



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?



I want cheap and healthy food



buying food directly from the farmer is cheaper and healthier



i dont get any side effects from herbal medicine



thinks that she can set up a terrace garden as the cost of vegetables is high



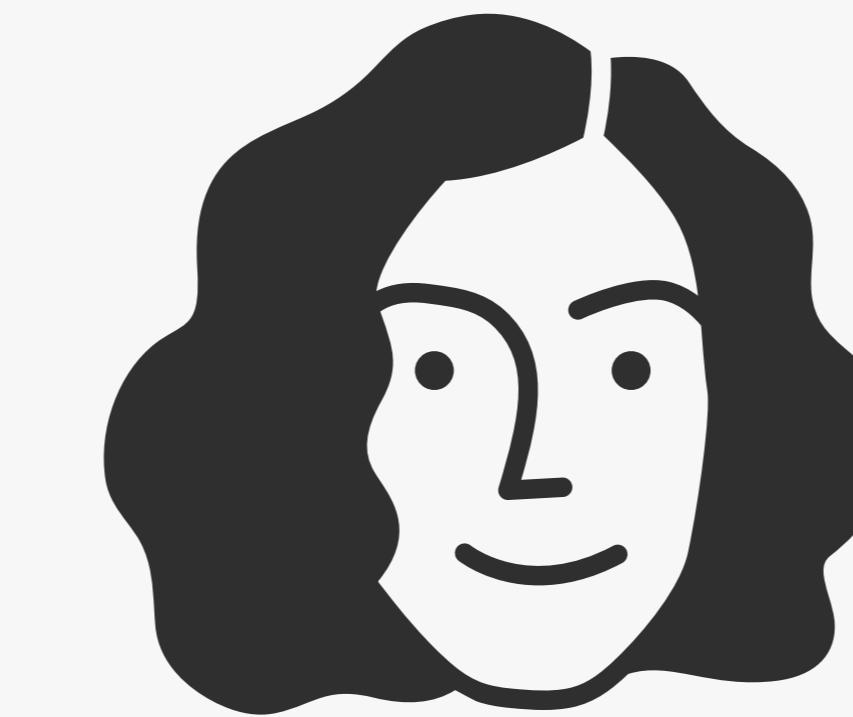
thinks that she will replace the fast food that children crave and make it healthy

thinks that she will reduce her maternity belly with healthy food



thinks that she give her love along with food to her children

she thinks that agricultural is the backbone of the country



Mrs.SAWALIA
HOUSE WIFE
WITH 2 CHILDREN

she would go to a wholesale store to buy cheaper items



she can sue the seller if they sell substandard products



she will cure her child's illness with medicinal herbs



i worry about the future due to low wheat yeilds



i am happy when i pick organic vegetables that grows at home

seeing the sight of green basil and breathing the air makes me happy

i am sorry about the suicide of farmers



i am concerned about the important of climate change on agriculture

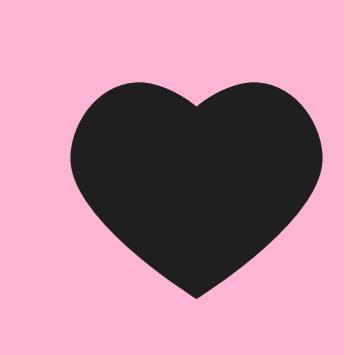


Does

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?



See an example