

What do they  
**HEAR?**

what friends say  
what boss say  
what influencers say

- people think it's a good source of income
- increase and demands in yields
- information from agriculture experts
- Future plans for field
- People's wow reaction

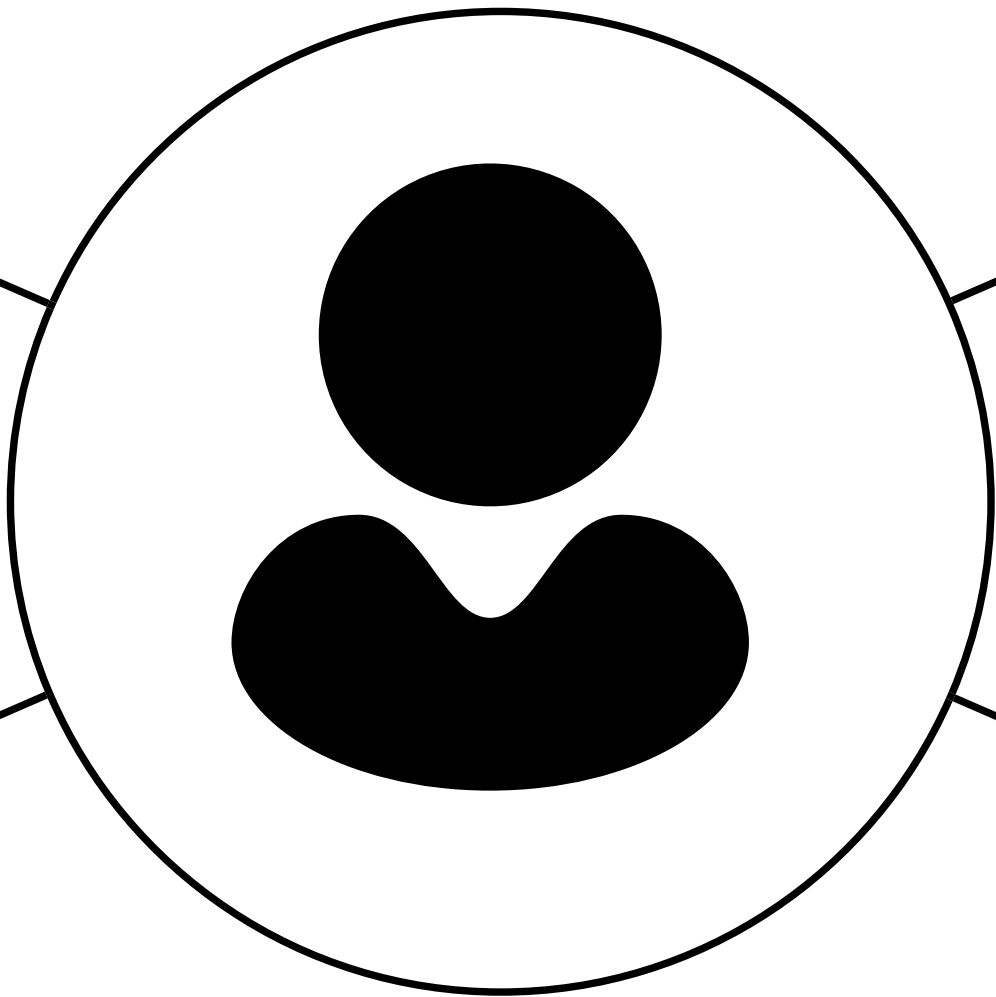
- Thinks about change
- loves crop yields
- Being relaxed

- wants to grow his own stuff

What do they  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

- comfortable
- practical> sustainable
- wants to be a part of a community
- amount of space at home is less
- thinking of monitoring his crops



- can see visible growth
- Social place
- resource full place
- Driven to get organic food
- creative environment
- can able to visualise their fields

What do they  
**SEE?**

environment  
friends  
what the market offers

What do they  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- I like your yield
- Construct structures with plant
- I am not sure about my soil condition

- I love to experiment different crops
- You need to try and understand how it works

**PAIN**

fears  
frustrations  
obstacles

- May need to learn to visualise
- Difficult to get seeds and yield at first
- Difficult to get labour
- Sometimes misleading
- Needs a lot of effort and time

**GAIN**

"wants" / needs  
measures of success  
obstacles

- The effort is worth it's time
- New learning experience
- Good harvest
- More connections from community
- Can provide more yield to market