



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?

Bring your
own
shopping
bag

pack your
lunch in
reusable
containers

less bottled
water
*No to
microplastics
materials

Use
compostable
produce bags

No to plastic
packaging
• Less synthetic
clothes



Persona's name

shakthi sri
Short summary of
the persona

share your
successes
inspire others
to act too

We never
serve drinks
with plastic
straws

Our single-
use items
are certified
compostable

We dont offer
single serving
plastic
sachets

ECO BAG

Bring your
own
shopping
bag



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?