**PERSONA TEMPLATE**

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| 273d4db9319ba564895c5ffc45aed78User | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Due to the small yield of durian, the supply often exceeds the demand. Therefore, we hope to develop cold resistant durian varieties so that durian can survive in the north and let local people eat fresh tropical fruits Without having to eat imported food | In the greenhouse in the north, durian can be planted in theory, but it is difficult for durian trees to bear fruit. Durian can grow healthily only under the conditions of high temperature and high humidity, and there must be sufficient light. It is difficult to reach the complete planting conditions in greenhouse. |
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| **QUOTATION** | |
|  | |
| **NAME** | |
| Jimmy | |
| **AGE** | |  |  |
| 43 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1.Investment without cost. In addition to land and labor investment, investment with fertilizer equipment. If you don't control the cost, once the market response is bad, you will lose money immediately. Even if there are subsidies, it won't help  2. No product branding. Good products also need good packaging. Change the outer packaging for your products, and the value can be doubled immediately. You can also apply fora brand for capital products, and the price can be raised a lot. Without well-known products,consumers' trust will be much lower | **BOOKS** |
| Female | |  |
| **LOCATION** | | **BLOGS** |
| China | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Farmer | |  |
| **JOB TITLE** | | **EXPERTS** |
| Durian farmer | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Junior middle school | |  |
| **ANNUAL INCOME** | | **WEBSITES** |
| **80000** | |  |  |  |  |