



## Background Summary

Frankie's Nursery presents our customers with a totally new experience from the retail garden shop when it comes to purchasing fruit trees for their garden. You get quality fruit trees direct from the fruit tree specialists. We also offer a good quantity of useful plants and exotic ornamental flowering trees. Mature tree specimens available for viewing in our beautifully landscaped garden with fruits available for sampling during season. At Frankie's Nursery we keep striving to provide you with the best cultivars available.

# Frankie's Nursery

## Main Objective

To have customers who are willing to come to the brick and mortar Nursery and purchase their goods

## Assets

- Photos of Gardens/Plants
- List of Plants, Trees, etc. available to buy
- Contact Information
- Directions/Map to Frankie's Nursery
- "About Us" Page

## Target Audience

- Residents of Oahu
- Gardeners

## Features

- Photo Gallery





**NAME:** Arthur Burch

**AGE:** 73

**GENDER:** Male

**OCCUPATION:** Retired

**LOCATION:** Kailua, HI

## USER SITE INTERACTION

Arthur Burch is retired and has begun building his own garden. He wants to expand it by adding trees of a medium size, so he begins his search online. He finds the Frankie's Nursery website and sees that there is a dedicated section in the header for trees. He clicks and sees that not only is the trees page ordered in a way that allows for Arthur to see what kind of size tree he wants (small, medium, and large) as well as species of tree. He then finds a Google map in the footer of the page that shows that Frankie's Nursery isn't that far away from his own home. He decides to give them a visit.



**NAME:** Margaret Oak

**AGE:** 15

**GENDER:** Female

**OCCUPATION:** High School Student

**LOCATION:** Kailua, HI

## USER SITE INTERACTION

Margaret Oak is a High School Student who has been given a Science Experiment Project that requires her to study the growth of plants. To find some plants she can purchase for the experiment she searches online for local nurseries. She finds the Frankie's Nursery and sees that their are Yelp reviews on the home page that say that the employees/workers their were kind and willing to answer all kinds of questions they had for the plant that that customer was going to purchase. Margaret finds this encouraging because she has a lot of questions. She goes to a list of products (plants) that are for sale and sees that a lot of them are in a good price range for her and decides to go to the Brick and Mortar.



**NAME:** Marsha Kukui

**AGE:** 67

**GENDER:** Female

**OCCUPATION:** Preschool Teacher

**LOCATION:** Waimanalo, HI

## USER SITE INTERACTION

Marsha Kukui is a Preschool Teacher who is trying to revitalize some of the school grounds for her students. She is trying to find some plants that will bring life to the school around her and her students. She searches for nearby nurseries and stumbles upon the Frankie's Nursery site. The hero has a gallery that displays some of the plants at Frankie's Nursery and she sees a lot of vibrant plants she decides to give Frankie's a shot.