



ERIN HOWARD

Age: 23

Pronouns: She/They

Location: Scotland

Status: Single

Occupation: University
Student/Part-
Time Barista

ABOUT

Erin is a full-time English student at University and keeps up a part-time job as a barista at their local cafe. Their favourite things are houseplants and her cat, Bobby. Their flat doesn't have a garden and doesn't get much direct sunlight but Erin would really like to find a way around to start growing her own herbs and vegetables from seeds. She would like to start propagating her houseplants but this hasn't gone well in the past due to the lack of bright light in her flat - especially in the dark, Scottish winters.

FRUSTRATIONS

1. Lack of direct sunlight in their flat makes it difficult to grow new plants
2. Lack of a garden means they can't grow any fresh herbs/vegetables at home
3. Cold climate of Scotland not ideal for growing outdoors

GOALS

1. Grow herbs and vegetables inside their flat
2. Successfully propagate some of her existing houseplants

MOTIVATIONS

1. Grow their collection of houseplants
2. Learn to grow their own herbs/vegetables



ANDREW HUDSON

Age: 41

Pronouns: He/Him

Location: Scotland

Status: Married

Occupation: Primary
School
Teacher

ABOUT

Andrew is a full-time teacher at a local primary school and has a passion for plant biology and technology. He wants to teach his P3's about basic plant biology but wants to make the class as exciting as possible - for him and his pupils. He has considered an interactive class where they all plant some seeds in their own pots - but he doesn't like the idea of making sure nobody's plants die and tidying up after them! As he is also really interested in new technologies, he would love to show the kids some new tech too.

GOALS

1. Teach his class about plants and growing them
2. Safely and easily grow plants from seeds in his classroom
3. Investigate new technologies

FRUSTRATIONS

1. Lack of ways to make his classes more interactive/demonstrative
2. Mess from incorporating planting seeds into his class
3. Cold climate of Scotland not ideal for growing outdoors

MOTIVATIONS

1. Make his classes more exciting
2. Incorporate new technology into his classroom



PAMELA SCOTT

Age: 35

Pronouns: She/Her

Location: Scotland

Status: Married

Occupation: Stay-at-Home Mum

ABOUT

Pamela (known as Pam) is a full-time stay-at-home mum to two kids (3 & 5 y/o) and a dog. Her husband works full-time so she really has her hands full! She really wants to work towards reducing the waste in her house and being more conscious of the environment and the food she feeds her family. She has decided she wants to grow her own herbs /vegetables to promote her families health and work towards these goals but has little time to learn how to grow vegetables indoors and provide the care they need.

FRUSTRATIONS

1. Excessive plastic packaging in supermarkets
2. Busy schedule not allowing her to take time to learn how to grow herbs/vegetables
3. Cold climate of Scotland not ideal for growing outdoors.

GOALS

1. Grow organic herbs/vegetables in her home
2. Promote a healthier lifestyle for her family
3. Reduce waste in her home

MOTIVATIONS

1. Move towards a more eco-friendly lifestyle
2. More healthy and organic food for her family