

Says

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

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



Thinks

farmers need actionable insights to make informed

decisions

Weather patterns have become so unpredictable Access to historical data is crucial for trend analysis about climate change effects on crop yield

concerned

pressure to provide for the family and community

Desire for sustainable farming practices



crop producer

Monitor weather forecasts regularly

Collect and analyse soil samples

Invest in new farming technologies equipment

Passionate about improving agricultural practice

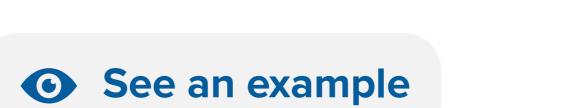
Focused on finding innovative solutions for farmers

Motivated to ensure food security for



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?

