



Says

What have we heard them say?
What can we imagine them saying?

"I need to put a lot of effort in taking care of the plants,like watering , it is time consuming"

"I am proud of my own garden setup"

" I am not sure about my soil condition"



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

comfortable

Wants to grow his own stuff

Thinks about change

Consumers

"I am very much into experimenting"

"I like the labour and harvest part of gardening"

" I am glad to control my own room temperature for growing plants"

Time consuming

A lot of effort

Tired of bugs and insects



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?