



AGE 28

GENDER FEMALE

OCCUPATION OFFICE ADMINISTRATOR

TECH LITERATE | YES



I just want a site that shows me exactly what I'm paying for—no surprises. If I could see real photos of the bouquets, compare prices easily, and know they'll arrive fresh? That would be amazing!

Bio

Emma juggles a demanding 9-to-5 job with caring for her aging parents. She believes small gestures—like fresh flowers—can make a big difference, but her hectic schedule leaves little time for shopping. A past experience where a wilted, overpriced bouquet arrived late for her mother's birthday made her wary of online florists.

Core needs

Clear Bouquet Previews: Wants to see exactly how arrangements will look before buying
Occasion-Specific Guidance: Needs help choosing flowers for birthdays/anniversaries
Budget Transparency: Prioritizes affordable options
Trusted Quality: Values freshness and durability

Frustrations

Decision Overload: Stressed by too many choices .
Mismatched Expectations: Past bouquets didn't look as promised .
Unclear Pricing: Surprised by hidden costs
Limited Customization: Wants more personalization