



## Name

- Jennifer
- 52 year old
- Edinburgh originally
- Lives in Glasgow

## Behaviours

- She loves plants and flowers but hasn't got a green thumb
- She loves to go for a walk at the Botanical Garden.
- she travels often and in the weekends visits the sister.
- she buys flowers in the supermarket every week.
- she has got a cat, Nussy, that doesn't love plants.

## Demographics

- Officer at Royal Mail Office as second job she sells
- plants on-line
- Married with two adult sons
- they live in a flat with big balcony
- 25 annual

## Needs and goals

- ▶ She would like to have A ONLINE GARDEN INVENTORY where she can list the quantity of plants
- ▶ She would like to have a link for a wholeseller for buying new plants and flowers to sell.
- ▶ She would like to have her stock with image for each item.