

Fictional Name -  
Genesis Gonzales

Occupation -  
Works part-time at Target.

Demographics -

- College student at California State University
- 20 yrs. Old
- Lives in California



Background and Story –  
She recently received an umbrella plant (Schefflera) as a gift from a friend. She loves the idea of having plants but doesn't know how to take care of it. Her life is already hectic with a busy college and work schedule.

Goals and Needs –  
She wants to learn the basic plant care without feeling overwhelmed. She needs reminders to help her stay on track. She hopes to keep her plant alive and healthy. She wants quick access to plant care tips.

Pain Points –  
She often forgets simple tasks like watering her plant and she worries about over or underwatering it. She's needing a simple way to track plant care without spending too much time.

Relevant Patterns of Behavior –  
She uses mobile apps daily and relies on reminders and digital tools for organization.

Personality –

- Curious, busy, eager to learn, sometimes forgetful.

"I love having plants in my space, but I have no idea what I'm doing! I just want to keep my umbrella plant alive without overwatering it."

Fictional Name –  
Krystal Knowles

Occupation –  
Plant-focused content creator.

Demographics -  
- 28 yrs. Old  
- Lives in Indiana  
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Background and Story –

She has been a plant enthusiast for years, owning a wide variety of plants. She creates plant care tutorials, tips, and aesthetic plant content for her followers online. Managing so many plants can be overwhelming, and she needs a system to track her care routines, monitoring plant health, and organize notes for future content ideas.

Goals and Needs –

She wants to efficiently manage a large plant collection. She needs to log plant growth and health to share updates with her audience. She enjoys experimenting with plant care techniques and documenting results.

Pain Points –

Juggling different plant care schedules for various species can be chaotic. She needs a centralized place to store insights and observations. Finds it difficult to track plant experiments and their outcomes.

Relevant Patterns of Behavior –

Heavy social media user, enjoys documenting plant progress, uses multiple digital tools for content planning.

Personality –

- Passionate, creative, detail-oriented, community-driven.

“My plants are more than just décor – they’re my passion and my content. Keeping track of their care and growth helps me create better tips for my followers.”

