



Emma Beckinsale

Buying a Product:

As a customer with gardening as a hobby, I want to access different types of trees available which are categorised according to types, maintenance requirements, growth rate or price. I want the information on what type of soil is required for each plant, how quickly it grows, what maintenance it requires and other relevant information so I can make an informed choice. I prefer if am able to access the application on both my phone and on my laptop. I should be able to see how the tree will look like when planted in my garden. After I place the orders I should be able to know when I can pickup those trees or when those trees could be delivered at the desired location. I should also be able to avail certain discounts on the trees. I should be able to pay with my debit/credit card or through online banking.

- On the mobile/computer Jason is able to look for trees based on the choice of category. Moreover she is able to see all the relevant information with respect to a tree such as soil or environment the tree grows best in, what is its growth rate, what maintenance is involved including others.
- Emma is able to see how a plant will look like in her garden by dragging the photo in the application and placing the tree at the desired place.
- Emma is able to select the type and number of trees and add them in the shopping bag. She is able to decide if she wants to pick them up or wants to be delivered. If the number of plants ordered is more than 10 to the same address, the plants are delivered without any delivery charges.
- By logging in she is able to place the order and pay for the trees. If she has bought more than 19 trees in past 12 months she qualifies for a VIP discount of 10%.
- She has an option to pay through cards or internet banking.
- She is able to see her previous orders and keep track of the placed orders. She is also notified from the app and through text messages a day prior to when she is due to receive the order.

Gardening tips, blogs, articles and equipments:

As a novice in gardening I wish to read more about maintaining my plants and trees in my garden. I also wish to see gardening equipments that could help me in making my task easier and better gardening experience. I also wish to learn more about different plants and trees I can buy from the market.

- On the home screen Emma is able to see gardening related blogs and articles that could help her in improving gardening skills.
- She is also able to see various gardening equipments she could buy from the application and how they could help her.
- She is also able to receive gardening tips from the application as notifications based on her choice of daily or weekly recommendations.



Jason Waldau

Browsing and Ordering a Product

As a professional Landscape Gardener, I need to know which plants are available in the application along with their prices and swiftly be able to navigate between them. I want to be able to access the application on my phone and on my laptop. I should be able to see how the tree will look like when planted in the garden so I can show to the client and they can make a more informed decision. A little more information like soil conditions requirements, growth rate is helpful but not desired much. However if it is a new kind of tree I will be interested in learning more about it. Some of the trees are more popular and I need them more frequently so I should be able to access my previous orders which will enable me to order the same trees again just by changing the number of trees required. I should also be able to buy gardening equipments from the application. After I place the orders I should be able to know when I can pickup those trees or when those trees could be delivered at the desired location. I should be able to pay with my debit/credit card or through online banking.

- On the mobile/computer Jason is able to look for the trees categorically along with their price.
- Jason is able to see how a plant will look like in his client's garden by dragging the photo in the application and placing the tree at the desired place.
- The new kind of trees are labelled as New and Jason can learn more about them by reading the labels associated with them.
- Jason is able to select the type and number of trees and add them in the shopping bag. He is able to decide if he wants to pick them up or wants to be delivered. He is also able to order gardening equipments from the application.
- By logging in he is able to place the order and pay for the trees and equipments and has an option to pay through cards or internet banking.
- He is also able to see his previous orders and keep track of the placed orders.

- He is also notified from the app and through text messages a day prior to when he is to receive the order.