



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?

FARMER;
We work
hard to feed
nation

FARMER; Will
my crops
survive the
next
monsoon?

GOVERNMENT;
We need
sustainable and
profitable
agriculture

CONSUMER;
We want safe
and affordable
food

GOVERNMENT;
How can we
boost farmers
income?

CONSUMER;
Are the crops
safe from
pesticides?



Persona's name
Short summary of
the persona

FARMER
Planting
harvesting
selling crops

GOVERNMENT
;Implementing
policies
providing
subsidies

CONSUMER;
Purchasing and
consuming
agricultural
products

Anxious
about
weather
fluctuation

Worried
about food
safety

Passionate
about
sustainability



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?