

Bloom Garden Company

Joshua - "You get what you pay for!"

Joshua is a hard-working middle age man who works in a corporate environment and loves to escape to his garden, where he is building a sanctuary that he and his family can enjoy. He finds gardening a relaxing escape to his hectic big city job and wants to make sure that his money will purchase plants and flowers of a high quality that will endure in his specific climate area.

Age: 48

Occupation: Finance Manager for Starbucks in Seattle, WA

Family: Husband and father of 3 children, with a large family dog.

Household Income: \$220,000/yr.



Personal Profile

Joshua was raised and educated on the East Coast. He graduated from Stanford with his BA in Business Administration and then followed up with a Masters Degree from University of Washington. After moving to the Seattle area for his post-graduate classes, he fell in love with the beauty of the Pacific Northwest. He met his bride during his time at UW and they married shortly thereafter, making their home on Lake Washington.

Joshua has a demanding yet rewarding job at Starbucks, one of the many Seattle companies that have risen to stellar success in the last couple of decades. He is dedicated to the company and is proud to be part of the team overseeing the finances of the conglomerate. His favorite drink: Nonfat Caramel Machiatto with half the syrup. He has good taste.

Internet Usage

Joshua uses his computer for work all the time. He has learned to appreciate and demand the best technology available. As one of the Finance Managers for Starbucks he keeps abreast of new technology and programs, often attending seminars to learn new programs.

He owns the latest MacBook Pro and has a tablet and iPhone. His home is equipped with the fastest internet and Joshua spend a lot of time researching his interests online, shopping for the best possible deal but is more than willing to pay more for a product if he believes that the extra money is well spent. He also looks for products that are backed up with a guarantee.

Joshua wants to use his time wisely and will not waste much time on a site that is not easy to navigate or appears to be less than professional.

User Goals

With his long hours at Starbucks, Joshua finds his garden the place where he can refocus and relax. To some, gardening is another form of work, but to Joshua it is his retreat. He has transformed their 3 acre home and land into a grand garden, using plants that are native to the PNW. He had tried in the past to buy some plants online that were purported to thrive in the local climate but was deeply disappointed when those plants failed. He wants to use a online gardening site that includes all the details of the plants, especially if they will grow in the special PNW climate.

Wants & Needs

Joshua will want a gardening site that has extensive product details, like climate zones for all plants, specific plant care, growing guidelines and landscaping tips. He wants to know that his plants will arrive in good condition and that those purchases are covered by a warranty that he can trust. He will pay more for great quality plants and flowers that are indigenous to the PNW.

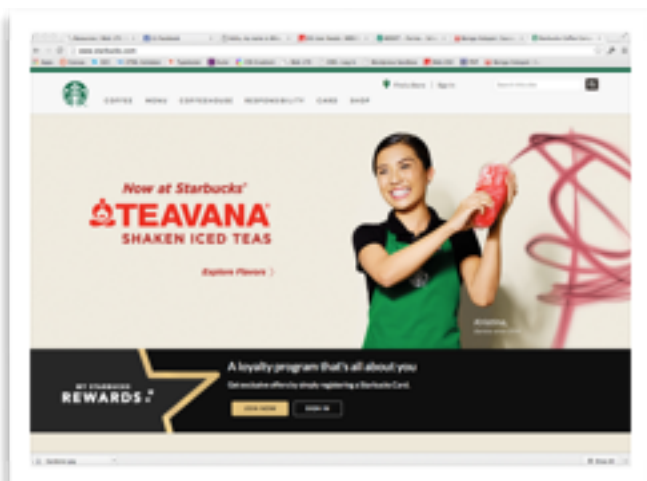
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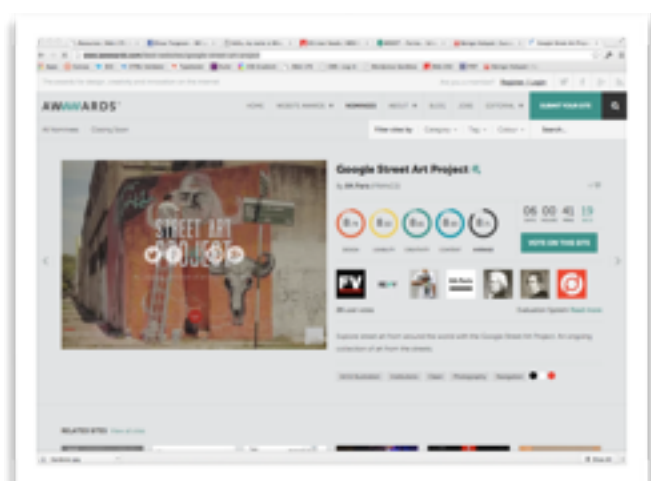
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