

Shopping App for Organic Seeds

Group 1

- Early to mid 30s
- Have demanding jobs and/or families and enjoy gardening as a hobby on evenings and weekends
- Buy seeds from a variety of places, depending on convenience and price
- Are not beginners but not master gardeners, worry that they will waste time or money if plants don't grow well
- Are experienced with shopping on apps and tend to compare items before purchasing
- Very concerned about social issues and want to shop organic and local
- Tend to impulse shop based on beautiful images, want the fantasy of perfect plants
- May have limited space for gardening

Group 2

- Late 30's to early 60s
- Have less demanding jobs or are semi-retired, with no family demands. Garden on evenings and weekends as a main hobby
- Buy seeds from catalogs or in-store, like variety and detailed information
- Experienced gardeners who have specific goals in mind
- Like to spend a lot of time researching and reading about the plants, but reading a phone screen for long periods of time is hard
- Like to buy heirloom or organic for quality and exclusivity
- Have larger areas for gardening and feel comfortable trying advanced techniques and growing new plants

Persona -1



Bill Miller

Age: 55
Education: B.S. in Human Nutrition
Location: Virginia Beach, VA
Family: Long term partner, Louis, and 2 Yorkies
Occupation: Nutrition Counselor

"I like planning my garden as much as I do growing it! My yard is my happy place."

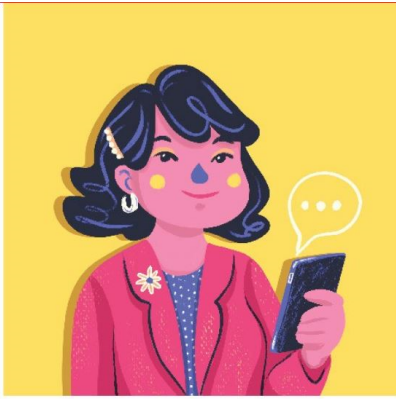
Goals

- For him and Louis to enjoy the beautiful yard.
- To find new and interesting plants to challenge himself and impress friends.
- To relax and enjoy the process of planning and researching.

Frustrations

- When the garden center is busy, I feel rushed. I want to take my time comparing seeds.
- Staring at a phone screen hurts my eyes.
- Shopping online is confusing. How do I find what I want?

Bill lives at a comfortable pace with his partner Louis and their two beloved dogs. He takes a lot of pride in his yard and spends evenings and weekends tending his many plants. He is a very experienced gardener and like to grow all kinds of things. He only buys heirloom & organic. He enjoys researching and reading catalogs. Shopping for seeds can be a pain - the stores can be busy and loud, or have limited variety. Online shopping is tough too - bright screens and small type hurt his eyes. He's not tech savvy and sometimes websites and apps confuse him.



Sarah Santiago

Age: 34

Education: Accounting certificate

Location: Arlington, VA

Family: Divorced, has 11 and 13 girls ½ time & 2 cats

Occupation: Supply Chain Manager

“Results are really important to me – at work and in the garden. I don’t like to waste my time.”

Goals

- To make the most of free time and create memories with kids.
- To grow enough herbs and vegetables to cook with all summer- and some pretty flowers!
- Support local businesses & shop organic.

Frustrations

- Sometimes the seeds I’ve planted don’t turn out like they’re supposed to. What am I doing wrong?
- I usually only have 15 minutes to browse my phone. I want to be able to save and shop later.

Sarah is a busy mom. She works a demanding job and has two daughters. Coordinating schedules and running a household take up a lot of time. She finds gardening relaxing. She tries to get the most out of her limited time, growing vegetables and flowers that don’t require too much special care. If plants don’t grow right, she gets frustrated. Shopping online for seeds is convenient, but she wants to make sure she gets quality and supports local businesses. She likes simple apps that allows her to compare, research, and save items to buy later.