

SipSip - User Personas

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Name: Jacque Laurent	Age: 27	Gender: Male
	Location: Brampton, ON, Canada	
	Living Space: 1-Bedroom Condo	
	Education: Master’s in Finance	
	Occupation: Financial Analyst	
Lifestyle Jacque lives a structured, career-focused lifestyle. His weekdays are packed with long hours analyzing market data and preparing client reports. Outside of work, he enjoys working out at the gym, cooking quick but healthy meals, and unwinding with video games or Netflix. His condo is modern and minimalist, with a few plants he’s picked up to add warmth to the space. While he values a comfortable home, he often neglects chores like watering plants due to his busy schedule.		
Relevant Knowledge & Skill Levels • High financial literacy and data analysis skills. • Strong time management at work, but struggles to maintain personal routines. • Moderate tech-savviness: frequently uses finance apps, scheduling tools, and productivity software. • Limited plant care knowledge — can handle low-maintenance species but lacks a deeper understanding of their needs.		
Goals • Maintain healthy indoor plants that brighten his condo without requiring too much effort. • Use technology to automate or simplify personal tasks. • Build a more balanced lifestyle that reduces stress and improves his well-being.		

Behaviours

- Relies heavily on reminders and digital notifications.
- Tends to procrastinate on small, non-work tasks like cleaning or watering.
- Engages with apps daily on his phone, often during short breaks or evenings.
- Values straightforward interfaces and clear, logical instructions.

Summary Quote

"I want my home to feel alive and welcoming, but I need an easy system to help me care for my plants consistently."

Name: Cherry Marigold	Age: 35	Gender: Female
	Location: London, ON, Canada	
	Living Space: 3-Bedroom House	
	Education: Bachelor's Degree in Education	
	Occupation: Middle School Teacher	
Lifestyle Cherry is a 35-year-old middle school teacher living in London Ontario, who balances a structured workweek with a creative, wellness-focused lifestyle. She enjoys caring for plants as a calming way to connect with nature. She has a solid grasp of basic plant biology and intermediate care skills but seeks guidance on more advanced techniques such as propagation and pest control.		
Relevant Knowledge & Skill Levels • Understands basic plant biology and environmental science. • Familiar with common house plants and seasonal care needs. • Organized and observant - great at tracking plant health and routines.		
Goals • Learning more about advanced plant care techniques. • Incorporate sustainable practices into her plant care routine • Build a thriving indoor garden that compliments her living space		

Behaviours

- Follows routines and responds well to scheduled reminders.
- Checks the app during quiet evening hours or on the weekends.
- Values mindfulness and uses plant care as a calming ritual.

Summary Quote

"I am hoping to build my plant knowledge over time, with bite-sized lessons I can actually use."

Name: Saffron Medley	Age: 42	Gender: Female
	Location: Toronto, ON, Canada	
	Living Space: 2-Bedroom House	
	Education: Bachelor's Degree in Marketing	
	Occupation: Marketing strategist	
Lifestyle Medley is a mother, enthusiastic worker, and yoga specialist. She spends most of her time at work, where she takes care of a few office plants along with other co-workers. She loves the peace and mindfulness plants bring to her home yoga studio, where she exercises with friends on weekends. Her teenage daughter is studying biology and has been avidly interested in the subject from a young age. She and her mother have a small garden in their backyard where they try their best to take care of a variety of edible plants throughout the year.		
Relevant Knowledge & Skill Levels • Is familiar with basic gardening requirements • Is tech savvy and enjoys using lifestyle apps to improve her wellbeing		
Goals • Learning with her daughter on how to better care for their garden and house plants • Wants a way to check in with her office plants when out of the office to make sure they're still alive and being watered		

Bahaviours

- Checks in on her garden with her daughter as often as she remembers
- Uses lifestyle and wellness apps
- Reminds co-workers to take care of the office plants while she's gone
- Occasionally researches plant care tips and shares them with her daughter

Summary Quote

"I really have a connection with my plants, but I just wish I could do better both at home and in the office, even when I'm not there."

Name: Elijah Cruz	Age: 21	Gender: Non-Binary
	Location: Guelph, ON, Canada	
	Living Space: Campus Dorm Room	
	Education: Currently Studying Veterinary Medicine at Guelph University	
	Occupation: Part-Time Grocery Store Cashier	
Lifestyle Elijah balances a demanding academic schedule with part-time work. They live in a shared dorm environment, where space is limited and routines are often irregular. Elijah values independence and personal growth, spending free time studying, playing video games, and caring for a few small plants in their room. They enjoy having greenery as a calming presence while managing the stress of exams and long study sessions.		
Relevant Knowledge & Skill Levels • Familiar with animal care and basic biology due to their studies. • Beginner-level plant care knowledge; mostly trial-and-error with dorm plants. • Comfortable with mobile apps and digital tools, especially for studying, organizing, and entertainment.		

Goals

- Learn simple, effective ways to keep their dorm plants healthy despite a busy and unpredictable schedule.
- Build small habits around plant care as a way to relieve stress and create balance.
- Eventually expand their interest in biology from animals to include plants more meaningfully.

Bahaviours

- Often forgets watering due to irregular hours, but is motivated when reminded.
- Uses mobile apps daily for productivity, study planning, and stress relief.
- Treats plants as both a decorative and emotional support element in their dorm.
- Engages best with tools that are fun, straightforward, and quick to use.

Summary Quote

"I love having plants in my space, but I need reminders and simple tips to keep them alive while juggling school and work."