

## PlantDaddy Personas

### User personas

Melissa - Working nurse and doctorate student

Liz - busy young adult, has social anxiety

Jeremy - Single dad with demanding job



#### **“MELISSA”**

AGE: 28

LOCATION: Utah

RELATIONSHIP: Married, No kids

PERSONALITY: Ambitious, Hardworking, Caring, Empathetic, Adventurous

OCCUPATION: Nurse

#### **Tech/Social Background**

Work: Dell PC Desktop

Browser: Google Chrome

Mobile: Iphone 11

Social: Facebook, Instagram, TikTok

News: Reddit, Twitter

#### **Short Term Goals**

Find an internship

Continue to add plants to her collection

#### **Long Term Goals**

Complete her Nurse Practitioner program

Sell plants more consistently  
Learn Archery



**“LIZ”**

AGE: 19

LOCATION: Texas

RELATIONSHIP: Single, No kids

PERSONALITY: Ambitious, Careful, has Social Anxiety

OCCUPATION: Customer Support Associate

### **Tech/Social Background**

Work: MacBook Pro

Browser: Google Chrome

Mobile: Samsung

Social: Instagram, TikTok

News: Television

### **Short Term Goals**

Become a supervisor for the call center

Move out of her Parent's house

Pick up a new hobby

### **Long Term Goals**

Finish college degree

Buy a house

Run a marathon



### **“Jeremy”**

AGE: 47

LOCATION: New York

RELATIONSHIP: Single, 3 kids

PERSONALITY: Creative, detail oriented

OCCUPATION: Interior designer for high end homes

### **Tech/Social Background**

Work: MacBook Pro

Browser: Google Chrome

Mobile: Iphone 12

Social: Instagram, Facebook, LinkedIn

News: Reddit, Twitter, CNN

### **Short Term Goals**

Get his daughter into the best preschool

Elevate his ability to reach out to new clientele

Find more exclusive art and plants to include in the homes he works with

### **Long Term Goals**

Branch out and travel for work more

Acquire an original Van Gogh for his house