

Persona



"I like to have a garden and feel proud of my gardening achievements."

Mary Klein

Age: 27

Location: Vernon, BC

Occupation: Freelancer

Bio

Mary finished her education last year, and she recently moved to a new place which is larger than her previous place including an indoor garden. She has basic skills for gardening.

Life Goals

Improve the quality of her life by living health, being outdoors, and spending more time for herself

Experience Goals

Experience the simple pleasure that maintaining a garden brings

Immediate Goals

To learn the basics of gardening and to achieve a successful garden.

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Needs

Gardening guides

Needs to be reminded of watering plants, and checking on plant health.

Frustrations

Having to search how-to-grow instructions online for each of plants.

Forgets to water the plants

Motivations

Enjoys browsing gardening idea pictures in pinterest

Behaviours

Occasionally forgets appointments and lose the time

She is mostly spending time on her computer & phone

Pain Points

Losing track of taking care of the plants after they are sown

Doesn't have all the information needed

Tasks

Nourish the plants

Finding out all the right information to grow a plant