



John Smith

Work: retired

Gender: M

Age: 77

Family: wife, grown children

Character: X

"It's time to relax, and get fun"



PERSONALITY

- Active
- Old
- Experienced
- Tired from city
- Exhausted



GOALS

- Know about gardening hints and opinions on how others do gardening
- Be in the community of elderly people who shares his interests
- Interact with other people



FRUSTRATIONS

- Numerous pop-ups
- Too much content (overwhelming info)
- too informal style/wording



MOTIVATIONS

- Become a better gardener
- Reconnect with new people
- Don't be alone
- Know more about gardening