

Tatyana THE BOHEMIAN TRAVELER

"I love all my plants but my air-plants and succulents do the best surviving my hectic traveling schedule."

Demographics: Female, 24, single. Manager at Covington Aquatic Center. UW Graduate. Monthly salary/\$3,000.

Personal: Tatyana is a young woman who graduated from UW's business program last year. She recently moved to the Capitol Hill neighborhood and is living on her own for her very first time. Tatyana is a true social butterfly, who loves the outdoors and collecting nic nacs from all over the world.

Since moving into her place, she has become quite the green thumb and loves her apartment *filled* with plants. To accommodate the love for her plant-friends and her very busy work and travel schedule she loves when she can find plants that have the capability to survive in an apartment that may get toasty during the summer from the abundance of natural sunlight. Must not have to be watered frequently and isn't toxic for her mother's dog that comes to visit often.

Technology Usage: When it comes to technology- because Tatyana can afford it, she stays up to date with the latest cell phones and laptops but more than often she isn't sitting in front of a screen. She tends to skim her facebook and instagram page for entertainment or use her laptop for work purposes but she is not a tech savy person. One thing is for sure, Tatyana loves when things are convenient and easy like online shopping.

User Goal: Tatyana wants to be able to look around at the plant and succulent inventory and have plenty of options, filters and ratings. She hopes to be able to find inexpensive, low-maintenance, indoor plants.

Wants/Needs: She would like an easy navigating website with various photos, a short description of the plant and also it's full care info.



sequoia THE YOGA MOM

"Once you know which Chakra a crystal relates to, you have instant knowledge about it's healing properties."

Demographics: Female, 26, divorced. Beachbody health and fitness guru. High School Graduate. \$1,000 weekly + commision.

Personal: Sequoia is a newly divorced mother of two who has made a healthy living as a Beachbody coach. When she is not hitting the weights for work or tending to her kiddos, she does freelance yoga and meditation classes at various locations including her own studio in Bellevue. Her journey as a yoga and meditation instructor has been successful at taking off and she can now focus on decorating her studio to be a serene and tranquil place for her clients.



Technology Usage: As a Beachbody coach Sequoia has to maintain a strong social media presence. She would not consider herself at all technically inclined.

User Goal: Sequoia would like a place to find everything she needs to decorate her studio. She is looking for a multitude of crystals for meditation.

Wants/Needs: She would like a website that has a large selection of healing crystals along with their dimensions.