

PROBLEM STATEMENT

Athanasia

user name

is a/an

College art student who loves flower arranging

user characteristics

who needs

An application that enables her to custom the design of the flower bouquet

user need

because

She wants the freedom of shopping the customized flower bouquet easily accessed

insight

PROBLEM STATEMENT

Sebastian

user name

is a/an

Very busy director of event organizing company

user characteristics

who needs

An application to order large quantities of flower bouquets for event

user need

because

He wants the ordering process to be quick and easy since he has very limited time

insight