



Personas & Scenarios



Karla Samson
Persona One: Primary
"Plants make the house feel there's something living. They bring life"

DEMOGRAPHICS
Age: 54
Location: New Brunswick, NJ
House: Condo
Family: Lives alone

TECH
Internet ●●●●●
Social Networks ●●●●●
Smart Devices ●●●●●
Applications ●●●●●
Games ●●●●●



GOALS
• Happy and healthy plants
• Own more house plants
• Better understand plant needs

FRUSTRATIONS
• Knowing time to change soil
• Which plants survive best in home
• Plants dying for unknown reason


CARE HABITS
• Uses and keeps care tags
• Same care for all plants
• Waters 1-2 times per week

PLANTS
Interest ●●●●●
Knowledge ●●●●●
Care Routine ●●●●●

Scenario:

Karla was away for the weekend on a girls trip with friends from college. She enters her condo to find most of her plants have survived the two days without her being there. However, one of her plants has turned from a shade of bright green, to brown and yellow in color. Some of the leaves have also fallen off and have collected in a pile on the floor. Karla is not happy with what she sees, and she knows she needs to act fast if she wants to save this plant. Out of habit, Karla's instant reaction is to look at the care tag that came with the plant. Karla reads the tag that contains water, sunlight, soil, and temperature information. She thinks back to her plant care routine. She watered the plant before she left, and she typically waters the plant 1-2 times per week, so the plant should not be thirsty, seeing as it's not time for water yet. Karla has had the plant in the same position since she bought it years ago, and she knows this spot receives sunlight, which has always been an adequate amount for this plant. Karla also knows that she hasn't changed the temperature in her house since she left, always keeping her home at a constant degree. Perplexed as to what could be causing her plant to have decayed this much in such a short time, and seeing the plant's fragile state, Karla knows she doesn't have time for

past trial and error ways of solving her plant problems. Remembering she recently downloaded the application 'Plant Doctor', Karla pulls out her smartphone and opens the app. She finds this plant under the 'My Plants' tab. She reviews this plants history from her previous entries, but still not satisfied that she has identified the issue, she takes a picture of the plant in its current state. A few moments later, Karla is told that her plant's soil is no longer notorious and is poisoning her plant. Upon learning this information, Karla purchases new soil, replants the plant, and saves its life.



Josh Kelp

Persona Two: Primary


"Plants make the house feel more natural"

DEMOGRAPHICS

Age: 24
Location: Philadelphia, PA
House: Apartment
Family: Roommates

TECH

Internet	● ● ● ● ●
Social Networks	● ● ● ● ●
Smart Devices	● ● ● ● ●
Applications	● ● ● ● ●
Games	● ● ● ● ●



GOALS

- Own more house plants
- Gain routine confidence
- Expand plant care knowledge

FRUSTRATIONS

- Forgetting watering schedule
- Not knowing why a plant dies
- When the leaves turn brown

CARE HABITS

- Relies on trial and error
- Concerned for light and water
- Squeezes soil to test water

PLANTS

Interest	● ● ● ● ●
Knowledge	● ● ● ● ●
Care Routine	● ● ● ● ●

Scenario:

Josh has taken a trip to his local plant nursery. He has been having a lot of success with his growing collection of plants at home and recently acquired a new piece of furniture that he thinks a few small plants would look great on. The new bookcase that Josh purchased will be placed in the hallway of his apartment. In it, he will store books, games, magazines, and hopefully, a couple of new plants. Prior to going to the nursery, Josh scoped out his new bookcase and the environment around it, to make sure he picks the correct plants that will

survive in the space. Josh notes that the location of the bookcase receives only partial sunlight for about 2-3 hours a day, and he also knows that he keeps his home relatively cool, plus with the minimal light, the plant will have to be able to survive in cooler conditions. At the nursery, Josh reminds himself of this information while he is browsing the rows and rows of indoor plants for sale. After spending some time looking at all of the options and reading their care tags, Josh has narrowed his options down to five different plants. Josh only has room for three new plants in his bookcase, so he must narrow down his selections even further. While visually all five plants appeal to Josh, he knows a large factor in this decision is also how well the plant will survive in the conditions of the bookcase. Josh reads over all of the plants care tags once more and even though all seem to be able to survive with only partial sunlight and in cooler conditions, Josh knows from prior experience that tags tend to be great guidelines, but are not able to predict how each specific plant will react and what it needs. Knowing this, and not wanting to make the wrong decision or waste money on a plant that will not survive, Josh pulls out his smartphone and opens his 'Plant Doctor' application. Josh takes a photo of each plant, one at a time. After each image is taken, a personalized plant care report is generated that lets Josh know what each one of the plants he picked out specifically needs. Upon taking all five images and reviewing the report for each one, Josh sees that some of the information that was on the care tags is a little off. Two of the plants he chose actually need closer to 5-6 hours of sunlight each day, as opposed to the 2-3 that the tag had claimed. Knowing this information, Josh is able to eliminate two plants and confidently leave the nursery with three plants that will survive in his new bookcase.



Amber Lindon

Persona Three: Primary

"Why do they keep dying?"

DEMOGRAPHICS

Age: 30
Location: Detroit, MI
House: Apartment
Family: Single

TECH

Internet ● ● ● ● ●
Social Networks ● ● ● ● ●
Smart Devices ● ● ● ● ●
Applications ● ● ● ● ●
Games ● ● ● ● ●



GOALS

- Keep plants alive
- Have an indoor urban jungle
- Grow plants from seeds

FRUSTRATIONS

- Plants watered and lit are dying
- Cat attacks plants
- Spending money on dying plants

CARE HABITS

- Waters plants daily
- Plants in direct sunlight
- Throws care tags out


PLANTS

Interest ● ● ● ● ●
Knowledge ● ● ● ● ●
Care Routine ● ● ● ● ●

Scenario:

For the last couple of months, Amber has successfully been able to accurately care for her multiple house plants, keeping them alive and happy. While Amber has put in all of the effort into caring for these plants, she owes the majority of her green thumb success to 'Plant Doctor'. The application has allowed her to keep track of all of her plants in one place, along with provide her their specific care instructions. The excitement about her plants success and the confidence in her plant care abilities that has come with it, has lead Amber to embark on achieving her next goal, growing a plant from seeds. Today marks one month into this endeavor. Every week since planting the seeds, Amber checks on their progress using the 'Plant Doctor' app. Amber goes to the pot and scans the sprout that has popped out of the soil since last week. Amber couldn't be more excited, there's been progress, as well as another confidence boost. A few moments after scanning the budding plant, Amber is provided with an updated list of care instructions for the new plant. These instructions include updates on the plants water, sunlight, soil and temperature needs. This information is extremely important to Amber, because as a new plant, the care needs are constantly changing and adjusting as the plant grows. Amber notices that 'Plant Doctor' has informed her that her plant is in need of more

sunlight and water. After reading this, Amber moves the plant to a sunnier location in her apartment and gives it water.



Shay Kaufner

Persona Four: Secondday


"Plants make me feel better about my health"

DEMOGRAPHICS

Age: 33
Location: Ann Arbor, MI
House: House
Family: Married

TECH

Internet	●●●●●●
Social Networks	●●●●●●
Smart Devices	●●●●●●
Applications	●●●●●●
Games	●●●●●●



GOALS

- Use plants to erase allergies
- Own a variety of plants
- Expand plant care knowledge

FRUSTRATIONS

- Low knowledge of soil
- Husband keeps house too cold
- Not know best plant location

CARE HABITS

- Owns one type of plant
- Keeps care tag on fridge
- Follows tag religiously

PLANTS

Interest	●●●●●●
Knowledge	●●●●●●
Care Routine	●●●●●●

Scenario:

Shay is on a business trip for two weeks outside of the country. She has left her husband in charge of taking care of the house while she's away, including all of her house plants. This time last year, Shay's husband would have had no hesitations taking on this task. Shay used to only own one type of house plant and kept the care tag instructions laminated on the fridge for easy reference. However, in recent months, Shay has acquired a plethora of house plants. All different types, sizes and needs. Like she does every evening, Shay phones her husband to say hello and check in on how things are going at home. Unlike the rest of their phone calls this trip, this time Shay's husband seems stressed and overwhelmed. Upon further questioning, Shay finds out that the cause of her husband's distress are her plethora of houseplants that he has been put in charge of caring for while she's away. He husband says he's been consistently watering all of the plants in their home, but a couple seem to be dying. This upsets him because

he knows how much Shay cares about her plants and how proud she is at being able to care for them all, unlike the year prior. Shay calmly listens to her husband's problem, happy that he knows how much she cares about her plants and that he wants to keep them alive and well for her while she's away. After he finishes apologizing to her for not knowing what to do and potentially harming her plants, Shay informs him that she has all of her plants care instructions saved on an easy to use and shareable application. She then opens the 'Plant Doctor' application on her phone and sends a share request to her husband. He receives the request moments later, and after downloading the application on his phone, he is able to see his wife's organized plant list on his phone. The plants are listed with pictures, location in the home, and has their corresponding individual care instructions. Upon seeing this list, Shay's husband breathes an audible sigh of relief, as does Shay. She didn't want to cause him stress or added work with her plants. Now with the 'Plant Doctor' application, Shay's husband can see exactly what each plant needs, as well as find out what is wrong with the plants that had started to die in the past few days. For the rest of her trip, Shay does not hear any more complaints or receive any more distress calls from her husband regarding her plants, and when she returns home at the end of the week, all her plants are healthy and happy, just as she had left them.



Brendon Bash

Persona Five: Anti

"Fake plants are so easy to take care of"

DEMOGRAPHICS

Age: 29
Location: Detroit, MI
House: Apartment
Family: Single

TECH

Internet ● ● ● ● ●
Social Networks ● ● ● ● ●
Smart Devices ● ● ● ● ●
Applications ● ● ● ● ●
Games ● ● ● ● ●

GOALS

- Putting no effort into plants
- Keep a clean household
- Reduce household chores

FRUSTRATIONS

- Understanding plants
- Dedicating time to plant care
- Messy household



CARE HABITS

- Puts fake plant on counter
- Concerns are light and water
- Squeezes soil to test water

PLANTS

Interest ● ● ● ● ●
Knowledge ● ● ● ● ●
Care Routine ● ● ● ● ●

Scenario:

Brendon and one of his friends planned to meet up to go out to dinner after work today. They planned to meet at the restaurant at 6:30pm. Brendon arrives promptly at 6:30pm to find that his friend still has not arrived. After waiting around for 10 minutes, he sends a text to his friend to find out where they are. His friend quickly responds that when they had arrived home after work to quickly change, they noticed that one of their plants had turned brown and was drooping. In order to prevent more damage to the plant, the friend explained that they they had to tend to it, which was taking longer than expected. Annoyed and not understanding how saving a plant could be so important, Brendon offers to reschedule for another time since he is hungry and doesn't want to wait any longer, especially because of a plant. Brendon reschedules with the friend and tells them he only owns fake plants so this would never happen to him and he gets to enjoy healthy looking plants all the time.