**Zareen**

**Age:** 22

**Education:** 4th year university student

**Hometown:** Bruges, Belgium

**Family:** 2 sisters

**Occupation:** Project management intern for a large international firm

Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she is also fond of flowers because she thinks flowers energize people specifically can change the atmosphere of workplace in a positive way so she adorns her place with flower. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail.

Zareen would like to demonstrate her commitment on the job, complete everyday tasks efficiently, and eventually be trusted with increased responsibilities in the office.

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**Response:**

* At least once a week

**Question 2:** for what reason do you usually purchase flower?

**Response:**

* Purchase flower to adorn workplace
* Purchase flower to use them at home
* Send flower as a gift for her sisters to surprise them

**Question3:** what is your favorite way to buy flower? Why?

**Response:**

* Prefer to order flowers online
* It's time saving
* It's faster

**Question4:** What do you expect from a catalogue app?

**Response:**

* Delivery option
* On time delivery
* Keep high quality
* Offer an option to customize favorite arrangement of flowers and save it in my account
* An option to send a high-quality flower for someone who lives in another city

**Question5:** what types of flowers do you like to buy? Why?

**Response:**

* More durable flower to have them for longer time

**Question 6:** for which occasion are you more likely to buy flower?

**Response:**

* Sister's birthday
* Christmas

**Leah**

**Age:** 42

**Education:** Doctor of Medicine (MD)

**Hometown:** Newport, Rhode Island

**Family:** Single, lives alone

**Occupation:** Doctor

Leah is a doctor with a busy and demanding schedule. She works unpredictable shifts in a mid-size hospital, and swims for a local semi-professional team. Leah has a visual impairment for which she uses screen reader technologies. This technology makes using apps and websites much more convenient for Leah, but not all apps and websites are optimized for screen reader usage. Leah also prefers to go to work with public transportation and she does not drive.

Leah cares a lot about being available to her patients and is often taking appointments at the last minute. She would like to be able to spend as much of her non-work time as possible on her hobbies and personal life. Leah is also interested in flowers and gardening and spend her leisure time on beautify her home with flower. She also enjoys send flower to her patient to make them feel fresh.

**Question 1:** How often do you purchase flower?

**Response:**

* 5 times a month on average

**Question2:** for what reason do you usually purchase flower?

**Response:**

* Beautify home and workplace with fragrant flowers
* Send as a gift for her patient to give them a good feeling

**Question2:** what is your favorite way to buy flower? Why?

**Response:**

* Prefer to order flower online
* It's easier ( because of easier transfer)
* It's faster (because of busy schedule)

**Question3:** What do you expect from a catalogue app?

**Response:**

* Delivery option
* On time delivery
* Keep high quality

**Question4:** what types of flowers do you like to buy? Why?

**Response:**

* More durable flower to have them for longer time

**Question 5:** for which occasion are you more likely to buy flower?

**Response:**

* Christmas and other common feast
* Occasional parties such as anniversary or weddings
* Friend's birthday

**Joseph**

**Age:** 20

**Education:** Enrolled in online college classes

**Hometown:** Nairobi, Kenya

**Family:** Lives with their mother, father and one younger sibling

**Occupation:** Full time student

Joseph is a recent immigrant to the United States who is enrolled in online college classes and is also taking classes at a night school for learning English. Recently he's started a romantic relationship at night school with a friendly girl called lucy, they spend memorable time to each other and usually they go to school and comeback together with train because they are in the same neighborhood. Joseph tries to make lucy happy in different ways, one of these ways is sending flower to her specifically roses because he knows that lucy is a flower lover.

Joseph’s priority is balancing his studies with fun, while also having time to look after his younger sibling when his parents are at work.

**Question 1:** How often do you purchase flower?

**Response:**

* Usually purchase flower every other day

**Question 2:** for what reason do you usually purchase flower?

**Response:**

* To send gift his girlfriend, lucy
* Purchase flower for home because her mother is fond of flower
* Order flower for his father workplace

**Question3:** what is your favorite way to buy flower? Why?

**Response:**

* Most of the time likes to buy flowers online
* Prefer to surprise other people
* transfer is much easier for him because he does not have a car

**Question4:** What do you expect from a catalogue app?

**Response:**

* Delivery option
* On time delivery
* Keep high quality
* The option which enables me to customize favorite arrangement of flower and save it in profile in order to order it again without waste of time and thinking.

**Question5:** what types of flowers do you like to buy? Why?

**Response:**

* Flower with good smells like rose
* Long lasting flowers

**Neelam**

**Age:** 35

**Education:** Master’s degree in Education

**Hometown:** Champagne, Illinois

**Family:** Married with one young child

**Occupation:** Teacher

Neelam is an established education professional with 10 years of teaching experience. She is passionate about her job, her workplace and also her students. Neelam always tries to make her class atmosphere fresh and inspiring by different ways to encourage her students and energize them, one of the ways that she uses is bringing flowers with herself to the class and she has some reason for that, first of all, she thinks flower can make the class quite inspiring then she can give flower as a gift to active students in order to promote them and encourage other students to study more.

But there is a problem for her because she has a limited budget and prefers to buy flowers with reasonable price.

Neelam appreciates products that help her workplace happier and make surge of motivation in students.

**Question 1:** How often do you purchase flower?

**Response:**

* Every day expect weekends

**Question 2:** for what reason do you usually purchase flower?

**Response:**

* Purchase flower to adorn working place
* Purchase flower to give them to her students for making encouragement
* Purchase flower to give as a gift to her child

**Question3:** what is your favorite way to buy flower? Why?

**Response:**

* Prefer to order flowers online
* Because of busy schedule

**Question4:** What do you expect from a catalogue app?

**Response:**

* Delivery option
* On time delivery
* Keep high quality
* Would appreciate to have discount on her every day purchase
* Would appreciate to buy beautiful but economical flowers

**Question5:** what types of flowers do you like to buy? Why?

**Response:**

* Her favorite type is more beautiful flowers
* Her favorite type is more fragrant flowers
* Choose flowers with more reasonable price

**Question 6:** for which occasion are you more likely to buy flower?

**Response:**

* Her husband and child birthday
* Christmas, new year, and similar feasts
* Buys simple and economical flowers daily to adorn workplace and gives them to students as a gift.