

## 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?



Overuse of machinary may leads to environmental damage

The overflowing irrigated water gives insects a place to make their habitat which is harmful to surrounding and give rise to various diseases

The increased diversification may leads to bad management and lador conflicts

Agricultural subsidies usually focus on cash crops only

Promoting new technologies and reforming agricultural research and extension to reduce man power

Improving water resource, Irrigation/
Drainage management

**Thinks** 

Facilitating agricultural diversification to value added commodities

Developing markets,agricultural credit and reduce expenditure



## Persona's name

Short summary of the persona

Modern
machines control
the efforts of
farmers, reduce
the time

Drip Irrigation
helps to maintain
the condensation
and protect the
structure of top
soil

The introduction of a new operation can help the companies more competitive and prepares them further market change

Agriculture credit empowers poor farmers to increase their wealth and facilitates the development of food value chain Irrigation enhance the storage of ground water

Modern machines allow farmers to adopt more efficient and precise farming practice such as precision agriculture

Agriculture
diversification allows
farmer to expand the
production which
helps to generate a
higher level of
income

Interplant
makes
gardening time
efficient and
cost effective



## Does

What behavior have we observed? What can we imagine them doing?



**Feels** 

