



Lydia Smith | Hobbyist Gardener

Age: 48

Job: Full Time Teacher

Hobby: Gardening for aesthetics.

“Gardening is my therapy.”

Goals

- Have a lush area of tropical plants in backyard.
- Increase curb appeal.
- Gain knowledge about the plants that grow in Seattle climate.

Desires

- Have a home and yard she’s happy to live in.
- Have indestructable and lightweight tools.
- Have her garden be a place for her to unwind.

Pains

- Money spent on plants.
- Animals chewing on plants.
- Dog trampling plants and digging holes.

Expectations

- Finding pleasing placement for flowers may be difficult.
- Garden will need plenty of nutrition to flourish.
- The climate may limit plant options.
- Establishing garden may be expensive.

Resources

- Uses desktop and smartphone to access Facebook groups.
- Reads monthly magazines for inspiration.

Scenario

Lydia is browsing Pinterest and finds a funny looking plant. Lydia then goes to the nursery to buy the plant in person and asks about plants that will grow well with it. The employees at the nursery seem unknowledgeable and cannot answer her question, leaving Lydia frustrated. She wants an easy way to know what she will be able to grow successfully.