Find ways to

protect crops

from extreme

weather

conditions

Government

subsidy for

cultivation

crops/

What to do

if monsoon

rain fails

pest

control

measures



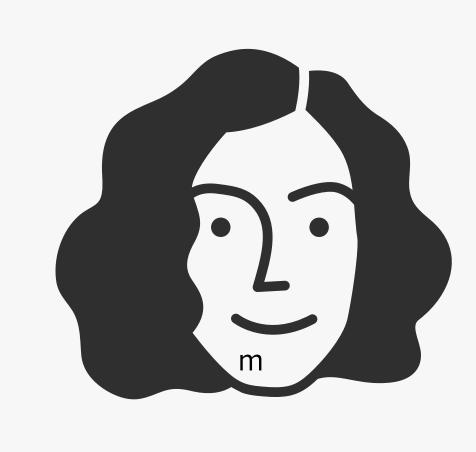
To gain Information from agricultural experts

which crop suites best for the respective seasons

Production cost

which crop gives higher yield

Required man power either family members or labourers



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

Mental anxiety for loss

Nervous about pest attacks

Stressed about the changing climate

Worried about seasonal changes

Sometimes it gives profit and loss too

Sometimes it bares only the production cost

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?