

Persona canvas : Small farmer

1. Demographics:

- Name: Maria lopez
- Age: 38
- Location: Rural California
- Education: High school diploma; some agricultural training
- Family: Married with one child

2. Background:

- Farming experience: 10 years, primarily organic vegetables and fruits
- Fram size: 10acrs
- Types of crops: Tomatoes, peppers, and strawberries

3. Goals:

- Increase local market sales and establish a customer base
- Transition to fully organic certification
- Implement sustainable farming practices
- enhance farm profitability while maintaining a work-life balance

4. Challenges:

- Limited access to funding and financial resources
- Competing with larger commercial farms
- Pest management and crop diseases

5. Motivations:

- Passion for sustainable agriculture and healthy food



- Desire to support the local community and economy
- Aim to leave a positive environmental legacy

6. Information sources:

focused on

- Local agricultural extension office
- Online forums and social media groups

community

- Small farming
- Friends and neighbors in the farming

7. Behaviors:

with

- Engages in direct marketing
- Practices crop rotation and companion planting
- Utilizes social media to promote her farm and connect

Customers

8.Pain points:

inputs

- Difficulty accessing affordable organic seeds and
- Limited knowledge of advanced farming techniques
- Managing customer relationships and expectations

9.Values:

- Community and collaboration
- Environmental sustainability and health
- Quality over quantity in food production



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TEAM MEMBERS:

ENROLLMENT.NO

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