

Meet Lana, one of our personas that helped shape the Seedlers App



Technology use knowledge

Plant-caring knowledge

Sense of Belonging

Lana is an Information System Student, 35 years old. Her hobbies include watching movies and doing makeup. She started taking care of plants recently motivated by her boyfriend. She considers plants as her source of food and calmness. She thinks that plants can connect people by requiring mutual help for caring during events like travel or exchanging information on how to care for and treat diseases.

Scenario

Lana wishes to travel with her boyfriend to many places after the pandemic curve slows down. However, she wishes to find someone reliable and living close to her that volunteers to go water the plants in her garden during this period.

Concerns

- Lana is a busy tech person and wishes to have access to updated community events regarding plants close to her home but doesn't want to waste time scavenging this info on the web.
- She is afraid of traveling and leaving her new plants unattended.
- She thinks curation on plant caring info is needed since information on the web may lack reliability.

This is Pierre, one of our personas that helped shape the Seedlers App



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Pierre is a bartender, 28 years old. In his spare time, he enjoys doing activities that puts him in contact with nature. He is a benevolent and social person and has been introduced recently in the vegan universe by a friend. Thus, he wishes to grow his own vegetables at home using hydroponics, but would feel more encouraged if he could share his progress with more experienced people.

Scenario

Pierre signed up for the Seedlers app and wish to find information on how to start hydroponics without spending much money. He believes in sustained activities, so he wishes to recycle materials as bottles at home and generate his own fertilizer from his own foods wastes.

Concerns

- Pierre wants to transfer what he learns about plants. He wishes to find people that are also starting and share the same concerns as him.
- He cares about his safety, so he prefers to build an online relationship with people before engaging in on person activities.

This is Latifa, one of our personas that helped shape the Seedlers App



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Latifa is a Doctor, 45 years old. In her childhood, her family had a farm in NY and used to grow all sorts of plants. That's when she developed her passion for plants. She lives alone in a penthouse apartment with floor-to-ceiling windows and uses plants in her living room and balcony to help her relax from the heavy medical duties.

Scenario

Latifa signed up for the Seedlers app and because she has a background in herbals, she wishes to share her knowledge in the network with friends.

She would also like to find activities in the neighborhood that might help her to learn more about decoration with plants.

Concerns

- Latifa wants to find more doctors with herbal knowledge so they can share experiences on the effectiveness of natural therapeutics.
- She is concerned about her privacy and wish to make her posts in the app public only for people in her circles.