## Says

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

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



**Thinks** 

Banks are giving less priority to farmers

Half of the users are related to farming and majority are

facing problems

Irrigation techniques should be improved

A farmer used 75% of his water to carry out irrigation

Asia Asia, China and Japan have Detter irrigation techniques in the world techniques in the world techniques in the world the world

Unable to pay bank loans is one of the major problem related to irrigation and also to farmers sucide

USER

Seek financial support from Government

Apply loans to meet their farming needs

Those who are unable to manage their farms gave their lands for lease

Farmers should be given right to decide the price of their products

Banks are not providing proper financial help

Improving irrigation techniques help farmers

## 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?



