



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?



India's agricultural crop production analysis.

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Need to optimize crop yield and quality

Weather patterns and their affect on crop growth.

Access to the right information can help us make informed decisions

Weather and climate greatly impact our farming outcomes

Long time sustainability and soil health.

The economic viability of different farming practices and investments.

Planting and cultivating crops based on the best practices and local knowledge.

Making decisions about irrigation, fertilization and pest control.

Anxious about unpredictable weather events that could damage crops.

Adopts modern machinery and automation to streamline tasks.

Satisfaction when their efforts result in a successful crop.

Hopeful about a successful harvest and a good yield.



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?