



Samantha Lee

Age: 27

Education: BSc in Business Administration

Hometown: Hong Kong

Family: Recently dating someone

Occupation: Marketing manager

“I like the freshness and vibrancy that come with the flowers!”

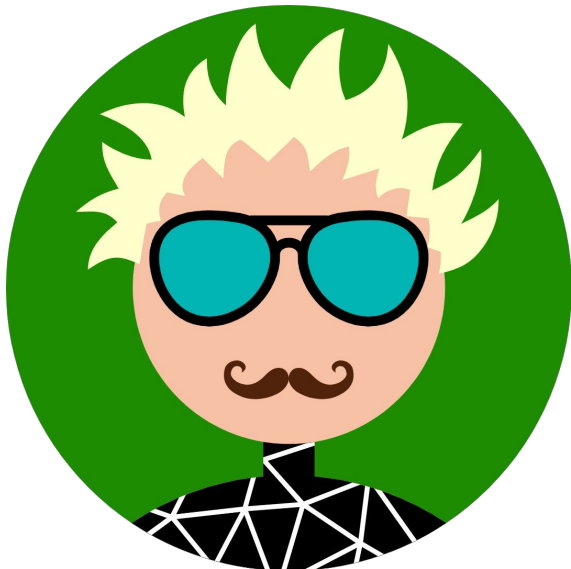
Goals

- Ordering flowers conveniently regardless of time and space
- Buy flowers at a good price by comparing prices from different vendors
- Being able to customize the bouquet options, such as flower types and colors for the bouquet

Frustrations

- Frustrated about the lack of detailed descriptions of the flower information, such as meaning and symbolism
- Disappointed about the discrepancy between the bouquet preview picture and the actual bouquet
- Feel anxious when needs to check the order manually since the app has no real-time updates and automatic notification on the delivery status

Samantha was born and raised in Hong Kong. After graduating from the University of Hong Kong with a degree in marketing, she started working for a marketing agency and is now a senior marketing manager for a large tech company in Hong Kong. She likes to use flowers to decorate her apartment; But as her job keeps her quite busy, she would like to select and order flowers time-efficiently.



Liu Wei

Age: 30

Education: MSc in Marketing

Hometown: Shanghai

Family: Single

Occupation: Event Planner

“I know exactly which flowers to use to create a particular mood or atmosphere.”

Goals

- Looking for new and innovative floral designs to incorporate into his events
- Going above and beyond to ensure that every detail of the work is perfect
- Finding someone special to share his life with

Frustrations

- “I didn’t receive any updates on the status of the delivery until the flowers actually arrived.”
- “Some of the listings didn’t have very detailed descriptions or high-quality photos. This made it difficult to know exactly what I was ordering, and I had to rely on the vendor’s reputation and reviews to ensure that I was getting the right product.”

Liu Wei is a 30-year-old gay male living in Shanghai. He works as an event planner and is known for his ability to turn any event into an unforgettable experience. One of Liu Wei’s favorite aspects of event planning is decorating with flowers. Believing that flowers have the ability to transform a space and create an ambiance that guests will remember long after the event has ended, he is also constantly on the lookout for new and innovative floral designs to incorporate into his events.