

## TARGET PERSONA

Gen Z Trendsetter (Age 18-24) - Digital native who lives on TikTok and values authenticity above all. Expects instant gratification, personalized experiences, and brands that take a stand on social issues.

## VALUE PROPOSITION

Discover the innovative world of urban micro-farming with our subscription service, which brings fresh produce directly from cutting-edge vertical farms right to your doorstep. Enjoy the convenience of having a variety of organic fruits and vegetables delivered regularly, all while supporting sustainable farming practices that benefit both the environment and your community.

## BUSINESS IMPACT

Achieving a good local alignment is essential for ensuring that the sequences being compared are accurately matched, allowing for a better understanding of their similarities and differences.

## VISUAL PROTOTYPE

