

ABOUT TERRABELLA:

They make money from helping new gardeners or beginners in the field that wish to make backyard gardens and also give plants to detail-oriented architects to professionals. There are more people in cities, so they look for a way to balance them out, besides it gives oxygen purity. Plants make people happy, calm, tranquil, having a plant brings a lot of joy.

Target Market

- What kind of person is going to get the most out of this product? New people on the gardening field people who simply like to take care of plants and feel calm when doing so and also older people.
- Who are the best current customers, with the highest LTV? young Women, New gardeners are easily attracted to taking care of plants
- What attributes do they have in common? Aesthetically, only one plant looks lonely, so there is the necessity to buy more. Social media attributes to this as well to encourage people to have plants inside and outside their house.
- **Avatar**
- **Name, age and face.** Joseph 25 year old and Carmilla 25 year old.(they don't know each other, they have their own lives)
- **Background and mini life history. Both** are studying in university and have a part time job inside the university, have little time to go to the gym and Joseph plays videogames and Carmilla does not do anything in her free time, she only takes naps.
- **Day-in-the-life. Carmilla** does not like to go out much after 3pm when her classes end, and at 4pm to **9pm she goes to the library to work as a librarian. Joseph, after his classes end at 2:45 pm, he goes to work from 5pm to 10pm, and the time he gets in between he wastes it playing video games with his online "friends"**
- **Values.** Make enough money to make it through the month and pay rent, visiting their parents, trying to become someone important.
- **What do they believe is most important?** Having enough food, passing their tests and exams, passing the semester, make their parents proud that they have education
- **What do they despise? Loneliness,** no interaction with other people, no friends even in their own work or university, lack of energy, don't have

enough time.

- **Outside forces.** Both got a scholarship for their career, but to be able to rent an apartment they still have their parents financial help, which limits Joseph's probability of having a girlfriend and Carmilla's limit to be able to have personal expenses.
- **Current State**
- What is painful or frustrating in the current life of my avatar? **The time they have for themselves is wasted on stupid things, like playing video games or taking naps. Both are aware they could do so much more, but they prefer to stay in their comfort zone and not risk anything.**
- What annoys them? Carmilla feels left out when her friends gather up for picnic or put new plants in their backyard gardens, and when she gets invited she always declines because she has to study Monday through Friday, and work after school. Joseph desires to have a girlfriend just like his brothers have, but also have a high paying job or career, he understands he is barely starting but he sees young couples his age or younger and he can't help but be envious and jealous.
- What do they fear? *Carmilla fears losing contact with her current friends because they are the only ones that talk to her and have known her since middle school. For Joseph he fears not being able to find a way out of his daily and miserable routine and his dreams of being someone important. The thing is both want to change their lives but they don't know where to start.*
- What do they lie awake at night worrying about? That she's dumb, she's lazy, doesn't know what to do with her life, constantly questions herself if the career will truly fulfill her desires(NOPE). Joseph lies awake thinking he's unproductive, lazy and does nothing to change his lifestyle.
- How do other people perceive them? Immature, self centered, no future whatsoever, reckless, not enthusiastic enough.
- What lack of status do they feel? **THEY FEEL POOR AND THEY ARE POOR**, considering their age and the job experience they have and the amount of time each of them have to wait to be certified in the career they are in, most probably will end at 28 or 29 years old.
- What words do THEY use to describe their pains and frustrations? constant

stress, No time for myself, breathtaking and not in a good way, endless cycle, always tired, pitiful, lame.

- **Dream State**
- If they could wave a magic wand at their life and fix everything, what would their life look like? Successful, enjoyable, pleasant
- What enjoyable new experiences would they have? In terms of Carmilla's life, go hiking, visit huge gardens with her friends, always have enough time to spend with her parents. Joseph would be traveling, showing off his associates degree to his parents and siblings.
- How would others perceive them in a positive light? Adaptive, multitasking, role model, admirable, well known.
- How would they feel about themselves if they made that change? Proud, calm, peace of mind, courage, unstoppable.
- What words do THEY use to describe their dream outcome? Incredible, miraculous, just right, the light at the end of the tunnel.

Roadblocks

- What is keeping them from living their dream state today? They don't have enough enthusiasm and courage, or motivation, they think that to make a change in their life they need enough motivation.
- What mistakes are they making that are keeping them from getting what they want in life? Both are isolating themselves from their friends or not even making the effort to make new friends or talk to co-workers enough time to get to know them, and also not making daily activities that keep them with constant energy to have at least motivation.
- What part of the obstacle does the avatar not understand or know about? They don't know how to cope with the stress from their daily routines, constantly drained and have no passion in any sport or pastime.
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome? Know how to relax and afterwards organize their daily schedule to do something productive for their life.

Solution

- What does the avatar need to do to overcome the key roadblock? “If they <insert solution>, then they will be able to <insert dream outcome>” If they start to bring plants on to their apartments they will be able “to relax and be more tranquil, as plants have been used for therapy for highly stressed people and afterwards as the stress decreases the productivity increases.

Product

- How does the product help the avatar implement the Solution? It initially helps by reducing the stress and helps the calmness of mind.
- How does the product help the reader increase their chances of success? The product increases motivation and it includes a new activity to do in their past time
- How does the product help the reader get the result faster? Fast and easy relief of stress which is the main roadblock that stops the reader from moving forward.
- How does the product help the reader get the result with less effort or sacrifice? It does not take long like free online trials to relieve stress, it is instant, the same moment
- What makes the product fun? Interest in how different species of plants work and how different they need to be taken care of.
- What does your target market like about related products? The nursery has a wide variety of cacti, vegetables, succulents, and fruit trees, everything at a reasonable price with organic pesticide.
- What does your target market hate about related products? Unusual delivery and incompleteness of the desired plants, lack of communication