

Thinks

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



The yields have been varying from year to year

climate failure is a big challenge

worried about climate change and pests

stressful about their financial instability

Government support is necessary to improve their living conditions Frustrated with lack of subsidies from government.

Farmers

Following traditional farming methods

Getting advise from local agricultural experts

They share through self-

their knowledge help groups.

Does

What behavior have we observed? What can we imagine them doing?

Changes in crop prices leads to financial stress

Feels pride in producing food for their communities and the world

Hope for favourable weather condition and continue to do farming despite challenges.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



See an example