

PAINstorming: Develop a detailed summary of the user's situation

Persona

P

Who or what are we innovating for?

Write the name and brief description of the persona

We are innovating for small-scale local farmers who play a critical role in food production for refugees and host communities but are limited by lack of knowledge, tools, and support.

Persona Name: Diana Lule (Small Scale Farmer)

Activities

A

What needs to be accomplished? What do they do to achieve this, why, and to what ends?

Increased crop yields and improved food quality and nutrition
Reduced dependency on imported foods
Local farmers adopting technology in farming

Insights

I

What are the processes, tools, or activities they unnecessarily do or invented to “work around” the way things are “supposed” to be done?

Traditional farming and planting
land preparation

Needs

N

Imagine a day in the life of this Persona: What are the activity or role-specific pain points? What is challenging, risky, or prevents the activity from getting done?

Incase of pests affecting crops the farmer does not know what pesticide to apply
The farmer does not know what crops to plant in different soil types

What pain points span activities, roles, or more?

Lack of agricultural knowledge affects all farming stages

Low productivity impacts farmers, NGOs, and refugees

What is the situation we're considering?

Refugees in a settlement camp facing food insecurity because there is inadequate food supply because NGOs rely so much on imported foods which are not nutritious rather than local farmers. Local farmers lack agricultural knowledge, training and modern farming techniques leading to low yeilds.

What led this persona to this activity?

Poor education
lack of agricultural training

What are they trying to work around and why is it that way?

Lack of formal training by relying on tradition
Limited access to experts by trial-and-error farming

What previous conditions have enabled or created today's pain points?

Large reliance on NGOs
High population pressure in refugee settlements
Local farmers have limited knowledge regarding agriculture leading to low yields and poor food quality