



Plant2Go



PERSONAS



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Yang



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Inhalt



Personas
How Might We
Moodboard
Actant Mapping

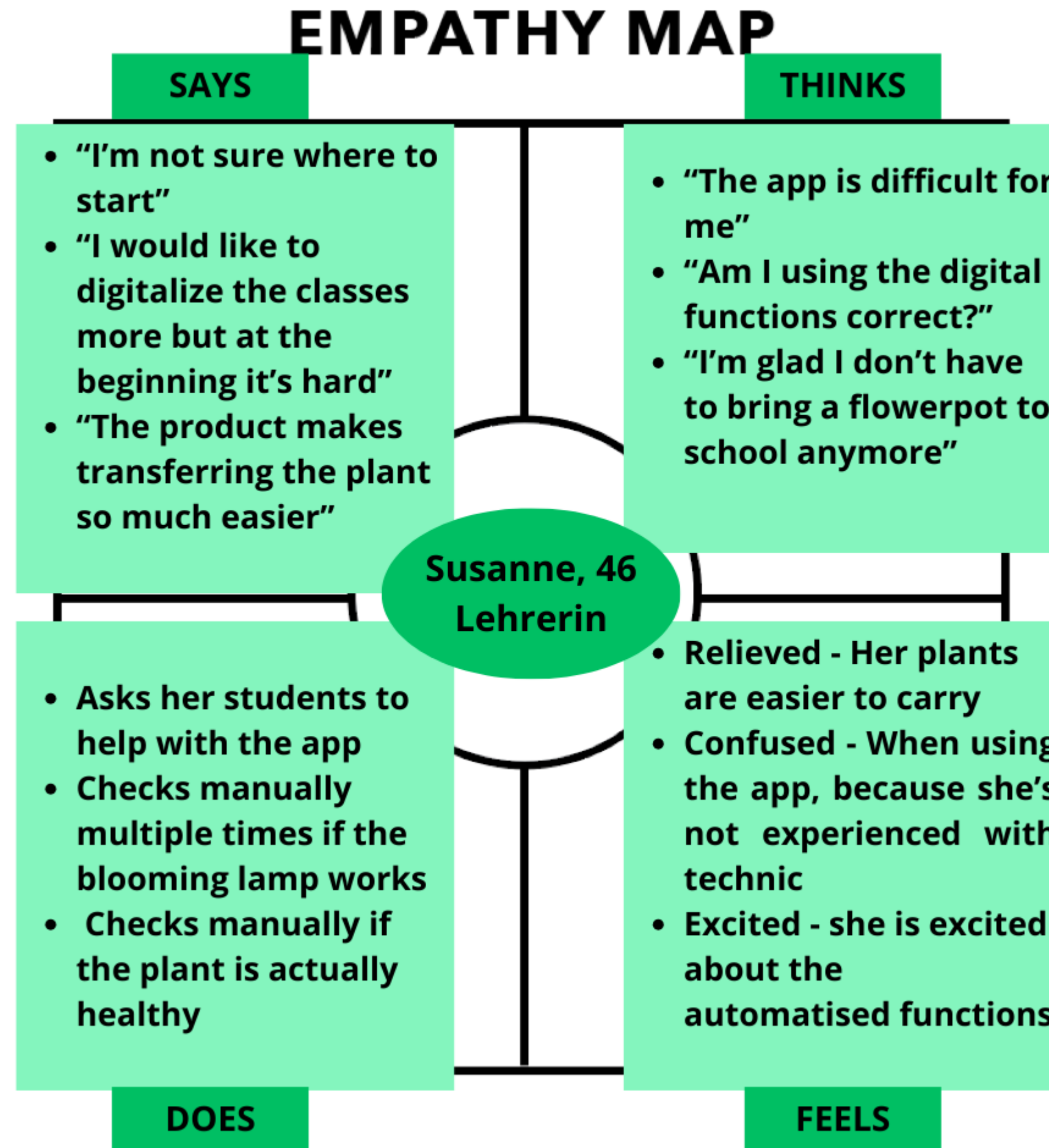




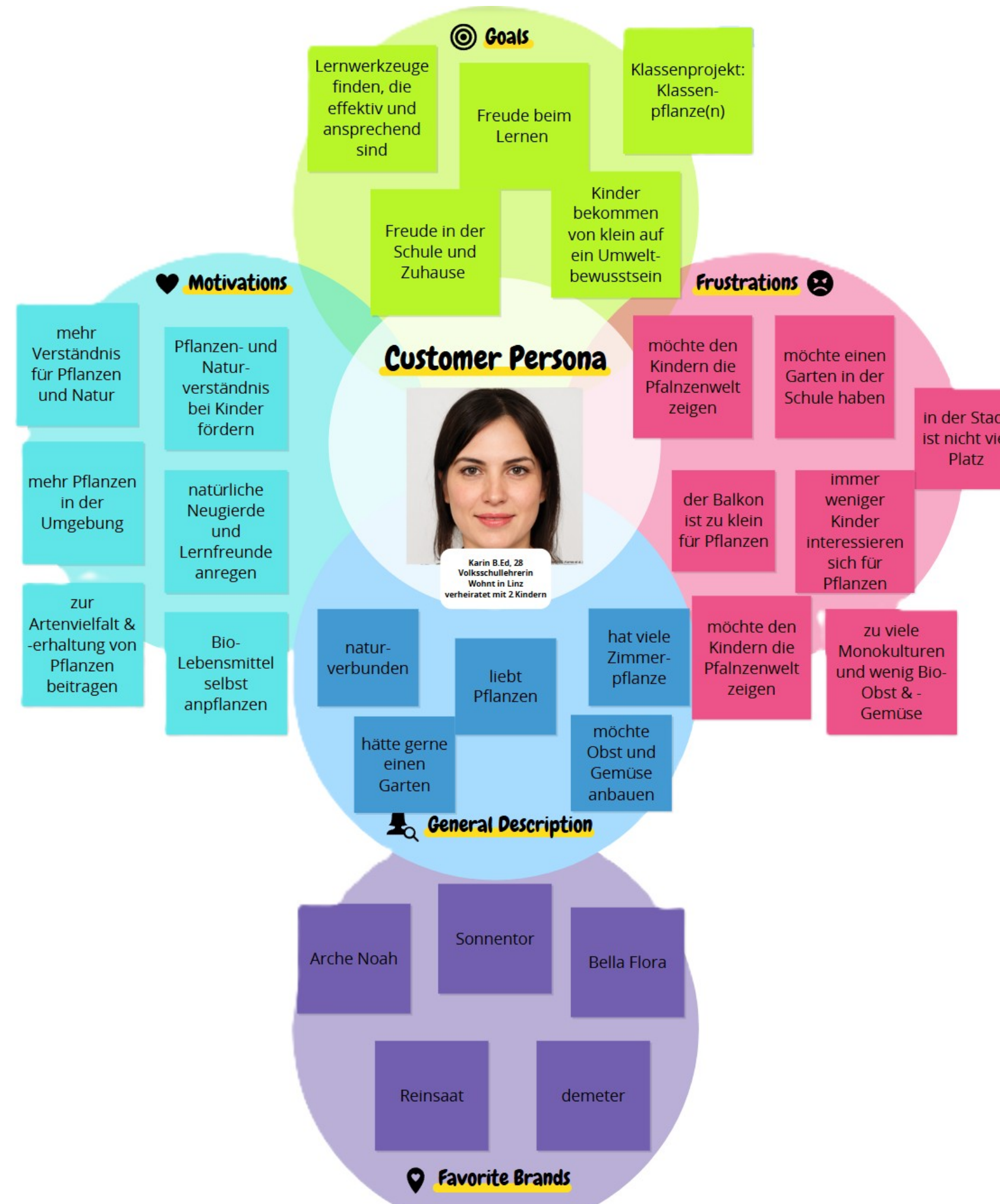
Personas



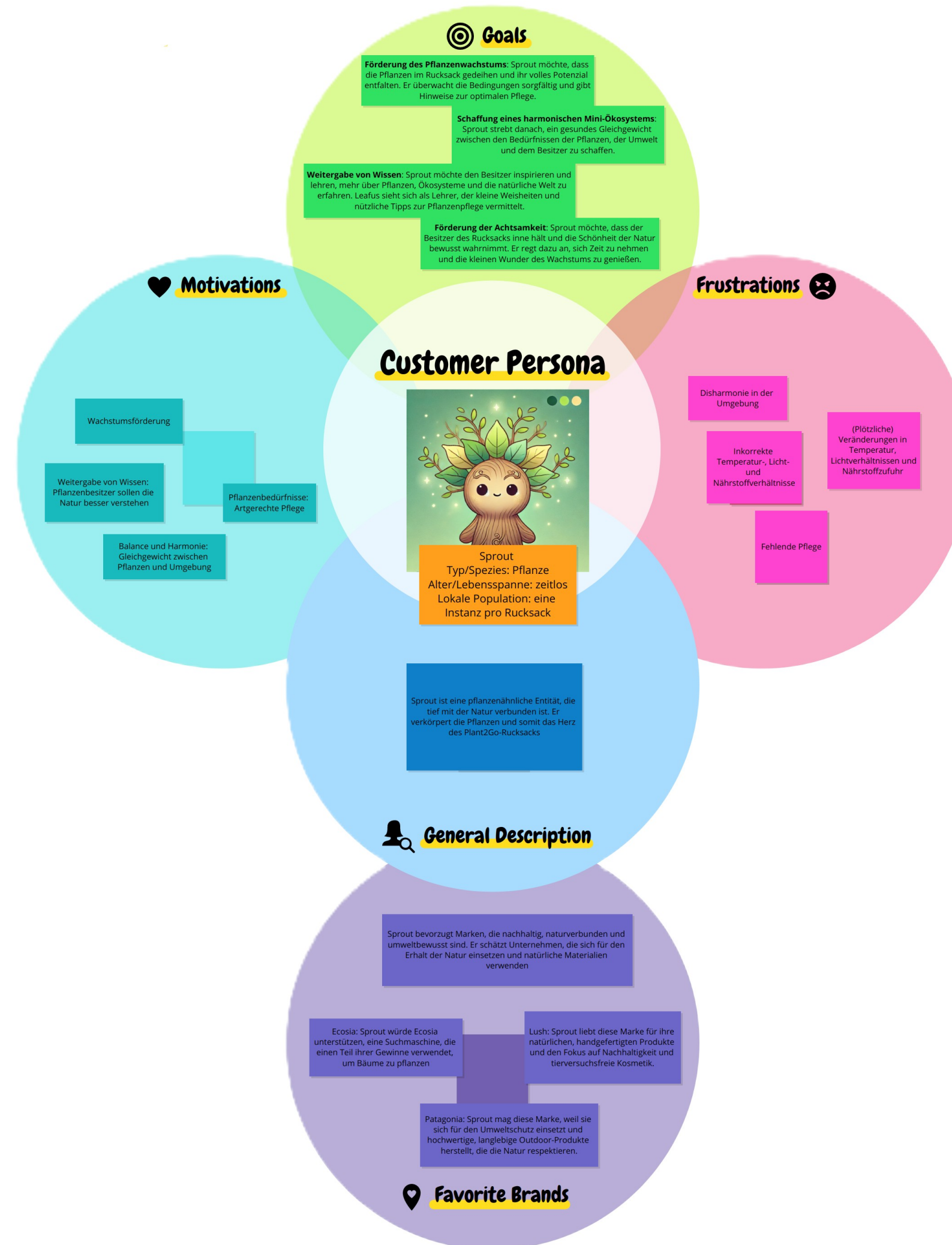
Humane Persona



Humane Persona



Non-humane Persona



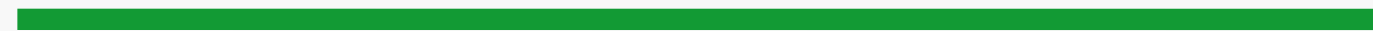


How Might We





Moodboard





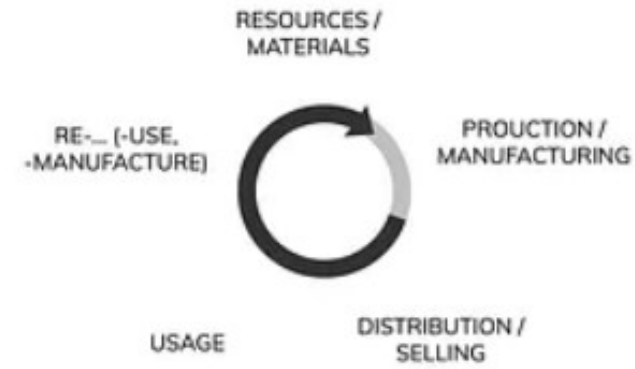


Actant Mapping

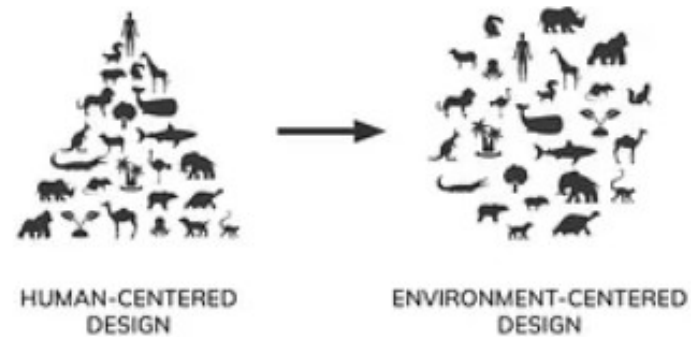


Fundamentals

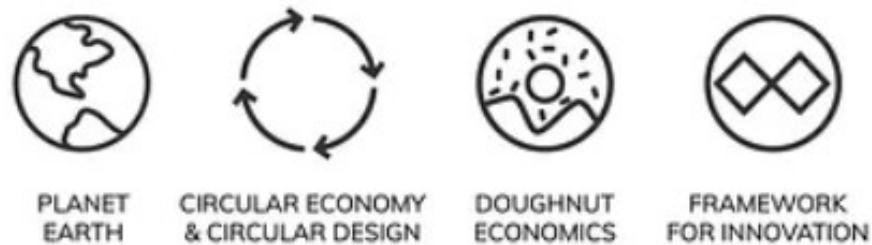
1. Think about each stage of product / service **lifecycle**.



2. Think about **everyone**.



3. Get inspired by:



Human Actants

Non-human Actants

