

Fictional Name -  
Genesis Gonzales



Occupation -  
Works part-time at Target.

Demographics -

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

Goals and Needs -  
She wants an app that will help her keep track of when to take care of her plant and to also remind her when to do so. As well as help her keep track of her plants progress and health.

Pain Points -  
Having to remember when to water and doesn't know how to take care of the plant.

Relevant Patterns of Behavior -  
She uses her phone to help keep track of her own personal schedule. She knows how to navigate through different apps well to help her manage her personal life.

Personality -  
"I'm very forgetful and don't know what I'm doing to take care of my plant. I want something to help me remember and take care of my plant."