Central to the concept of Aristotelian flourishing is the idea that happiness is based on the long term fulfillment in the activities that structure one’s life. True flourishing is neither separate nor a result of such activities, it resides in the activities. However, a factor that can often probit one’s fulfillment of such activities revolves around the idea of motivation, or lack thereof. This lack of motivation can stem from the moment one wakes up in the morning.

Getting out of bed in the morning can be one of the most difficult tasks of the day. It can be very easy to not feel motivated to get up and go about one’s day with distractions like one’s phone, and just the general lazy feeling that overtakes us when lying down in bed. Such lack of motivation can prohibit one’s flourishing, especially if it becomes a daily practice to stay in bed for too long.

Grow attempts to solve these problems.
grow
grow
Grow takes the form of a simple, potted plant, and the user’s interaction with Grow begins the moment before they go to sleep. There is a plug for the user to insert their phone. Once inserted, a holographic plant will be displayed above the pot. In the morning, Grow will begin to play a harmonious tune to wake the user up. The user will have to get out of bed and interact with their holographic plant in order to prepare it for the day. Interactions include watering it, cutting the leaves, and changing the light, and the user’s physical motions with the plant simulate the necessary interactions. It is only then that the tune stops playing, and the user can take out the phone from the slot, and go about their day.
Grow serves two primary purposes. The inherent function is to get the user out of bed, and get them out of the cycle of staying in bed for too long. The tune that plays is meant to be a softer version of an alarm for the user. The task of interacting with Grow in the morning is meant to wake the user up and warm up the user’s mind, in order to prevent them from simply falling back asleep again once they wake up. Doing so allows the user to go about their day without getting caught up in the trap of lack of motivation that one often finds themselves in during the mornings.

Secondly, the user gets to cultivate and preserve this lifeform: watch it grow and develop. Such cultivation relies on our universal human value for life and lifeforms; Grow forces the user to sacrifice their phones in order to not stunt the growth of the plant. This interaction is intended to be a sort of introspective, and almost sublime interaction with the natural world. We want the user to step away from the world inside their phone, and recognize the beauty in the menial.
Using **Grow** is meant to make the users feel motivated, awake, and prepared for the day, allowing them to take one more step towards a truly flourishing life. At the same time, however, we want the users to take an introspective look at themselves and their position in the universe by forcing them to recognize the value of the lives around them, in the form of a plant. The product is meant to instill both a habit to avoid lack of motivation, as well as illuminate the beauty and nature of the natural world. Above all, we want the user to **grow**