



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?

See an example

India's  
agricultural crop  
production  
analysis (1997-  
2022)

farmers in india  
they face  
challenges in  
tersm of nature

unpredictable  
water patterns  
affecting the  
crop yields

weather the  
relief of  
small scale  
farming

the cost of  
organic  
faming is  
high

farmers  
express  
concern their  
crop yields

farmers  
worry about  
sustainability  
and finaces

farmers deal  
with  
unpredictable  
weather and  
government  
policies

market  
prices  
influence  
crop choices

they consider  
scotching to  
resilient crops

farmers use  
traditional  
methods and  
seek expert  
advice

they work  
long hours  
in the fields

mordern  
agricultural  
techniquies  
improve their  
yield

farmers  
experience  
strees and pride  
in successful  
harvest

enviromentalists  
concerned about  
intensive  
farming impact  
on soil health

decision  
making  
involves  
consultations

consumers  
choose imported  
product  
quaailabity of  
locally grown  
crops

farmers endure  
strees due to  
climate change  
and market  
volatility

take pride in  
their agricultural  
heritage and  
seek improved  
livelihoods