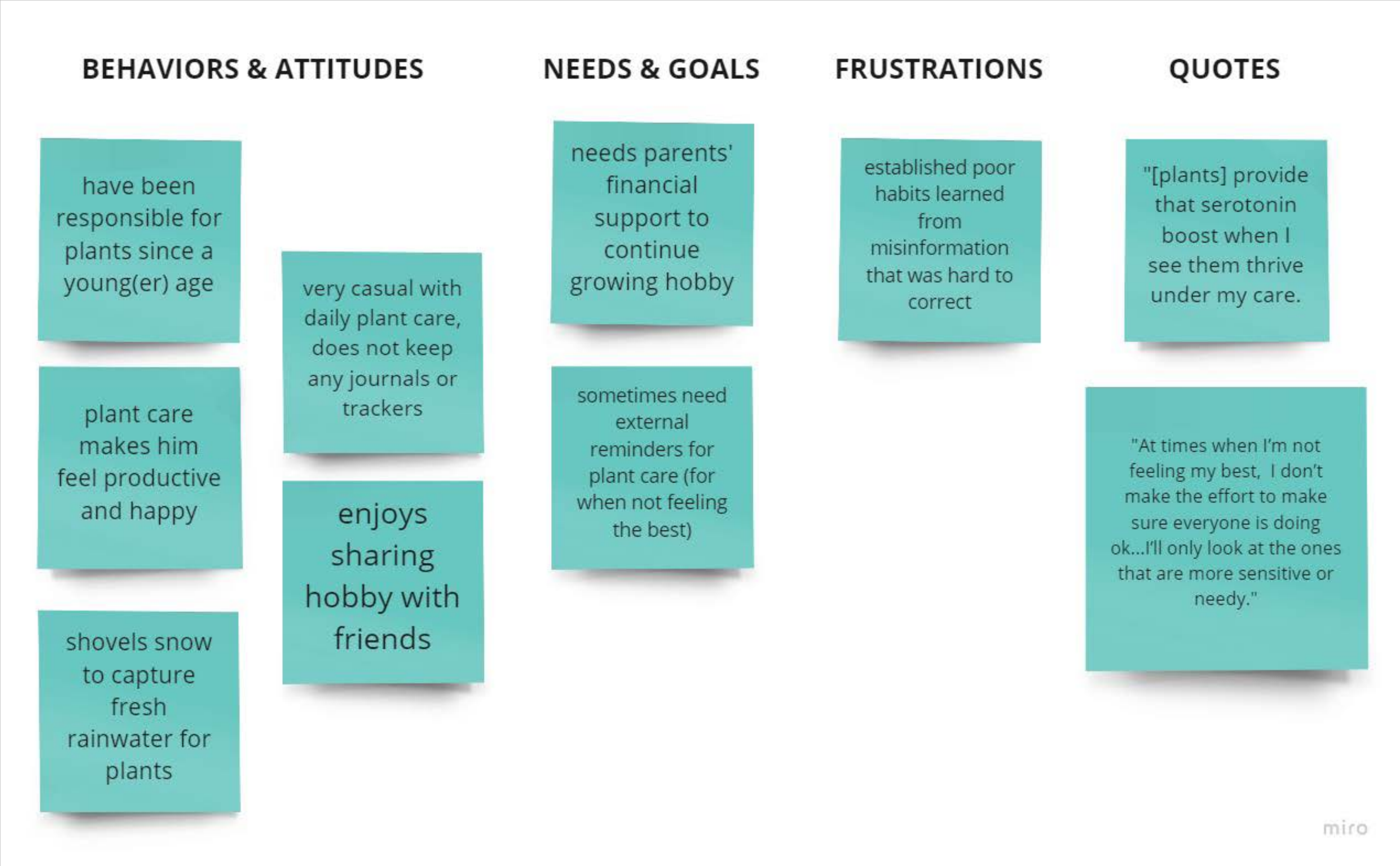


USER RESEARCH ANALYSIS



MING MICHELLE CHEN
APRIL 2021

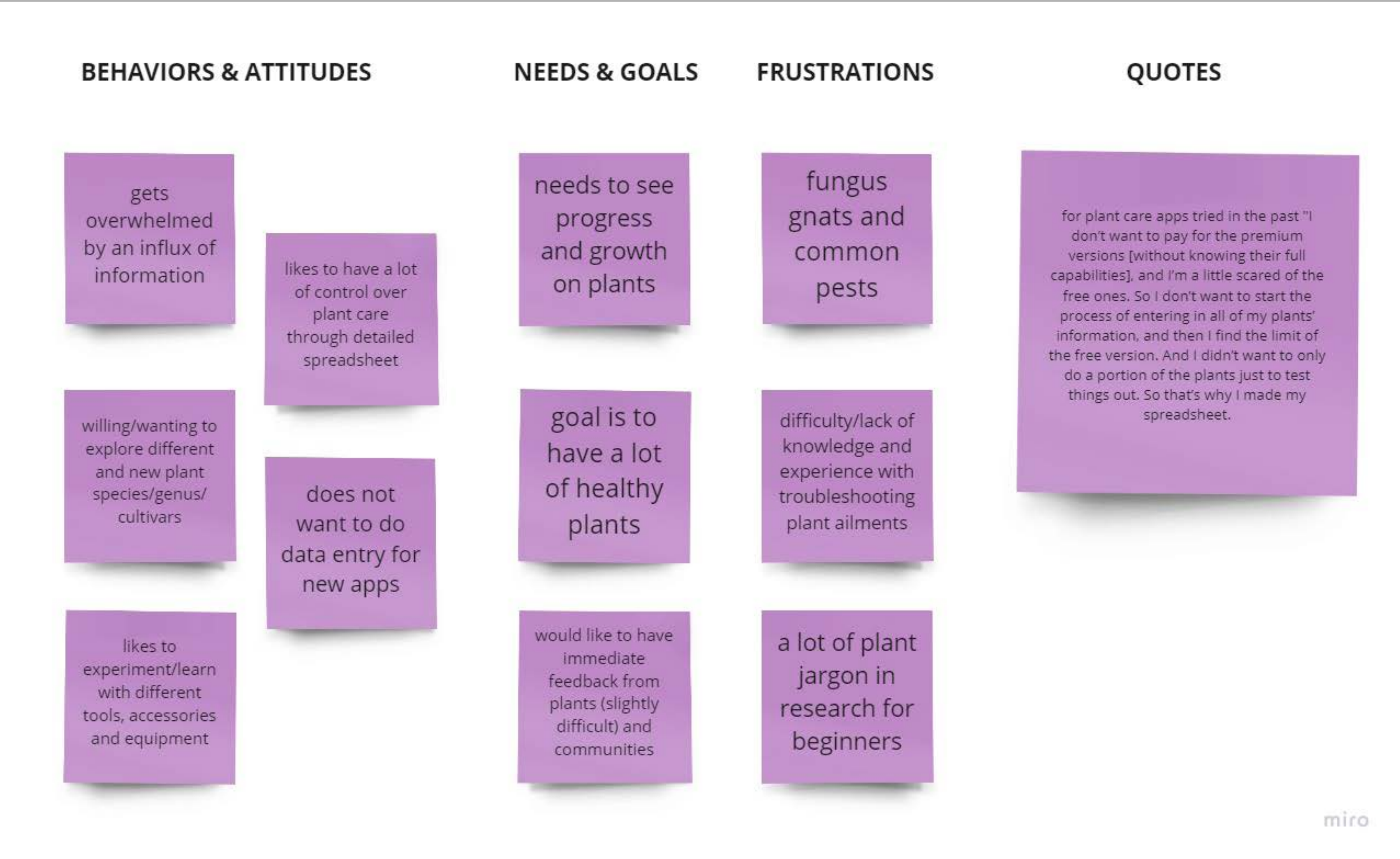
Marcel, 27, Germany



Cedrick, 17, UK



Valerie, 29, USA



AFFINITY CLUSTERS



People get very emotionally attached to their plants, which is a source of comfort and stability, especially during the pandemic



There is a range of specificity when it comes to documenting plant care



People are open to new knowledge and information to improve

AFFINITY CLUSTERS



People have a wide range of habits to maintain the best conditions for their plants, but shows dedication to the well-being of plants



There are various financial factors contributing to level of care, the hobby is not bound by income



A common source of frustration for a lot of plant parents