

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

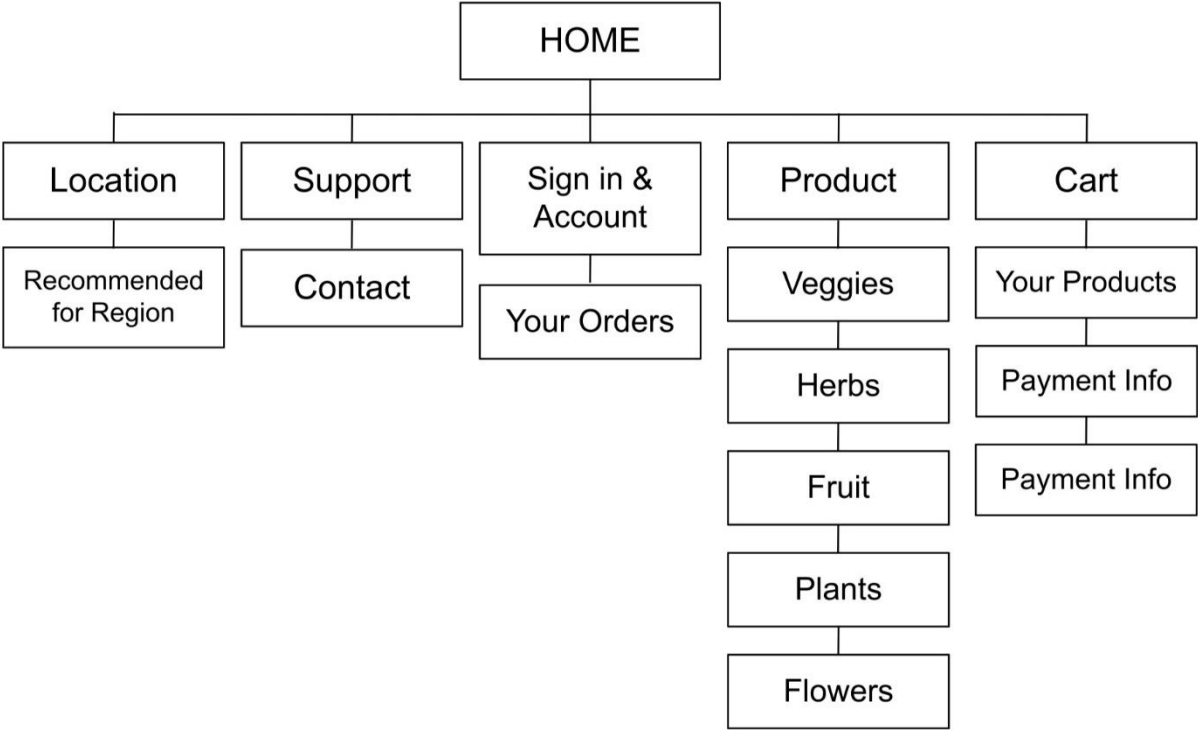
Identifiers:

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

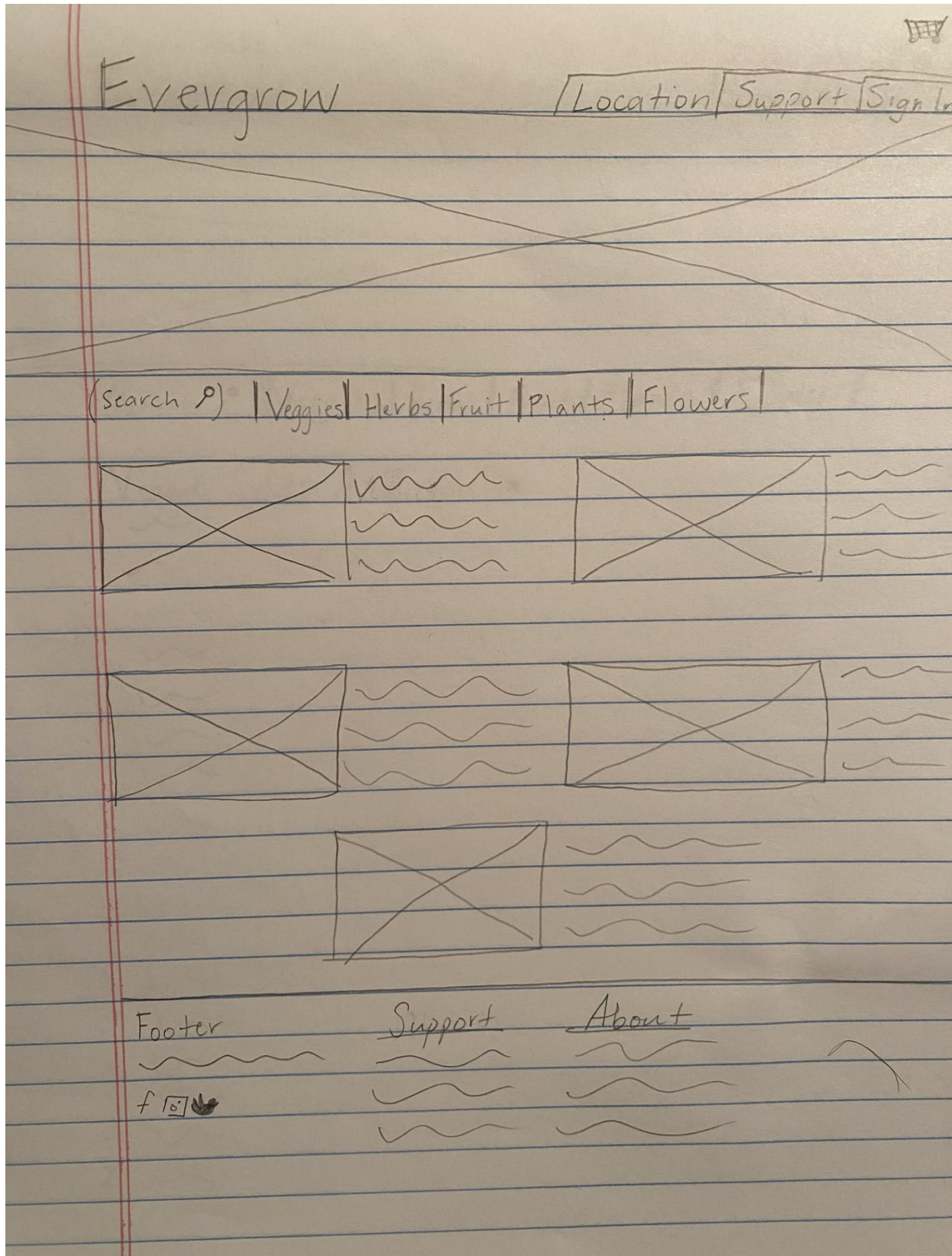
Tasks:

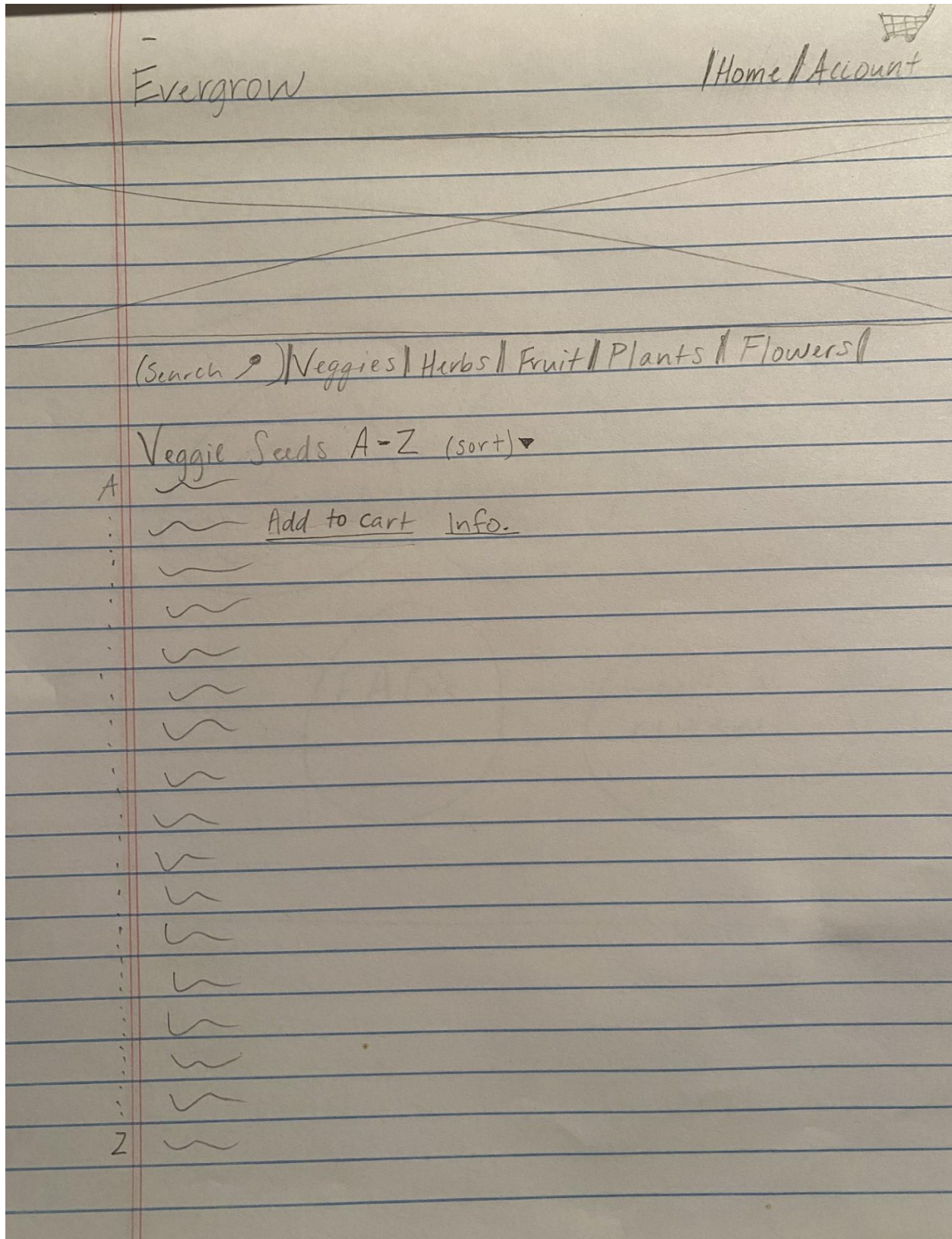
- Can complete both complex and simple tasks with ease

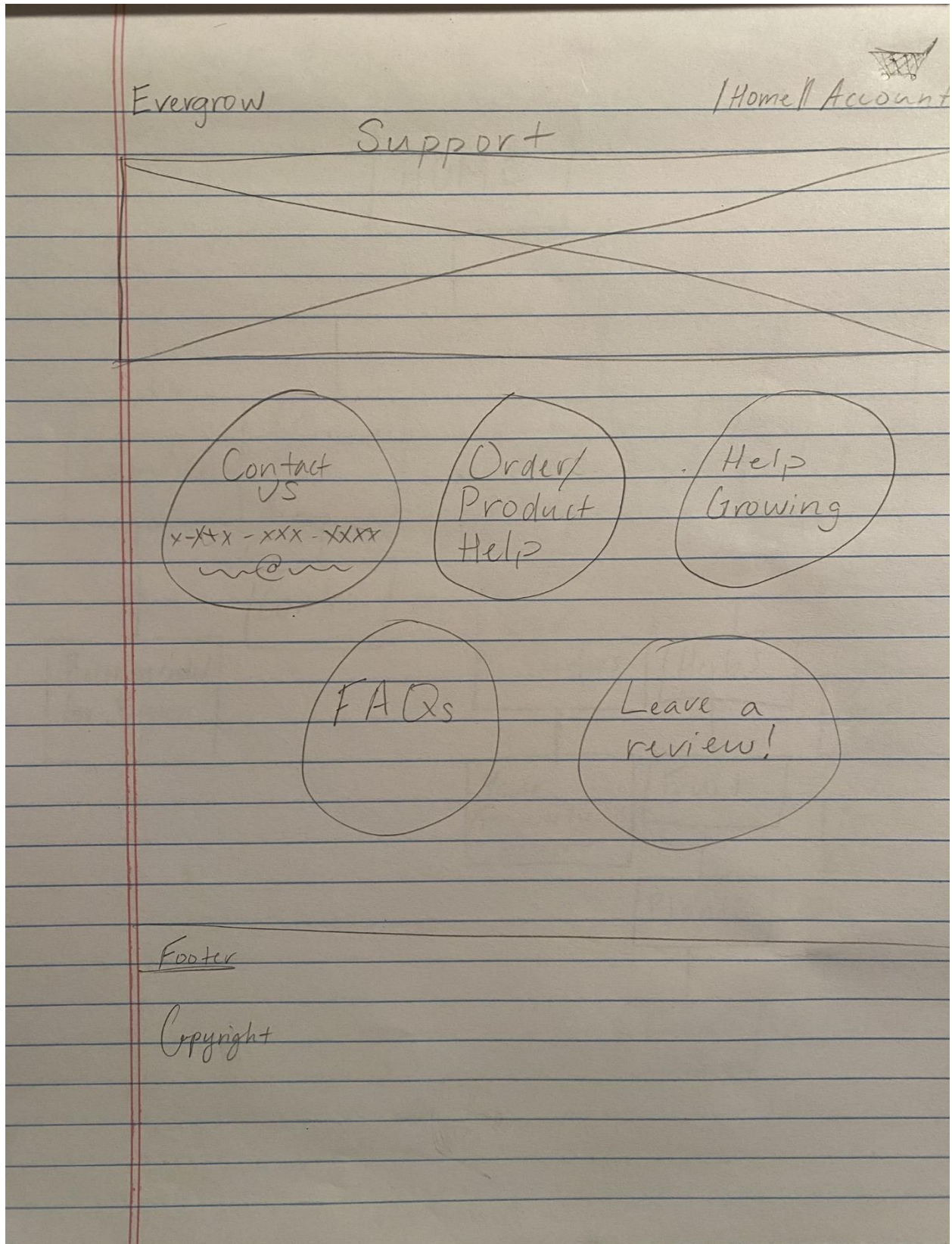
Story Board Overview




Home









Enter Location Page

Evergrow  // Home // Account


Location

Enter your location:

Footer

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Location, Seeds, and Tips Page

Evergrow  / Home / Account

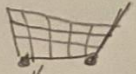
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## Shopping Cart Page

Evergreen  Home / Account

Your shopping cart:

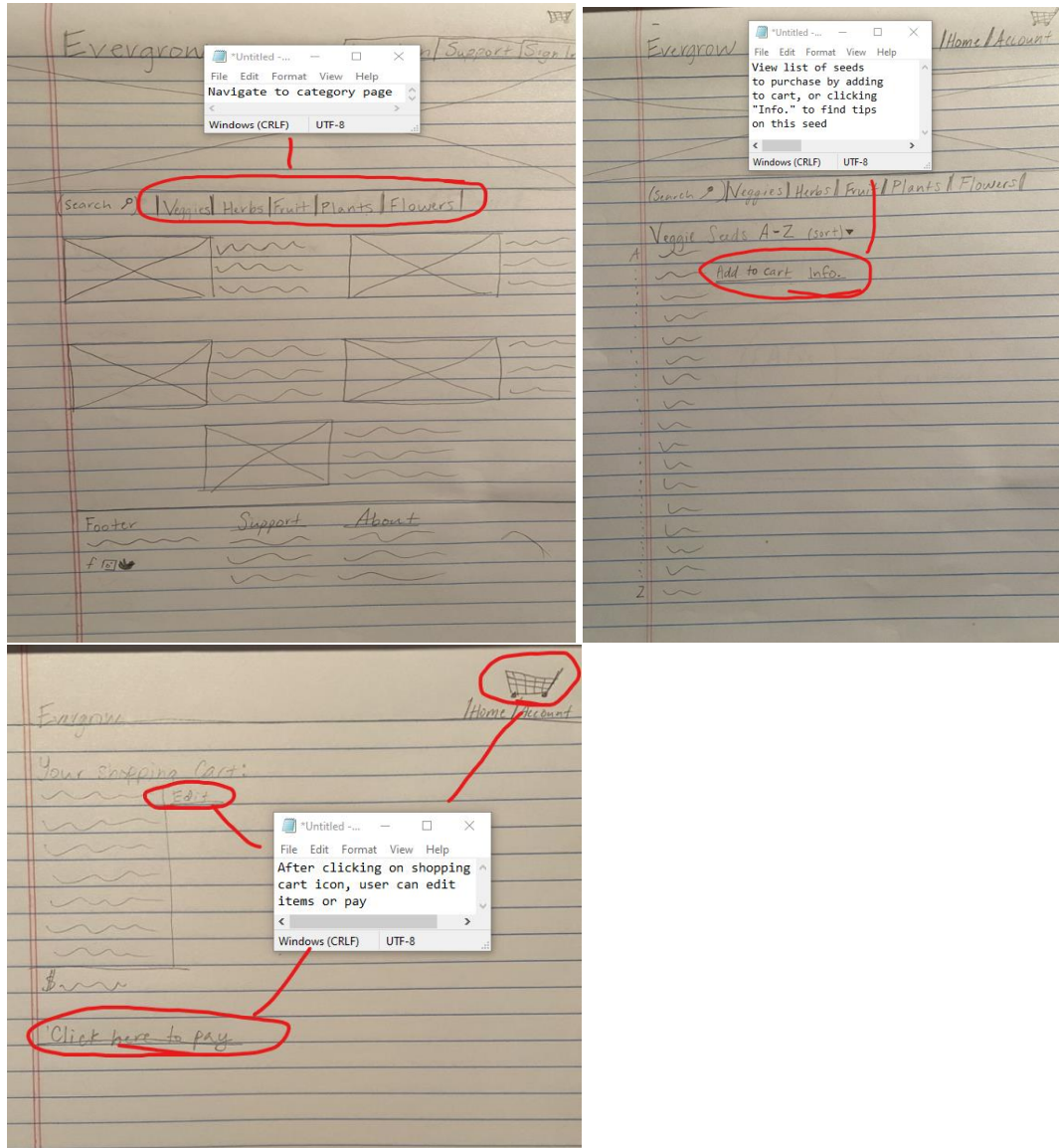
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Click here to pay

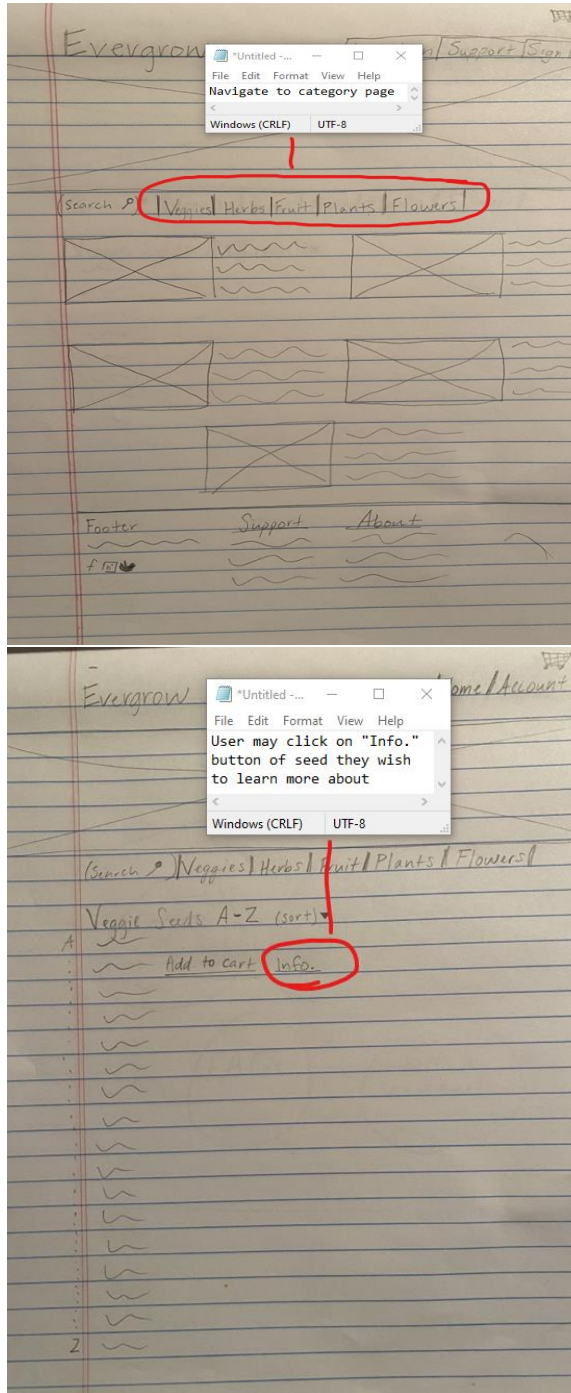
## End user interaction story board

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.

