



Says
What have we heard them say?
What can we imagine them saying?



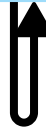
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

NOW
AGREECULTURE
CHANGE INTO
ARTIFICIAL

NOBODY
GET THE
GRAINS

HYBRITE
SEEDS ARE
USED NOW

NATURAL
AGRICULTURE
IN 1947



LOTS OF
GRAINS

USE
NATURAL
SEEDS



team1
Short summary of
the persona

ALWAYS
TAKE
NATURAL
FOOD

DO AVOID
HYBRITE
SEEDS AND
USE NATURAL
SEEDS ONLY

CHEMICAL
FERTILIZER

RIVER
IRRIGATION

THEY TAKE
NATURAL
FOOD

THEY HARD
WORK



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?