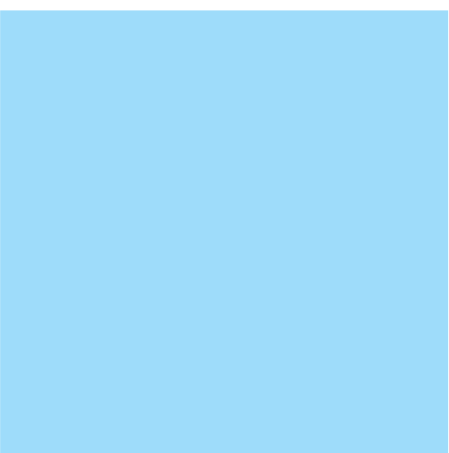




Says

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



Thinks

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

Blockchain is a method of recording information that makes it impossible or difficult for the system to be changed, hacked, or manipulated.

transferring money to your family or friends from your bank account.

transaction in this ledger is authorized by the digital signature of the owner, which authenticates the transaction and safeguards it from tampering.

Typically, this storage is referred to as a ‘digital ledger.’

People who are familiar with this truth are often wary of using these types of transactions, hence the evolution of third-party payment applications in recent years.

transactions can be tampered with very quickly.



Persona’s name
Short summary of the persona

French retailer Carrefour SA has seen sales boosted by the use of blockchain ledger technology to track meat, milk and fruit from farms to stores and will extend it to more products to increase shopper trust, an executive said on Monday.

Carrefour has launched blockchain information for 20 items including chicken, eggs, raw milk, oranges, pork and cheese, and will add 100 more this year with a focus on areas where consumers want reassurance, like baby and organic products.

Blockchain’s digital tracking technology allows customers to see detailed information on products like when it was harvested or packed

reassuring them on the quality of items they buy and allowing them to avoid products with genetically modified organisms, antibiotics or pesticides if they want.

“You are building a halo effect - ‘If I can trust Carrefour with this chicken, I can also trust Carrefour for their apples or cheese,’”

worked on the blockchain system together with IBM, which is collaborating with a number of retailers, logistics firms and growers on systems to track and secure their global supply chains.



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?