

“I’d love having a source for my favorite produce, as well as a positive activity to teach my daughter.”

In order to focus on raising her daughter, Julie has been working part time since she went back to her job. Although she doesn’t get outdoors as much as she used to, her favorite times are when she is able to be outside. Julie and her family care about where they get their food and other products, and they want their daughter to be as healthy as possible.

Work: Occupational Therapist

Gender: Female

Age: 36

Family: Married, 1 child

Character: Virtuous

* Sharing her garden photos
* Community Engagement
* Finding resources for her daughter
* Lack of community engagement
* Ambiguous information
* UI is difficult to navigate
* Securing a garden plot that she can plant on
* Connecting with other gardeners
* Resources for teaching her daughter
* Caring
* Collaborative
* Principled
* Conscientious
* Open-minded

FRUSTRATIONS



Julie Tiffany

PERSONALITY



GOALS



MOTIVATIONS

