

# Kelly

The Mechanical Engineer



29 years old

She/Her

Grad Student

Engaged

## ABOUT

Kelly is currently in grad school to become a Mechanical Engineer. She spends most of her days studying and preparing for exams. With very little free time, she still finds some time in her week to maintain a healthy lifestyle, mental health, and keep up with some hobbies of hers. Plants are something that bring her a lot of joy to maintain and surround herself with. She just moved into a new apartment and with the help from her fiancé, her goal is to keep all her plants alive during her schooling.

“I don’t have a lot of time to give to my plants, but they bring me so much energy at home. I am happy to have a helping hand to take care of them all”

## MOTIVATIONS

- To educate her fiancé on plant care while she is in school
- To keep a water and repotting schedule while she is in school
- Educate herself on where to place her plants in her new apartment’s lighting

## GOALS & NEEDS

- Maintenance schedules
- Lighting placement tips
- Easy educational materials for her fiancé to keep up with

## FRUSTRATIONS

- Too much text
- Prefers images/videos
- Confusing navigation and interface
- Not being able to group plants per watering schedule
- No way to share information with her fiancé

# James

The Middle School Teacher



32 years old

He/Him

Middle School  
Science Teacher

Married

## ABOUT

James is a middle school science teacher. He grew up learning about plants from his mom and really enjoyed the experiences he gained from this. With his enthusiasm about plants in class, his students have found an interest in them just like he has. He regularly helps them propagate so they can continue learning. He is looking for some help maintaining his own plants, but also something he can share with his students that would be easy to follow and learn from.

“I like to see that my students have a passion to learn about the earth. I even give them snippets of my plants to propagate!”

## MOTIVATIONS

- To motivate his students to have a passion about the earth
- To give his students a hobby they would like to continue after middle school
- Maintain a set schedule for his plants

## GOALS & NEEDS

- Water Schedule
- Repotting Schedule
- Option to share plant recommendation/tips with students
- Experts that can simplify plant terminology for students

## FRUSTRATIONS

- Adds that that are more than 2 seconds
- Not being able to share plant information with a group
- Information that is not kid friendly