



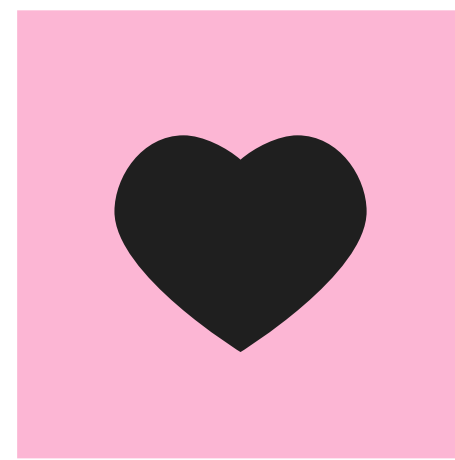
Says

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?



Importance
of following
cropping
trend

Role in
country's
economic
growth

What are the
contributions
to country's
export growth

Increase in
the yield

Becoming a
major
exporter of
agricultural
goods

Building
strong
economy
through trade

Choosing crops
based on
suitability,profitability

Using innovative
farming
techniques to
increase
production

Cultivating
crops which
are in high
demand

Fear of
unpredicable
weathers

Fear of
Meeting low
demand

Fears about
scarcity of
resources