



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?

indias  
agriculture

enhanceing  
agricultural  
productivity

indias  
development

real wealth  
good  
morals

social  
qquity

environmental  
health

economic  
profitability



Persona’s name

Short summary of  
the persona

openly  
discussion  
and airing  
problems

the major  
general  
motivation

the farmingis  
the new  
fronter of  
untapped

the goal is to  
improve  
their working  
condition

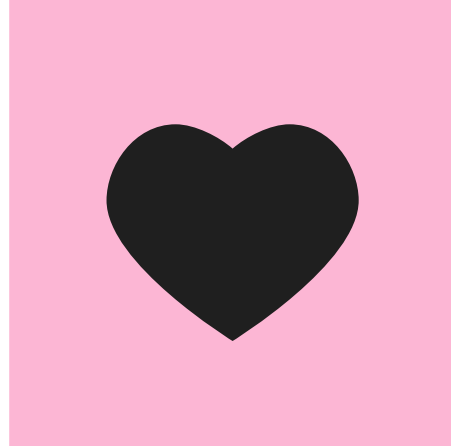
oncerns fears  
and frustrations  
can be  
constructive  
and healthy

behavioural  
intention is  
affected by  
three  
components



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?

See an example