Says

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

Agricultural scientists: "Our research aims to improve crop yields and resilience."

Farmers: "We work hard year-round, but our income is unpredictable due to factors like weather and market prices."
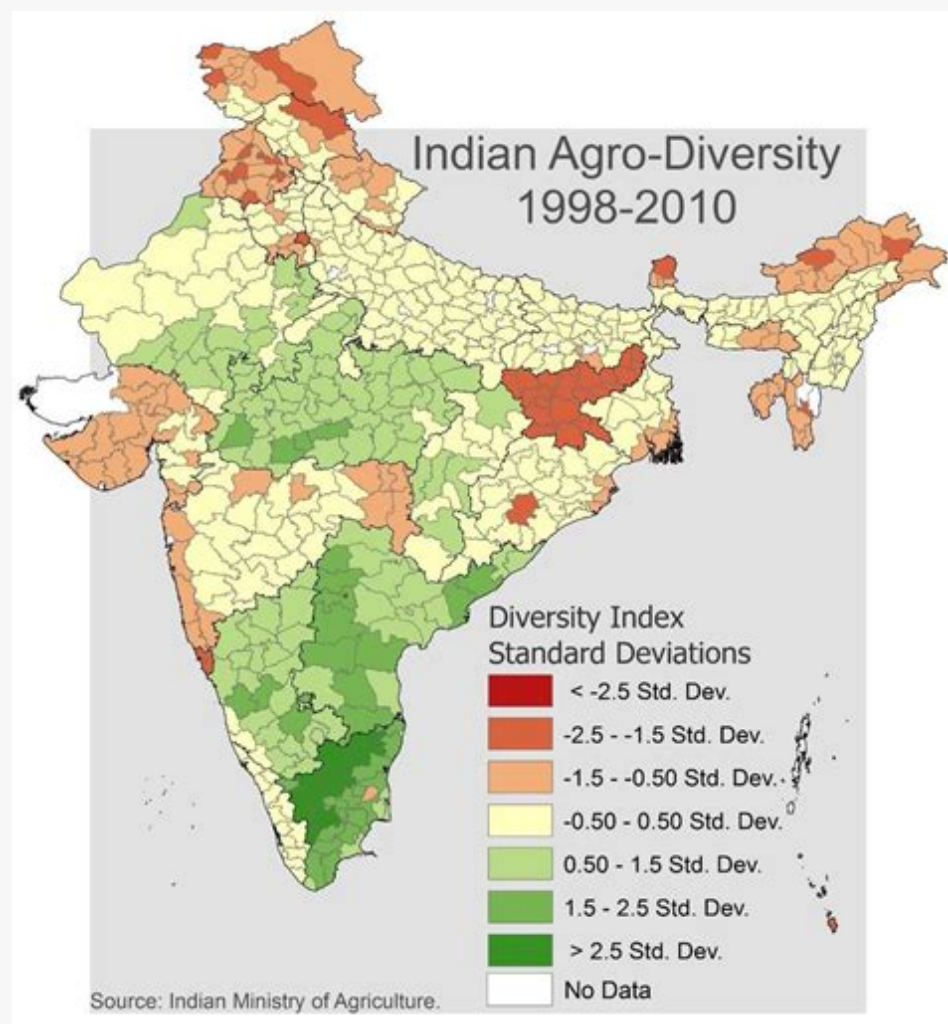
Government: "We strive to support farmers with policies and subsidies."

Thinks

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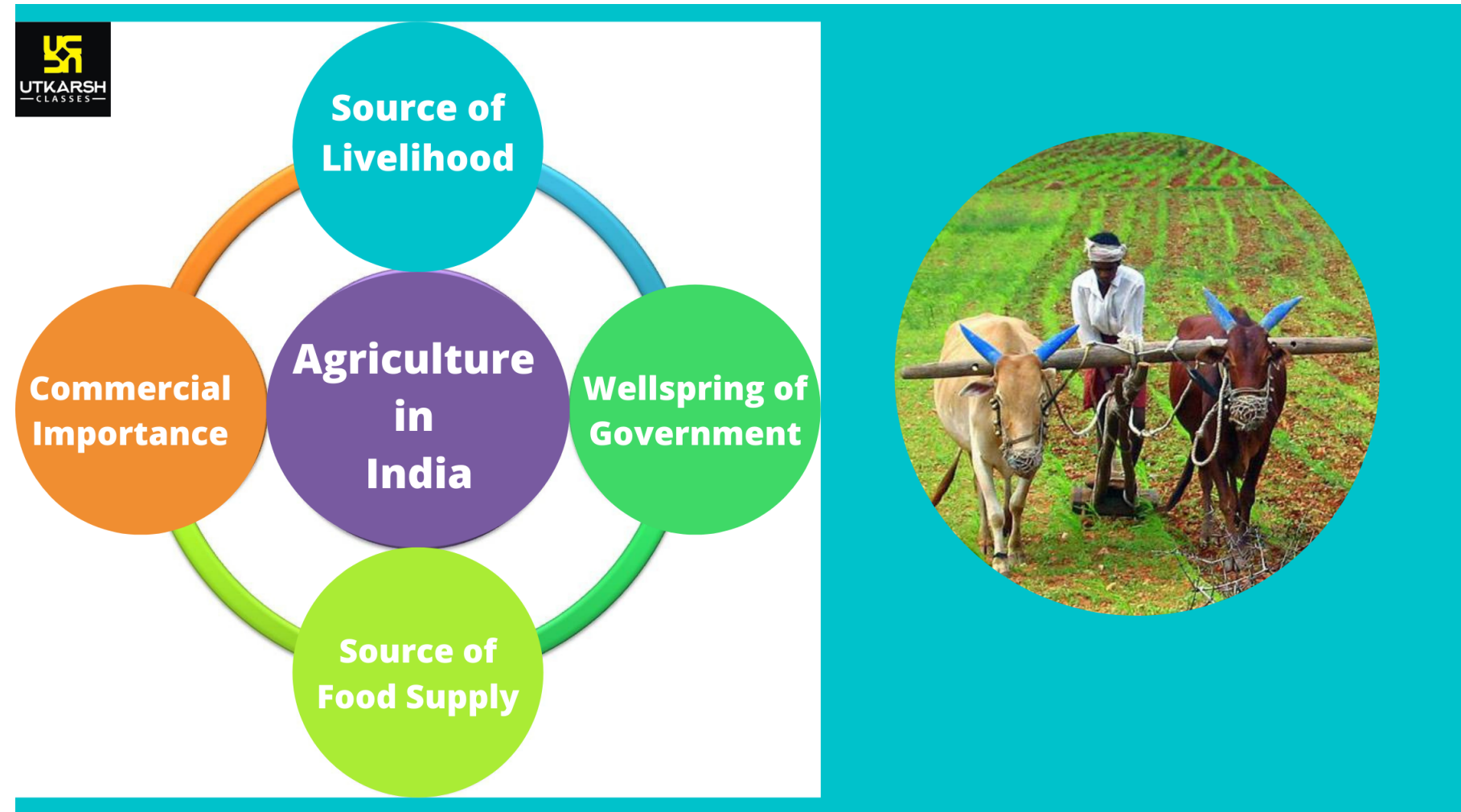**What other thoughts might influence their behavior?**

Farmers: "How can I protect my crops from extreme weather events?"

Government: "How can we ensure food security for our growing population?"

Agricultural scientists: "What innovations can we develop to enhance crop productivity?"

INDIA'S AGRICULTURAL CROP PRODUCTION ANALYSIS (1997-2021)

Does

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

Farmers: Plant crops, tend to fields, and sell produce.

Government: Implements policies, provides subsidies, and conducts surveys.

Agricultural scientists: Research and experiment with new agricultural practices.

Feels

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

Farmers: Anxious about weather, proud of their hard work, and frustrated by market fluctuations.

Government: Concerned about food security, pressured to create effective policies, and hopeful for agricultural growth.

Agricultural scientists: Passionate about research, dedicated to solving challenges, and eager to contribute to food production.

See an example