



Pamela Flores

Biography

Pamela is a psychologist who has a great passion for plants. Since childhood, she was always attracted to nature and spent hours exploring in the garden of her house. She studied psychology in college and after graduating, she started working in a mental health center.

Personality

Extrovert



Emotional



Planner



Sensible



Objectives

- Take care of her plants
- Learn about the medicinal properties of her plants.

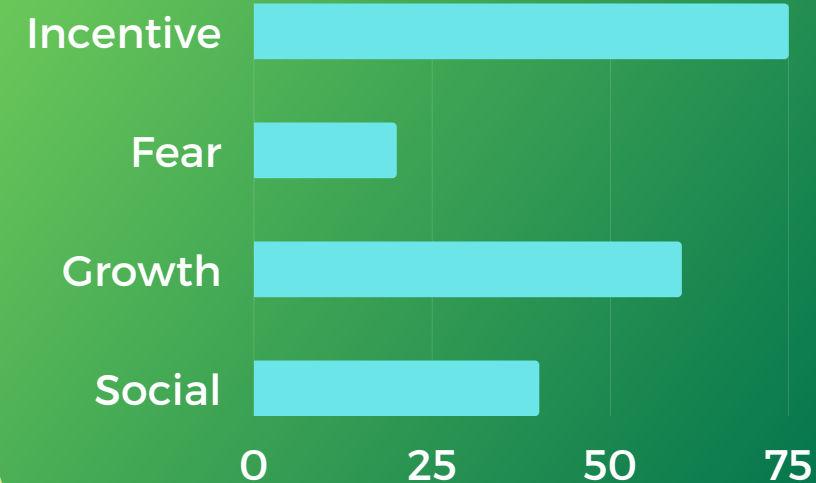
Pain Point

- Not knowing more medicinal plants to recommend for your patients' therapies.
- Little knowledge of the care required by the plants you use with your patients.

How did she find us?

It was recommended by another psychologist

Motivation



Reason for use

- Identification of flowers and plants
- Mental Health Benefits
- Creation of bach flower infusions
- Relaxing herbal tea recipes

What are you looking for in an app?

- -Make it intuitive
- -That allows the use of the camera to identify the plants.
- -That has recipes for plant infusions
- -That has bach flower recipes

Perception of other applications

Pamela has found applications for plant classification, but none have what she is looking for. Recipes for calming treatments with herbal teas and bach flowers, which she has to look up on the web, after knowing the plant she is dealing with, which is a great frustration for her.

Age

35 years

Gender

Female

Occupation

Psychologist

Civil Status

Married with Children

Education level

Bachelor degree

Location

Nuñoa, Santiago



Ana

Biography

Ana is a nurse who is passionate about caring for people's health and is always looking for natural alternatives to complement her patients' medical treatments. However, she is not an expert in botany and sometimes feels insecure when identifying an unknown plant.

Pain Point

- Difficulty to correctly identify the plant.
- Incomplete or inaccurate information about plants
- Geographic limitations
- Unintuitive interface
- Lack of updates

Reason for use

- Plant identification
- Obtaining information on medicinal plants
- Use in the field of health
- Learning about medicinal plants
- Share information

Personality

Extrovert



Emotional



Planner



Sensible



How did she find us?

- Searching in app stores
- Recommendation from friends or colleagues
- Search in search engines
- Social Media Advertising
- Participating in interest groups
- Advertising in specialized media

Motivation



Objectives

- Identify medicinal plants and know if they are safe for use in patients.
- Learn more about the medicinal properties of plants and how to use them properly.
- Know the location of the identified plants to be able to collect them in the future.
- Have an easy and fast tool to identify plants using your camera.

What are you looking for in an app?

The person might be looking for an app to help in their work as a botanist, pharmacist, or in areas related to plants and their properties.

Perception of other applications

Other similar apps could be perceived as more complicated to use, less accurate in identifying plants, with less detailed information on medicinal properties of plants, and without the ability to display the approximate location of plants. They may also have less complete or up-to-date information and may not allow sharing of information on medicinal plants. In general, the application in question could be perceived as more user-friendly, accurate and complete than other similar applications.

Age

32 years

Gender

Female

Occupation

Nurse

Civil Status

Single

Education level

Bachelor degree

Location

Araucania,Temuco



María

Biography

María, a 40-year-old homemaker residing in Carahue, is deeply passionate about caring for and nurturing plants, she looks forward to the app offering a convenient feature that allows her to create collections, enabling her to organize and track the different plant species within her home.

Personality



Objectives

- María aims to expand her knowledge and understanding of different plant species, their characteristics, care requirements, and potential medicinal or practical uses.
- María intends to create collections within the app to categorize and track the different plants she has in her home.
- María wants to leverage the AI-powered plant recognition feature of the app to identify plant species accurately.

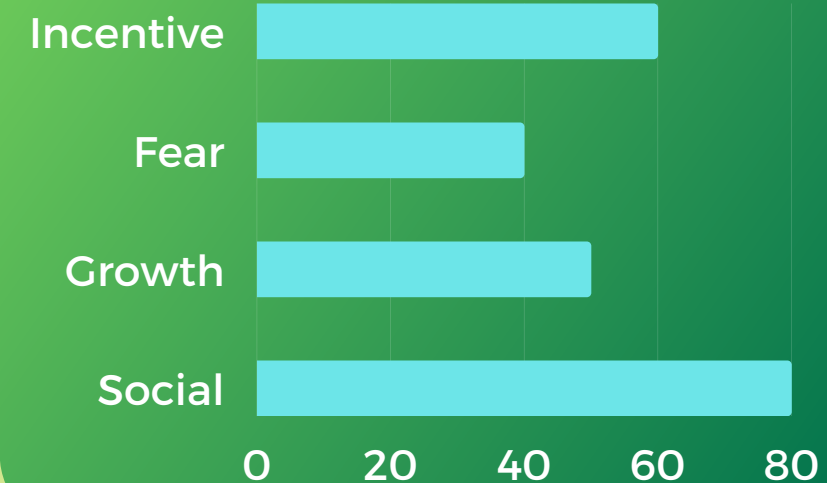
Pain Point

- Difficulty to correctly identify the plant.
- Lack of knowledge can result in improper care.
- Unintuitive interface

How did she find us?

María's friend, who is also an avid gardener, enthusiastically recommended our app during a conversation. Impressed by her friend's positive experiences and the convenience it offered, María became curious and eager to give it a try.

Motivation



Reason for use

- Accurate plant identification.
- Personalized care advice.
- Organize plant collections.
- Timely task reminders.
- Improve plant health.

What are you looking for in an app?

Maria is looking for an app that provides easy plant identification, offers guidance for plant care, helps organize her plant collections, sends reminders for plant-related tasks, and assists in improving the health of her plants.

Perception of other applications

María finds existing plant apps lacking in personalized care guidance, user-friendliness, and a sense of community. She is looking for an app that offers tailored recommendations, is easy to use, and provides opportunities for engagement and learning within a plant care community.

Age

45 years

Gender

Female

Occupation

House Owner

Civil Status

Married

Education level

Bachelor degree

Location

Araucania, Carahue