



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

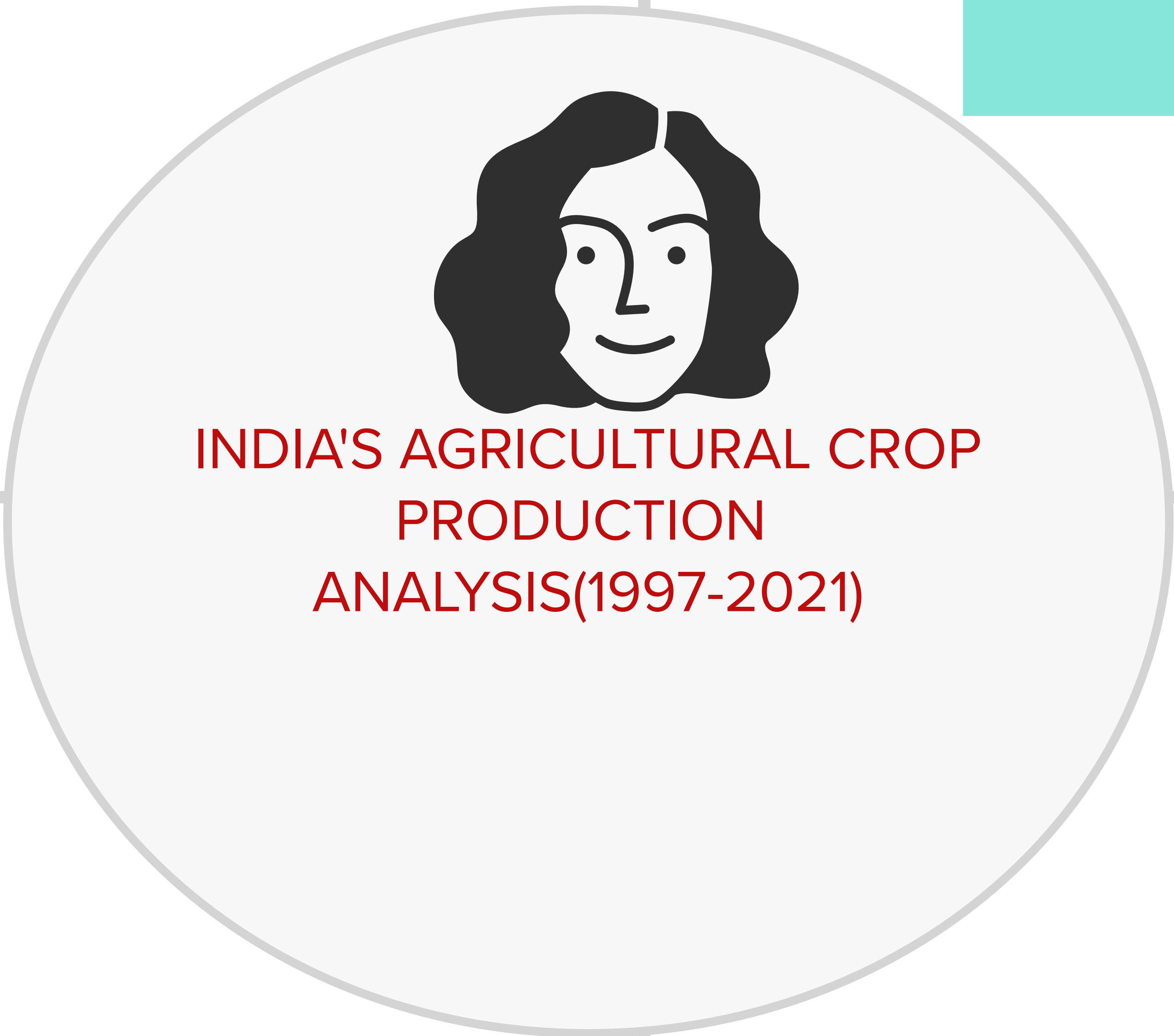
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

[See an example](#)



improve
quality of
seeds

we need a
proper
irrigation

agriculture
employs 45
percent of
the working
population

all humans
depend on
agriculture
foe food

soil fertility is
important

in some parts of Asia
and Africa,over 80
percent of the labor
force is engaged in
agriculture

Today agriculture
remains the most
important
economic activity
in the world

share in
national
income

Cultivating the
soil,growing
crops,and
raising
livestock

providing
raw material
to industries

importance
in
international
trade

irrigation,pesticide
and fertilizer
applications,crop
cooling(for
example,light
irrigation),and frost
control.

The expotitation
of resources
such as
soil,water,and
energy