## Says

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

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



**Thinks** 

I like the labour and harvest part of gardening.

Wants to grow his own stuff

I am not sure about my soil condition. "I am proud of my own garden setup".

Wants to be part of a community

likes to use much less water and much less energy



## Persona's name

Short summary of the persona

A lot of effert.

When plants don't grow well I google to find the problem.

The visible progress of plant.

Most of his plants die in the winter.

Don't know how to solve the leafes from turnumg brown.

Ecnomic ,external,internal and social focters are influenced their behaviours.



## Does

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



See an example

**Feels** 



