



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?



M.JEEVARATHINAM,  
S.MOHAMED VAGEEM,  
R.JAGADEESH,  
R.AJITH,  
P.DHILIP

Farmers: "We need support to improve crop yields."

Agricultural Researchers: "We need comprehensive and accurate crop data".

Agribusinesses And Traders: "We seek profitable opportunities in agriculture."

Consumer: "We want affordable and safe food."

Technology Innovators: "We develop ag-tech solutions for modern farming."

Farmers: "How can we adapt to changing climate patterns?"

Agricultural Researchers: How can we uncover patterns and trends to improve farming practices?"

Agribusinesses And Traders: "What crops have high market demand, and where should we invest?"

Consumer: "Where does our food come from, and is it safe to consume?"

Technology Innovators: "How can we create tools for precision farming and data analysis?"

Farmers: Experiment with new farming techniques, seek government assistance, market crops.

Agricultural Researchers: "Analyze historical data, conduct field research, publish findings.

Agribusinesses And Traders: Invest in high-demand crops, optimize supply chains, seek export opportunities.

Consumers: Check product labels, demand transparency, and support local produce.

Technology Innovators: Innovate ag-tech solutions, collaborate with researchers and farmers.

Farmers: "Vulnerable to market fluctuations, weather uncertainties.

Agricultural Researchers: Driven by the pursuit of agricultural innovation and sustainability.

Agribusinesses And Traders: Competitive pressure and the need to maximize profits.

Consumers: "Concerned about food quality, origin and prices.

Technology Innovators: Excitement about advancing agriculture through technology.



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?