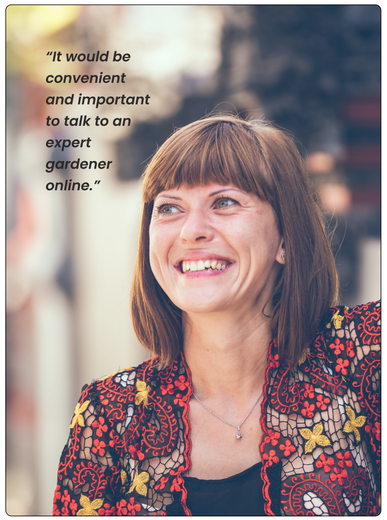
User Personas

Primary persona: The Novice Gardener



Celine Svensson

35 - TEACHER - STOCKHOLM

ABOUT

Her job is high stress and she often works from home. She has a young child and on the weekends cares for her vegetable garden. She enjoys DIY projects and shopping second hand.

GOALS & NEEDS

- Needs quick, expert help with plant and insect problems
- Needs affordable consultations
- Wants to learn about sustainable gardening

MOTIVATIONS

- Finding bargains
- Seeking peace and relaxation
- Enjoying what she produces

FRUSTRATIONS

- Has difficulty finding information relevant to her location
- Staff at her local plant nursery lack knowledge
- Makes a lot of mistakes because she is a beginner

FREQUENTLY USED APPS

DEVICE & INTERNET USAGE

Desktop
Mobile
Social Media

Next, to understand and **empathize further with the humans I was designing for**, I created two user personas based on data from my three interviews. **The primary persona** represented the majority of potential users who **want to connect with an expert in their area.**

Secondary persona: The Skilled Gardener

Angela Rodriguez

62 - RETIRED - PHILADELPHIA

ABOUT

Angela owns an allotment garden where she spends many hours at a time. She is passionate about gardening and sharing tips with inexperienced gardeners. She takes her mobile phone everywhere.

GOALS & NEEDS

- Wants to learn biodynamic methods
- Would like a way to find solutions that's easier than Googling
- Wants to connect with other gardeners in her community

MOTIVATIONS

- Keeping her garden healthy
- Passion for gardening
- Learning new methods

FRUSTRATIONS

- Feels there is too much info to sort through online
- Often cannot find local answers to her gardening questions
- Has lost flowers and money to recent garden pests

FREQUENTLY USED APPS

DEVICE & INTERNET USAGE

Desktop
Mobile
Social Media

The secondary user persona **represented a smaller group of potential users who are experienced gardeners.** Angela shares a common goal with Celine in wanting local expert advice, but she also wants to **learn new gardening methods** by **sharing tips with other gardeners**.