



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?



Persona's name  
INDIA'S  
AGRICULTURAL  
CROP PRODUCTION  
ANALYSIS

most of the  
peoples reside  
in cities so only  
few peoples are  
farming in rural  
side

farmers were  
facing many  
climatic conditions  
so there was lack  
of crop production

without farming  
we cannot  
survive in the  
furture due to  
destroying the  
nature

even though they say  
farming is backbone of  
India -the trust from  
influencers are less  
and taking up their  
fields are happening  
more often

in our generation  
the youngsters  
need intrest in  
agricultute field to  
develope the crop  
production

the upcoming  
youngsters should  
have definite  
knowledge about  
agriculture to  
improve the crop  
production in future

implementation  
of land reforms

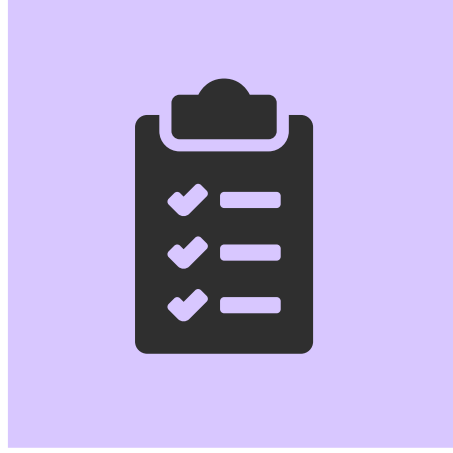
continous research ,  
adaptation to climatic  
changes and  
improved fertilization  
technologies  
methods needs to be  
done

needs to give many  
agricultural supports  
like financial and  
modern machineries  
and improved  
irrigation systems

if agriculture  
goes wrong  
,nothing else will  
have a chance  
to go right

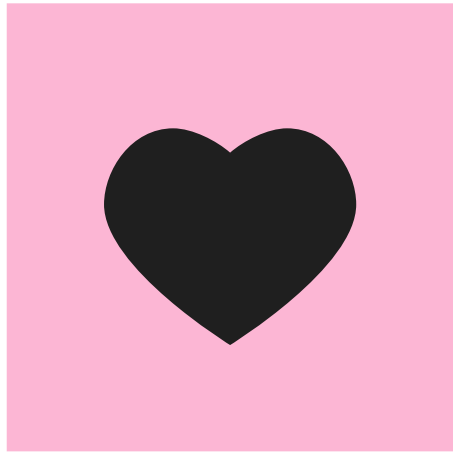
there is a bad thinking  
about farmers are  
getting less income  
than other fields but  
the farmer also get  
high income equal as  
them

the ultimate goal of  
farming is not the  
growing of crops  
but the cultivation  
and perfection of  
human beings



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?