



**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?

Most of the people reside in cities.

Irrigation techniques should be improved.

A Farmer uses 75% of his water to carry out irrigation.

Asia,China and japan have better irrigation techniques in the world.

Banks are giving less priority to farmers.

Punjab has better irrigation techniques in india.



Type your heading...

**Persona's name**

Short summary of the persona

Type your paragraph...  
Sweek financial support from government.

Improving irrigation techniques helf farmers.

Apply for loans to meet their farming needs.

Many changed their profession and shifted to cities.

Flood irrigation needs more water.

Drip irrigation is most expensive irrigation



**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?