

Says

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

Organic products are very costly who will by from us?

Small farmers can't afford packaging and marketing It takes a lot of money to switch from inorganic to organic farming



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



Chemical based farming is not good but what choice do we have?

Not many people buy organic product as it's very costly

Increased pesticide and chemicals also harm the farmland



Persona's name

Short summary of the persona

Can control my own room temperature for growing plants

Not many platform to sell directly to the consumers

When plants
don't grow well
I google to
field the
problem

Packaging and marketing is a big concern

Farmers need money to start organic farming

Organic product don't look similar hence people avoid buying those.



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?

