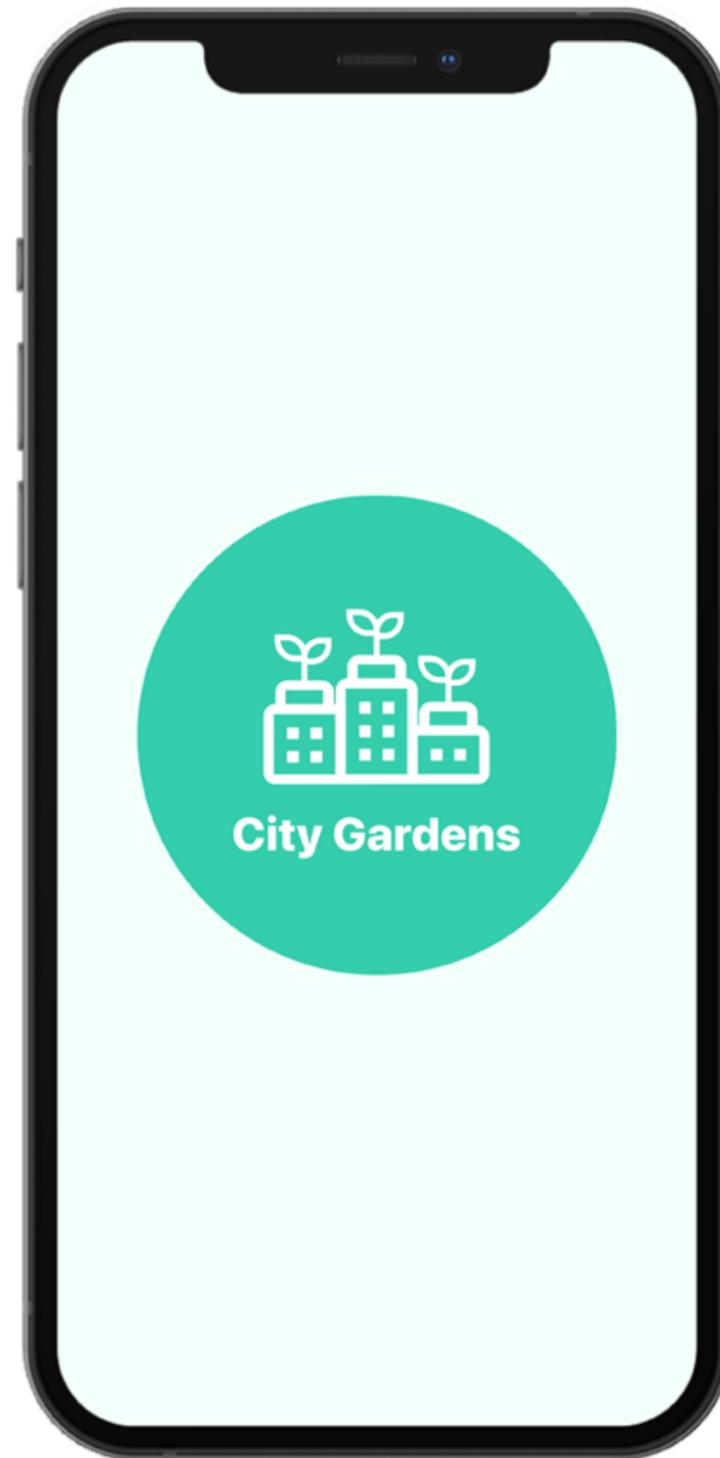




City Gardens

City Gardens is a service that allows the inhabitants of Oslo to rent growing spaces in rooftop gardens through a subscription service with monthly fees. As opposed to similar existing initiatives, it is a service targeting private consumers with aims of financial gain. The overall strategic goal of the concept is to engage the population of Oslo in urban agriculture and lower the bar for inexperienced consumers to indulge in the activity.

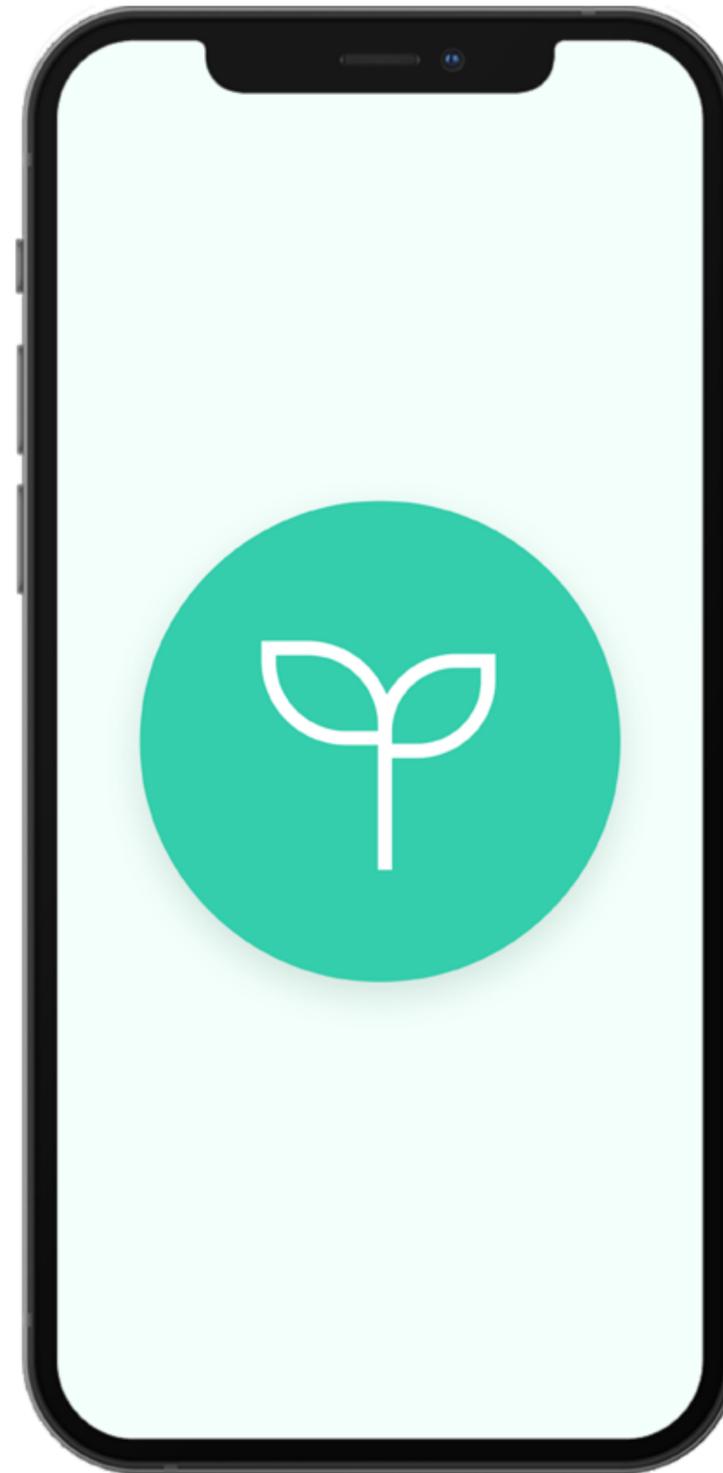
With the introduction of a City Gardens mobile application, digital technology is integrated into the physical retail solution of the subscription service. The structure of the mobile application is divided into three main sections: Garden, Market and Library.

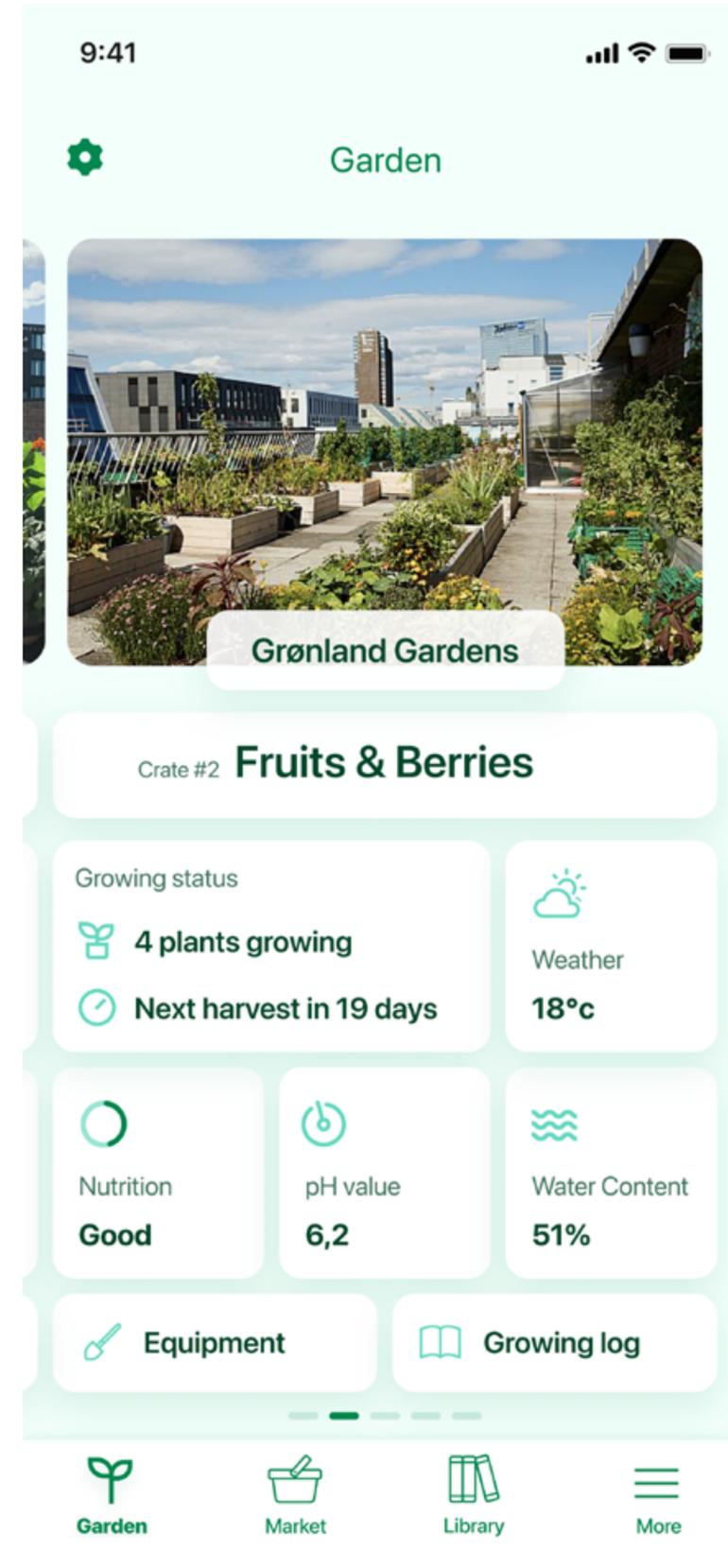
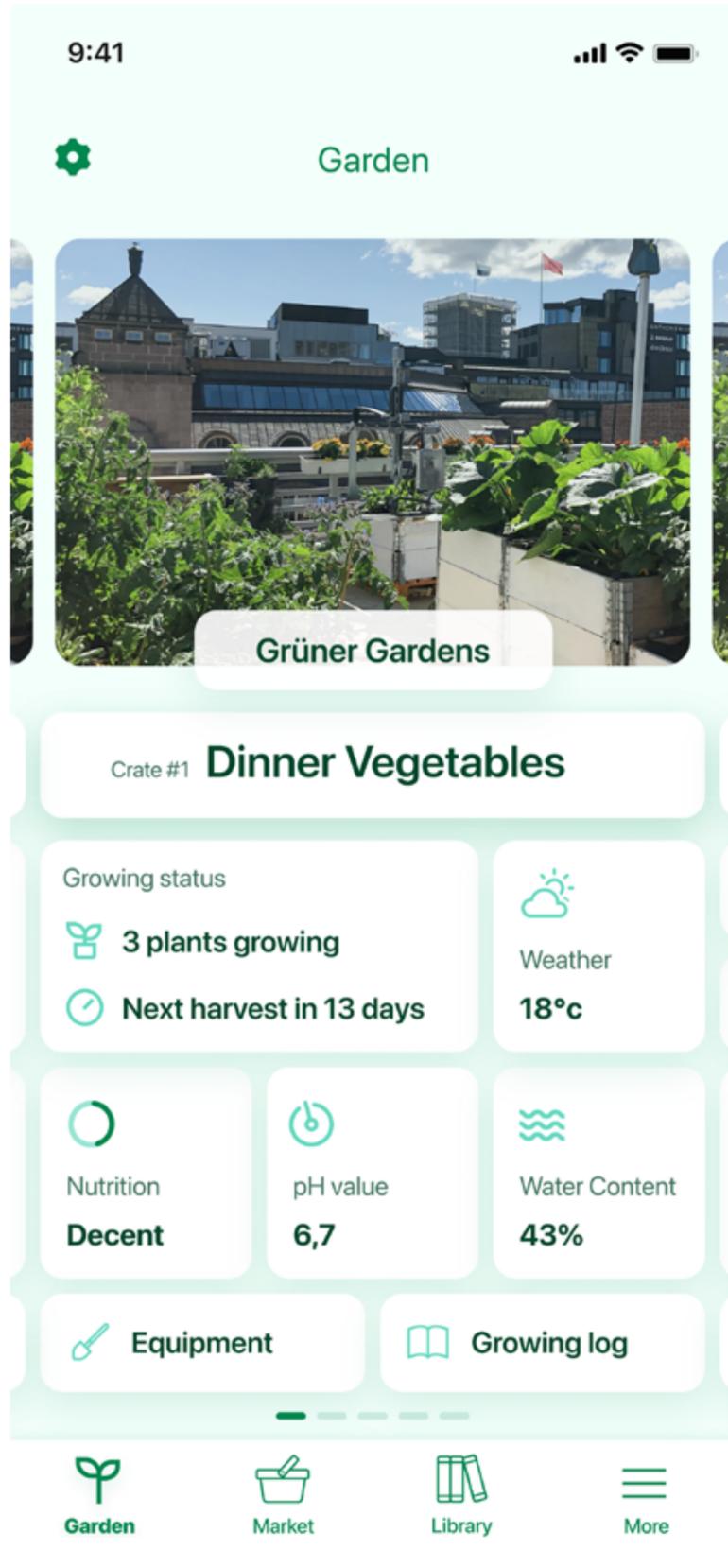


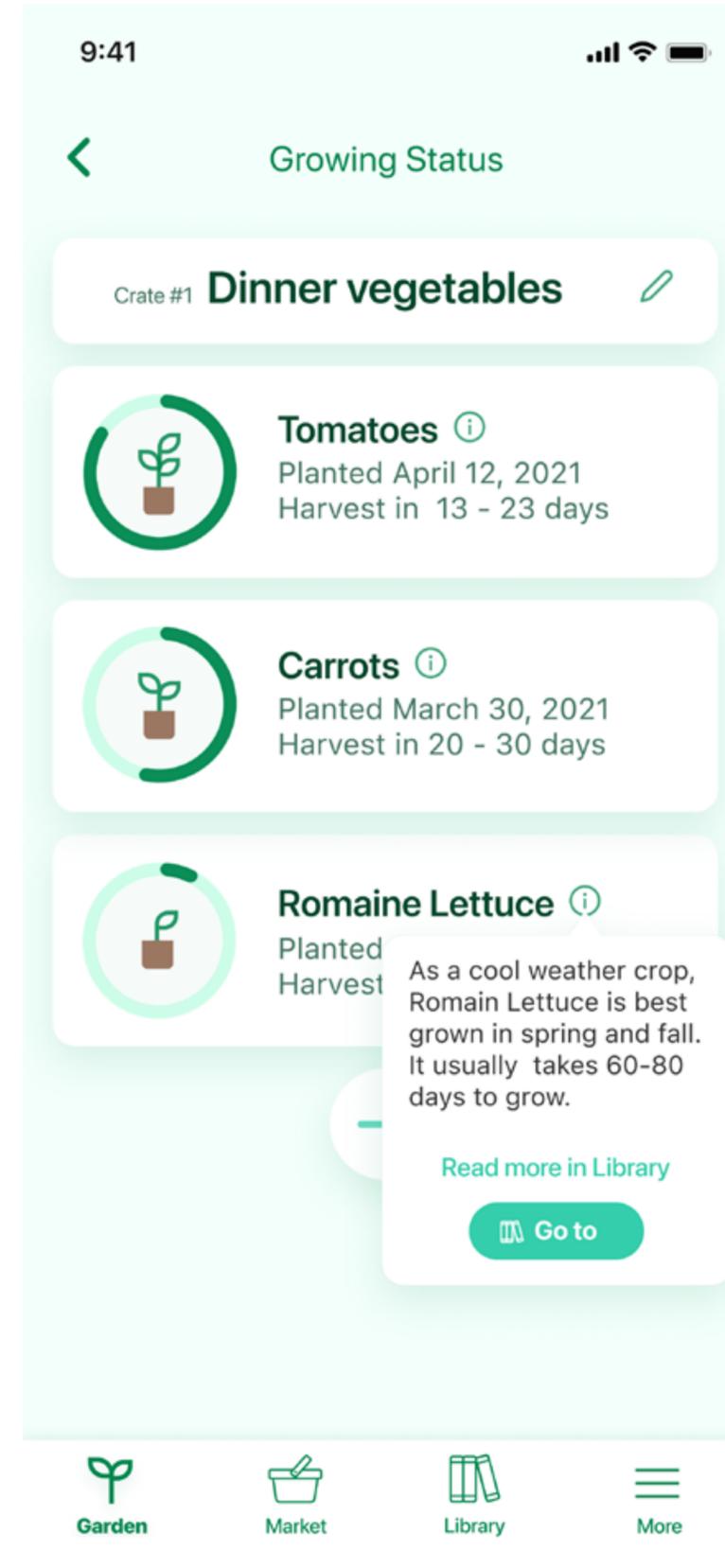
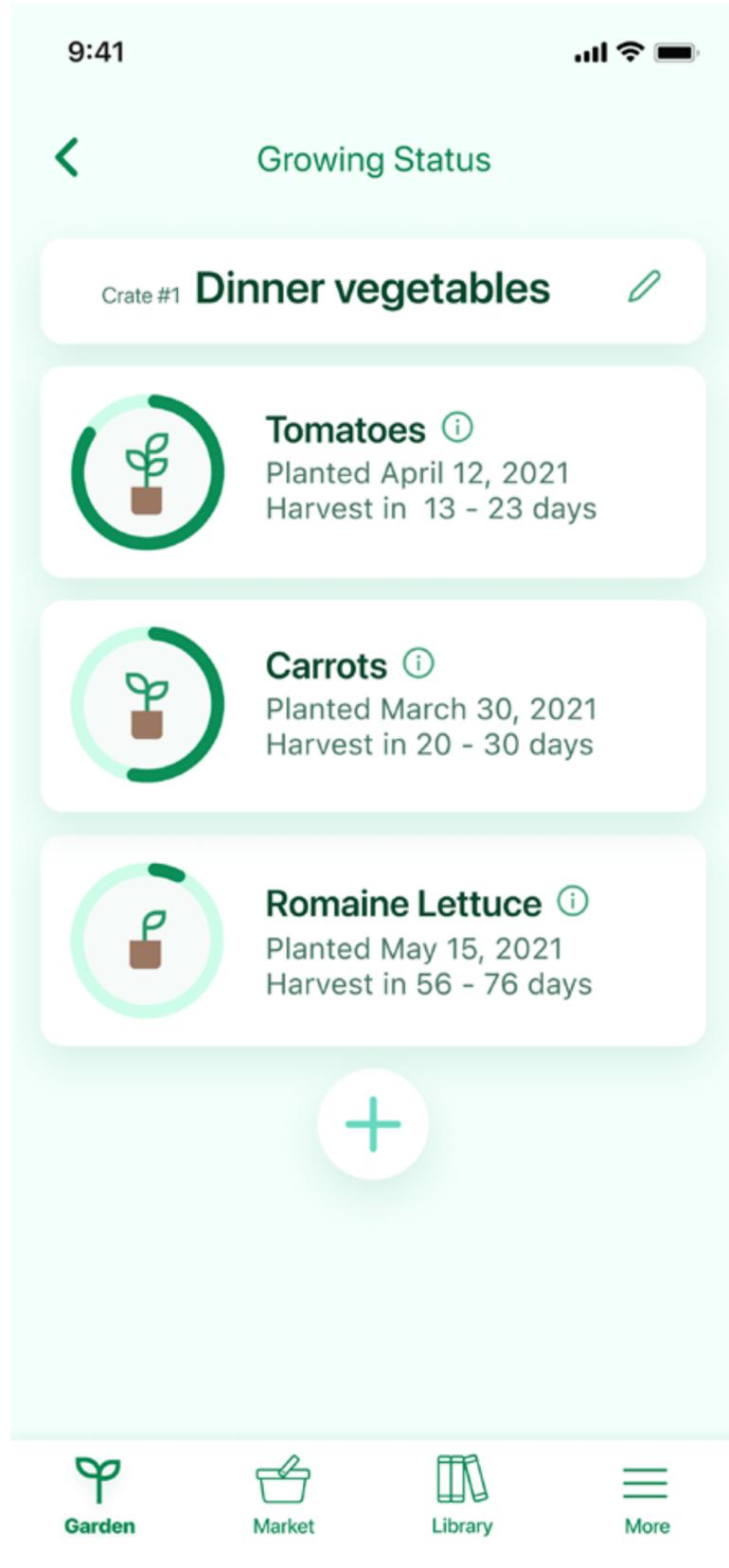
Garden

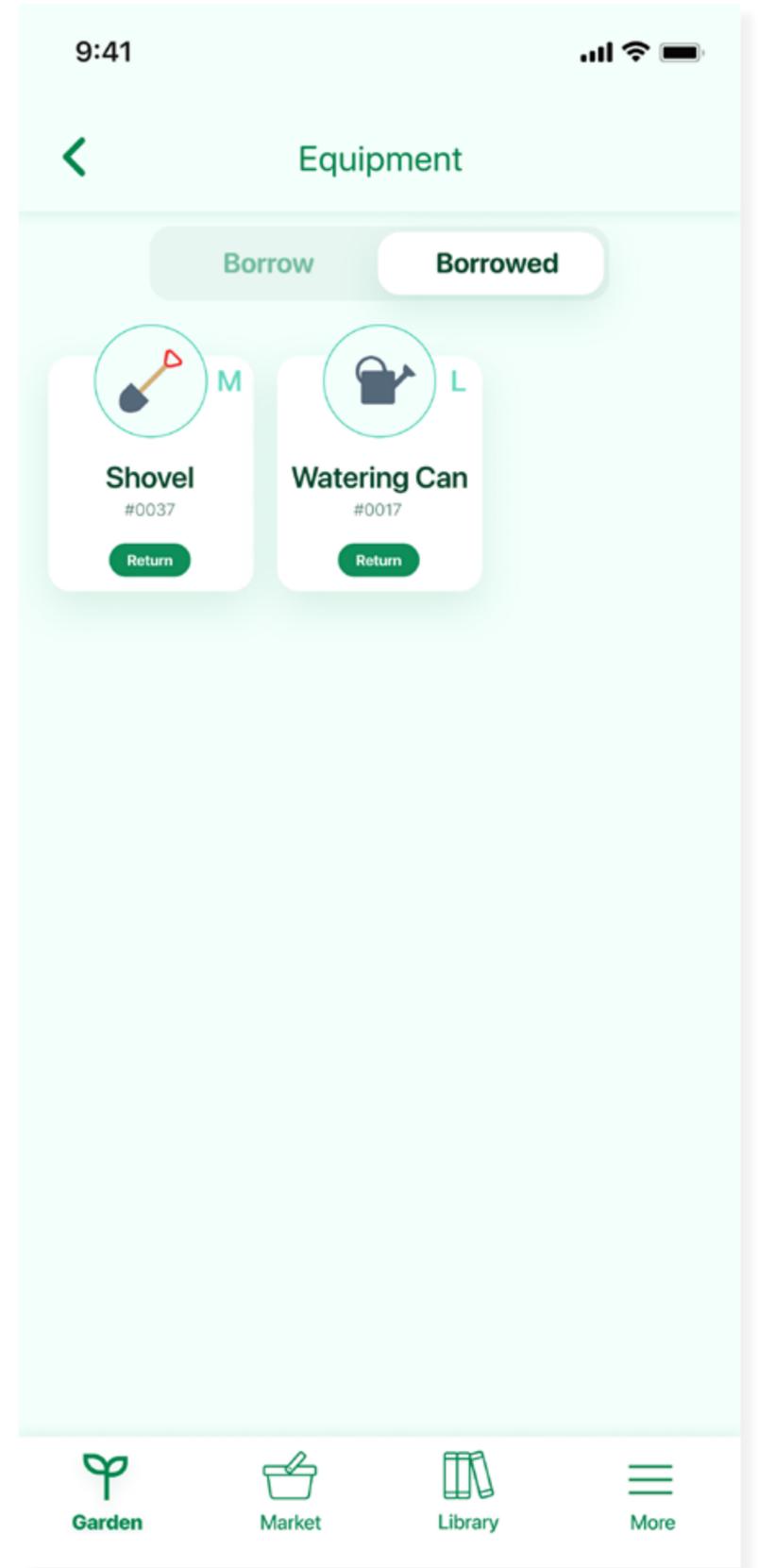
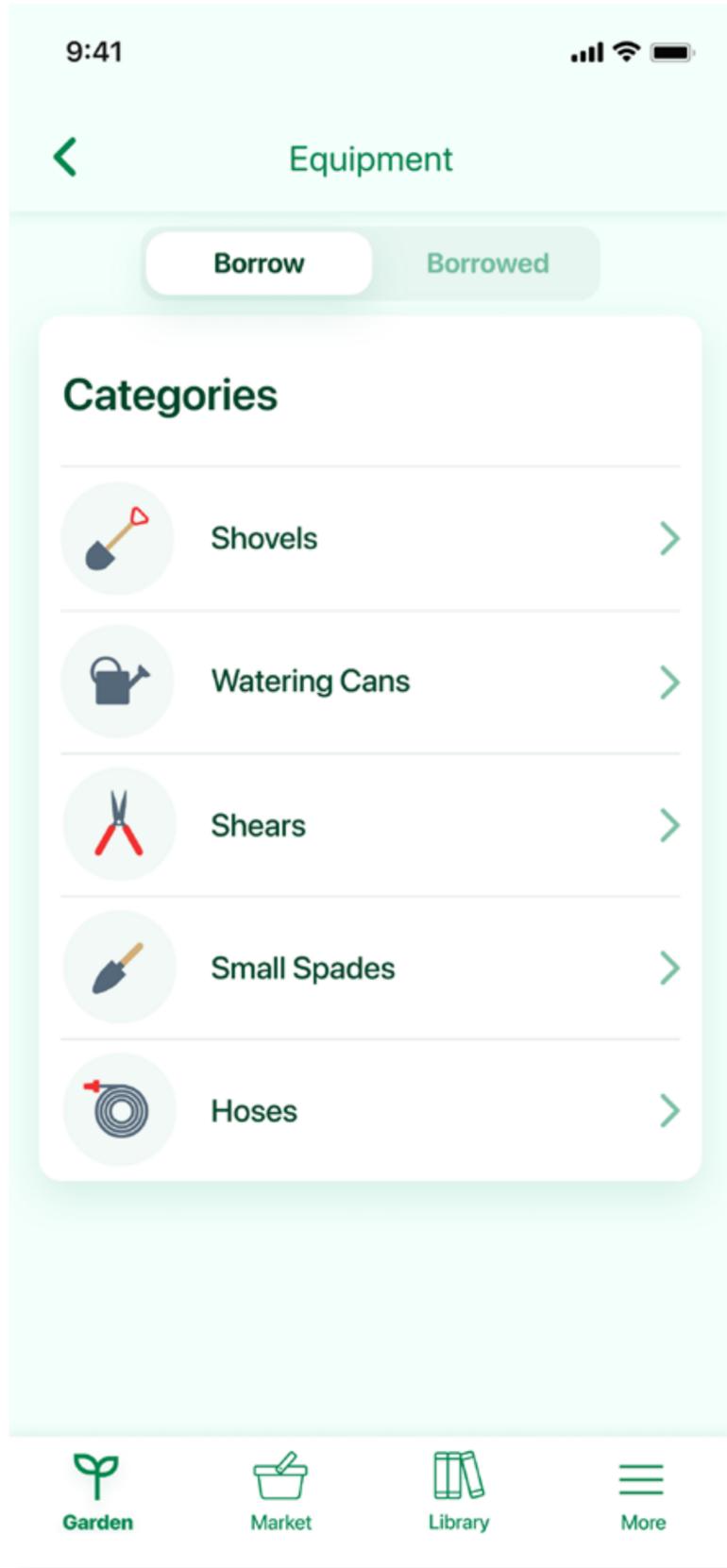
The Garden section is intended to give City Gardens users an in-depth overview of their current and former growing projects. Extensive use of relevant technology is also applied to ensure that the growing process will be as manageable and understandable as possible for the users.

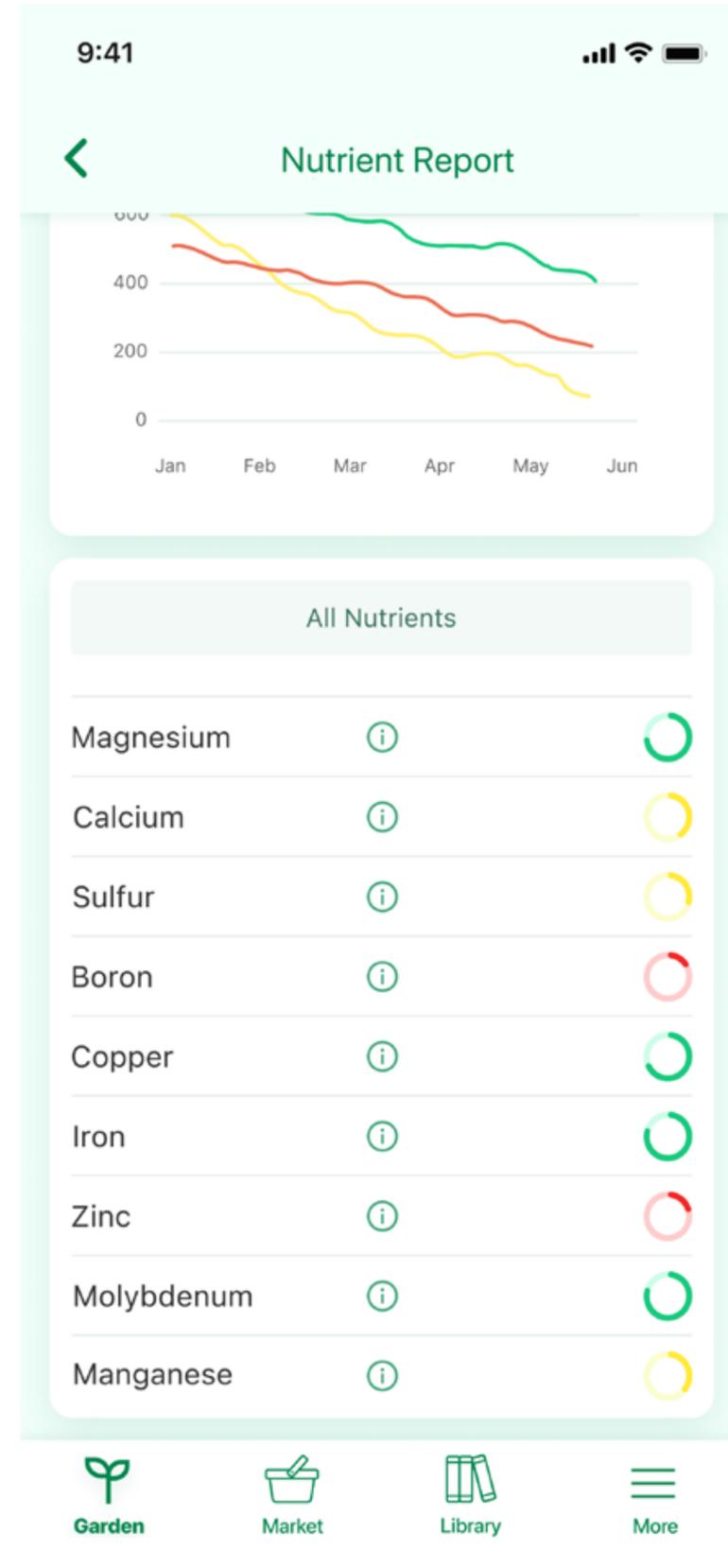
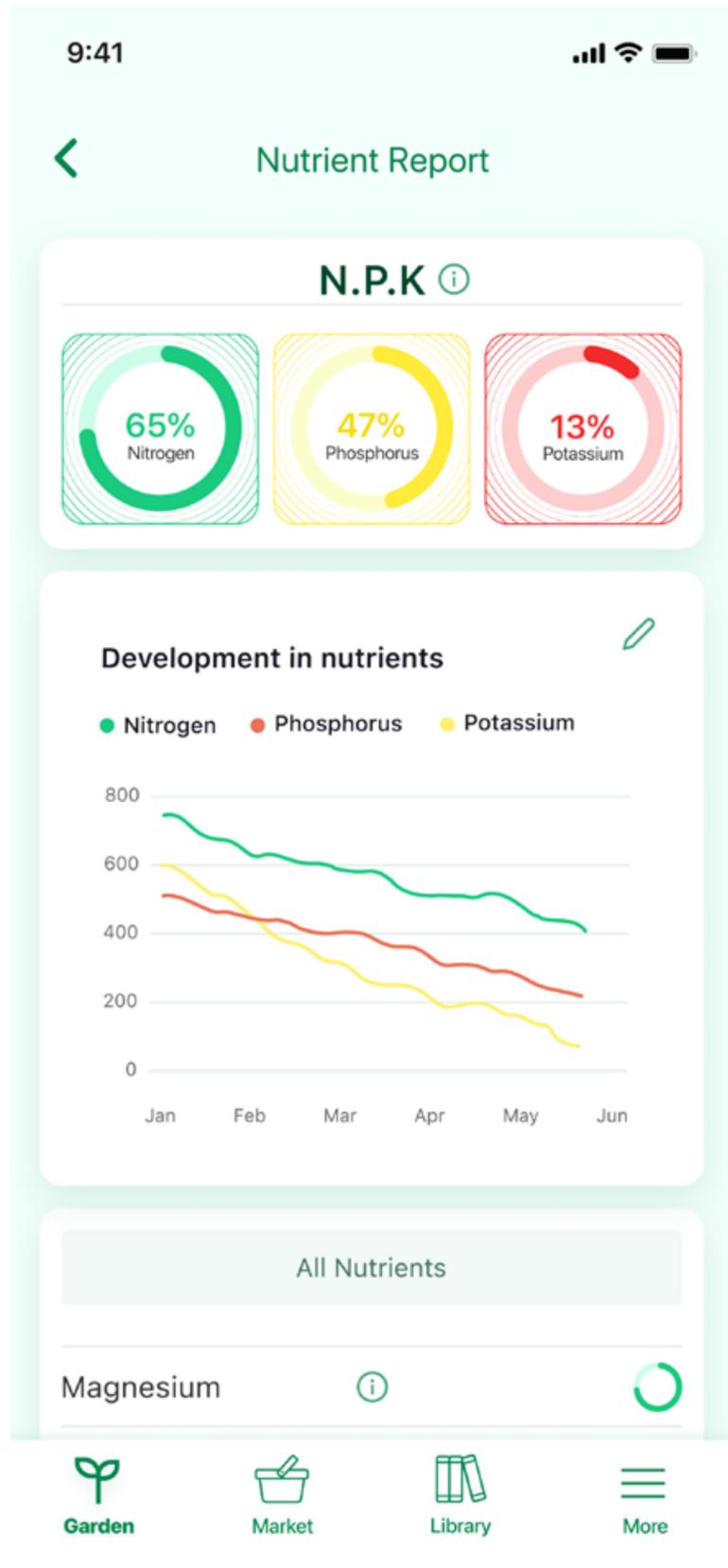
This section is quite informative and provides all the tools one might need during the growing process. Among other things users may view the status of their plants and nutrient contents of the soil, borrow gardening equipment, see weather forecasts and receive a full overview of former projects in the Growing Log.











9:41



Weather



Mon Tue Wed Thu Fri Sat Sun

Today



18°C

18°C

17°C

15°C

18°C

22°C

16°C

21°C

Monday 19.05



21°C

18°C

15°C

12°C

9°C

04:00

08:00

12:00

16:00

20:00

00:00

Ideal watering time 20:00

Weekly takeaway:

There is expected **5.4 mm** of rainfall this week. Consider watering your plants on Sunday.



Garden



Market



Library

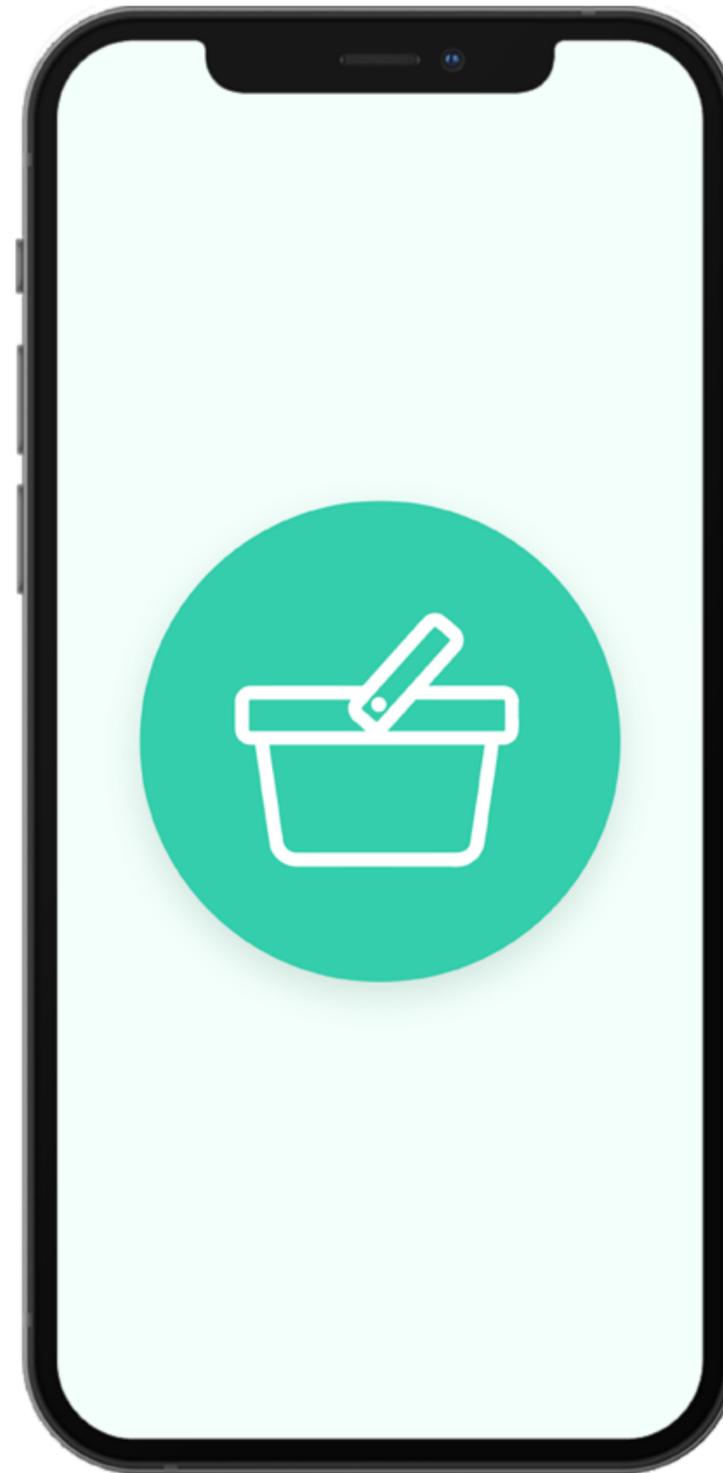


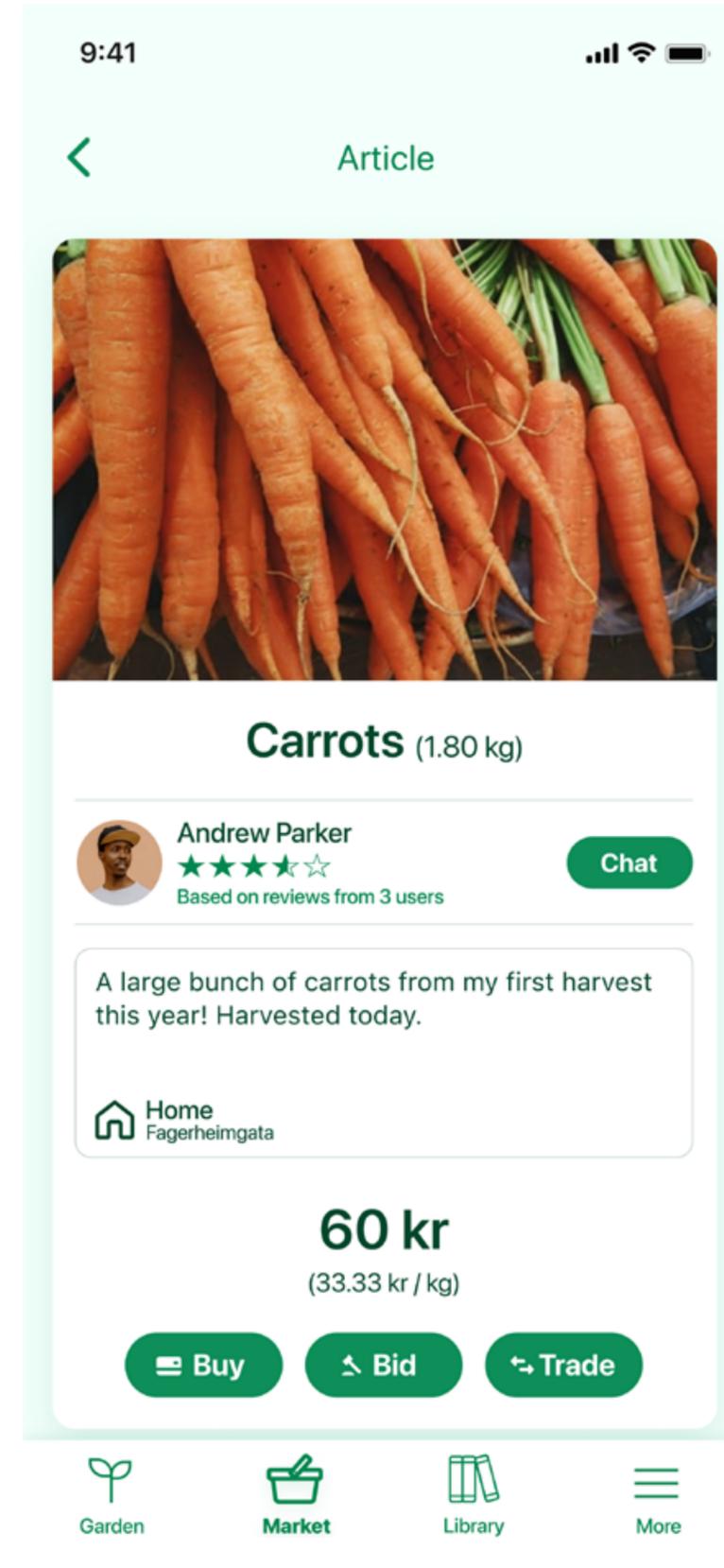
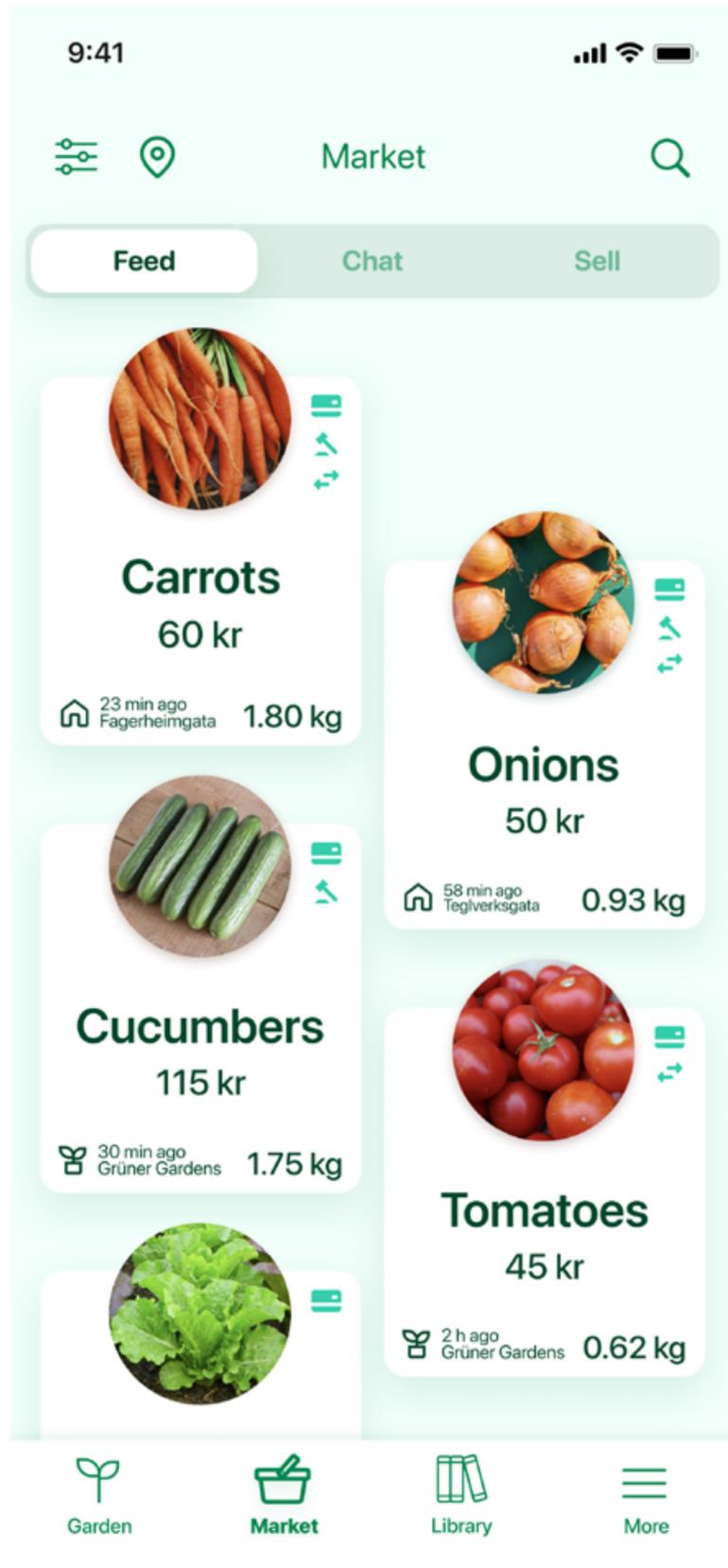
More

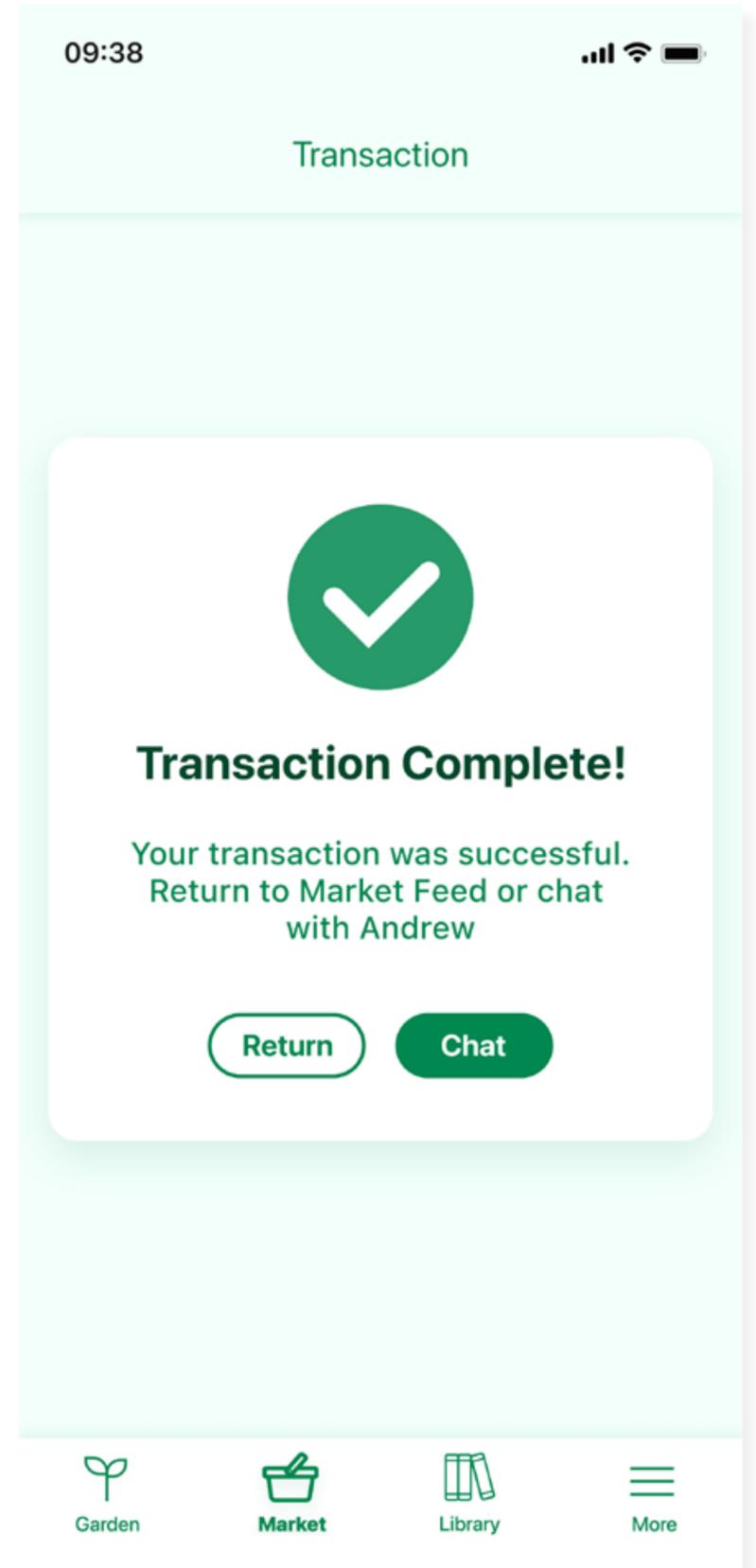
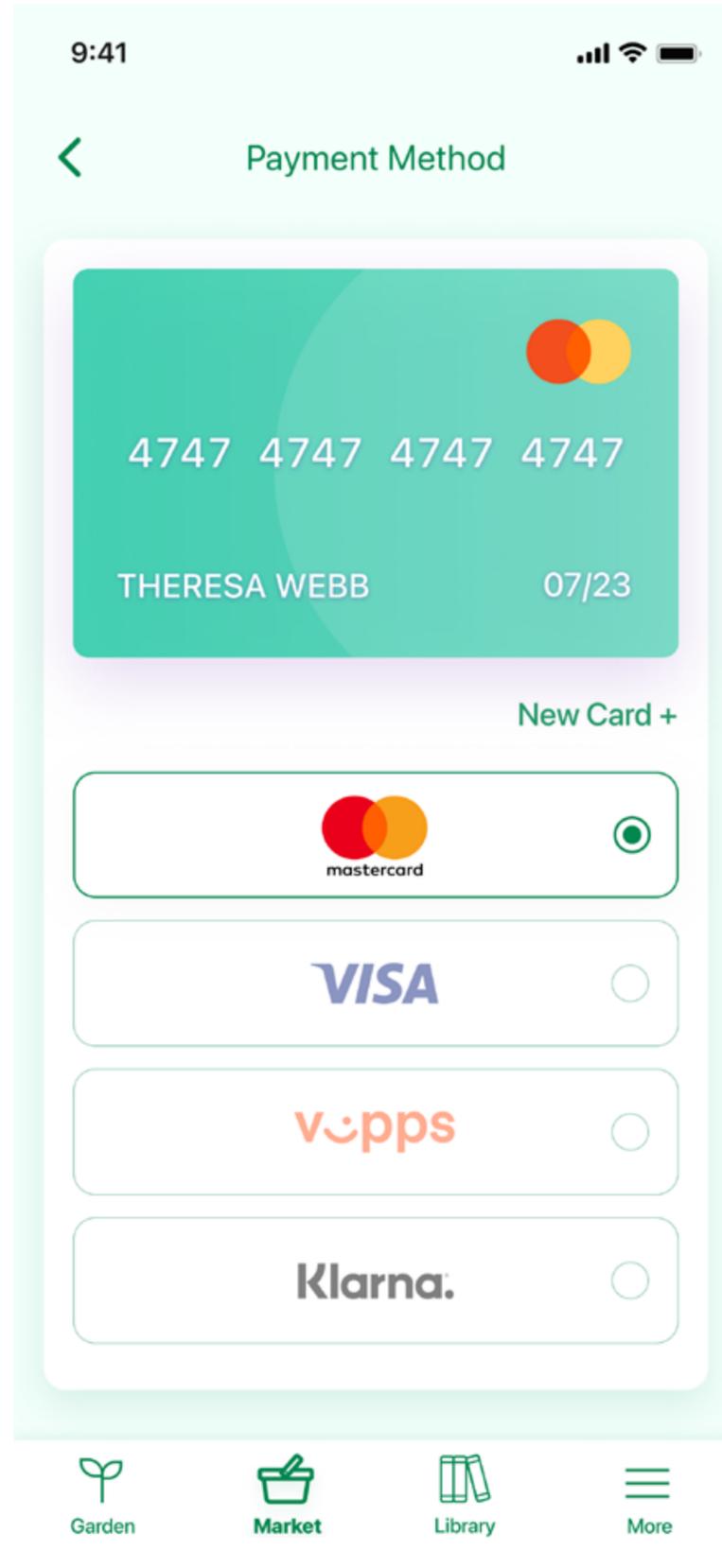
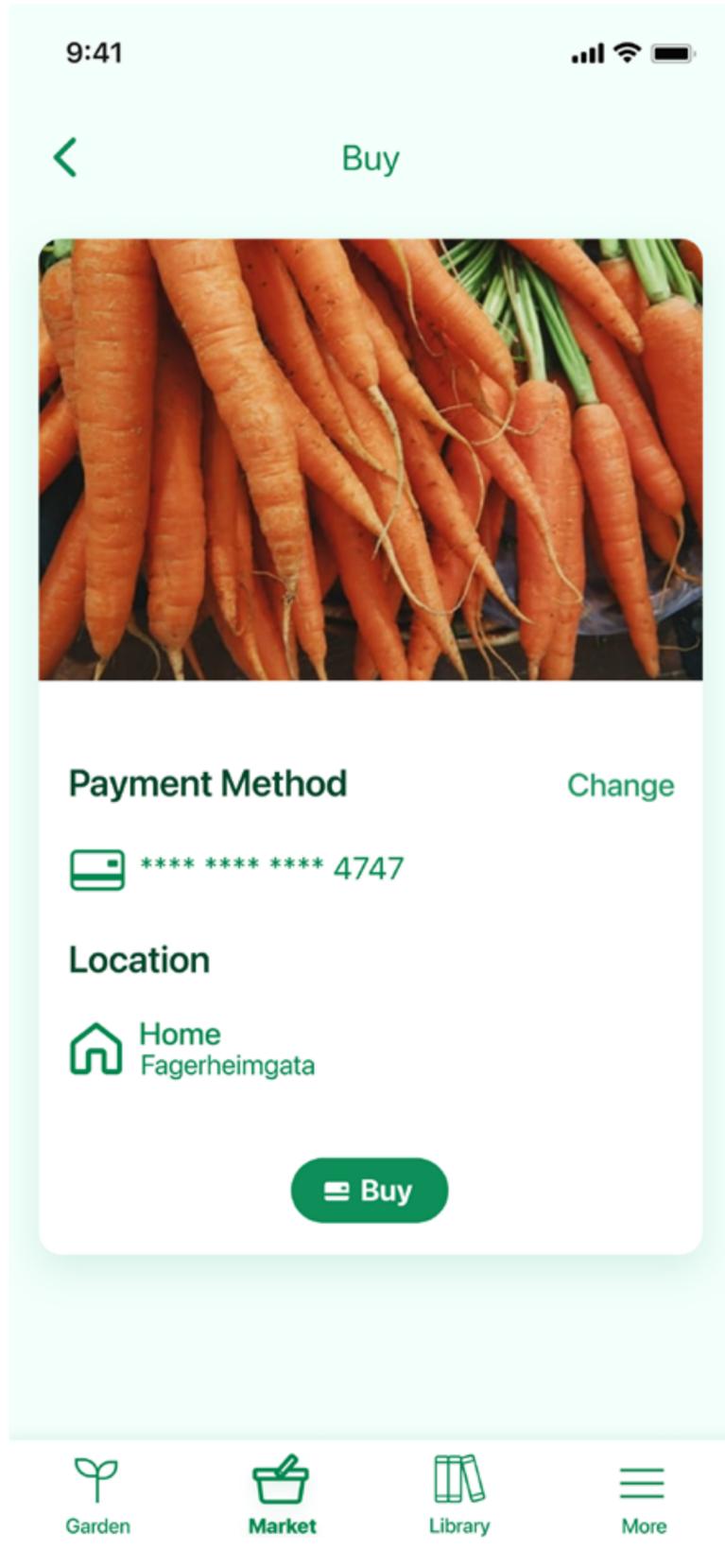
Market

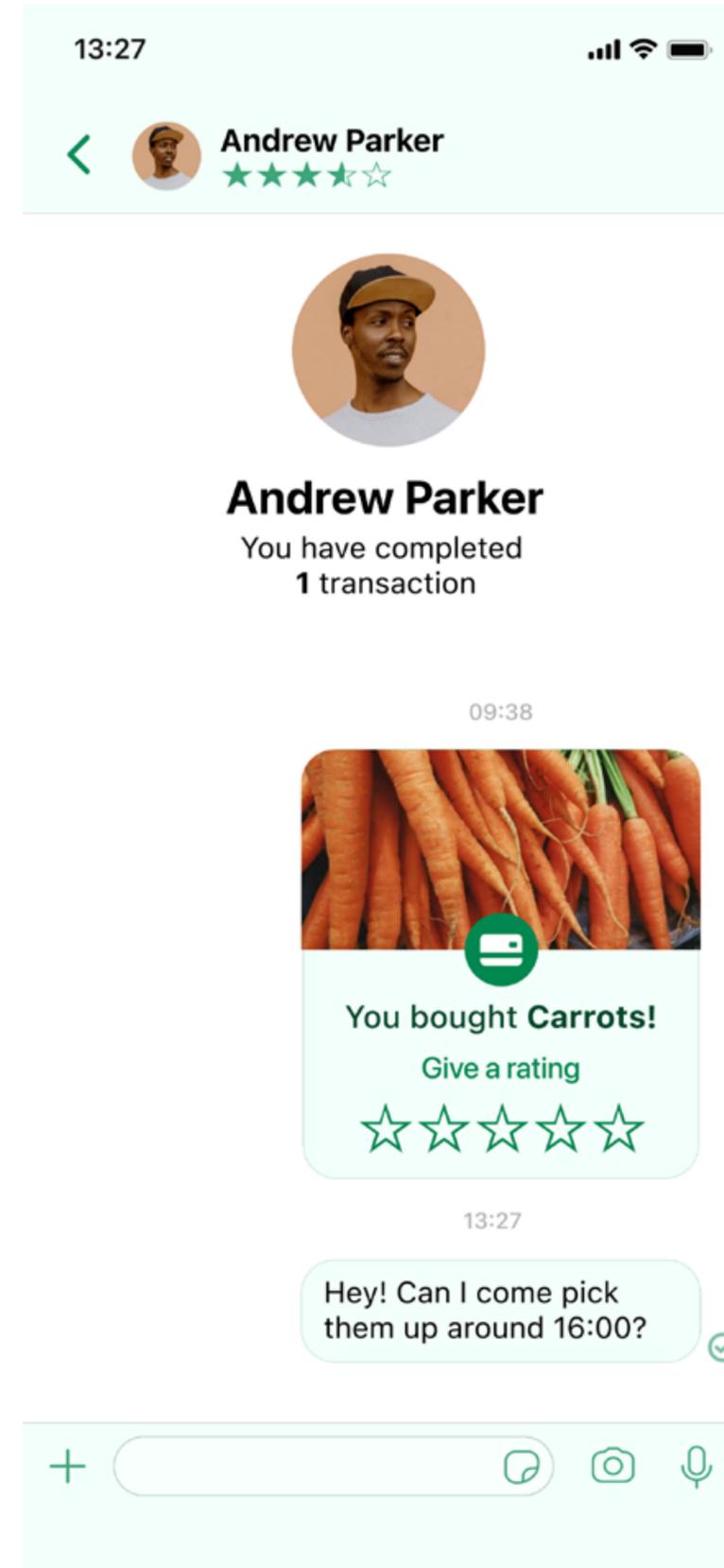
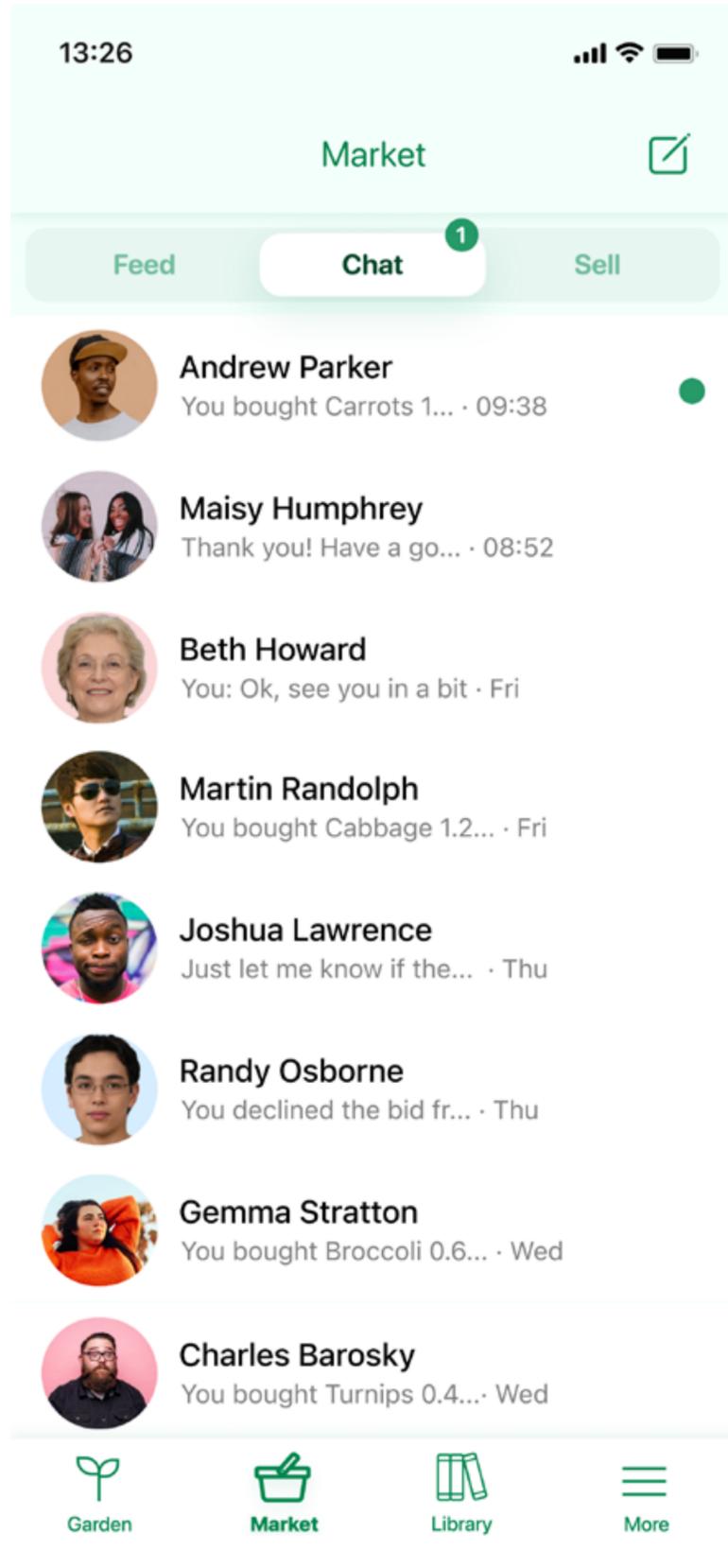
The Market section works as a platform that facilitates trade among City Gardens users with produce they have grown themselves. Users may transact with each other either by buying, bidding on, or trading articles on the market.

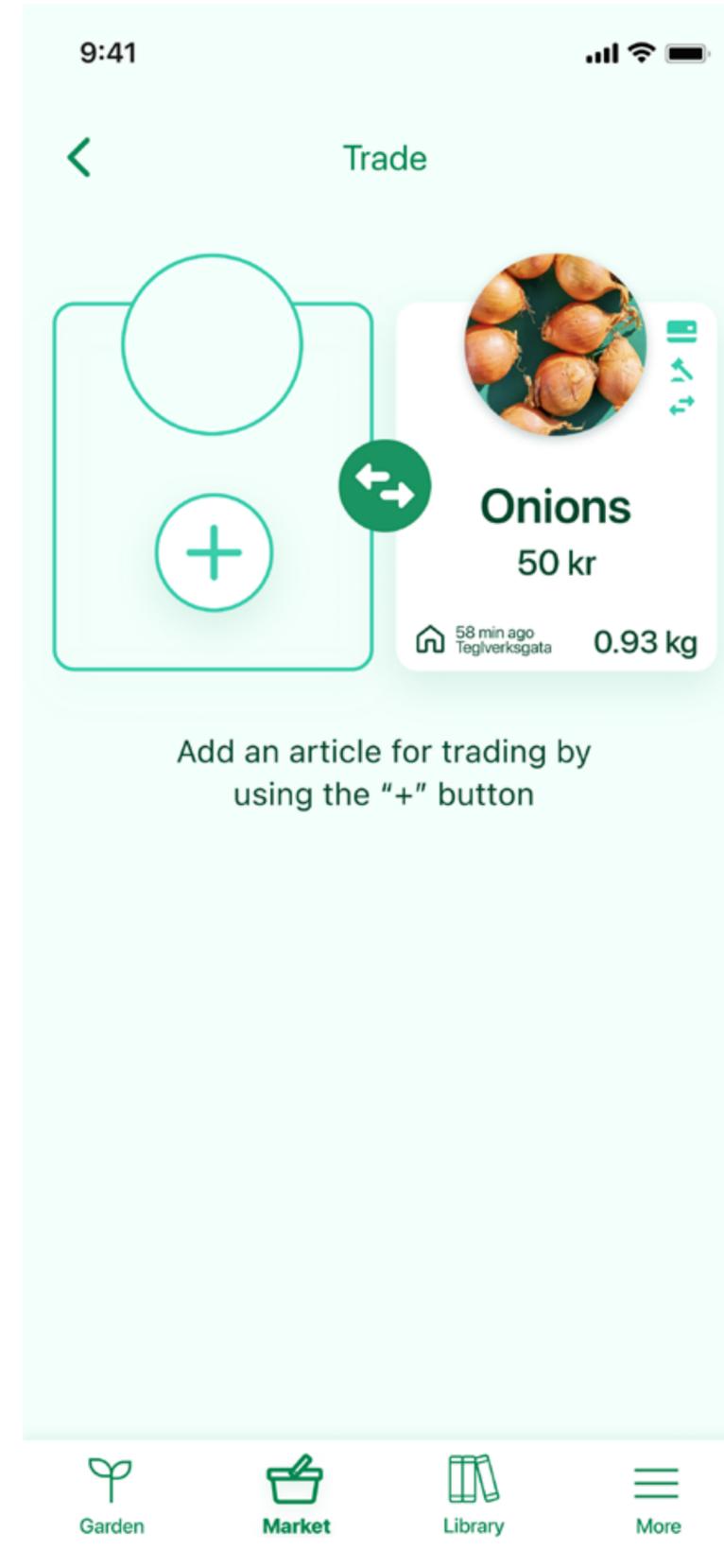
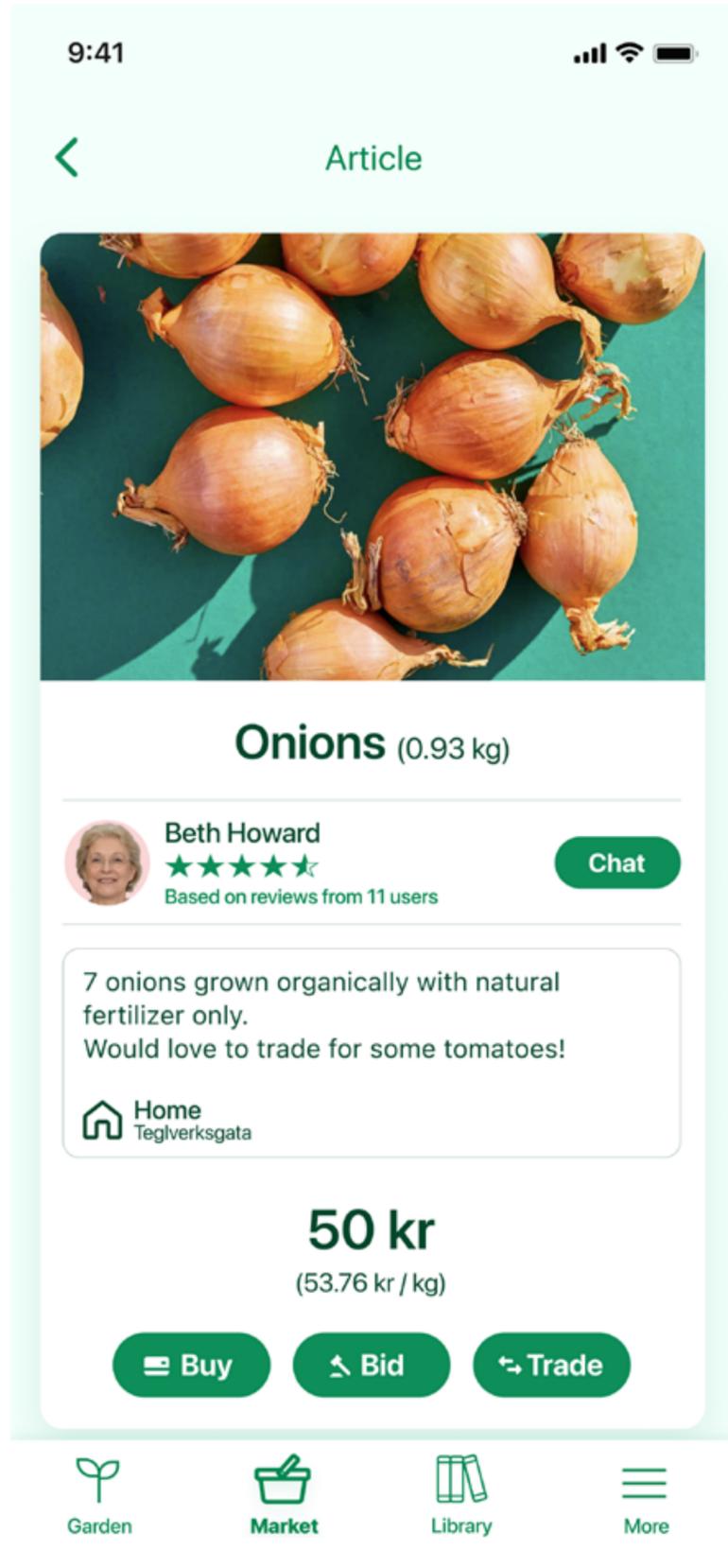
The goal is to promote interaction between participants, contributing to a stronger sense of community among the users of the City Gardens service. This is also an example of how urban agriculture can play a part in strengthening a locally oriented economy.

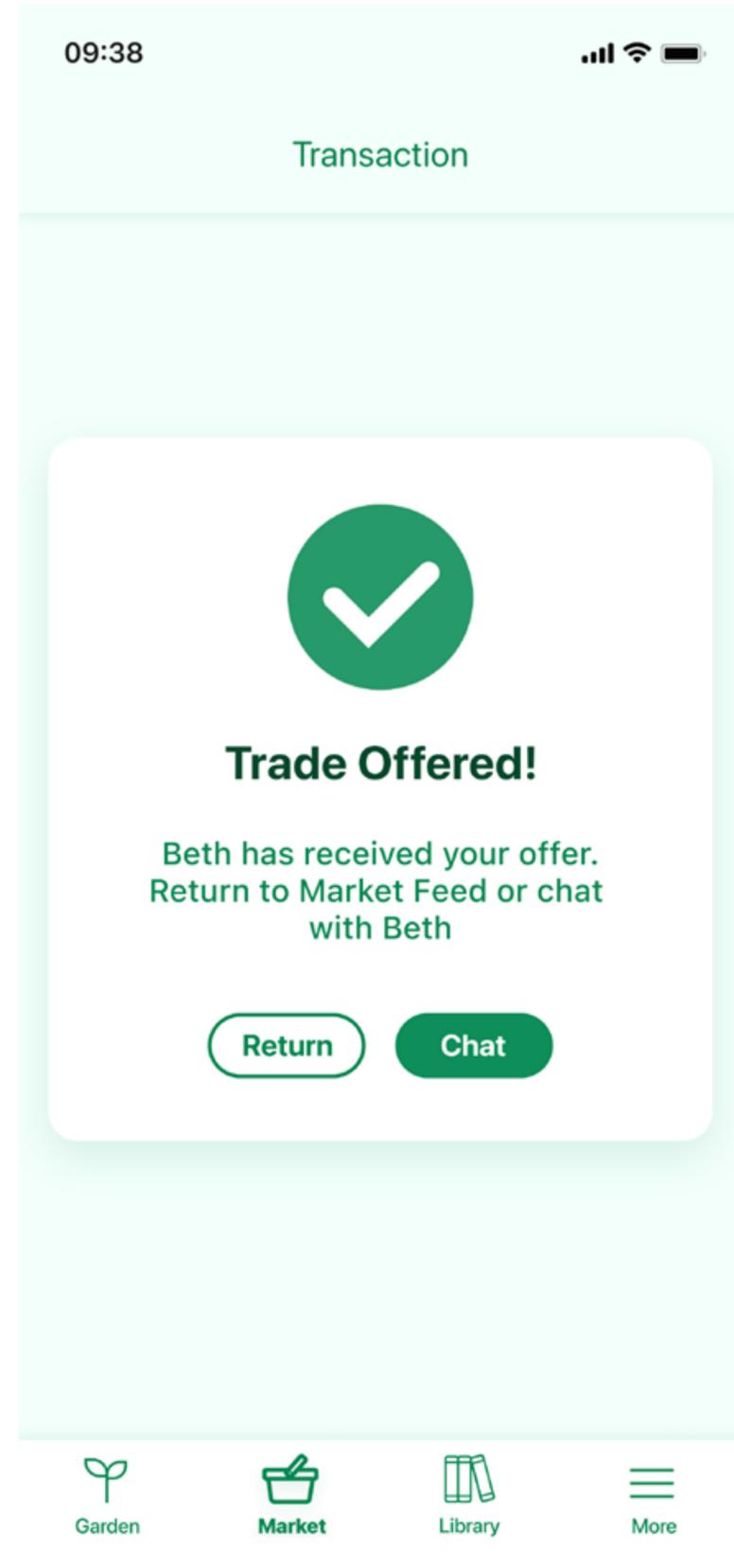
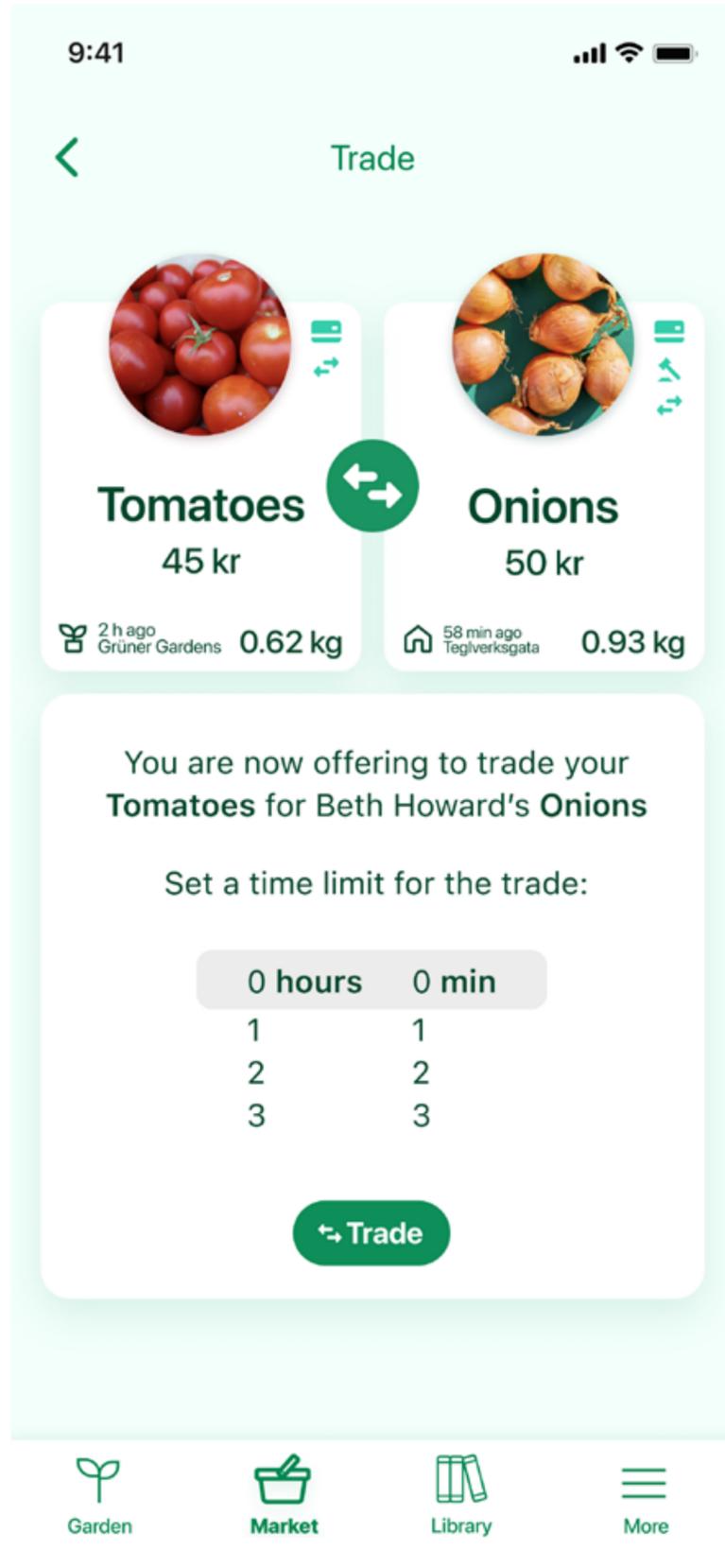
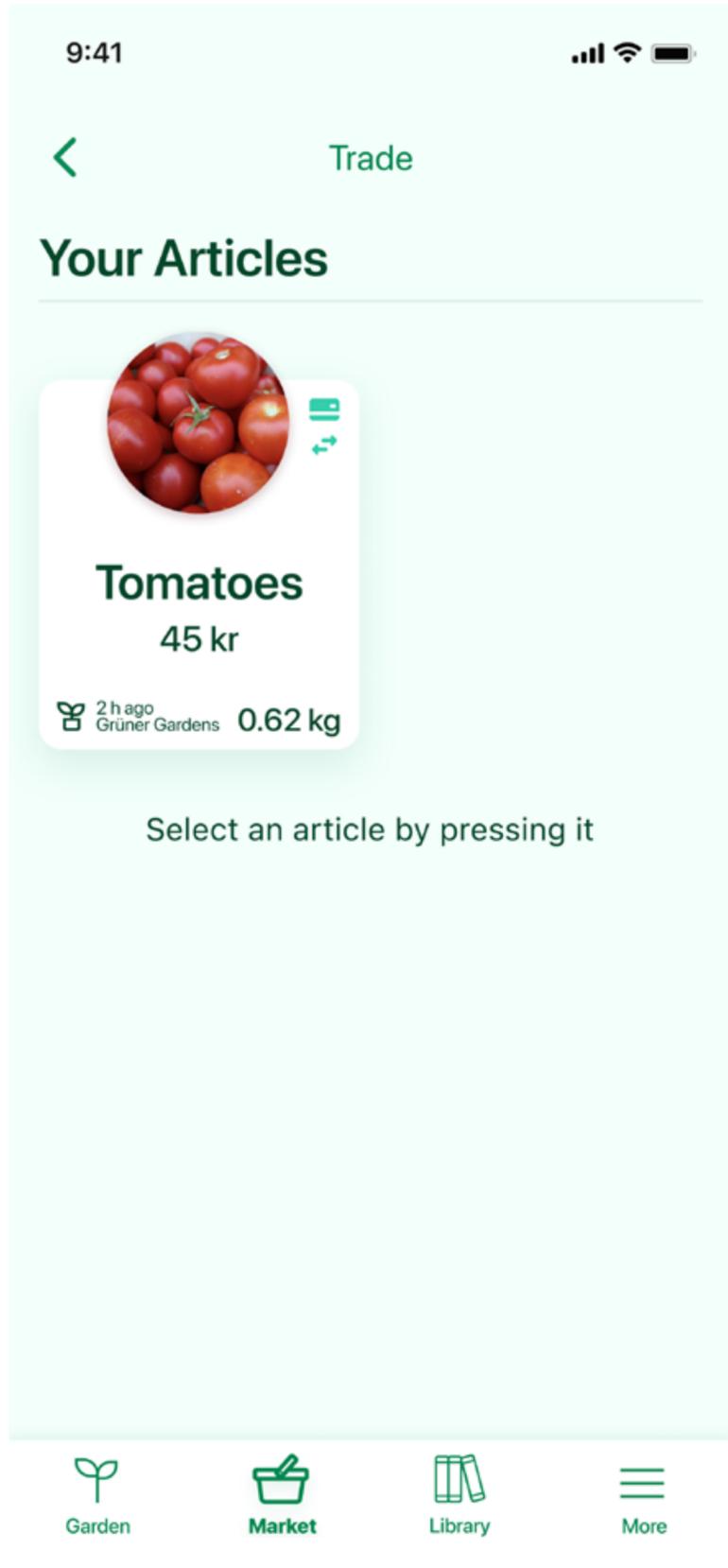


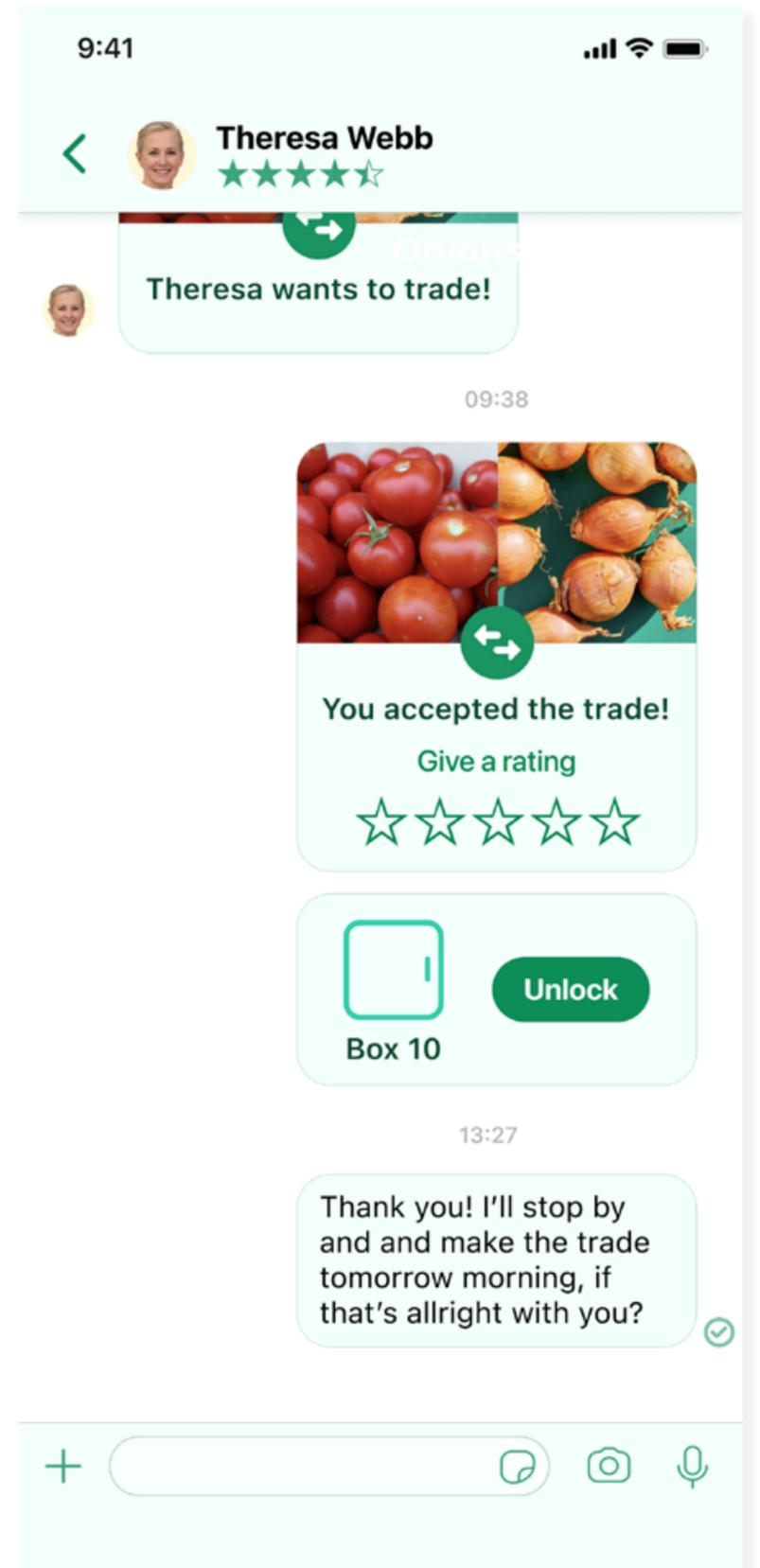
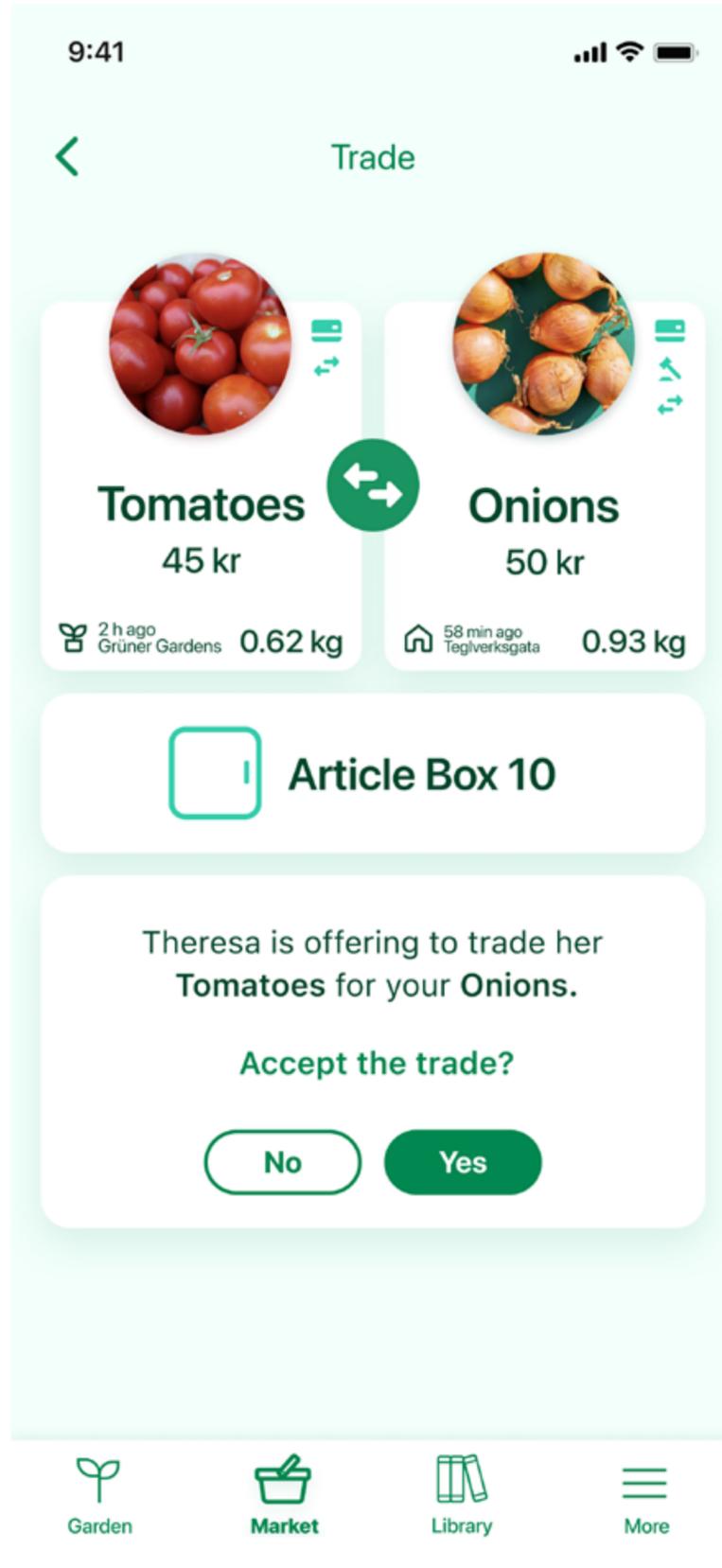
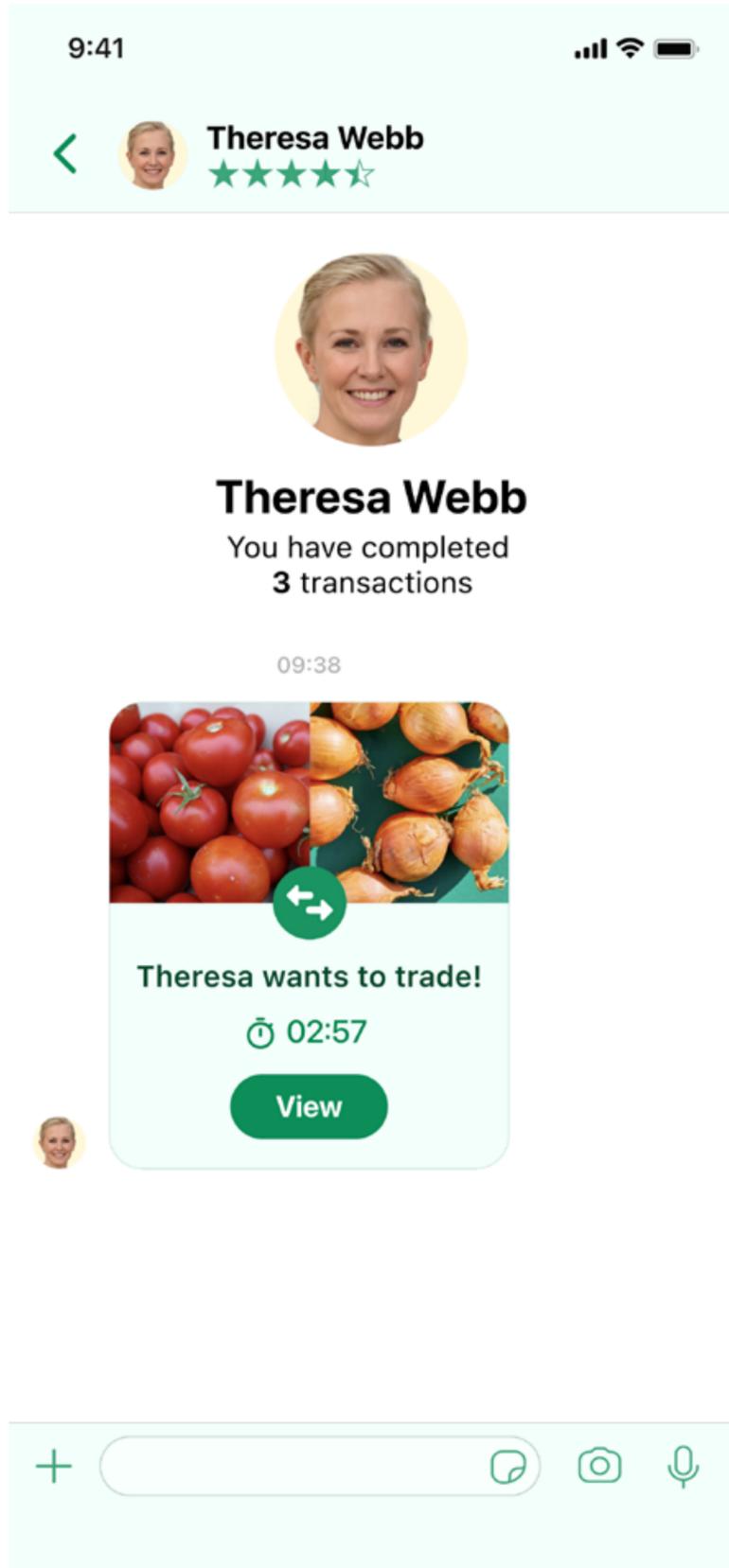


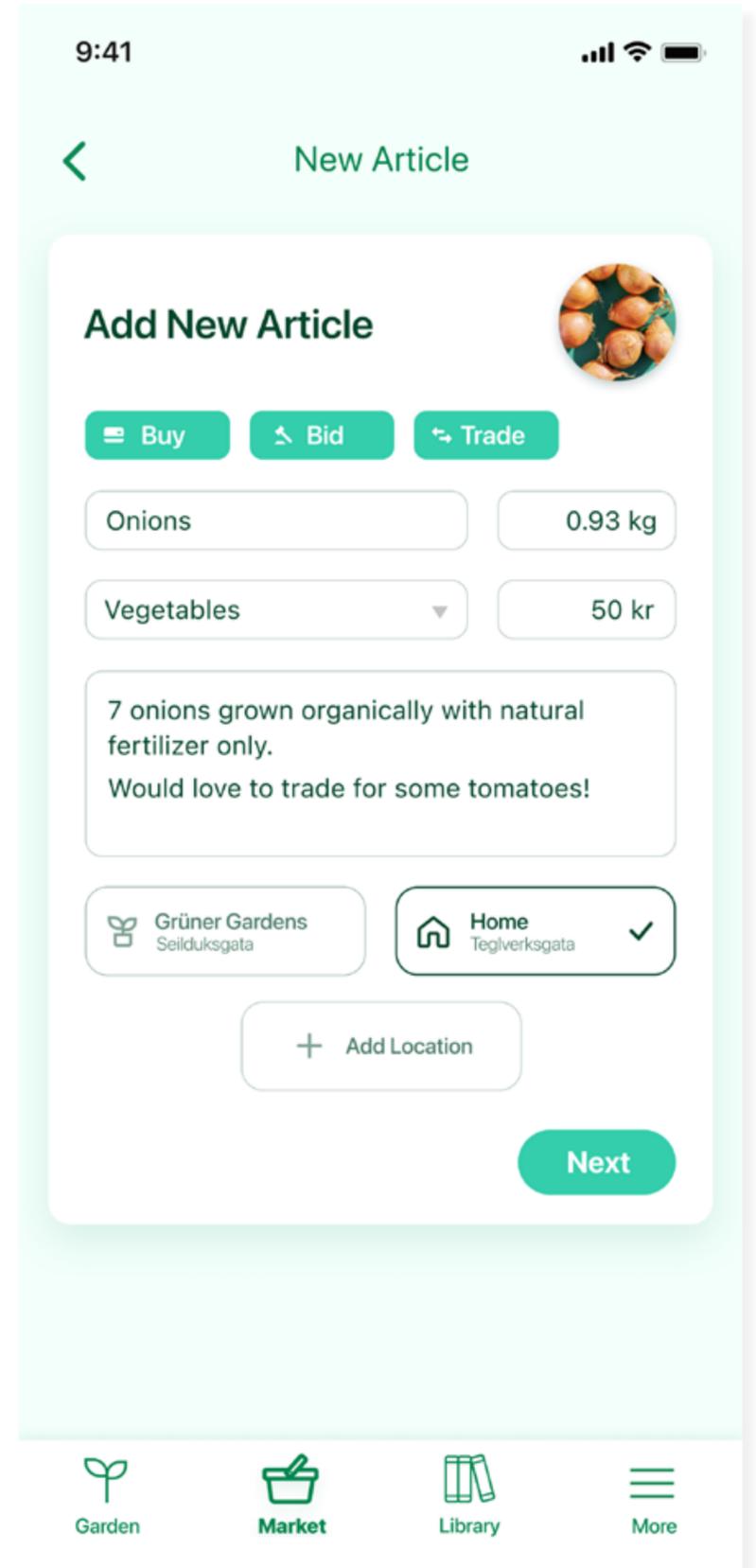
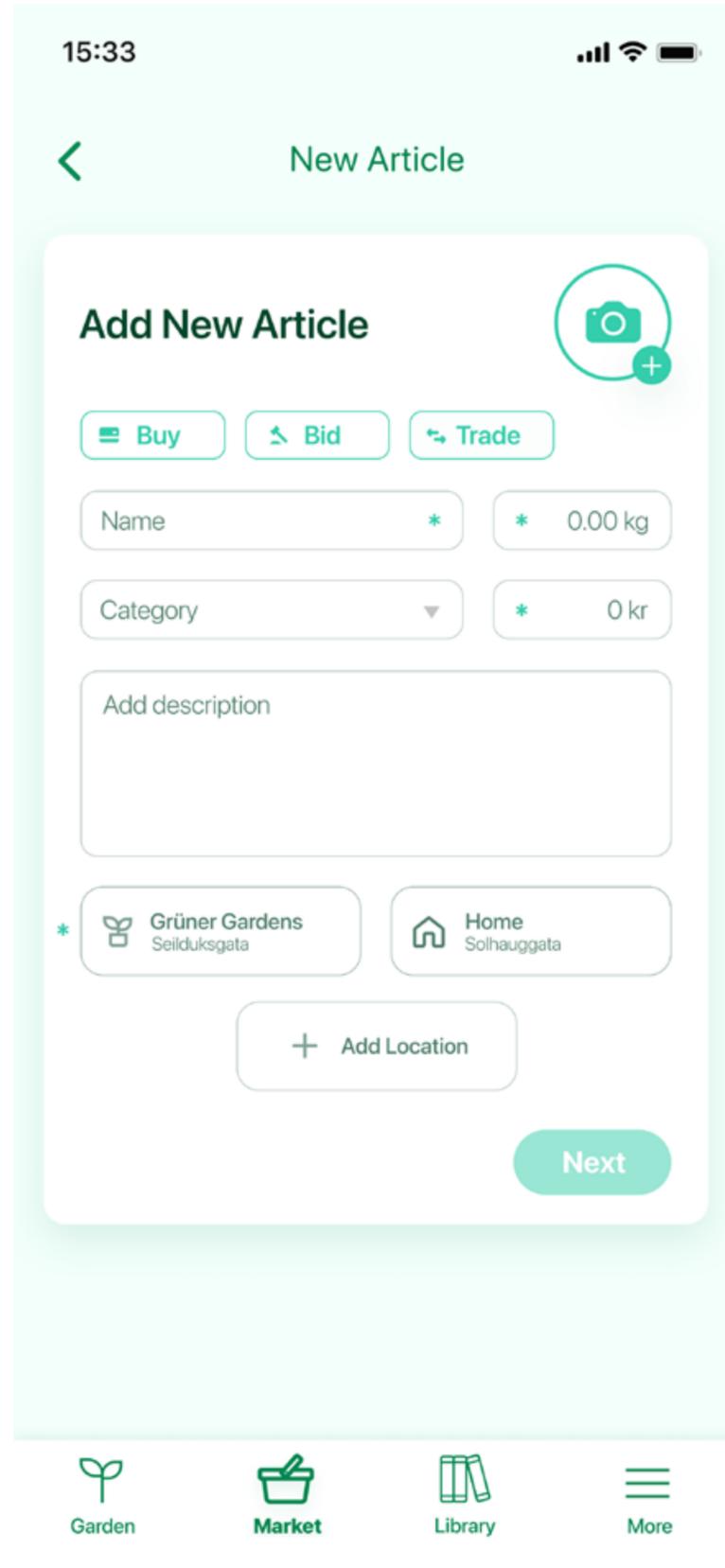
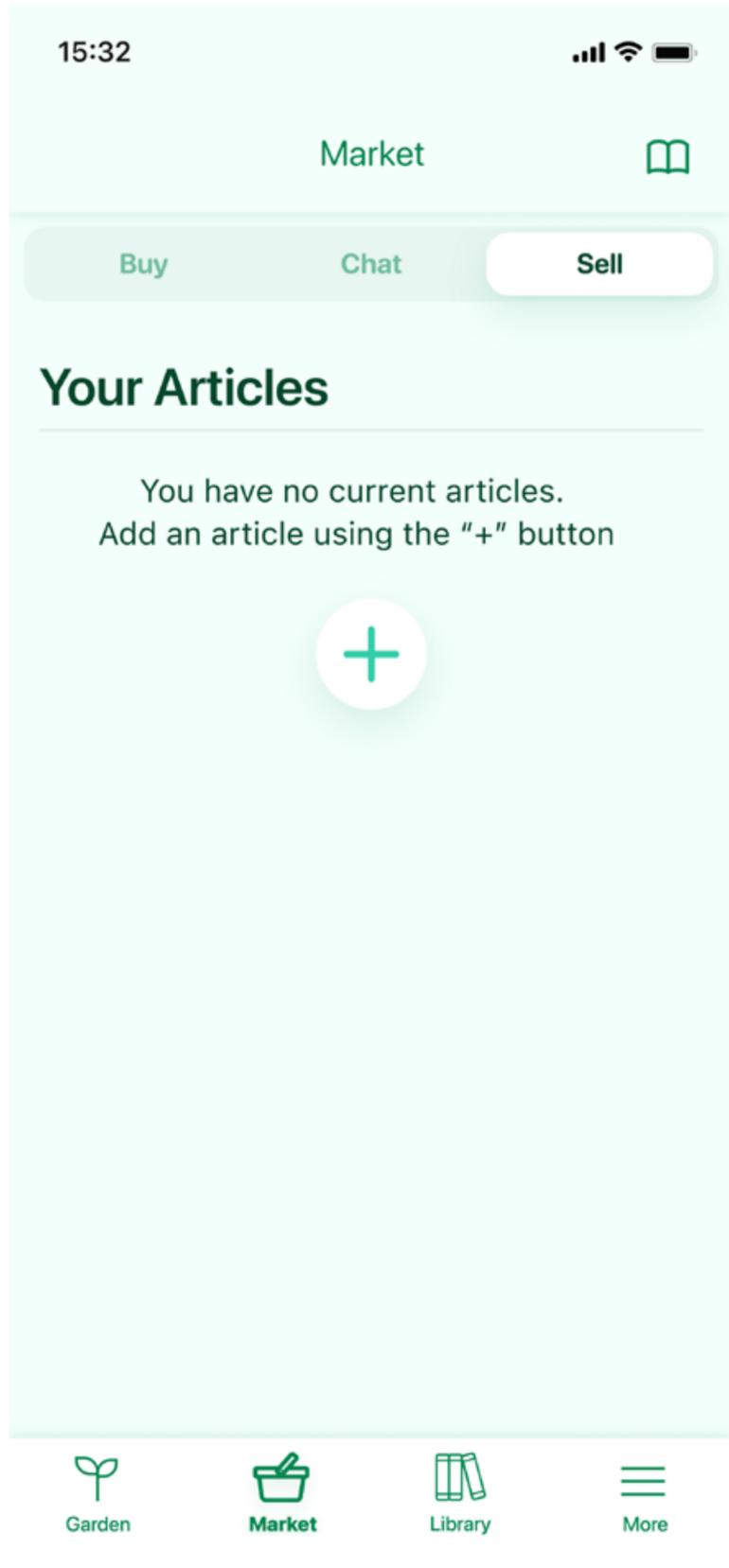


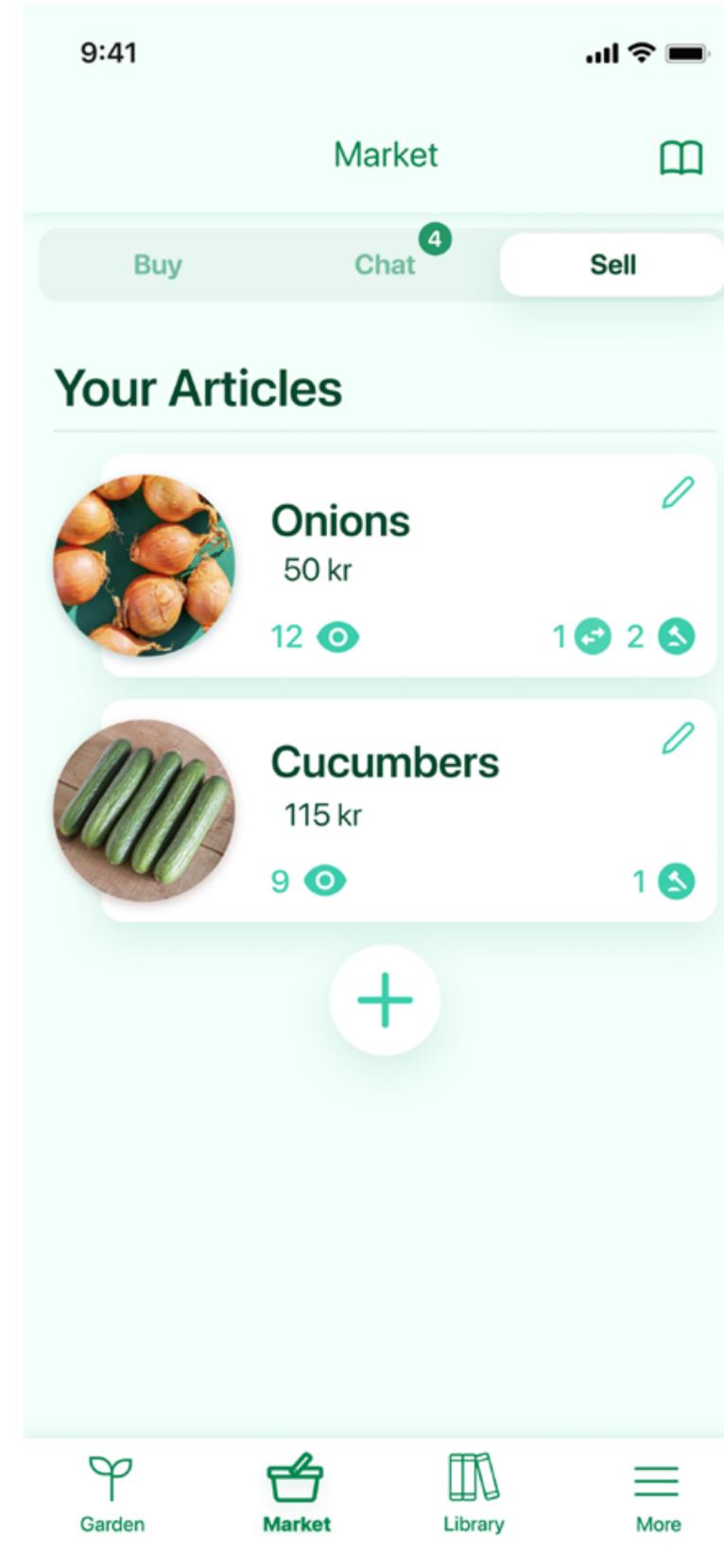


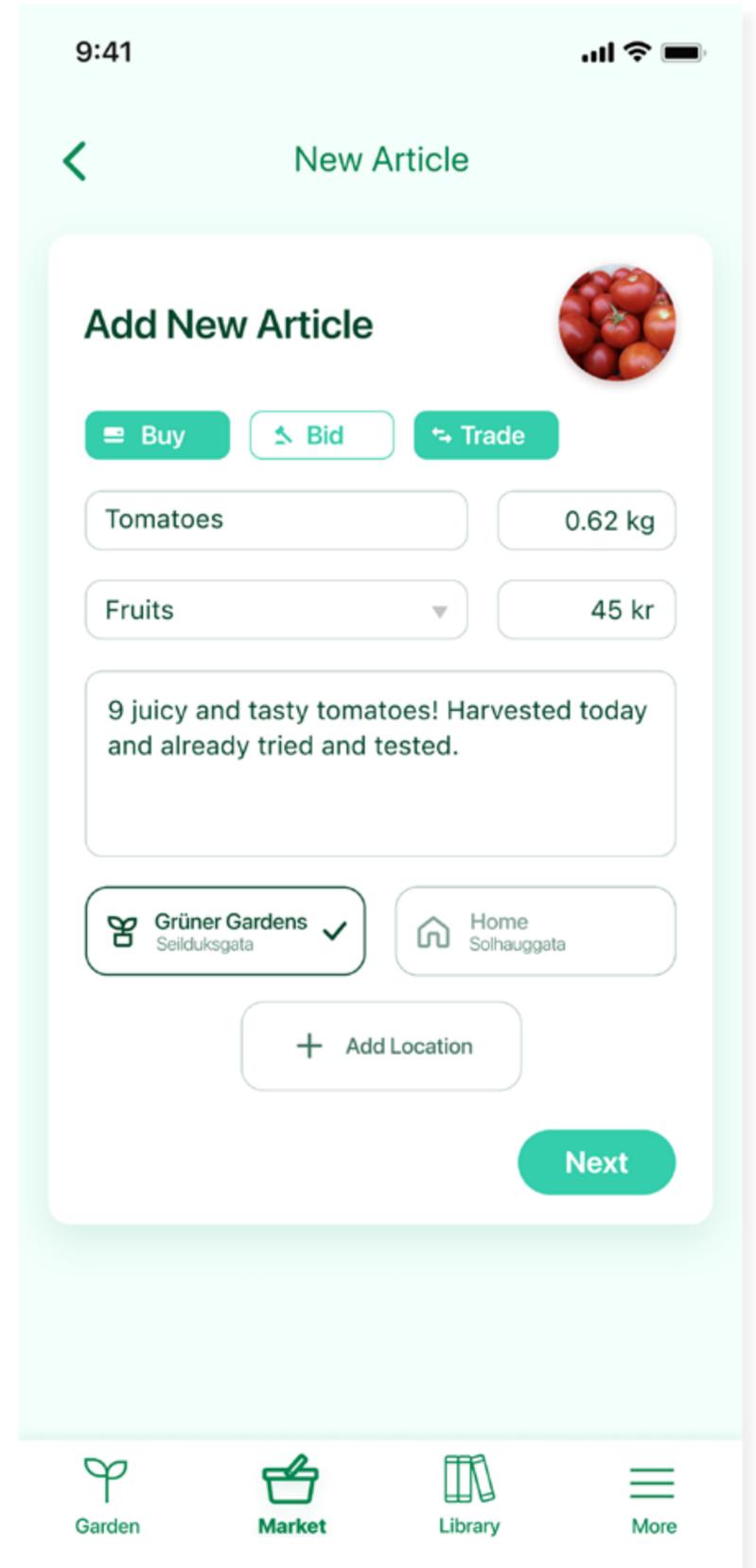
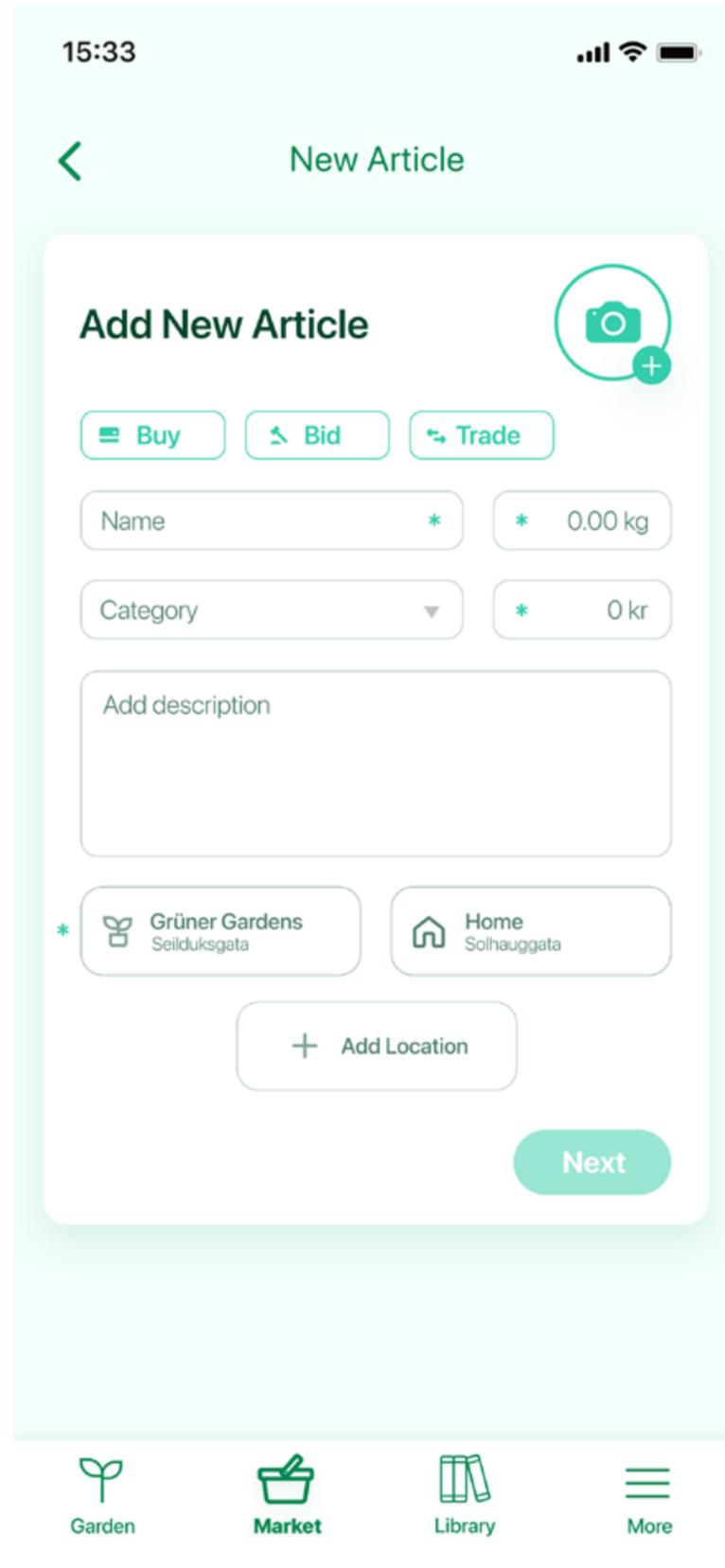
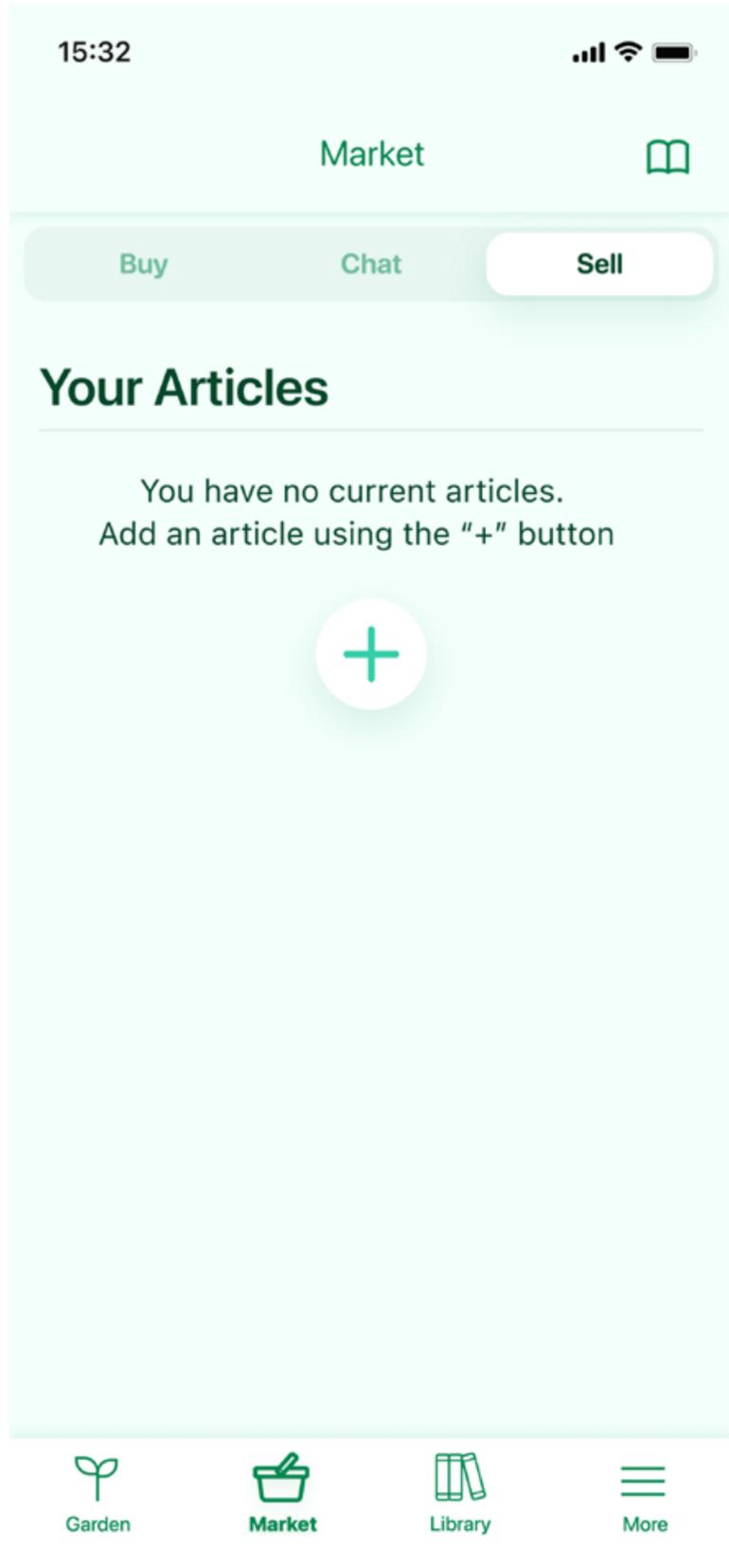


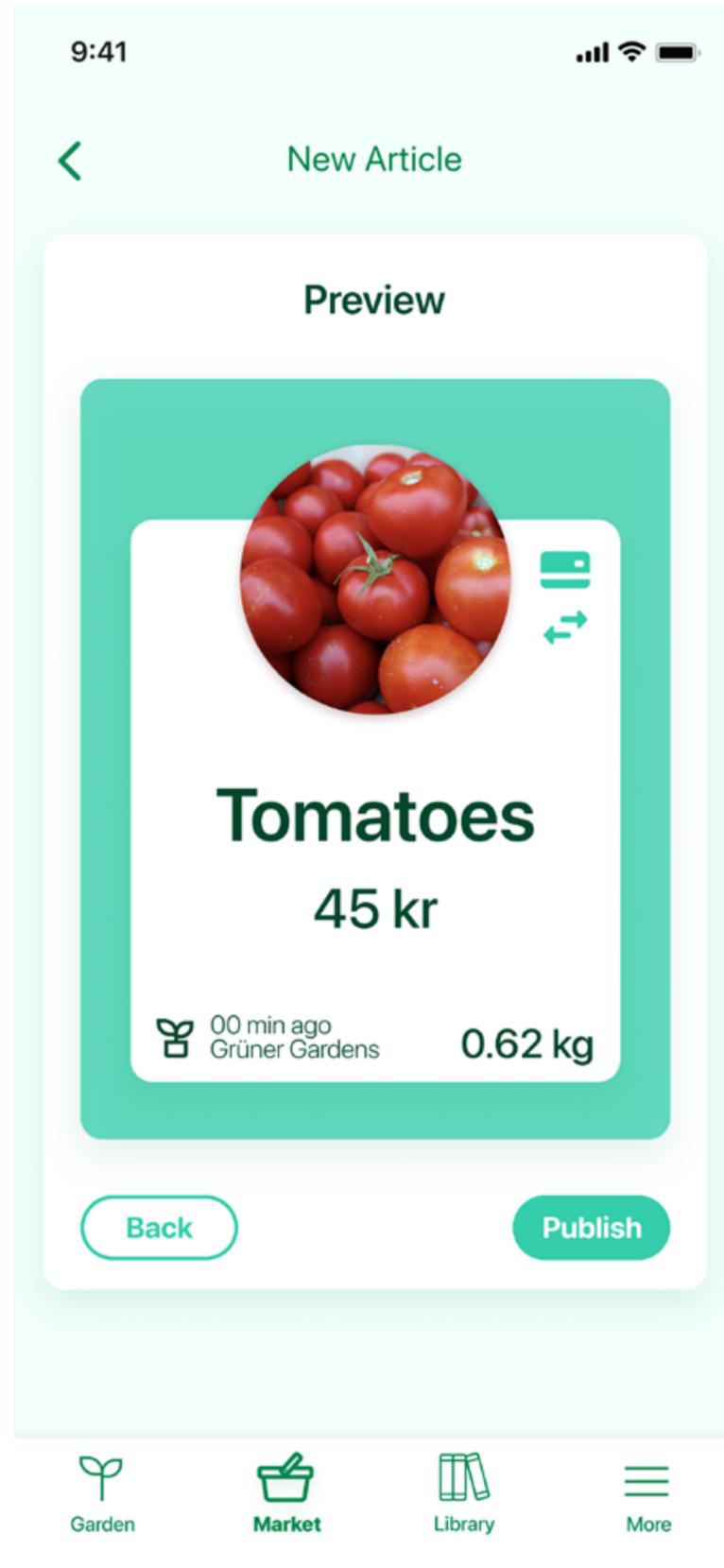
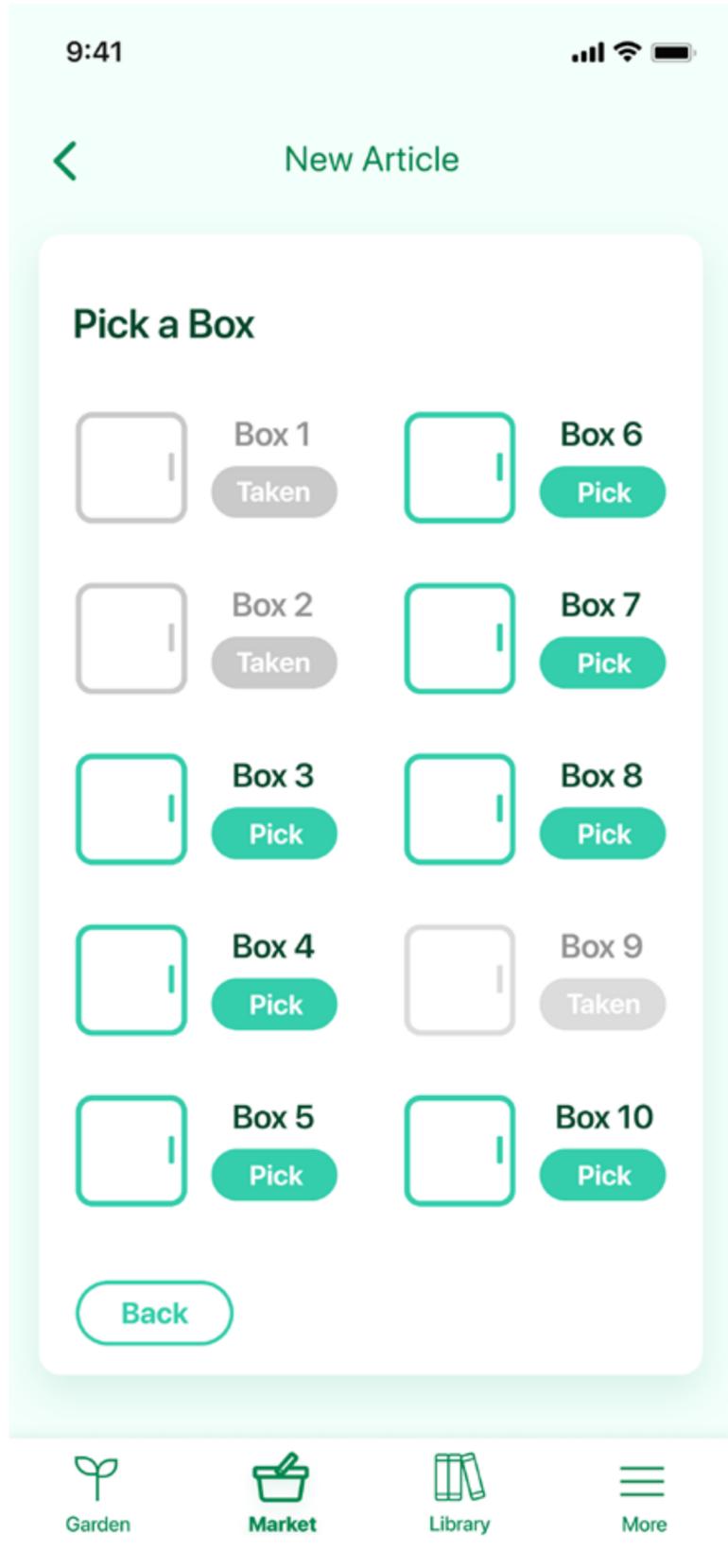


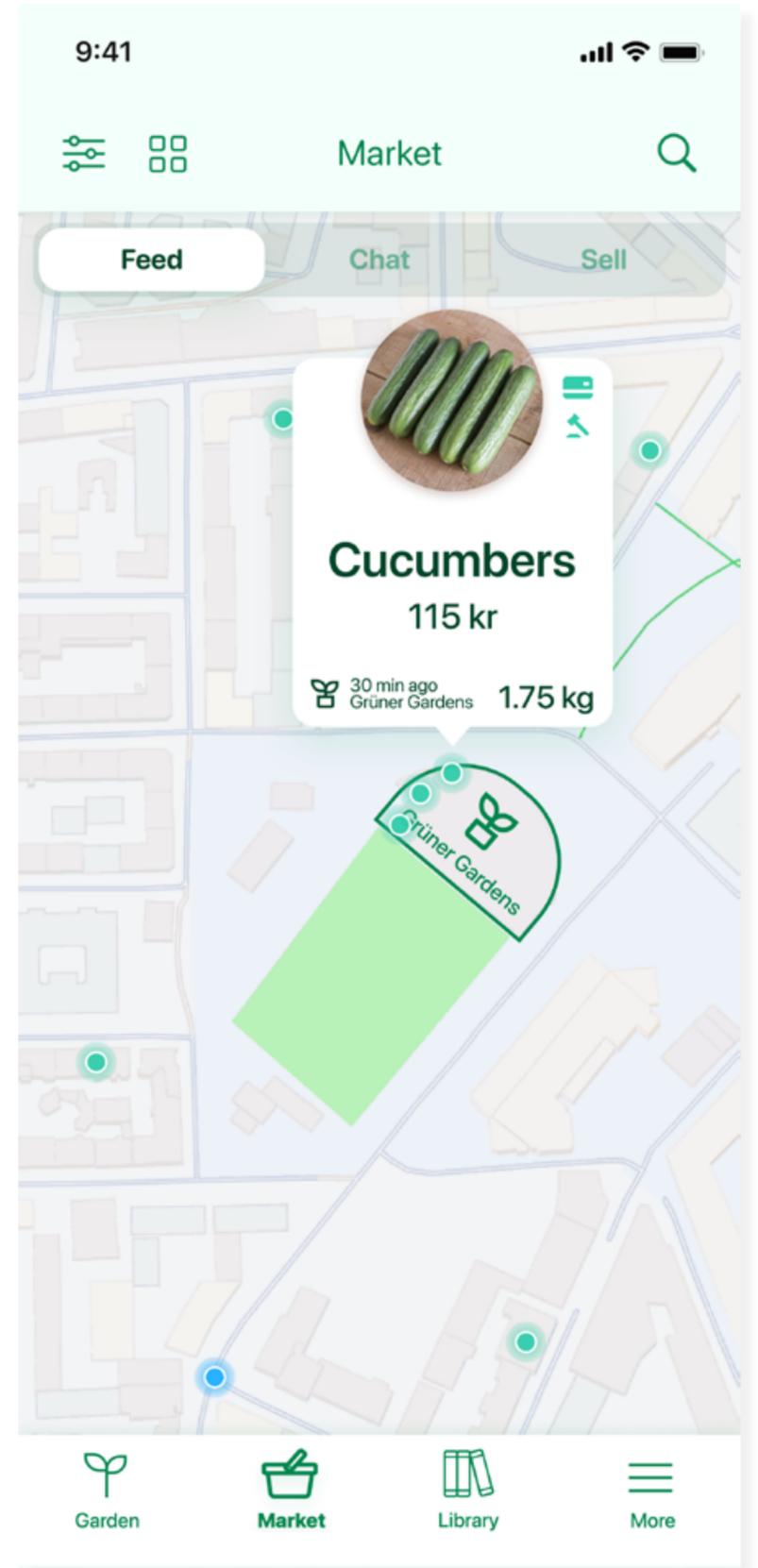
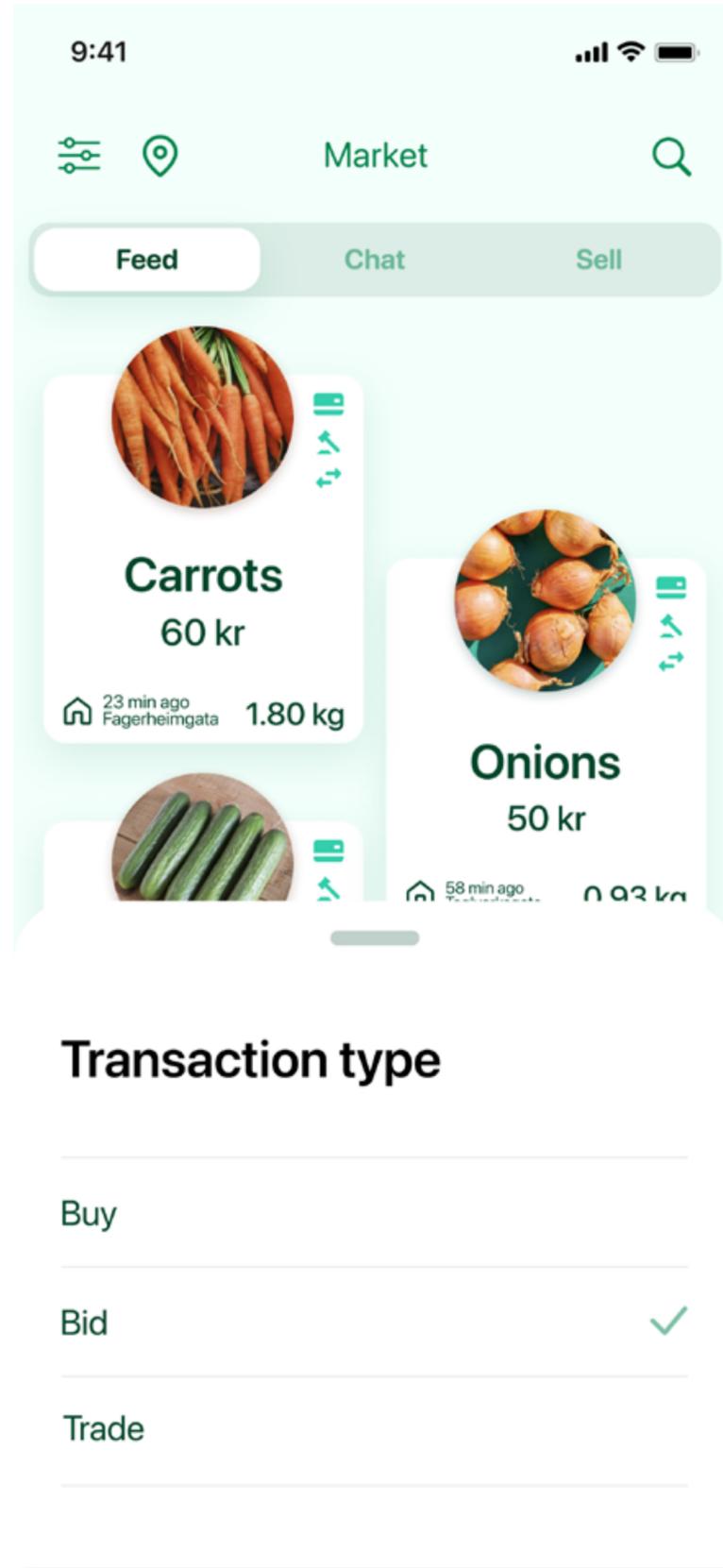
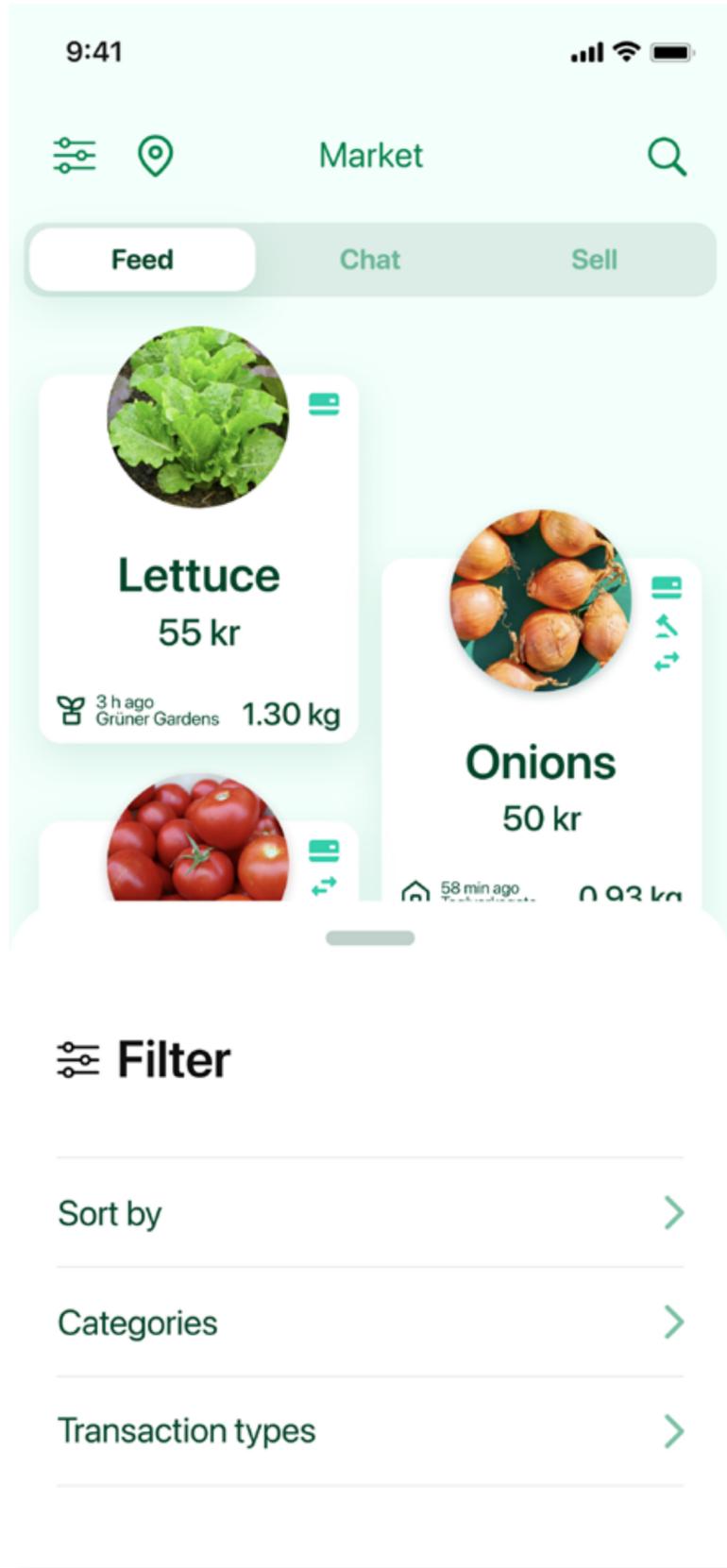


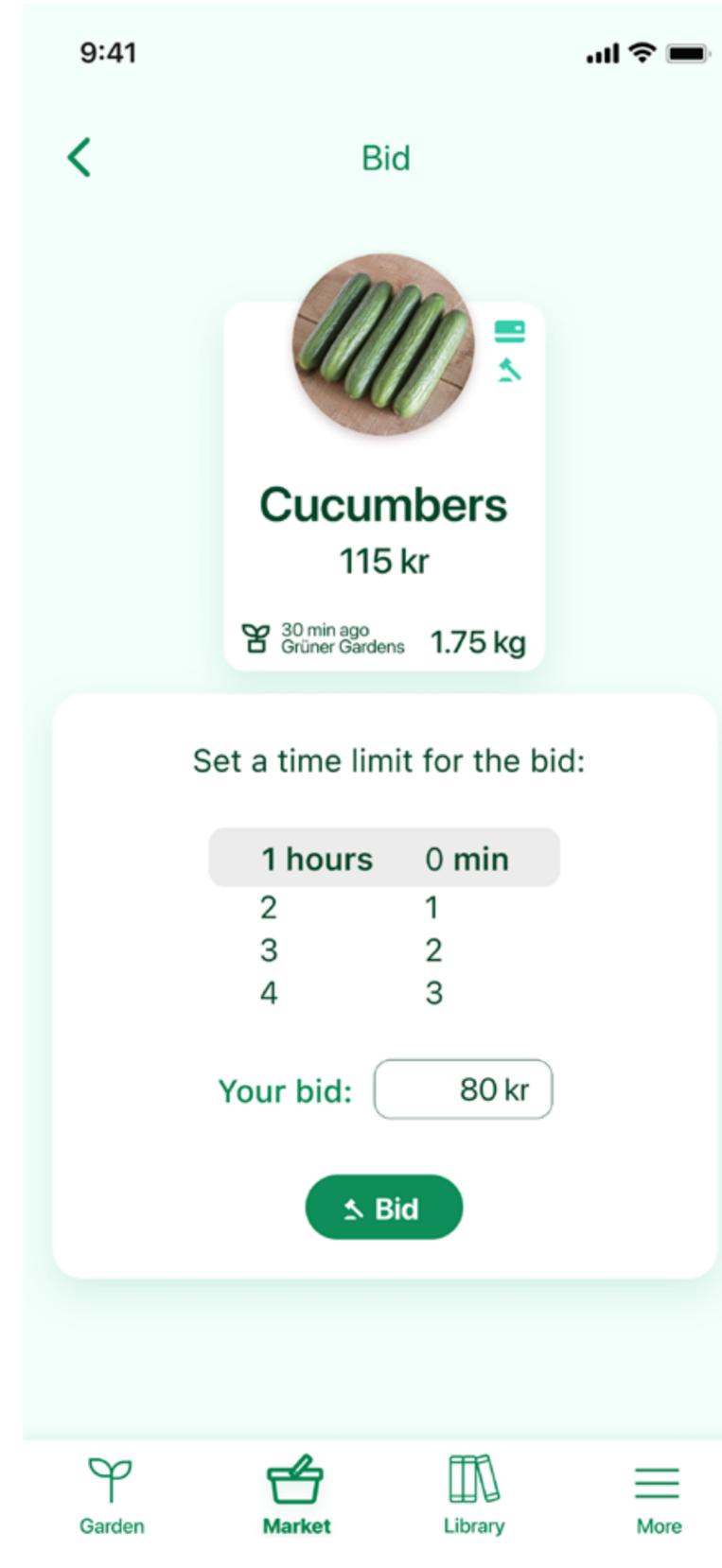
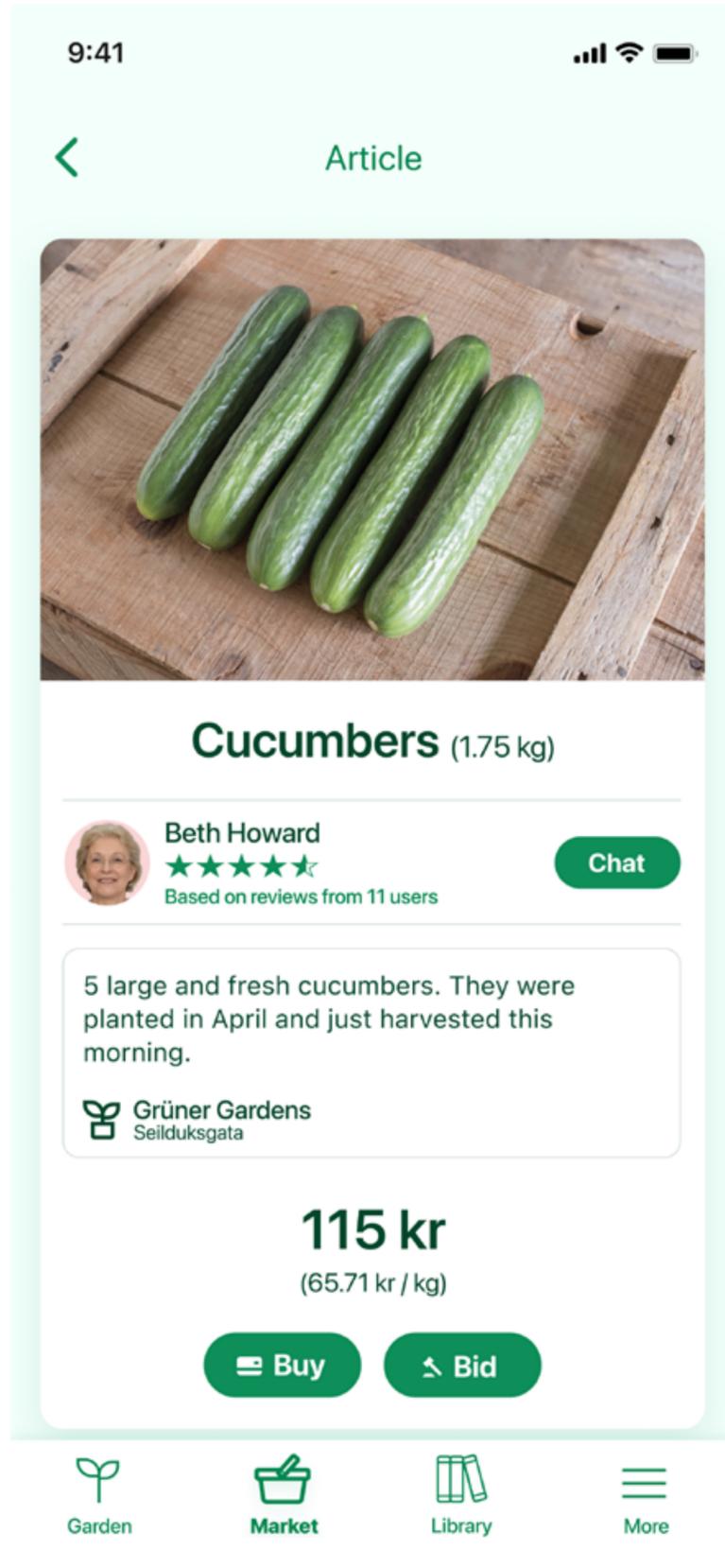












Library

The Library section serves as an educational tool that users will have at their disposal to learn more about urban agriculture and cultivating in general. This will increase the likelihood of users being successful in their projects and in turn becoming satisfied customers of the service.

From the City Gardens Database users may retract information regarding any possible plant they wish to grow. One can also read articles from other websites and even articles submitted by other City Gardens users.

