



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?

We need a proper irrigation

Improve quality of seeds

Soil fertility is important

It reduces the amount of land we use for agriculture

Can lead to increased profitability in grain production systems

If we cultivate the land to grow enough crops, humanity will not go hungry.



Prepare soil first to grow good crops

Protect plants from weeds

Monitor Crops Growth

It raises farm income

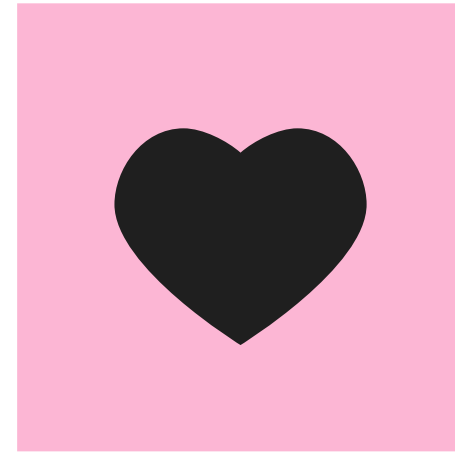
It gives sustainable production and income

It reduces poverty alleviation



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?