



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
CONSUMPTION
AND PRODUCTION
OF MARKETED
FOOD ARE
SPATIALLY
SEPARATED

The primary
objective of this
project is to
understand
customer
spending patterns

PRODUCTION
IS TRIMARALY
IN RURAL
AREAS WHILE

A company
ability to drive
above market
growth hinges
on the depth

To develop deep
customer
understanding,
we employ a
range of
quantitative

We identify
and source
both relevent
internal and
external data



Persona's name

Short summary of
the persona

We work with
leaders and
frontline
users to
develop

In today highly
competitive market
place understanding
consumer behavior
is essential for
business to succeed

Gaither
demographic
information to better
understand
opportunity and
limitations for
gaining customers

We build
prediction
and
optimition

Some
companies
use the terms
market
research

Papen market
size data, trends,
growth
opportunities,
and restraining
factors



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?