



Alex

Age: 25

Education: Master degree in informatics

Hometown: New York city

Family: dog

Occupation: Programmer in IT company

“Gifts are not about the monetary value, but about the warmth, care, and thought behind them.”

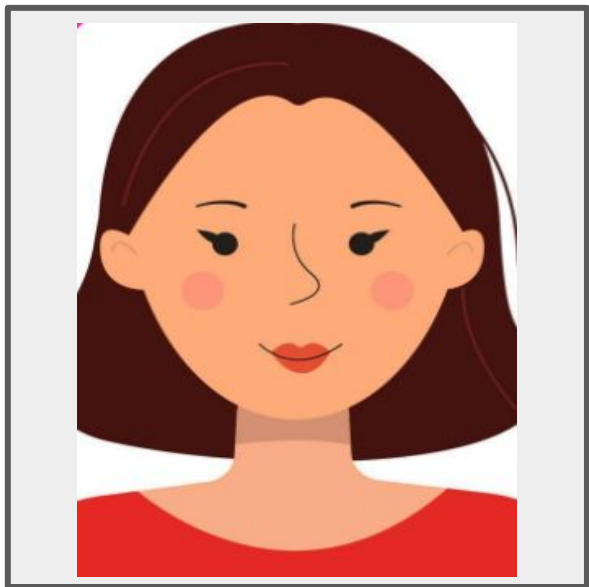
Goals

- Providing a unique and beautiful product.
- Supporting local growers and suppliers, thereby contributing to the local economy and providing a good quality

Frustrations

- Delivery issues
- Dealing with perishable products
- Finding quality suppliers

Alex is a programmer in a company, he works alot, and he loves to give flowers as gifts. He knows nothing about flowers and he does not have the time to have such discussions with florists. He would love to pre-order flowers with good quality regardless about the season.



kate

Age: 30

Education: High school

Hometown: Washington DC

Family: husband

Occupation: waitress

"The greatest gift you can give someone is your time, your love, and your attention. The material presents may fade, but the memories created from heartfelt moments last forever."

Goals

- Helping individuals celebrate their special occasions with beautiful flowers.
- Enhancing the ambiance of the community.

Frustrations

- Limited options
- High prices
- Short lifespan

Kate is a waitress in a fancy restaurant, she is married but she has no children. She loves flowers and by them all time, but she always has problems finding good quality or appropriate price.