Says **Thinks** What are their wants, needs, hopes, What have we heard them say? and dreams? What other thoughts What can we magine them saying? might influence their behavior? NEEDS A GOOD INCREASED SOURCE OF FOOD PRODUCTIVITY WATER HIGHER YEILDS CAN I GET WORRIED DUE TO The state of the s GOOD YIELD ABOUT ENVIRONMENTAL ENHANCED AND GOOD FRIENDLY CROPS CROP PROFIT CULTIVATION Does **Feels** What behavior have we observed? What are their fears, frustrations, and anxieties? What other feelings might How will we know they were successful? influence their behavior? FEELS VERY GOOD CROP BAD AND INVEST IN PROTECTION FRUSTRATED FARM PRODUCTIVITY UTILISATION IMAGE WILL TIRED OF OF BE BIRDS AND RESOURCE CAPTURED ANIMALS IS POOR AND STORED IN DATABASE