

# **USER PERSONAS**

**MING MICHELLE CHEN**  
**MAY 2021**

## Beginner Betsy



- mid 20s
- early career/adulthood independence
- high digital device usage
- recently started collecting houseplants as home decor, is eager to learn about plants and dig deeper into the hobby

### NEEDS & GOALS

Betsy needs a lot of guidance on basic plant care, a lot of the Internet research is helpful but sometimes confusing.

Betsy aspires for the “indoor jungle” aesthetic, and thus would like to get better at taking care of houseplants.

### MOTIVATIONS

Betsy is enthusiastic about the discovery of new plant species, and strives to provide plants with the best care and maintain healthy plants.

### HYPOTHESIS

Each plant’s watering needs can be very different based on the conditions they’re in, and it is one of the more difficult aspect to understand when starting houseplant care. By giving Betsy simple & clear instructions, Betsy can feel less overwhelmed by her new hobby and feel more confident in exploring more. We can see this by her increased plant collection entered into the app.

### FRUSTRATIONS

A lot of plant jargon is not well explained through online research, and Betsy has no idea how to troubleshoot plant ailments.

## Intermediate Ivan



- mid to late 20s
- mid career
- high digital device usage
- started caring for plants from a teenage, is interested in collecting more rare/unusual plants

### NEEDS & GOALS

Ivan needs a comprehensive digital catalogue system to track his plant collection, so that he can better attend to all of his plants.

### MOTIVATIONS

Ivan wants to acquire and better grow less common plants, and also maintaining his plants is one of the ways Ivan maintains his mental health.

### HYPOTHESIS

Ivan has established a set of habits when it comes to plant care, and a rudimentary spreadsheet for his plant records, it would be beneficial to have a new, comprehensive system that is easy to use and see all of Ivan's collections, so he can invest more time in finding new plants rather than worrying about current ones. We can tell this new system works when we see repeat use from Ivan.

### FRUSTRATIONS

The pandemic plant craze drove up the prices of plants of all levels of rarity, so it is harder for Ivan to get the more special plants he wants (but at the same time it is good for his side hustle of selling some of his current plants). Due to a busy lifestyle and high number of plants, Ivan at times cannot keep up with all of his plants' needs.



# Master Marsha



- mid to late 60s
- retired
- low digital device usage
- been casually keeping plants for 30+ years, now volunteers at a botanical garden

## NEEDS & GOALS

Marsha needs an easy and intuitive interface in an app for her use.  
Marsha's goal is to have a digital record of her plant collection

## HYPOTHESIS

If we create an app that is easy to use, we will see Marsha record her plant collection there, and return frequently to use the app, and use it as a tool to give advice to others.

## MOTIVATIONS

Marsha doesn't need any help keeping plants alive, but she would like to use more technology to share her knowledge, and keep up with the times.

## FRUSTRATIONS

A lot of plant apps or spreadsheets require a lot of data entry that is also not mobile friendly, or does not have a web interface, so it is hard for Marsha to navigate around and use frequently.