# **Evergrow UI**

# Personas

Some examples of user personas that would benefit from using Evergrow are a novice of gardening, who doesn't know where to find or grow seeds.

Another user would be a current gardener who is experiencing difficulties with finding purposes for the plants they are growing.

The last user is a mother who is looking to figure out why the flowers she planted in her backyard are not growing as successfully as other species.

# Jeff

### Background:

- Stay at home dad
- Associates Degree
- Married with two kids, 14 and 17

# **Demographics:**

- Male, 42 years old
- Single family income of \$250,000
- Lives in Arizona

#### **Identifiers:**

- Likes to feel helpful
- Highly involved in wife and kids' lives
- Loves nature

#### Tasks:

Can complete simple tasks, would have issues executing complex tasks

# Jim

# Background:

- Last year of college
- Agricultural Major
- Experience with crops, plants, gardens

# **Demographics:**

- Male, 22 years old
- Manager of Hardware store, \$20 hourly wage
- Lives in Florida

#### **Identifiers:**

- Involved with food charities
- Green thumb

#### Tasks:

Can complete both complex and simple tasks

### Jen

# Background:

- Single mom
- Dietician
- Has one child, age 6

# **Demographics:**

- Female, age 32
- Single family income of 85,000
- Lives in Minnesota

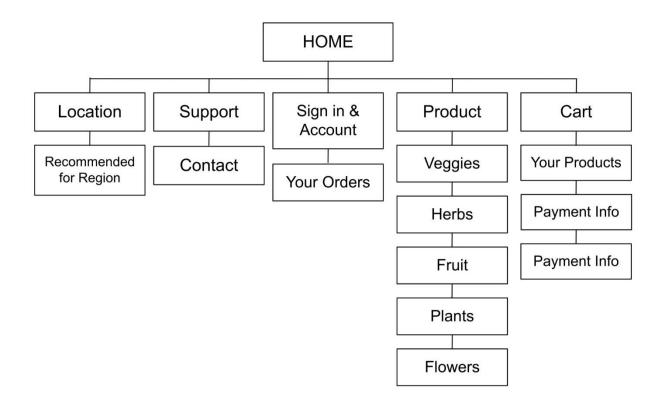
#### **Identifiers:**

- Tech savvy
- Involved in health and wellness groups
- Love for flowers

#### Tasks:

• Can complete both complex and simple tasks with ease

# **Story Board Overview**



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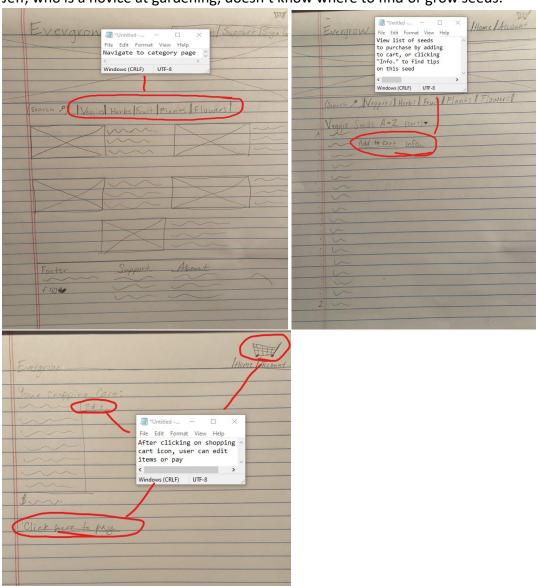
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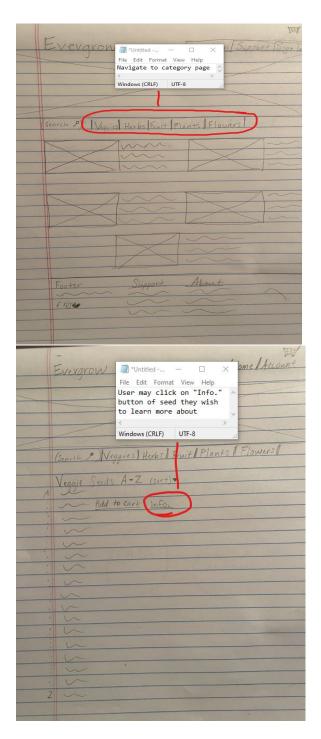
# End user interaction story board

Jeff, who is a novice at gardening, doesn't know where to find or grow seeds.



# End user interaction story board II

Jim, who is experiencing difficulties with finding purposes for the plants they are growing.



# End user interaction story board III

Jen, who is looking to figure out why the flowers she planted in her backyard are not growing as successfully as other species.

