



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?

How can I irrigate the crops?

Which crop variety is suitable for my farm area?

Which crop variety is most profitable?

What are the ways to Improve the crop Yield?

Modern technologies in India to improve crop yield.

What cropping practices can be done so that they depend less on rainfall and get a good yield?

Farmers

Persona's name

Short summary of the persona

debt, production costs, equipment management, weather and employee relations are common sources of high stress.

Lack of Marketing and Storage facilities

Inadequate access to crop insurance schemes

Performing manual labor
Operating farm equipment
Selecting and purchasing products such as fertilizer, seeds and equipment

Planting, fertilizing and harvesting plants
Feeding and herding groups of animals
Providing special diets and care for animals

Selling food products or animals to customers, stores or other farmers
Supervising farm facilities and repairing tools



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?