

What do they
THINK AND FEEL?

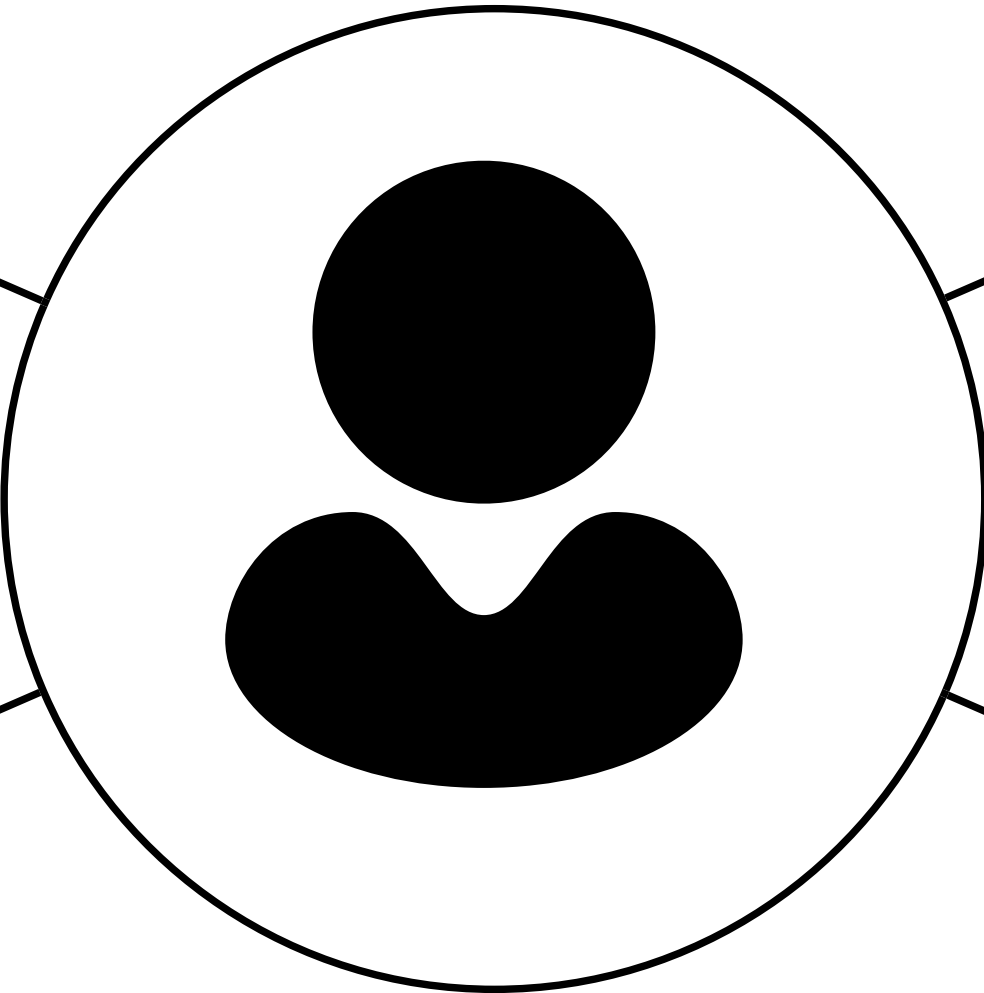
what really counts
major preoccupations
worries & aspirations

Likes to use
much less
water and
much less
energy.

Loves
farming.

wants to
grow more
crops

Practical>
sustainable



What do they
HEAR?

what friends say
what boss say
what influencers say

Future
plans of
crop yield

People's
"Wow"
reaction

Information
from
farming
experts.

People that
he shows his
field to think
its a nice field.

What do they
SEE?

environment
friends
what the market offers

Place for
production

Can see the
visible
growth

Resource
full place

Big
complex
field

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

I am not
sure about
my soil
condition.

I need to put a lot
of effort in taking
care of the field,
like watering, It is
time consuming

You have to try
it to understand
how it actually
works.

When crops
don't grow
well i google
to find the
problem

PAIN

fears
frustrations
obstacles

Time
consuming

A lot of
effort

Tired of
bugs and
insects

Most of the
plants die in
the rainy
season

GAIN

"wants" / needs
measures of success
obstacles

The effort
you put will
be worth it in
the time

The visible
progress of
the crops

Good
harvest

More
connections
due to the
community