

Example Persona - Kiwi Gardening Tools

Mary Brown Smith

Photo



Age

37

Location

Kandallah, Wellington

Job title or role

Part-time community nurse

Any other important descriptors

Married with two children age 5 and 7

What are their pain points?

- Low funding for public healthcare
- Juggling children, work and the garden
- Finding organic seeds and seedlings

What does success look like?

- A healthy family and caring community
- Exploring NZ's outdoors together
- Treading lightly on the planet

Background story and traits

Mary has always worked in healthcare. She and her engineer husband Dave moved from England to New Zealand in 2001 for the outdoor lifestyle and to raise a healthy family. When her second child reached school age she began part-time nursing at her local A&E. She is involved in the local community and the family tries to live a healthy lifestyle, which includes eating local organic food where possible. Mary supplements this from her own garden, which is also her escape from a busy life. Quality gardening tools that last are important. They buy 'experiences' not 'stuff'.

Defining quote

"My life is pretty full-on, so I balance that with gardening. It's a quick and easy way to re-connect with nature and feel like I'm doing my bit for the planet."

Their relationship to us

Their product interests

Our 'life-time' garden tools are exactly what Mary needs. She has other garden tools she likes but would like to own some real quality one day. Mary suspects they are out there, maybe in the UK, but has not yet heard of our local range.

Their main concerns

- Are our tools mass produced using 'slave' labour or non-renewable materials?
- Do they really last a lifetime or is the extra cost simply a marketing ploy?
- Will we stand by our products?

How we benefit them

The strength and reliability of our tools will help Mary make good use of her time in the garden while staying true to her beliefs about using the planet's resources wisely. Being a local manufacturer, using locally sourced materials, we provide reassurance for Mary around ethical and sustainable practices as well as after sales support.

How they want to hear from us

Mary prefers the personal approach and dislikes junk mail and loud TV ads. She gets gardening tips from growers at the local farmers market and the garden contractor at work. When time permits she researches online, but doesn't always trust the information. A market stand offering tools and tips, backed by online access to genuine customer reviews would be ideal.