**User Personas for Plant Care Companion App**

**👤 Persona 1: The Busy Professional**

**🔹 Name:** Priya Sharma  
**🔹 Age:** 25  
**🔹 Occupation:** Software Engineer  
**🔹 Plant Care Experience:** Beginner (Less than 6 months)  
**🔹 Pain Points:**

* Forgets to water plants.
* Overwaters when she remembers.
* Doesn’t know if her plant is getting enough sunlight.  
  **🎯 Goals & Needs:**
* Wants **AI-powered plant diagnosis** to check for plant health.
* Needs **watering reminders** to maintain a schedule.
* Prefers an **easy-to-use app** with quick guides.  
  **📲 Preferred Features:**  
  ✅ AI Scanner for plant health  
  ✅ Watering & sunlight reminders  
  ✅ Simple plant care tips

**👤 Persona 2: The College Student**

**🔹 Name:** Aarav Mehta  
**🔹 Age:** 19  
**🔹 Occupation:** College Student  
**🔹 Plant Care Experience:** Beginner (Less than 3 months)  
**🔹 Pain Points:**

* Lives in a dorm with limited sunlight.
* Wants a low-maintenance plant but doesn’t know which to choose.
* Doesn’t have time for complex plant care routines.  
  **🎯 Goals & Needs:**
* Needs **recommendations for beginner-friendly plants.**
* Wants **reminders for watering and fertilizing**.
* Prefers a **fun and interactive** way to learn plant care.  
  **📲 Preferred Features:**  
  ✅ Gamification (badges & challenges)  
  ✅ AI plant recommendations  
  ✅ Simple plant care guides

**👤 Persona 3: The Retired Plant Enthusiast**

**🔹 Name:** Suman Patel  
**🔹 Age:** 65  
**🔹 Occupation:** Retired Teacher  
**🔹 Plant Care Experience:** Advanced (More than 5 years)  
**🔹 Pain Points:**

* Struggles with **pest control and plant diseases**.
* Finds it hard to identify **why plants are dying**.
* Wants a community to share plant experiences.  
  **🎯 Goals & Needs:**
* Needs **an easy way to diagnose plant problems**.
* Prefers **voice-guided plant care tips**.
* Wants **community engagement to share knowledge**.  
  **📲 Preferred Features:**  
  ✅ AI pest & disease diagnosis  
  ✅ Community forum  
  ✅ Voice-enabled plant care guides

**👤 Persona 4: The Frequent Traveler**

**🔹 Name:** Rohan Desai  
**🔹 Age:** 32  
**🔹 Occupation:** Marketing Consultant  
**🔹 Plant Care Experience:** Intermediate (1 year)  
**🔹 Pain Points:**

* Travels frequently and can’t water plants regularly.
* Worried about plant survival during long trips.
* Wants **automation for plant care**.  
  **🎯 Goals & Needs:**
* Needs **automated plant care suggestions**.
* Wants a **self-watering plant guide**.
* Prefers an app that **tracks plant health remotely**.  
  **📲 Preferred Features:**  
  ✅ Travel mode with care schedules  
  ✅ Self-watering plant recommendations  
  ✅ AI plant health tracker

**👤 Persona 5: The Home Gardener**

**🔹 Name:** Neha Gupta  
**🔹 Age:** 40  
**🔹 Occupation:** Homemaker  
**🔹 Plant Care Experience:** Intermediate (2 years)  
**🔹 Pain Points:**

* Struggles with **seasonal plant care**.
* Doesn’t know which fertilizers to use.
* Wants **a guide for growing vegetables & herbs**.  
  **🎯 Goals & Needs:**
* Needs **season-based plant care reminders**.
* Wants **organic plant care tips**.
* Prefers **step-by-step guidance** for growing kitchen plants.  
  **📲 Preferred Features:**  
  ✅ Seasonal plant care calendar  
  ✅ Organic gardening tips  
  ✅ AI-based fertilizer recommendations

**👤 Persona 6: The Health-Conscious Urban Farmer**

**🔹 Name:** Ananya Verma  
**🔹 Age:** 28  
**🔹 Occupation:** Nutritionist  
**🔹 Plant Care Experience:** Beginner (Less than 6 months)  
**🔹 Pain Points:**

* Wants to grow **herbs and microgreens** but doesn’t know how.
* Has limited space for plants.
* Needs plant care **optimized for indoor growing**.  
  **🎯 Goals & Needs:**
* Needs **an AI-driven plant selection guide** for small spaces.
* Wants **nutritional benefits of plants included**.
* Prefers an app with **customized herbal plant care tips**.  
  **📲 Preferred Features:**  
  ✅ AI-recommended indoor plants  
  ✅ Hydroponic gardening tips  
  ✅ Health benefits of plants section

**👤 Persona 7: The Parent Teaching Kids About Plants**

**🔹 Name:** Mehul Shah  
**🔹 Age:** 38  
**🔹 Occupation:** Banker  
**🔹 Plant Care Experience:** Beginner (1 year)  
**🔹 Pain Points:**

* Wants to teach his child about plants but doesn’t know where to start.
* Needs a **child-friendly way** to learn about plant care.
* Prefers **engaging content** with fun learning.  
  **🎯 Goals & Needs:**
* Wants an **interactive way to involve kids in plant care**.
* Needs **kid-friendly plant suggestions**.  
  **📲 Preferred Features:**  
  ✅ Gamification for kids  
  ✅ Family plant care challenges  
  ✅ Fun plant facts & trivia

**👤 Persona 8: The Interior Decor Enthusiast**

**🔹 Name:** Sanjana Rao  
**🔹 Age:** 30  
**🔹 Occupation:** Interior Designer  
**🔹 Plant Care Experience:** Intermediate (3 years)  
**🔹 Pain Points:**

* Wants **aesthetic indoor plants** that match home décor.
* Struggles with **plant placement & sunlight requirements**.
* Needs **low-maintenance options**.  
  **🎯 Goals & Needs:**
* Needs **a plant-matching tool for home aesthetics**.
* Wants **easy-care plants for home & office spaces**.  
  **📲 Preferred Features:**  
  ✅ AI plant placement guide  
  ✅ Aesthetic plant recommendations  
  ✅ Low-maintenance plant suggestions

**👤 Persona 9: The Tech-Savvy Smart Gardener**

**🔹 Name:** Vishal Menon  
**🔹 Age:** 34  
**🔹 Occupation:** IT Engineer  
**🔹 Plant Care Experience:** Advanced (4 years)  
**🔹 Pain Points:**

* Wants **smart plant care monitoring** using tech.
* Needs **automation for watering & light tracking**.  
  **🎯 Goals & Needs:**
* Wants **IoT-enabled plant monitoring**.
* Prefers **data-driven plant health tracking**.  
  **📲 Preferred Features:**  
  ✅ Smart plant sensors integration  
  ✅ AI plant health tracking  
  ✅ IoT-based watering solutions

**👤 Persona 10: The First-Time Home Buyer**

**🔹 Name:** Ria Kapoor  
**🔹 Age:** 29  
**🔹 Occupation:** Lawyer  
**🔹 Plant Care Experience:** Beginner (Less than 6 months)  
**🔹 Pain Points:**

* Wants **indoor plants for home air purification**.
* Doesn’t know which plants are **safe for pets**.  
  **🎯 Goals & Needs:**
* Needs **pet-safe plant recommendations**.
* Wants **a guide for home-friendly plants**.  
  **📲 Preferred Features:**  
  ✅ Indoor plant selection guide  
  ✅ Air-purifying plant recommendations  
  ✅ Pet-safe plant filter