



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?



Crop
Production

Seasonal
Variation

Reional
Distribution

Overall
Productivity

Crop
production
requires
productive
land

Plant the
seasonal
crops will
yield good
yields

Direct sale :
Selling the
product directly
to the people
after harvesting

**Plowing,
irrigation,fertilizer,natural
pesticides should follow
current practices**

Remove weeds so that the
plants that we planted will
get proper nutrition

After harvesting the
crop during seasonal
variation planting
another crop without
harvesting the same
crop in the next
season will give good
yield

Indirect sale:
After harvesting
the crop sold it in
the market for
the availability of
people



AGRICULTURE
Crop Production

Send the soil
from the field
to the organic
farming center
for testing

Implement
drip irrigation
instead of
canal
irrigation

Only a few machines
are needed for
fertilization,spraying
and plowing

Direct selling
is better than
indirect
selling

At the time of sale
it will be profitable
to sell directly to
the factories
without selling to
middlemen

After testing the
soil in the land
we can sow the
crops which is
suitable for the
land

Greenhouse
effect can be
balanced by
organic
farming



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?



[See an example](#)