



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?

To gain Information from agricultural experts

which crop suites best for the respective seasons

Production cost

which crop gives higher yield

Required man power either family members or labourers

Find ways to protect crops from extreme weather conditions

What to do if monsoon rain fails

Government subsidy for crops/ cultivation

pest control measures



Farmer
Short summary of the persona

Preserve the agri-products untill it gets higher prices

Plough the field with respect to the crop varieties

Irrigiates the field at regular intervels

Take preventive measures to protect crops from rats, locusts,etc...

Fertilize the field at correct time for proper yield

Feels happy if yield more

Nervous about pest attacks

Worried about seasonal changes

Mental anxiety for loss

Stressed about the changing climate

Sometimes it gives profit and loss too

Sometimes it bares only the production cost



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?