

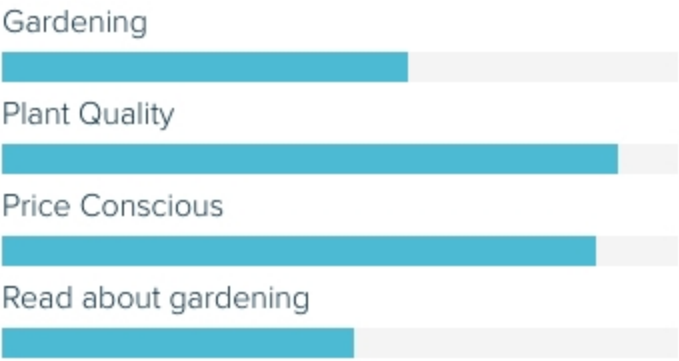
# Emma Beckinsale



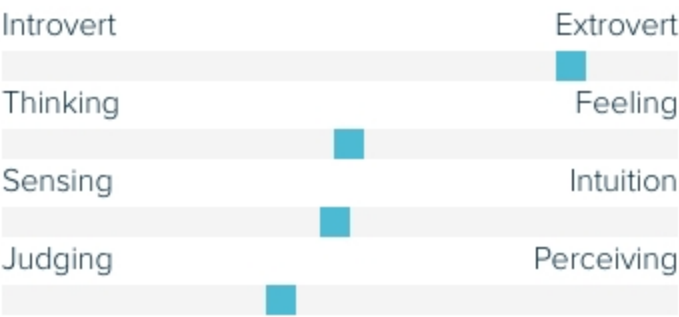
"I wish i had a bigger garden"

**Age:** 54  
**Work:** HR Manager  
**Family:** Married with 3 children  
**Location:** Auckland

## Characteristics



## Personality



## Motivations

- Likes gardening as a hobby in her free time
- Plant texture, colour and shape are of interest and finding the right plant for the conditions.
- Gardening for many years and getting better overtime. Reads articles and blogs about gardening.

## Goals

- Does a lot of research on plants for gardening and is interested in sharing and increasing her knowledge.
- Sometimes buy plants on impulse although likes to know more about the plant.
- Prefers decorative plants with flowers over others.

## Frustrations

- The soil and plant condition which limits the choice of plants.
- Although confident, still thinks gardening knowledge could be improved and doesn't want to spend much on plants that might not live.
- It is often difficult to get all the relevant information about the plants from the labels.

## Bio

A self confessed plantaholic, for Emma, heaven would be a very large garden and all the time spent in it. She has more time now for gardening as the children have moved out. She has learned a lot by trial and error and keeps a maintains a reference diary to help make sure money does not get wasted in making a wrong choice. She makes organic compost and takes care of her garden really well, watering the plants regularly and tilling the mud regularly. She researches a lot about plants before buying them however sometimes might buy on impulse if she sees something striking especially plants with bright flowers are her weakness.

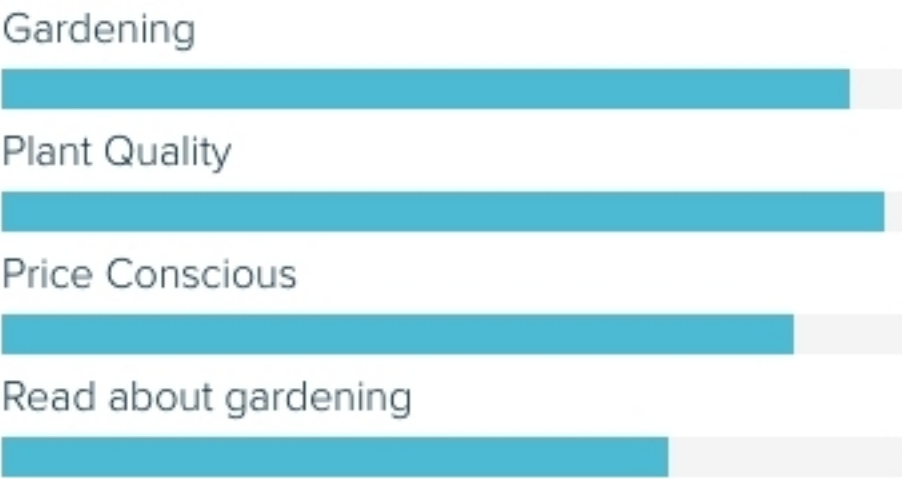
# Jason Waldau



"I am a Gardener, what is your super power?"

**Age:** 38  
**Work:** Landscape Gardener  
**Family:** Married with one kid, a daughter  
**Location:** Auckland

## Characteristics



## Personality



## Motivations

- Loves gardening and having people around to admire the garden
- Customer satisfaction and client base expansion
- Although gardening for many years still reads new articles and makes plans and notes

## Goals

- Wants good quality and a variety of plants at a reasonable price.
- Need steady and supplies in bulk for plants popular with customers.
- Likes to learn about new plant varieties for decoration, fencing etc. and suitable composts, fertilisers and different soil and garden conditions for new plants

## Frustrations

- Delay in timely supply of the required plants hampers customer relations.
- Price conscious customers and market competition driving low profit margin.
- Difficulty in procuring all the gardening supplies and equipments at one place

## Bio

What started as a hobby for Jason is now his full time profession. Jason loves gardening and knows about it inside and out. He knows a lot about about different plants their colour, texture, leaves, shape etc. He knows which which soil type is best suited for which plants and the composting required for them and many more aspects of gardening.Even with 18 years of experience Jason is still exploring the world of gardening and likes to learn more about it. No wonder Jason has a long list of clientele in the city.