



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?

High quality
at low cost

The demand
for a product

availability of
different
varieties of
product

It provides
more
Nutrients

Reliability of
the product

Made with
Organic



Persona's name
Short summary of
the persona

Can be
taken by
people of all
ages

Healthy
product

Raw
agricultural
product

Knowing
about product
range

Makes me
satisfied

capable of being
stored for
considerable
time without loss
of freshness or
usability



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?