CT&DT SPSU BATCH.NO: TASK.NO:O4

TASK NAME: PERSONA CANVAS

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:

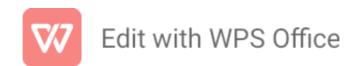
- -Increase local market sales and establish a customer base
- -Transition to fully organic certification
- -Implement sustainable farming practices
- -enhance farm profitability while maintaining a work-life balance

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:

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

focused on

Small farming

-Friends and neighbors in the farming

community

7. Behaviors:

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

with

inputs

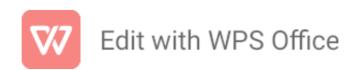
Customers

8. Pain points:

- -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



TEAM MEMBERS:	ENROLLMENT.NO

• S.PRASAD 24CS003330

• S.AKHIL 24CS003340

• S.DURGAPRASAD 24CS003342

• A.VUSHNUVARDHAN MANI 24CS003372

• V.VIJAY KUMAR 24CS003347