

PlotPal

Moving a community product from idea to public beta - and into the hands of real users.

PULSE MARKETING GROUP

Product strategy, UX/UI, Base44 development, community discovery, beta launch, and validation planning.



Community gardens needed a digital layer.

Discovery, joining, plot participation, coordination, and shared growing knowledge often live across disconnected websites, spreadsheets, messages, and local know-how.



OPPORTUNITY

Create a community-first product that makes gardens easier to discover and understand, then put the beta in front of real gardeners and organizers.

PROBLEM 01

Garden discovery is fragmented

PROBLEM 02

Participation paths are unclear

PROBLEM 03

Shared knowledge is easy to lose

Design around participation, not software complexity.

Make gardens discoverable, give people clear paths into the community, and build enough useful structure around gardens and plants to test the idea with real users instead of keeping it in concept mode.

01 / DISCOVERY

Find local gardens

Public garden pages and city-level directories make the community layer visible before a user ever signs in.

02 / KNOWLEDGE

Useful growing context

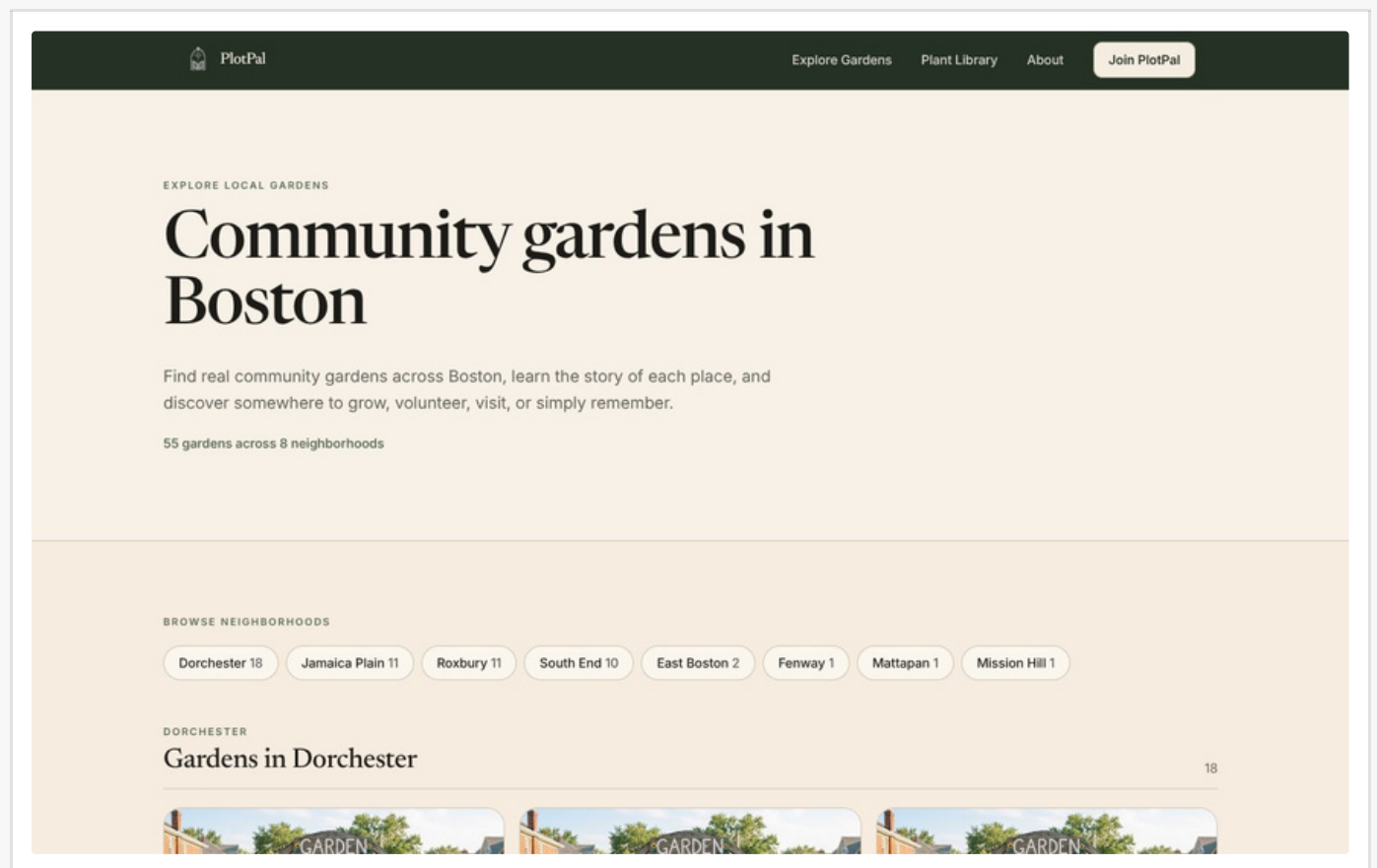
A plant library adds a practical reason to return and connects community gardening with shared growing knowledge.

03 / VALIDATION

Public beta first

The product was launched for real-world feedback so future development can be shaped by actual gardeners and organizers.

A public product layer for gardens, plants, and community discovery.



GARDENS

Public garden directory and individual garden pages that make local communities discoverable.

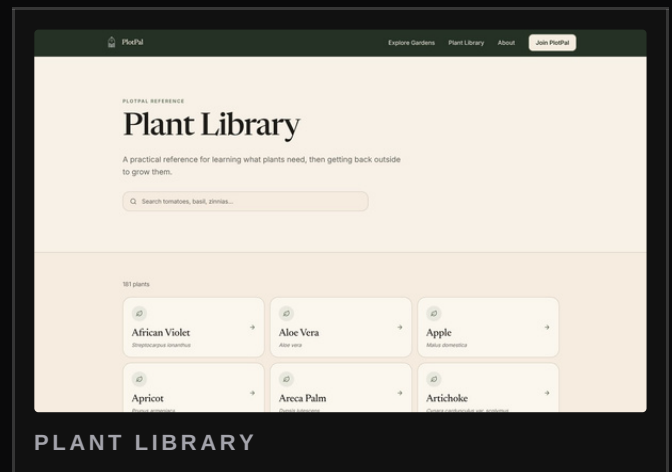
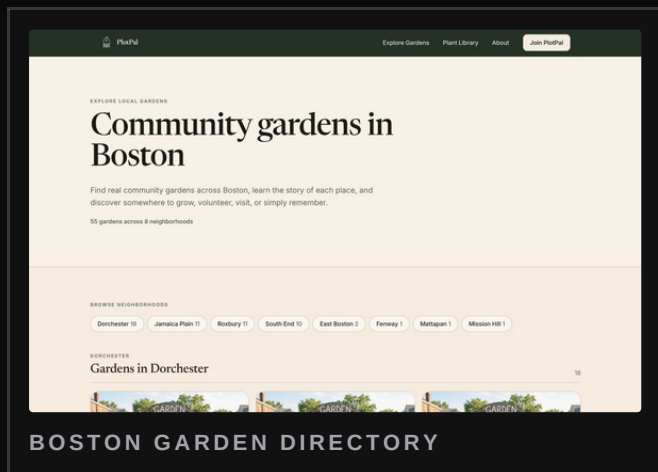
PLANTS

A reusable plant library and detail pages that add practical gardening value.

BETA

A live public-beta foundation designed for outreach, feedback, and iteration.

The beta goes beyond a landing page into real community content.



01

Local discovery

02

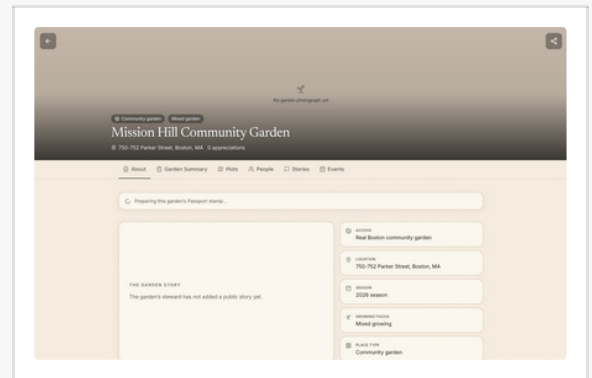
Garden detail pages

03

Plant knowledge

A community product that works before login.

The public experience gives PlotPal value even before deeper participation flows are added. People can browse local gardens, open specific garden pages, explore growing information, and understand what the product is becoming.



DISCOVERY

Community gardens

KNOWLEDGE

Plant library

VALIDATION

Public beta

BETA.

PlotPal reached public beta at plotpal.org, moving the product from internal build mode into real-world validation.

VERIFIED

Public beta is live

The domain and public product experience are launched for real users.

VERIFIED

Discovery content is live

Garden directories, garden pages, and a plant library provide a usable public product surface.

NEXT PROOF

Usage + feedback

Signups, claimed gardens, repeat use, and tester feedback can be added as the beta grows.

Building a digital product that needs real-world validation?

Pulse can take it from concept to beta.