



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?



Provides visual exploration

Identify areas of growth

Easy to evaluate

Easy to uncover patterns of crop growth

To create trend analysis

Provide valuable insights into crop production

supports livelihood

Situational Awareness

Provides raw material for food

Builds strong economics through agricultural trade

Individual commitment & Self-Reliance

Adaptability to better performance



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](#)