



**Plant2Go**



# PERSONAS



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**Yang**



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# Inhalt



Personas  
How Might We  
Moodboard  
Actant Mapping

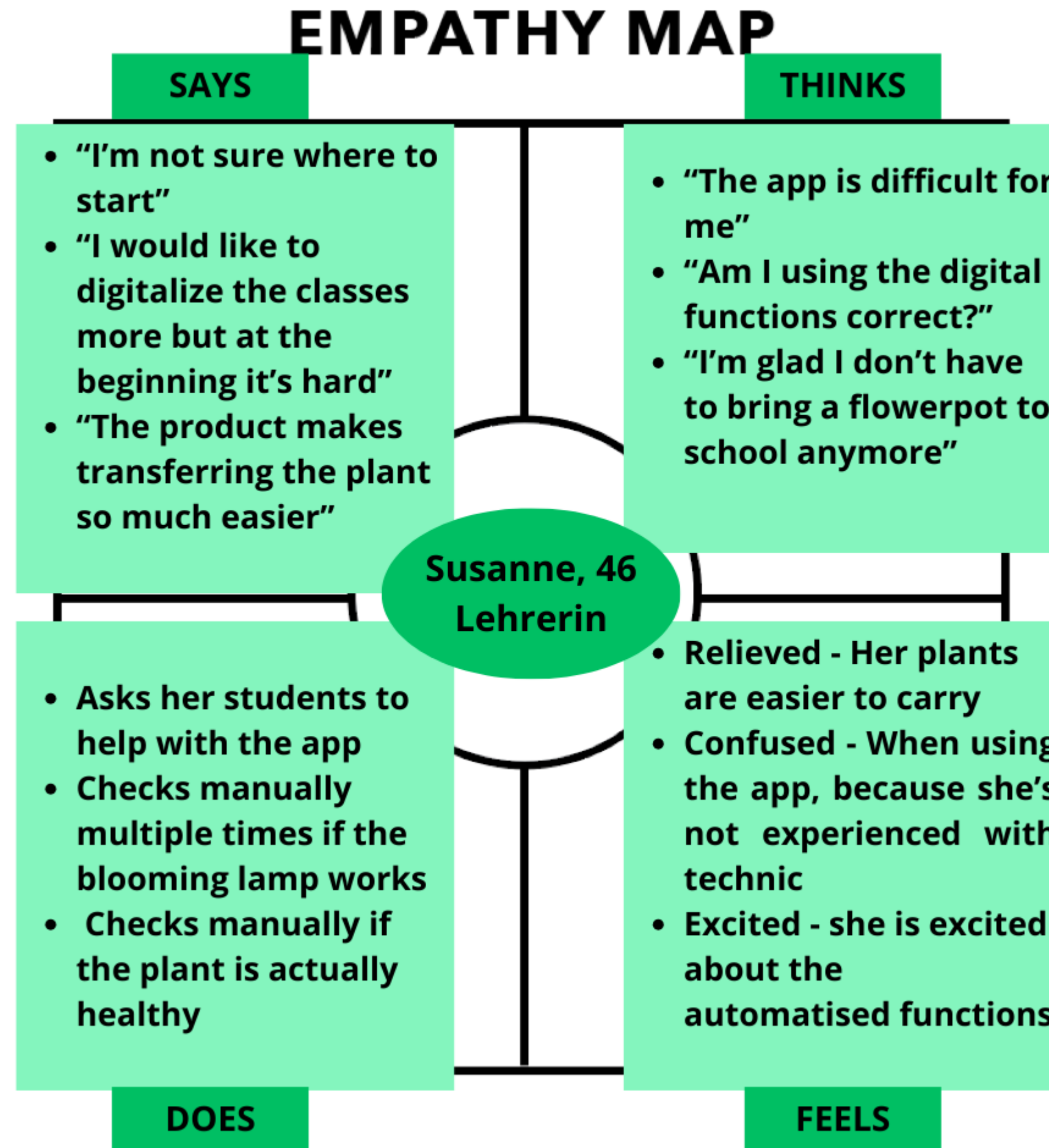




# Personas

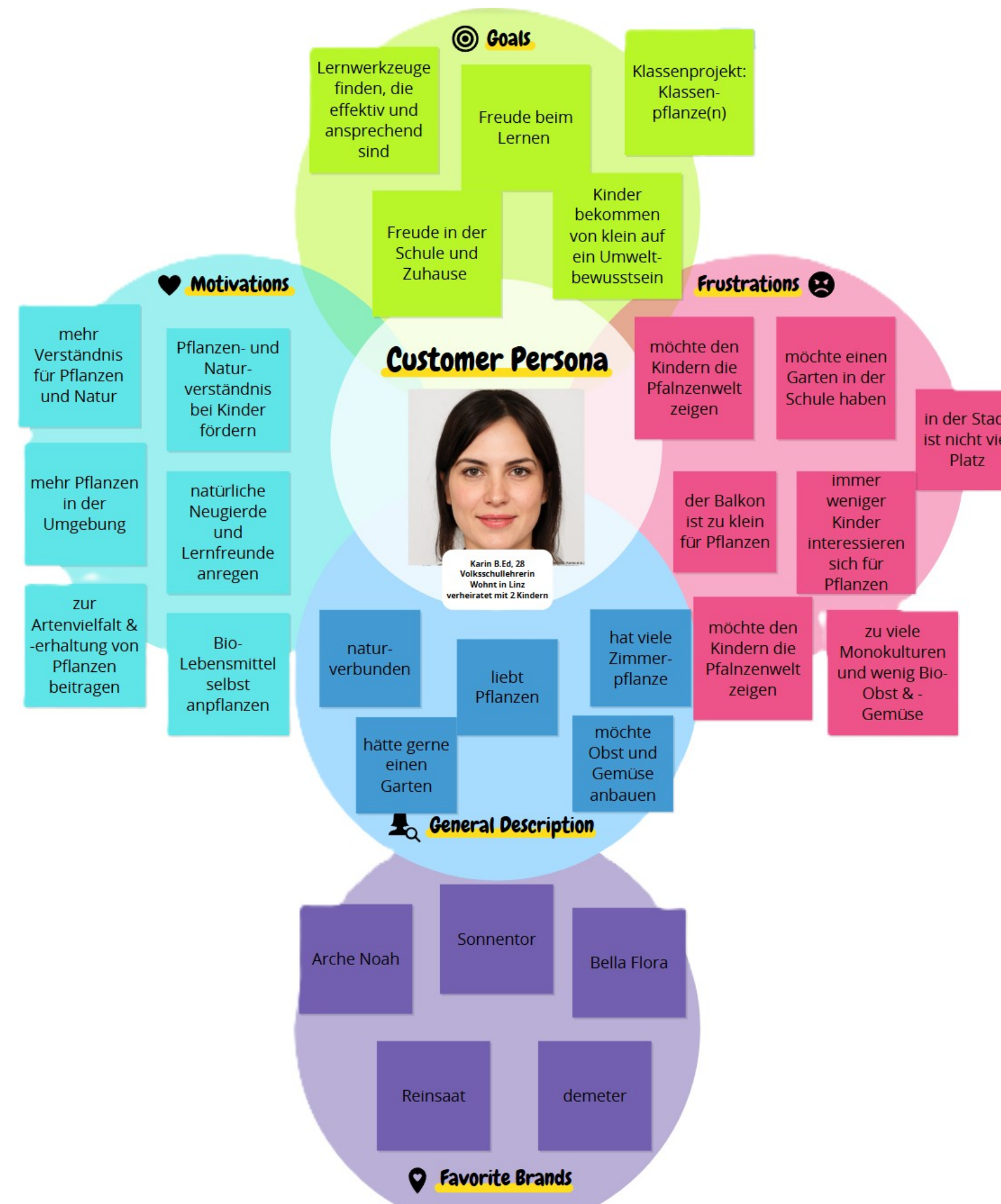


# Humane Persona

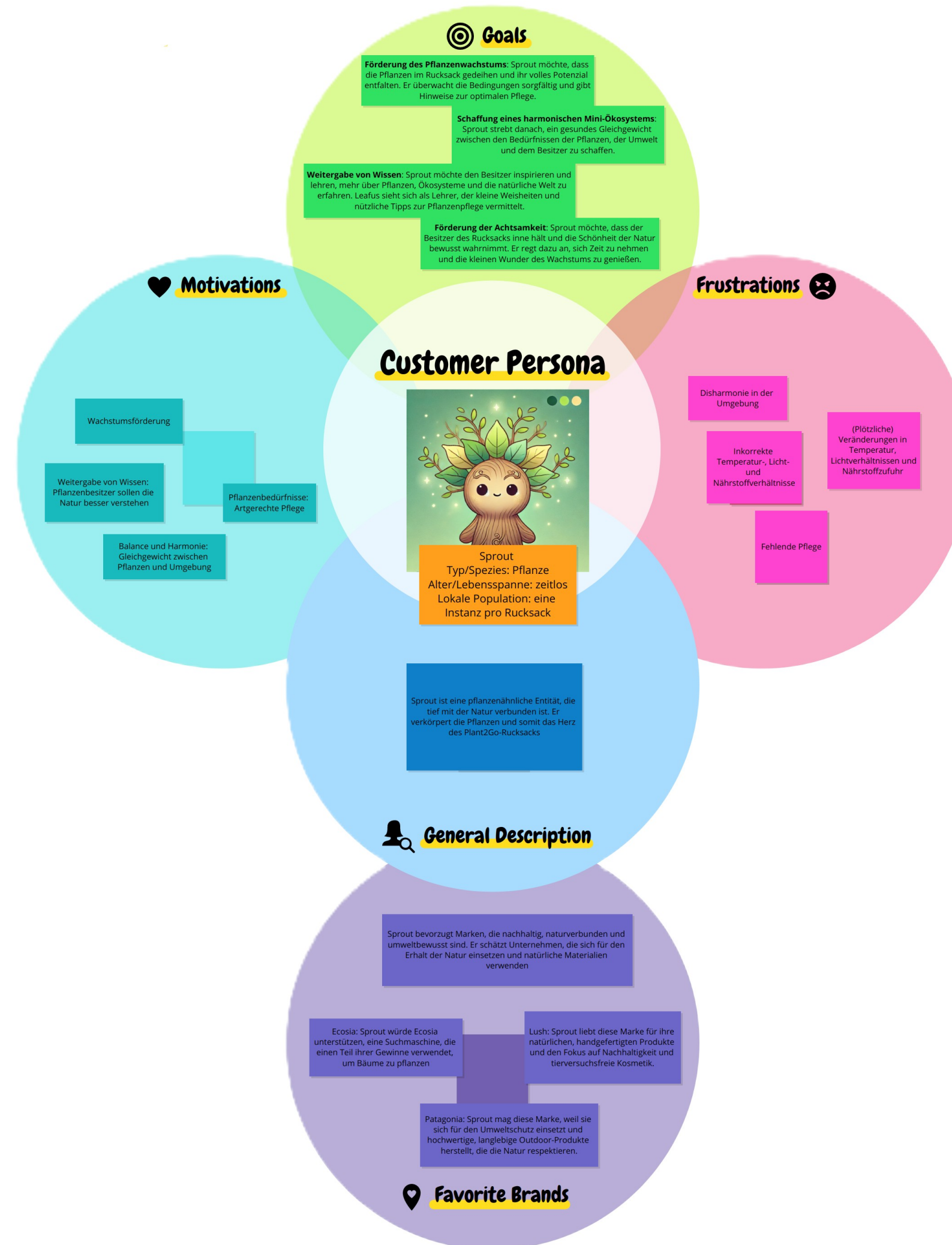




# Humane Persona



# Non-humane Persona





How Might We





# Moodboard









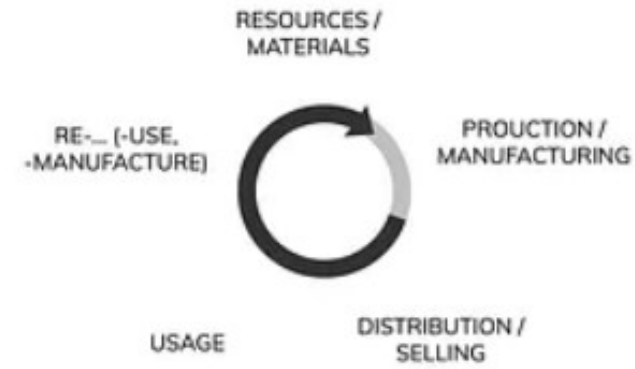


# Actant Mapping

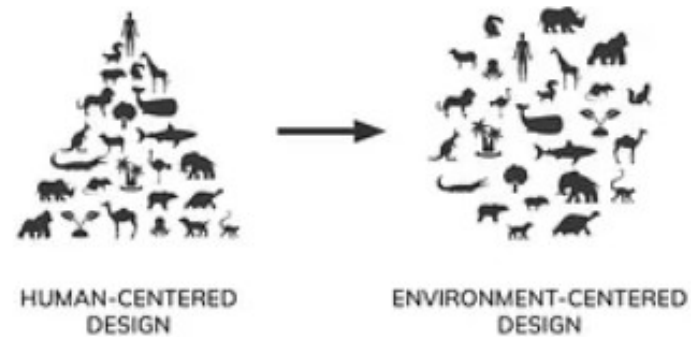


## Fundamentals

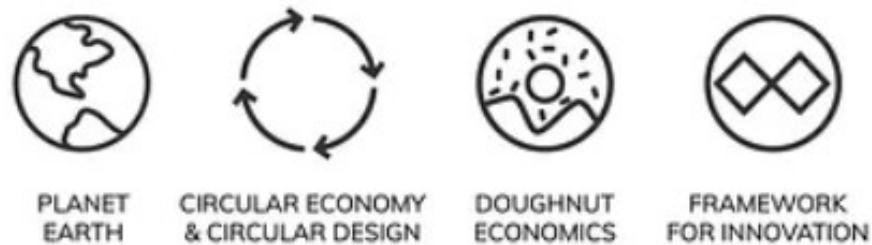
1. Think about each stage of product / service **lifecycle**.



2. Think about **everyone**.



3. Get inspired by:



### Human Actants

### Non-human Actants

