



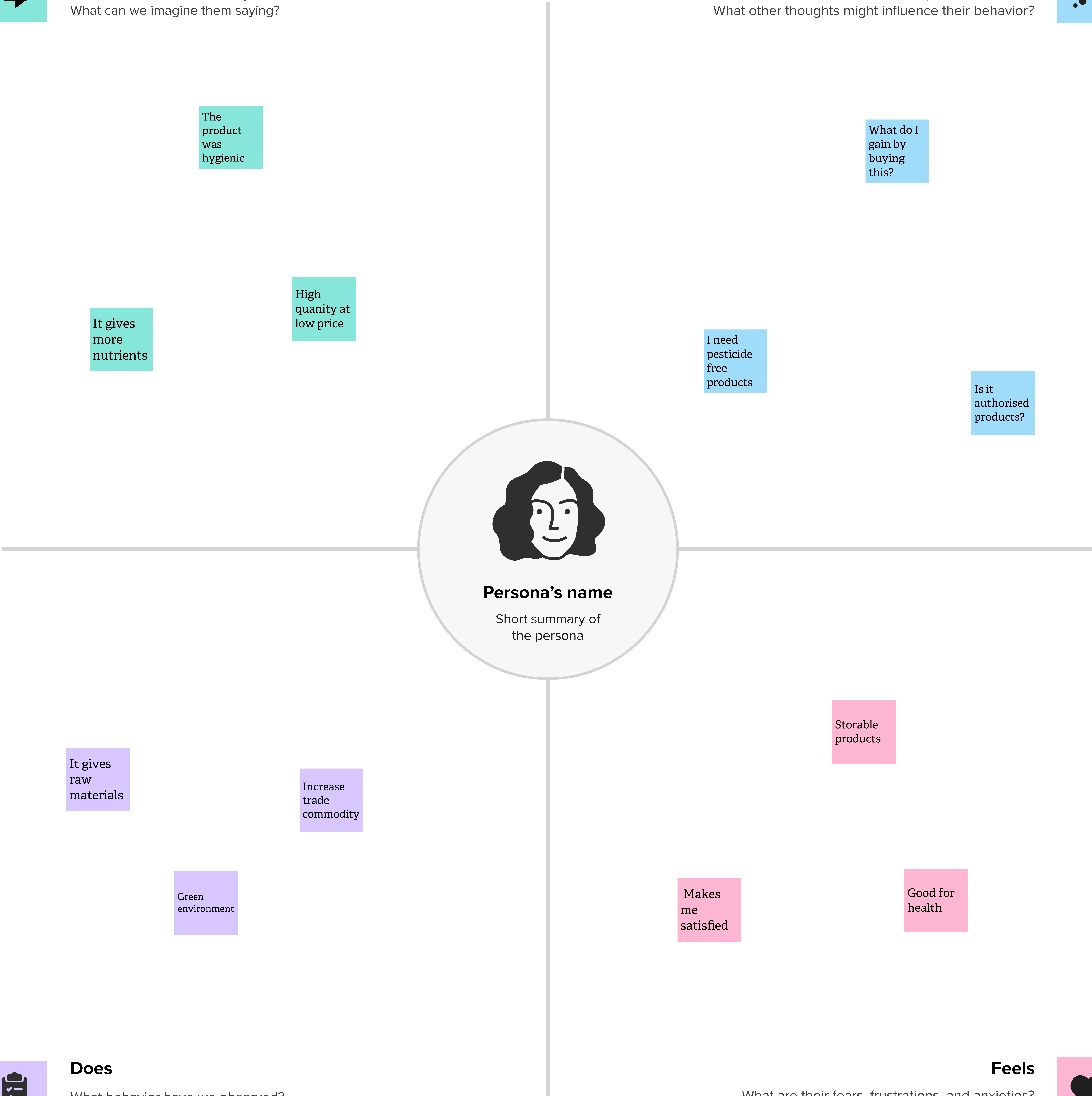
Says

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?



The product was hygienic

It gives more nutrients

High quantity at low price

What do I gain by buying this?

I need pesticide free products

Is it authorised products?



Persona's name
Short summary of the persona

It gives raw materials

Increase trade commodity

Green environment

Storable products

Makes me satisfied

Good for health



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?