



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

what your target audience typically says about buying and consuming vegetables.

Understand the thoughts and emotions that drive their spending decisions.

I feel guilty if I buy vegetables with a lot of packaging."

I believe that buying vegetables from farmers' markets is more sustainable."

This can include their preferences, concerns, or motivations.

"I'm willing to pay a bit more for high-quality vegetables



GNANAPRAKASH  
VEGETABLE SALES  
AND MARKETING

"I feel guilty if I buy vegetables with a lot of packaging."

"I believe that buying vegetables from farmers' markets is more sustainable."

I worry about the rising vegetable prices."

I compare prices and quality at different grocery stores

I follow vegetable-related blogs and social media pages.

I check product labels for nutritional information



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?