**Empathy Map 2**



Optimistic -some plants have shown success and more plants might be able to thrive

Employs permaculture principles in his garden

Plants vegetables and fruits in his backyard

Passionate about sustainability

loves farming Farming calms him down

Doesn't use any artificial fertilizes

Needs a better irrigation system to be able to know when to fix soil issues

The location of each plant is very important

The general population needs to be educated on sorting waste / recyclables and reducing urban footprints

Has to be careful and international about where he plants his plants

Most of his gardening techniques/tips were learned from reading books

It is important to stategize the location of different plants