# User Profile 1

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| **Name** | Joseph Bloggs | http://www.intimations-online.co.uk/images/remembrance/resized/100.png |
| **Age** | 75 |
| **Gender** | Male |
| **Marital Status** | Married  Children; Grandchildren |
| **Occupation** | Retired |
| **Income** | State & Personal Pension  ~£1,000 pcm |
| **Description:** | |
| Mr Bloggs is retired and has owned his home for a number of years. He has always ordered from catalogues or gone to garden centres to get his products for the garden, however after having a fall he can no longer drive and Mrs Bloggs doesn’t feel confident on the road. He has started developing problems with his eyesight in recent years, and finds browsing through a paper catalogue to be quite tiring due to the small pictures and very small text.  His grandchildren have helped him to get online and he can browse and order products to get delivered to his house, which he finds to be very helpful. He uses a tablet to access and browse the internet and is not especially tech-savvy.  Mr Bloggs shops more for gardening equipment than other categories, leaving decoration and furnishing decisions to his wife. | | |

# User Profile 2

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| **Name** | Jane Doe | http://gndev.info/wp-content/uploads/2014/01/photo.jpg |
| **Age** | 25 |
| **Gender** | Female |
| **Marital Status** | Single |
| **Occupation** | Marketing Manager |
| **Income** | Salary  ~£35,000 pa |
| **Description:** | |
| Miss Doe works as a marketing manager for a big investment firm in the city. She currently lives in a rented one-bedroom flat with no garden; however she maintains a number of potted plants and window boxes in order to add some greenery to the otherwise dreary surroundings. She enjoys occasional trips to the theatre and hosting social get-togethers with her friends.  Miss Doe mainly uses her phone to browse the web and send email, as she is often busy and traveling for meetings. She also has access to a laptop, which she uses it when at home.  Miss Doe does not have a garden, and therefore has little need for most traditional gardening equipment. She does enjoy hiding small ornaments in among the potted plants and window boxes to see if her friends will spot them when they visit. | | |

# User Profile 3

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| **Name** | John Smith | http://comedycv.co.uk/johnsmith/john-smith-2008-january.jpg |
| **Age** | 42 |
| **Gender** | Male |
| **Marital Status** | Widowed  No Children |
| **Occupation** | Supermarket trolley collector |
| **Income** | Salary  ~£1,000 pcm |
| **Description:** | |
| Mr Smith is an avid gardener but has recently downsized his accommodation following the recent passing of his wife who supported them financially. He now lives in a one-room bedsit with a small garden, which is shared with five others who have not looked after it.  Mr Smith has one computer and would not call himself tech savvy, although he has ordered products over the internet before. He does know how to use the internet in a limited capacity.  Mr Smith knows the equipment that he needs to acquire and has a fairly good idea what he desires to pay for each product from his gardening experience. Some items he could not bring with him on his transition as he had to sell them to make ends meet over the last two months, so he is looking for a good deal. He needs a quick turn-around as he has some time off work with SSP and will be able to spend the time in the garden. | | |