



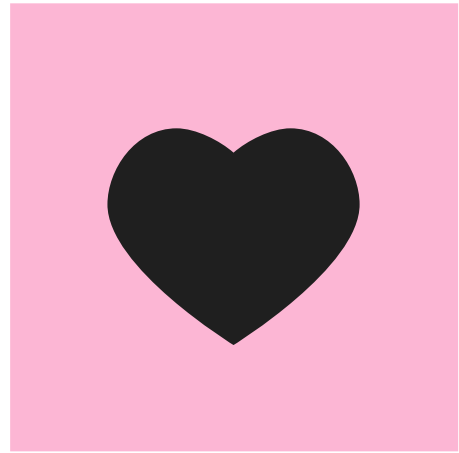
Says

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



Thinks

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



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

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

See an example

India's Agricultural Crop Production Analysis (1997-2021)

India's production of food grains has been increasing every year, and India is among the top producers of several crops such as wheat, rice, puse, sugarcane and cotton.

Farming is hard work, but more importantly highly skilled

*The agricultural sector is one of the major contributors to Gross Domestic Product and national income of the country.*

Agriclture is the foundation and any stable economy.

One of the mostpowerful tools to end extreme poverrry, and feed a projected 9.7 billion people by 2050.

Agricuture is the science and practice of growing crops by the cultivation of the land.

Agriculture is a noble and essential occupation, a profoundly spiritual way of life.

India is a major supplier of several agricultural commodities like tea, coffe, rice, fruits, vegetables and its preparation and marine products to the international market.

People talk about their passion for for the land, for stewarding and maintining it for future generation to come.

Agriculture digitalization is still at am early stage of development in the world, but farmers will have significant benefits from using technologies.

People talk about the joy of seeing a new crop emerge each year while doing everything they can to achieve great yieds.

People passion about agricuture,