

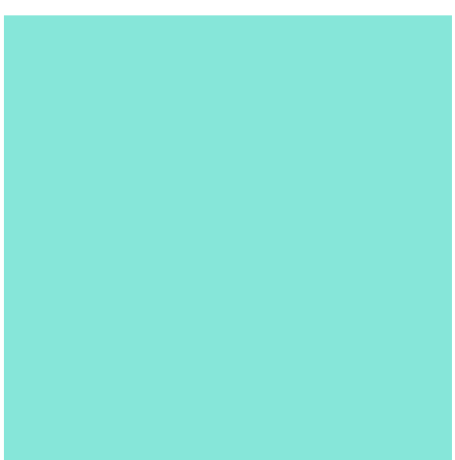


Says

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

government  
should  
provide  
improved  
seed

need more  
extensation  
works



Thinks

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

government  
provide  
cheap credit

improved  
tech is  
expensive.  
confident

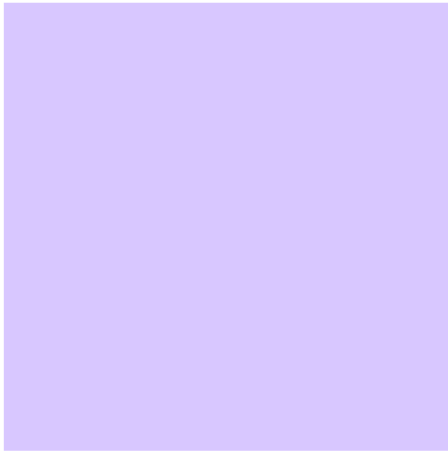
O.A can only  
be done on  
small scale  
forming

FARMER

Persona's name  
Short summary of  
the persona

pointing with  
finger

ombined  
labour



O.A is  
sustainable

poor

confused



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?