



Says

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

Farmers express concerns about unpredictable wather patterns affecting crop yielts.



Thinks

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

Farmers are thinking about ways to protect their crops from climate-related risks.

Aricultural experts are brainstorming to increase crop productivity.

Government officials are considering policy changes to support small-scale farmers.

Consemers demand high-quality, pesticite-free produce.

Government officials emphasize the need for sustainable farming practices.



Persona's name

Short summary of the persona

Consumers choose to buy organic or locaily sourced produce.

Farmers implement crop diversification strategies to reduce weather-related risks.

Farmers may feel stressed about weather uncertaintes but hopeful about adoptin new technoloies.

Consumers feel satisfied when they can access fresh, healthy food.

Government officials might feel a sense of responsibility to improve the agriultural sector.

Agricultural exoerts conduct research and provide training to 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?