



PERSONALITY

- Idealist
- Compassionate
- Philanthropist
- Empathy
- Traditional

BIO

Isabella is highly educated psychologist who cares a lot about humanity, society, philosophy, environment and animal welfare. She uses her home as her psychology clinic for the therapy sessions. As a lot of people comes and goes to her place daily, she likes offering fresh fruits to her clients along with the therapy sessions as a representative of her hospitality. Besides of her activist personality and passion about building a better community and world, she values the story of every product she consumes. She strongly believes in building better community and world. Farmers' Market is a perfect way for her to hear the stories of products she purchases as well as interacting and observing the community. She is a "core" for Farmers' Market shoppers.

She prefers traditional over modern but she easily adopts if she believes an innovation brings value to the society as well as the individuals.

Behavior

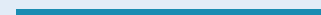
Belongingness



Curiosity



Communication



Motivations

SOCIAL INTERACTION

HIGH QUALITY PRODUCT

HEALTH

COMMUNITY CULTURE

Influences

- JOURNALS
- BLOGS/ FORUMS
- COMMUNITY
- PSYCHOLOGY
- NEWS/BOOKS
-

Frequently used apps

Facebook-She likes Facebook because she can communicate with her old friends

Google Calendar-She monitors her meetings with clients

Fox News-She listens daily news when she is driving

ISABELLA WALKER

62, Santa Barbara, CA

PSYCHOLOGIST

- | | |
|-------------|-----------------|
| • STATUS | • SALARY |
| SINGLE | \$65K |
| • TIER | • ARCHETYPE |
| MID-LEVEL | ACTIVIST |
| • ETHNICITY | • LANGUAGES |
| HISPANIC | ENGLISH,SPANISH |

Goals

- Provide the freshest and organic produce for her clients.
- Supporting local small businesses over big industrial food system
- Buy directly from farmers
- Good value for the money
- Interacting and observing people with the keen eye of a psychologist

Pain Points

- Not knowing the price of the products and what products will farmers bring to the market
- When the farmer/seller does not have & not willing to share the knowledge about their produce