

USER TYPE PROFILE

Young gardener

<u>Age :</u>	18 – 30 years old
<u>Gender :</u>	Male or Female
<u>Marital status :</u>	Alone or in Cohabitant
<u>Location :</u>	City of medium sized to big city
<u>Professional status :</u>	Student or Young worker
<u>Technology Levels :</u>	Good, Used to work with computer and smartphone
<u>Domain Knowledge :</u>	Normal level but very few in gardening
<u>Learning style :</u>	More used to learn on web site or App than old medium like book or review

Medium age gardener

<u>Age :</u>	31 - 55 years old
<u>Gender :</u>	Male or Female
<u>Marital status :</u>	Cohabitant or Married
<u>Location :</u>	All the French country
<u>Professional status :</u>	Worker
<u>Technology Levels :</u>	Basic to good (Known how to use computer and smartphone but not addict like the young generation)
<u>Domain Knowledge :</u>	Normal to high and good level in gardening
<u>Learning style :</u>	More used to learn on a book and know they start to learn on internet but with few trust.

Old gardener

<u>Age :</u>	55 years old or more
<u>Gender :</u>	Male or Female
<u>Marital status :</u>	Alone or married
<u>Location :</u>	City of medium sized to big city
<u>Professional status :</u>	Old worker or retired
<u>Technology Levels :</u>	Bad, Difficulty to use an computer or smartphone if they have one
<u>Domain Knowledge :</u>	Good level with a lot of knowledge in gardening
<u>Learning style :</u>	Book or reviews only

Note: The last profile will be a hard part of the market to reach because of the few attractiveness they have to the new technology but the first and second profile will be our heart of users. The development of the UI will be oriented to please this people.