

Rosy Soil

Competitor Evaluation

Summer 2025



Study overview

Goal

The Scotts Miracle-Gro UX team conducted a study in June 2025 to capture participant's experience and thoughts browsing the Rosy Soil website.

Using remote interviews, we had 7 contributors go through the homepage, category page, and product detail page, sharing their thoughts on their experience to provide insight into the following research objectives:

Research Objectives

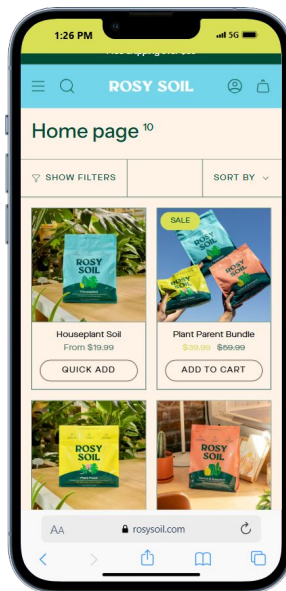
- 1 What elements of the Rosy Soil website resonate with participants?
- 2 What specific product details are participants looking for and how effectively can they find this information on the site?
- 3 Do participants understand the distinctions between the soil products based on the information provided?

Pages Tested

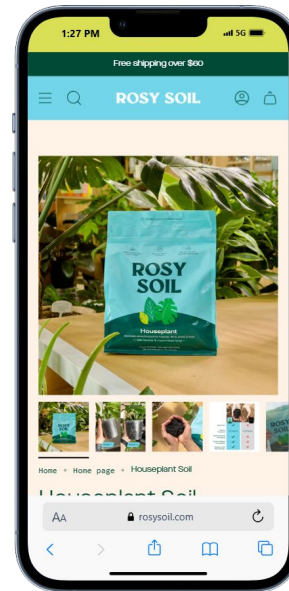
Homepage



Product Category Page



Product Detail Page



TL;DR

1

Website design supported visual appeal and easy navigation

Participants felt the **site experience was approachable and enjoyable**. A clean, straightforward layout supported easy navigation, while high-quality visuals, a vibrant color palette, and playful icons contributed to a cohesive, inviting brand presence. These design elements **enhanced visual appeal while making information easier to scan and absorb**.

2

Desire for quicker, more informed product selection

On the category page, **participants wanted to see key product details on the cards to easily compare options** and to help feel more informed before visiting the PDP for additional information. Others desired a tool or quiz that provided a direct solid recommendation based on the specific plant needs.

3

Unclear product differentiation led to confusion

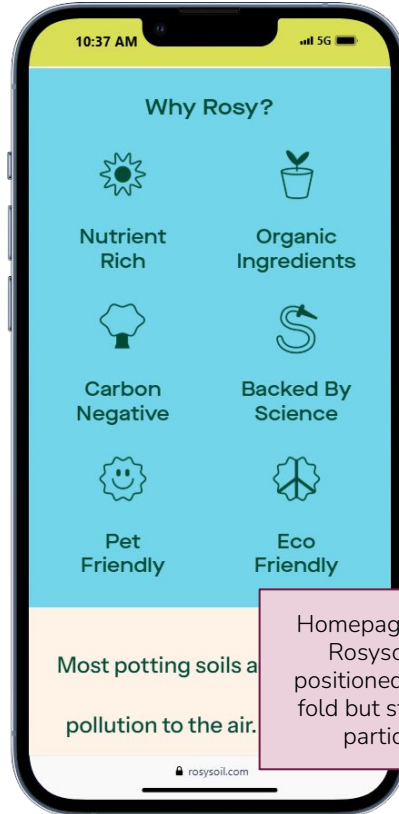
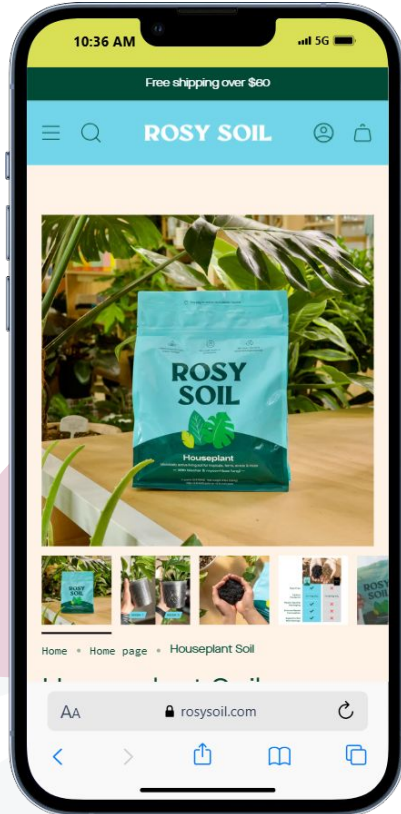
Some participants **struggled to understand the need for the Biochar Booster** product, as biochar is already listed in all products, including the Plant Food. Its intended use for outdoor applications like raised beds or container gardens **wasn't visible or clearly communicated, leading to confusion** around when and why it should be used.





Study Findings

Site design supported easy navigation & user perception



Homepage visual on Rosysoil.com - positioned below the fold but stood out to participants

When reviewing the site, participants highlighted the site's appealing design, making it **easy to navigate** and **provided a "friendly" site experience**.

- High-quality images, unique colors and icons played a role in making the site feel **'fun' and 'inspiring'**

"I like the website's overall presentation. I think it's very inviting and friendly, it's got a fun aesthetic."

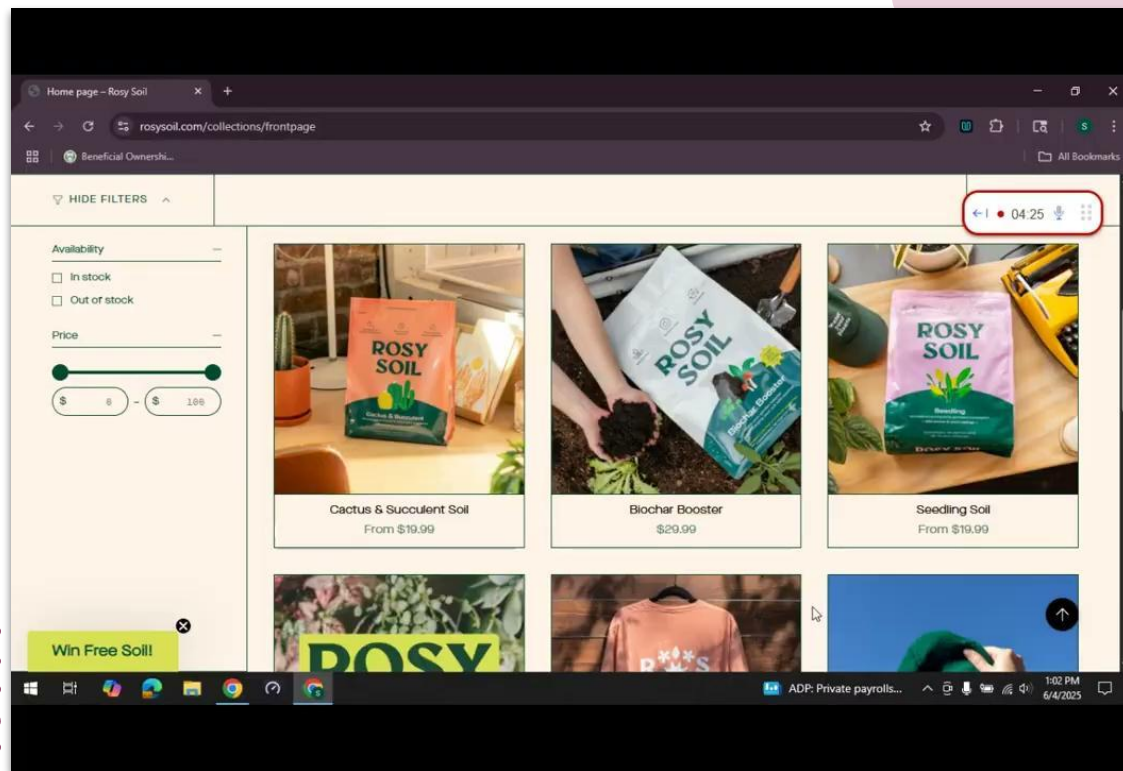
"I love this area here of why, why would I want to buy this product, it gives me the information I want to see in a very quick and easy way to take in."

"The color and overall branding is inspiring, and obviously the product is inspiring. If it's a great product, it helps your plants do well, that's inspiring and encouraging as well."

Many participants **wanted to know key product details** earlier in their site experience.

- Straightforward product names made it easy for participants to find the right soil
- But many **wanted key product info on the PCP**, suggesting desire for more efficient browsing
 - Reduces friction in navigating between multiple PDP's

Desire for quicker, more informed product selection

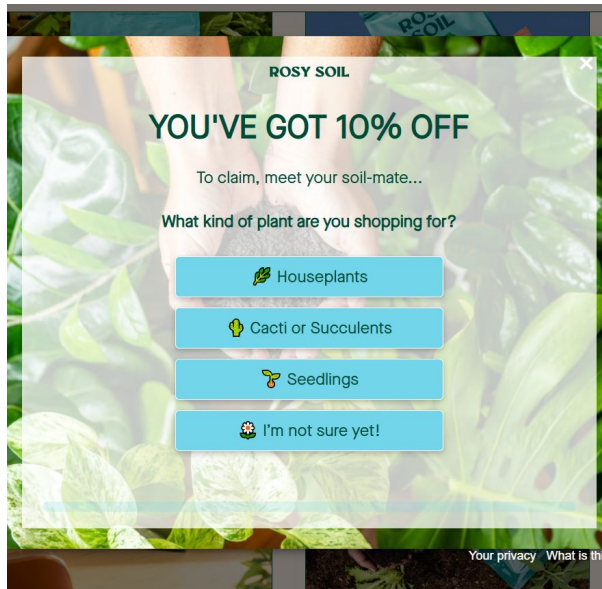


- A few participants desired a direct soil recommendation tool based on their specific plant needs
- Rosy has since added a pop-up CTA to help users find the right soil and prompt email signups

Opportunity

Conduct study to evaluate interaction and perception of soil matcher quiz

Desire for quicker, more informed product selection



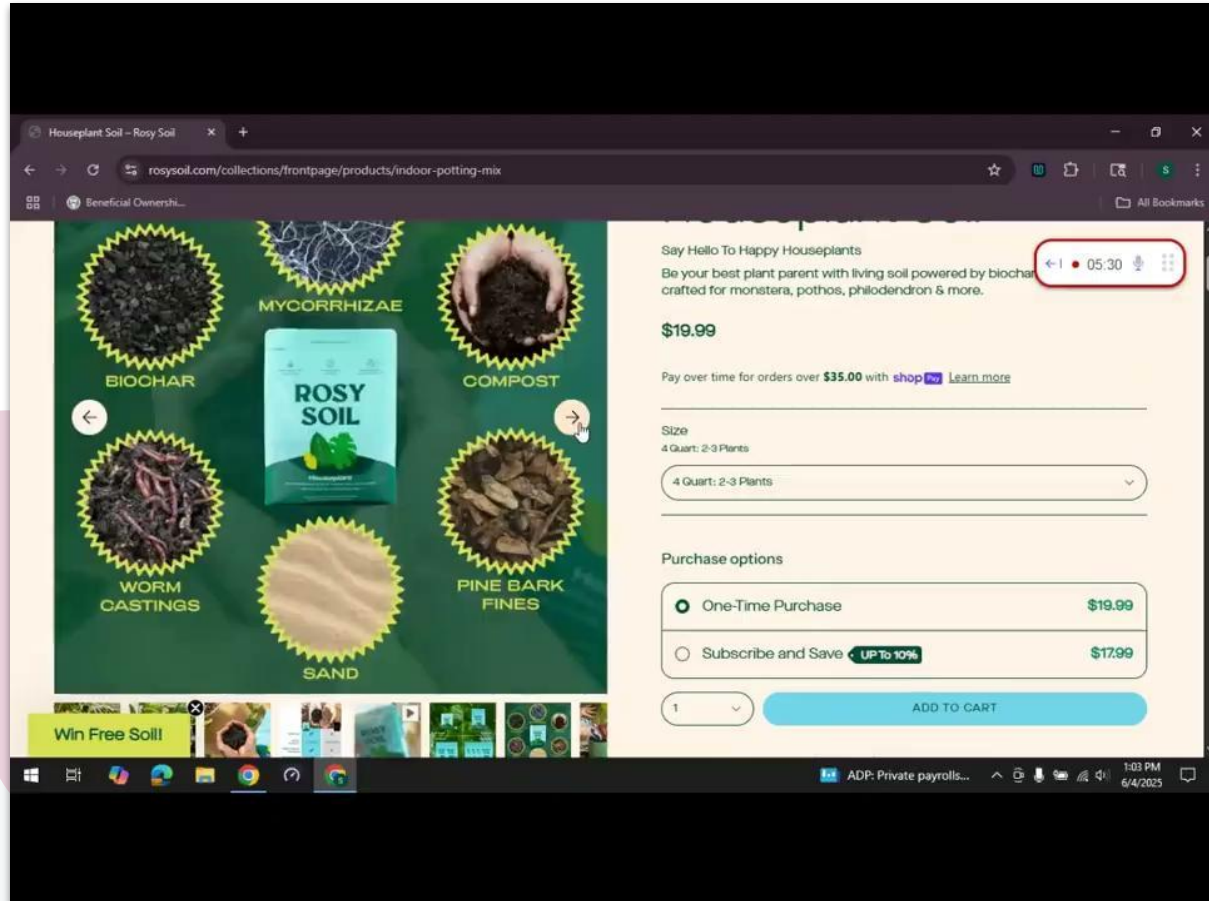
Unclear product differentiation led to confusion



When reviewing the site, participants struggled to understand **the distinctions between similar product types**

- Various soil products used the same ingredients, causing confusion
- Many participants did not understand the need or benefit of the Biochar Booster product
 - This PDP lacked clear messaging on intended use- for raised beds & container gardens

Unclear product differentiation led to confusion



Some additional themes we are seeing from testing...

1

Plant compatibility content builds confidence

When browsing the PDP, some participants were happy to find their specific plant listed under the “Soil Mates” dropdown, reinforcing that the product fit their specific needs. This helped build confidence in their product selection.

2

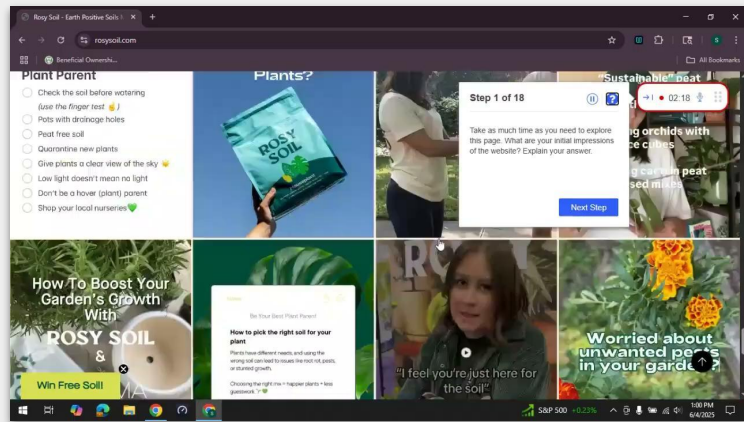
Ingredient breakdown captured attention

Participants responded positively to the ingredient information presented on both the homepage. The visuals helped them understand what was in the soil, while the accompanying descriptions provided context around each ingredient purpose and benefit.

3

Skepticism towards sustainability claims

One participant found Rosy’s sustainability claim to be “vague” and potential “buzzwords” due to the lack of clear messaging or links for additional information or evidence to support. This impacted confidence in the brand and the product as they felt that the claims were to justify a higher price.





**What can we
takeaway**



How can we take these learnings and apply them to our own content/site?

How might we...

Provide key product details on the PCP

By displaying key product information earlier in the browsing journey, we are giving them more insight on the product fit before navigating to the product page for additional details. This provides an efficient way of comparing products by eliminating the friction of scanning multiple PDP's for basic info.

Provide tools to guide product selection

By providing tools to the consumer, we are guiding them to a solution and holding their hand through the process letting them know that we are there for them.

Include detailed ingredient breakdowns

Participants liked the ability to view the ingredients, along with descriptions explaining the purpose or benefit. This supports informed decision-making and helps build confidence in product selection.

Include plant-specific content

Participants appreciated seeing their specific houseplant listed within the product details of the soil they were browsing. This reassured that the product was tailored to their needs and would work well for their plant.