



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?

"We face unpredictable weather patterns affecting crop yields."

"We implement policies to support farmers and boost production."

"How can I increase my crop yield and income?"

"Farmers worry about market prices and demand for their crops"

"We require accurate data for crop research and development."

"We want access to affordable and safe food options."

"Is the food I'm buying safe and reasonably priced?"

"How can we promote eco-friendly farming methods?"



USER

Farmers adapting to new crop varieties and irrigation methods.

Implement policies, collect agricultural data, and provide subsidies.

Pride in their work but often worry about income stability.

Stressed

Analyze data, conduct experiments, and develop new crop varieties.

Purchase food, support local markets, or seek alternatives

Frustrated

Concern about food quality, safety, and affordability.



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?