



# Maya Harris

22 yrs. / Student

📍 Omaha, NE

## Quote

"I've never been into plants, but if there was something cute and easy that helped with my baking, I'd give it a shot as long as it doesn't die if I forget to water it for a day or two."

## 👤 Personal Details

**Background** College Student - Education

**Skills & Hobbies** Music, Teaching, Baking

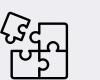
**Greeneries** Cactus as a dorm gift

## 🌿 Gardening Exposure



## ℹ️ About

Maya is a 22-year-old education major who's never been into gardening—her only plant was a dorm-room cactus she barely managed to keep alive. With graduation nearing, rising grocery prices, and sustainable living trending in her classes and feed, she's curious about growing a few easy herbs like basil or mint for baking and tea. Still, she's hesitant, wanting something low-maintenance she can mostly forget about and not feel overwhelmed by.

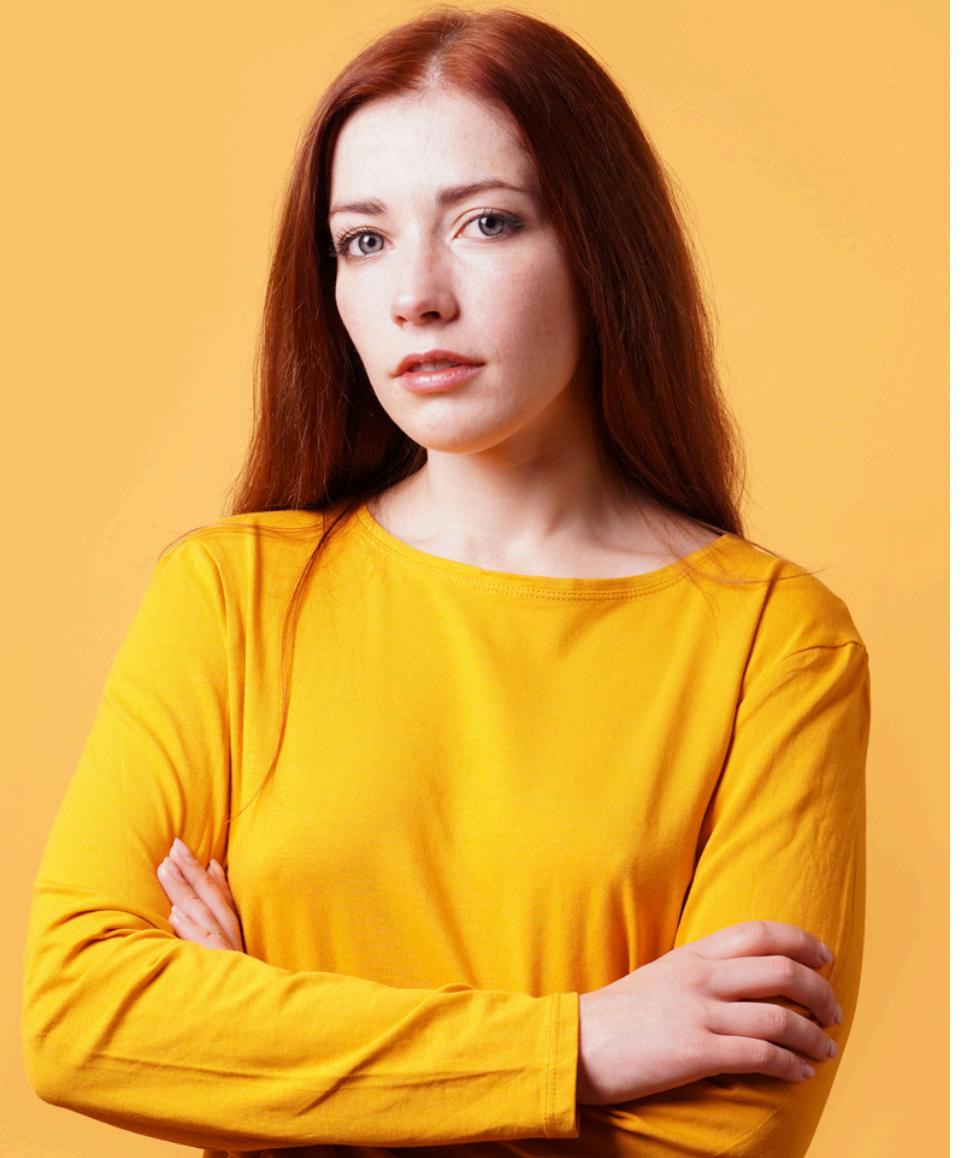


## Patterns & Behaviors

- Buys fresh herbs and produce regularly for baking
- Doesn't consider herself a "plant person"
- Responds well to simple, clear visuals or instructions
- Often influenced by TikToks or Pinterest
- Interested in sustainability but only takes small steps (e.g., reusable bags, minimal waste)

## 🎯 Goals & Motivations

- Keep something alive that feels useful (like a herb she can bake with)
- Create a calm, productive space for studying and relaxing
- Learn something new in a manageable, low-pressure way
- Try sustainable habits that don't feel like a chore



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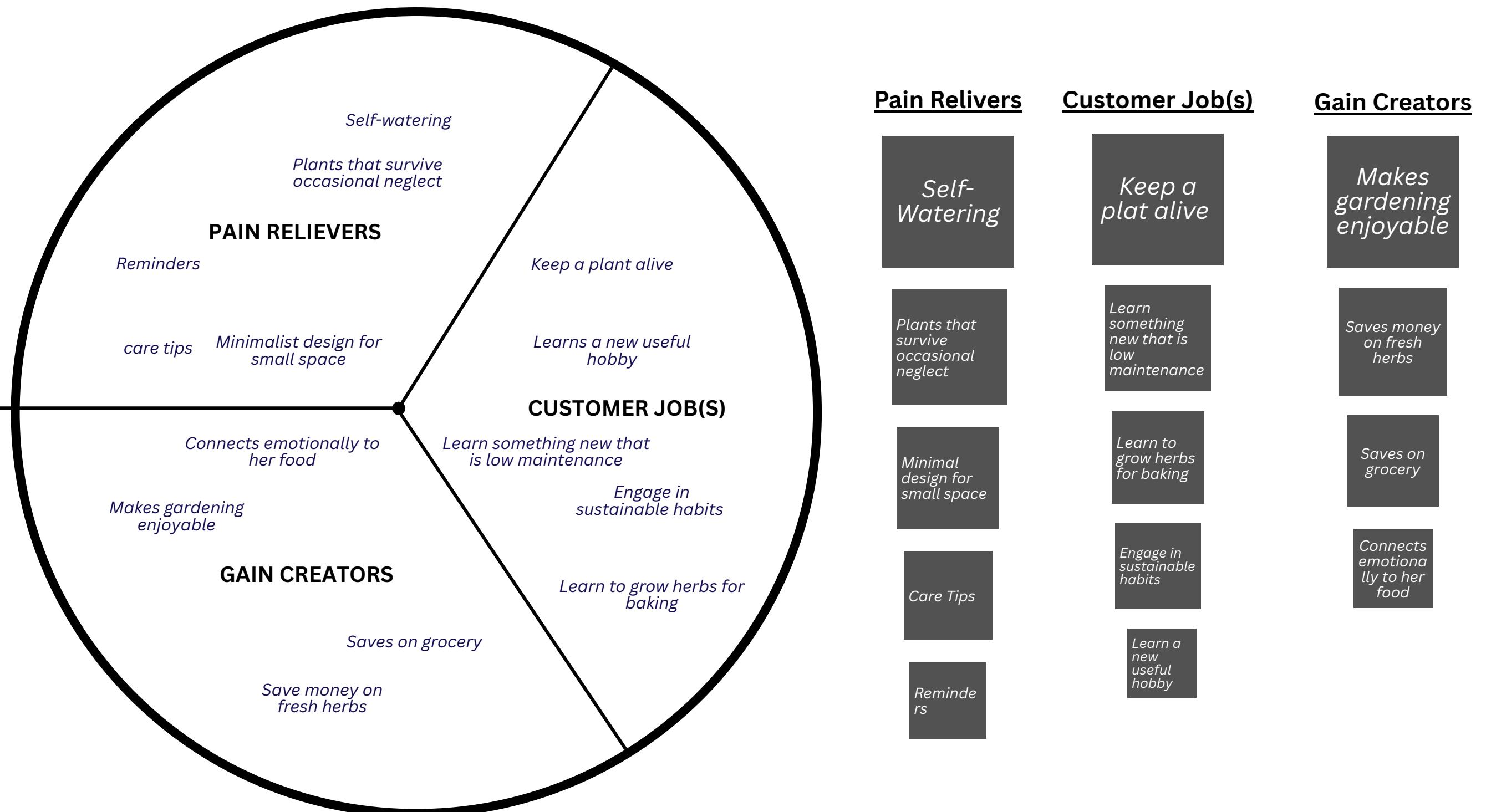
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## Alex Ballwen

38 yrs. / Chef

📍 Portland, Oregon

### Quote

“If I could grow the same stuff I buy at the market without killing it I’d never stop experimenting in the kitchen”

### 👤 Personal Details

Background	Chef at Not Your Moma's
Skills & Hobbies	Mixology, Reading Sci-fi and Food Memoirs, Indie Games
Greeneries	Herbs and a few plants

### 🌿 Gardening Exposure



### ℹ️ About

Alex is a passionate chef living in an apartment with their partner near the city who finds joy not just in the kitchen, but also in the ingredients they use after years of growing herbs indoors, they often think of expanding their knowledge with gardening vegetables and edible flowers. However, with a demanding schedule and limited space, Alex finds it hard to grow more than herbs and walks to their local grocery store or farmer markets for food instead.

### 🧩 Patterns & Behaviors

- Has previously grown herbs like basil, mint, and thyme indoors
- Often shops at local farmers markets for fresh produce
- Watches YouTube videos on home gardening and kitchen hacks
- Likes to feel connected to the source of their ingredients

### 🎯 Goals & Motivations

- Expand from growing herbs to vegetables and edible flowers
- Save money on fresh produce while improving meals
- Gain a sense of pride and ownership over homegrown ingredients



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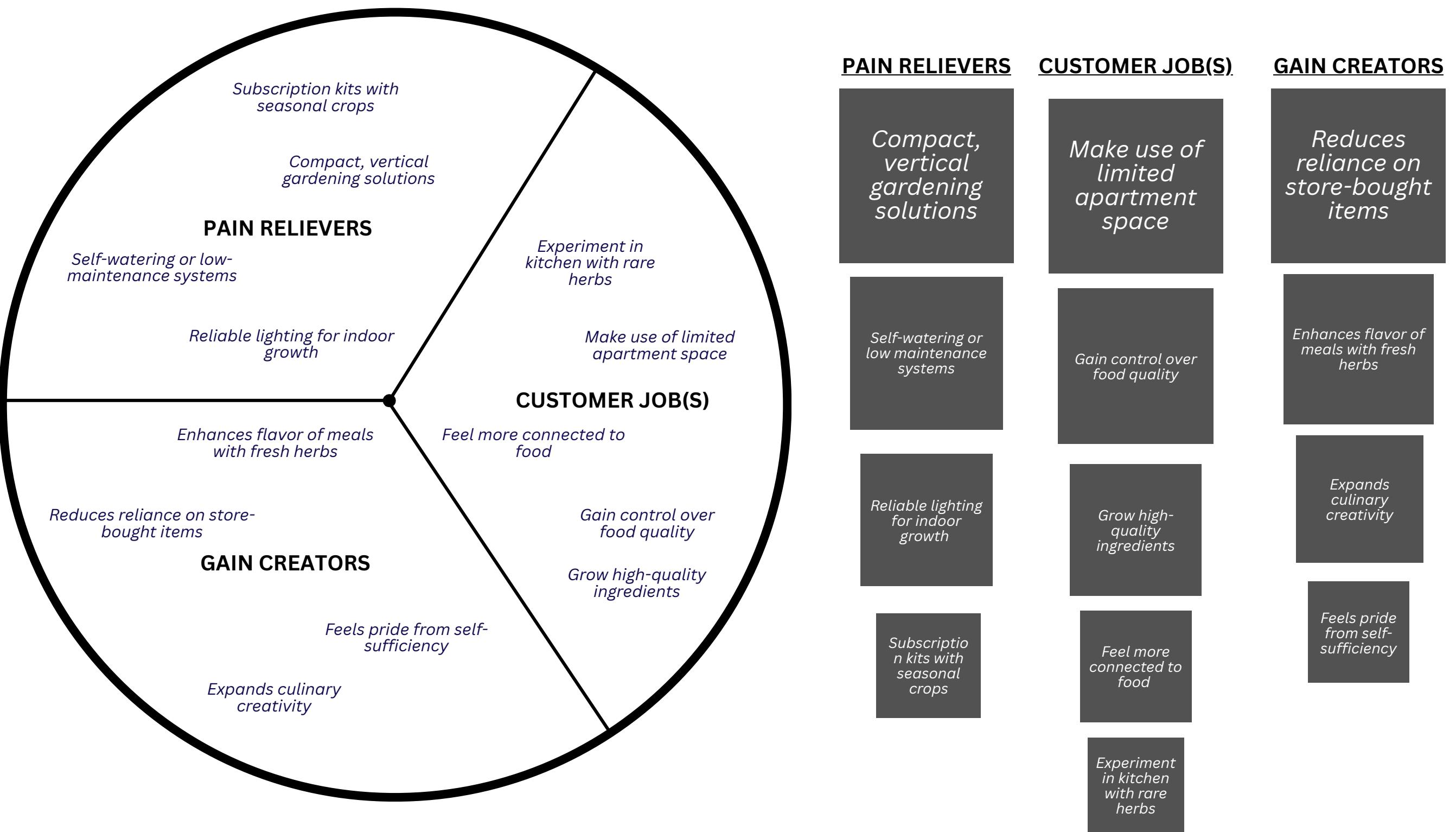


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## Ben Sheperd

56 yrs. / Lanscaper

Baltimore, Maryland

### Quote

“ I know flowers inside and out, but anything that helps me save time and water, especially with three kids running around is a win in my book. If it makes gardening smarter without taking away the hands-on part, I’m all in. ”

### Personal Details

#### Background

HS Diploma - Floral Landscaper

#### Skills & Hobbies

Candel making, Movies, Fishing

#### Greeneries

Works with plants predominately flowers

### Gardening Exposure



### About

Ben Shepard has been a landscaper for over 30 years specializing in floral design and garden aesthetics. With, Ben takes pride in creating vibrant, colorful spaces for both clients and his own home, where he gardens with his wife and three children. While he's confident in traditional landscaping, he's curious about systems that could simplify irrigation, especially as he balances work and family life.



### Patterns & Behaviors

- Regularly works with seasonal plants and floral arrangements
- Tends to rely on manual watering and traditional irrigation methods
- Teaches his kids basic planting
- Enjoys tinkering with DIY systems but prefers solutions that don't require constant troubleshooting

### Goals & Motivations

- Motivated by passing down gardening knowledge to his kids
- Interested in tools that improve efficiency and reduce water waste
- Looks for products that offer value and long-term reliability for both home and professional use



## Ben Sheperd

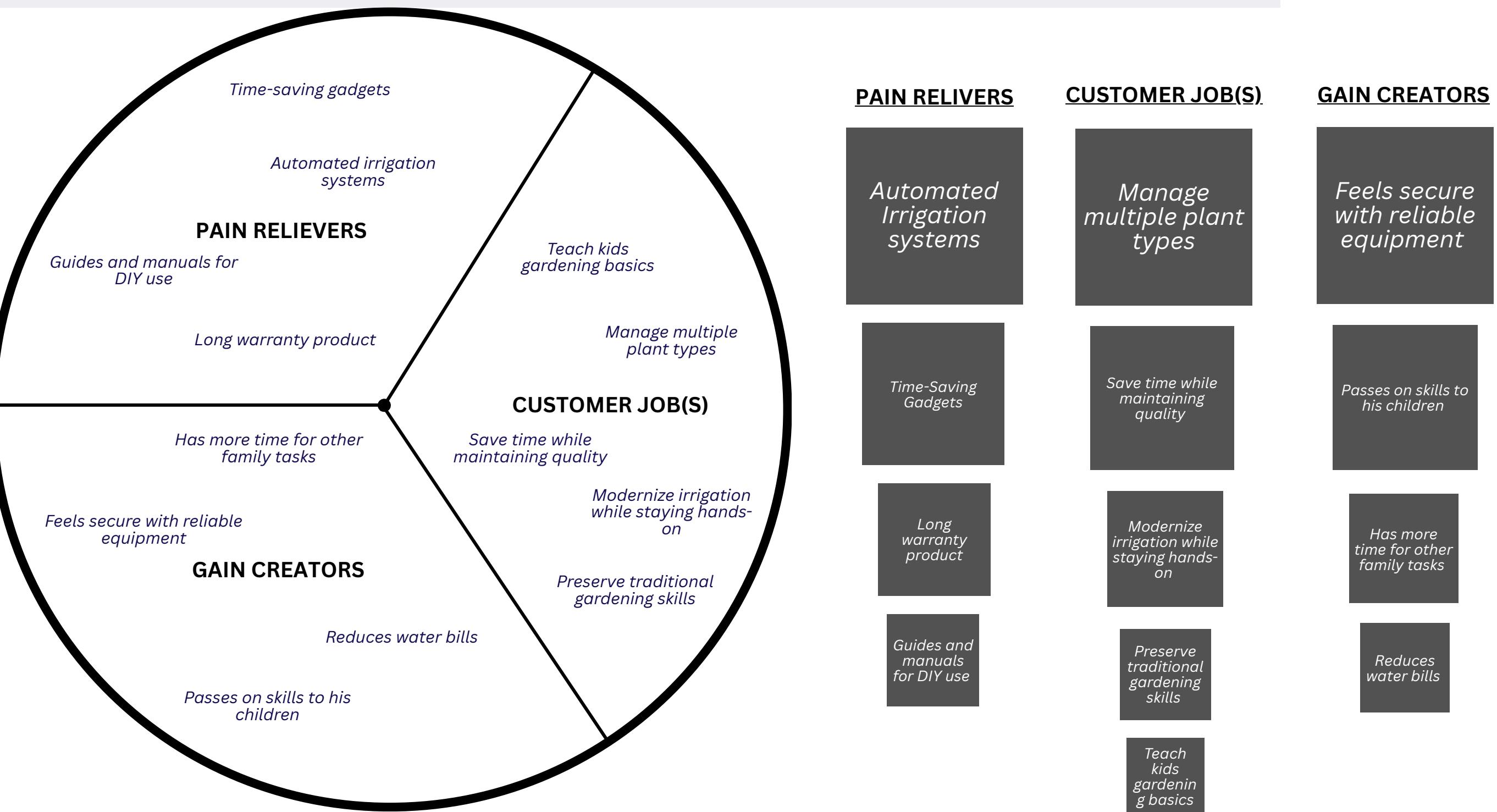
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Liz

45yrs. / Yoga Instructor  
📍 Omaha, NE

### Quote

“Food tastes better when it's home grown”

## 👤 Personal Details

Background	Yoga Instructor at Flex & Flow Studio
Skills & Hobbies	Cooking, reading, yoga
Greeneries	Veg. Garden, Herbs

## 🌿 Gardening Exposure



## ℹ️ About

With over 10 years of gardening experience, Liz has cultivated a passion for growing both food and beauty. During the spring and summer months, she focuses on an outdoor vegetable garden, while an indoor herb garden keeps things green year-round. A recent newlywed and proud homeowner, Liz balances a full home life with a high school senior son and a daughter currently in college. Gardening is more than a hobby—it's a daily ritual that brings joy, calm, and a connection to nature in every season.

## 建档立 Patterns & Behaviors

- Frequently tends to her garden
- Spends \$100 - \$300 on gardening supplies per year
- Uses home grown veg and herbs for cooking
- Uses herbs for herbal healing
- Organic and low-waste life style

## 🎯 Goals & Motivations

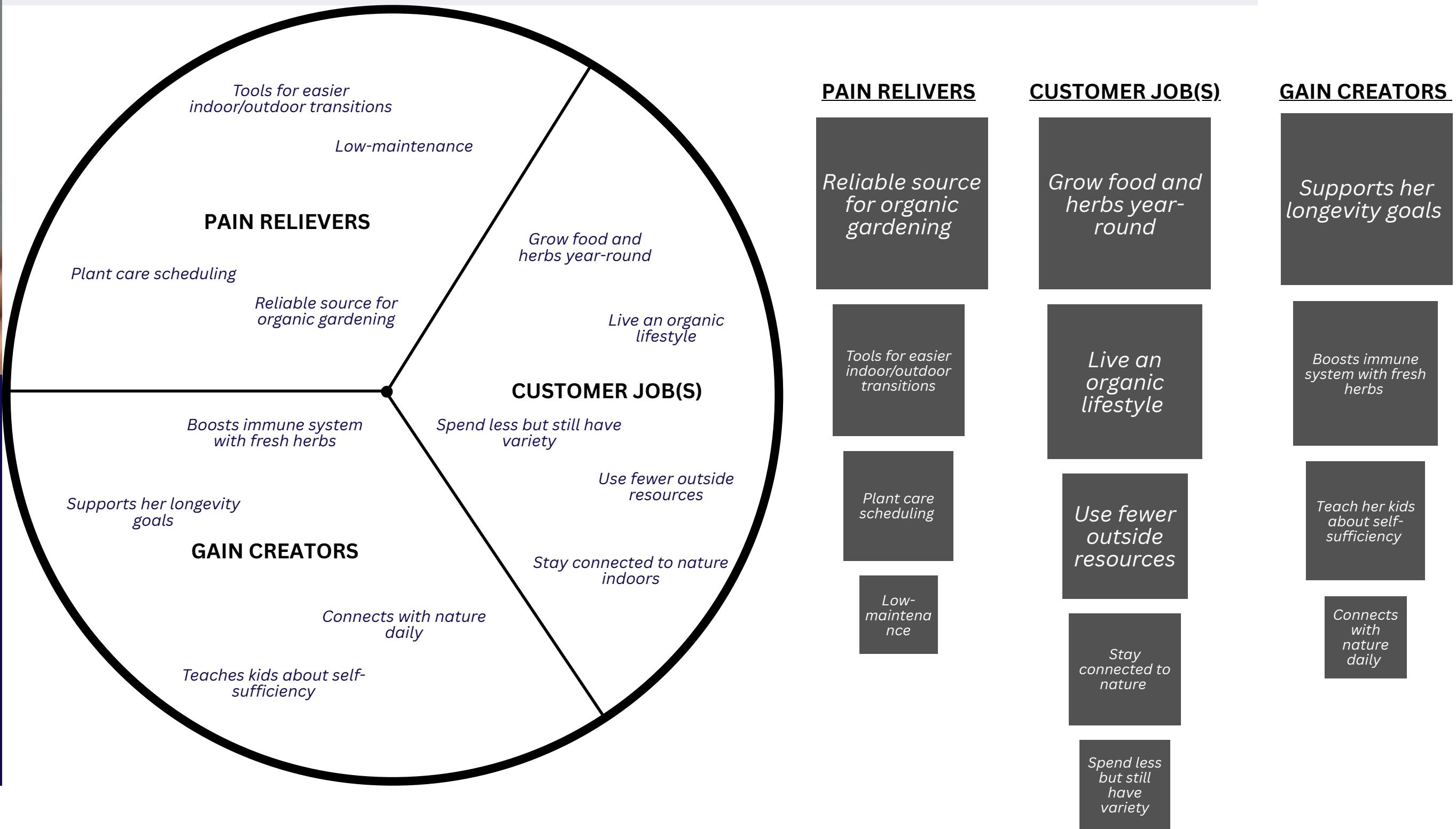
- Wants to have year-round access to homegrown goods
- Wants to spend less on garden but still be able to have lots of plants
- Wants to live a healthy lifestyle for long life to be around for her kids and future grandkids

## About

With over 10 years of gardening experience, Liz has cultivated a passion for growing both food and beauty. During the spring and summer months, she focus on an outdoor vegetable garden, while an indoor herb garden keeps things green year-round. A recent newlywed and proud homeowner, Liz balances a full home life with a high school senior son and a daughter currently in college. Gardening is more than a hobby—it's a daily ritual that brings joy, calm, and a connection to nature in every season.

45yrs. / Yoga Instructor  
Omaha, NE

“Food tastes better when it’s home grown”





## Cornelius

18yrs / Mechanic's Apprentice

📍 Omaha, NE

### Quote

“Level 18: Unlocked gaming skills & groovy fingers. Respawning with rhythm.”

### 👤 Personal Details

Education	Recent High School Grad
Skills & Hobbies	Comics, video games, bass guitar, cars
Greeneries	Never owned plants

### 🌿 Gardening Exposure



### ℹ️ About

Cornelius is a recent high school graduate living at home with his parents. He has been working at his uncle's mechanic shop since senior year of high school and has recently become a paid apprentice. With the money he makes he plans on moving out of his parents home and into an apartment. He is excited to decorate his place with his “nerdy” interests and musical instruments. He also wants to beautify his space with some indoor plants, but doesn't know where to start since he has never owned any plants.

### 🎮 Patterns & Behaviors

- Works at the mechanic shop during the day
- Games at night

### 🎯 Goals & Motivations

- Wants to move out in the next year or two
- Aspires to work full time at the mechanic shop
- Keep a plant alive



## Cornelius

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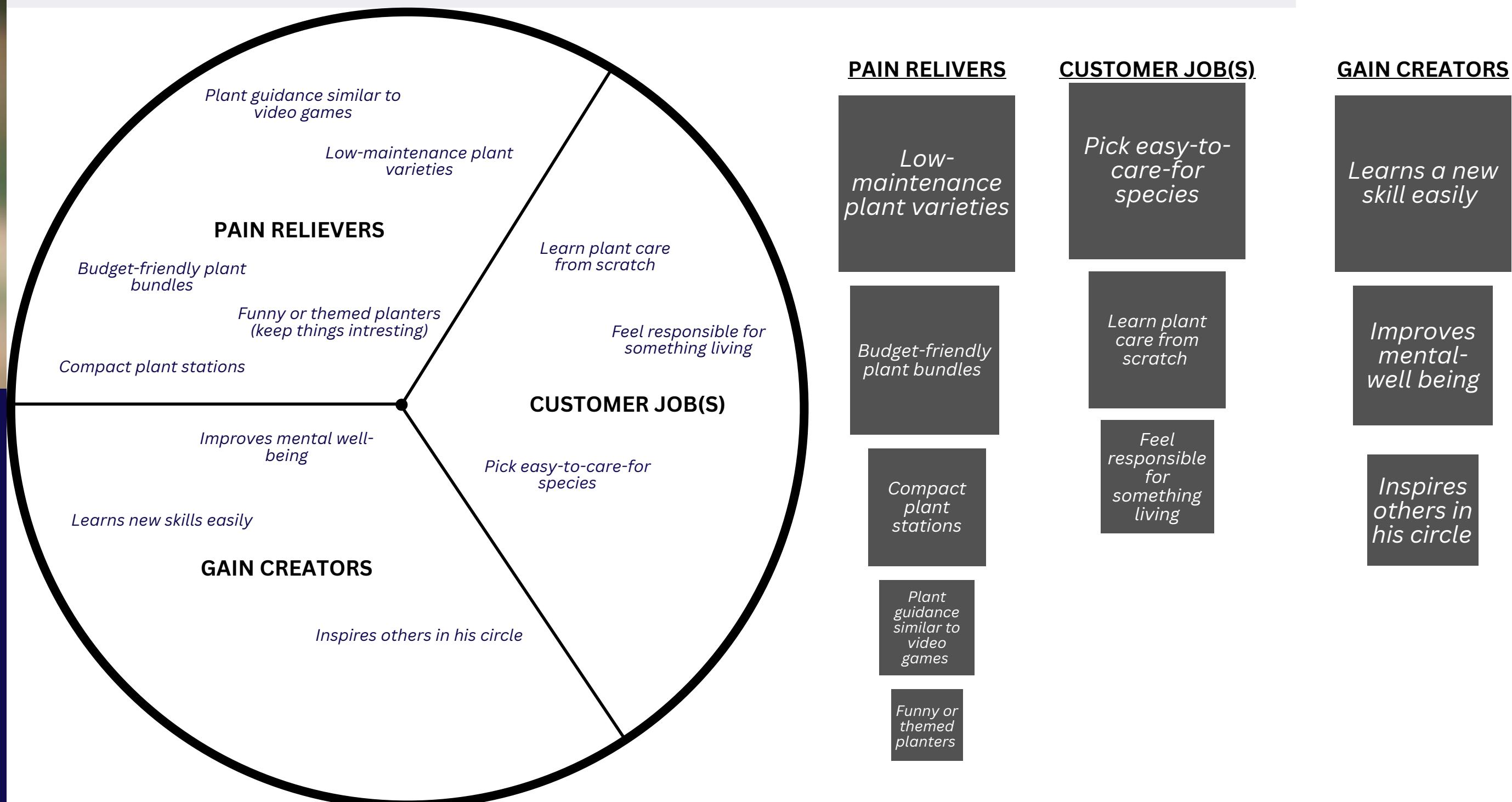
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# Brenda

31 yrs/ Event Decorator

Bakersfield , CA

## Quote

"Surrounded by my plants and good music—it's like my own little concert in a jungle."

## Personal Details

### Background

Associates Degree in Business Administration

### Skills & Hobbies

Concert lover, foodie, Aspiring TikTok Influencer, arts and crafts

### Greener

Houseplants

## Gardening Exposure



## About

Recently engaged Brenda, is a small business owner of “Brenda’s Creations”. She creates custom party favors for events and decorates for events as well. Brenda has been a small business owner for 3.5 years. Recently, Brenda has been trying to gain customers by posting promo videos on TikTok. She tends to do “day in the life” and “get ready with me to ” videos as they gain the most attention. During her free time she loves to listen to music and tend to her house plants. In her friend group she is known as the “plant mom” and always gets gifted indoor plants, she fears she is running out of space.

## Patterns & Behaviors

- Early bird - tends to her plants during the morning
- TikTok content/ promo on social media
- She decorates for most events during the summertime compared to other seasons
- Likes to craft to come up with new decor ideas

## Goals & Motivations

- Get 1 viral video
- Add greenery as part of her decor packages
- Keep all her plants
- Have the wedding of her dreams



**Brenda**  
31 yrs/ Event Decorator

📍 Bakersfield , CA

**Quote**  
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