



Says

What have we heard them say?
What can we imagine them saying?

Agriculture/
crop
cultivation
feeds the
nation

Doing
agricultural is a
tiring work
which involves
labour power

A source of
GDP
(primary
sector)

There is no benefit for small sale farmers (Micro farmers)

Crop
damages due
to weeds and
bugs



Persona's name

Short summary of
the persona

Selling
seasonal
varieties at
high cost

Planting crops
with respect
to their
growing
period/season

Making the field ready for next cultivation after harvest

Claims
insurance for
damages caused
due to natural
disaster

To manage low
yeild and to
make profit
selling the yields
at high cost

Thinks about
the cost of
seeds and funds
and loans being
offered

Thinking about
the loss due to
natural disaster
and
compensation
issued by Govt.

Anxious
about the
production
(yield)

A sense of
Relief by being
helped by Govt.
and guided by
our project

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Thinks

Planning the best season for planting and harvesting crops

Thinks about
planting in home,
green house
cultivation,
commercial or
plantation crops

Factors required for high yield i.e water, electricity, fertilizer

**Clarity/
knowledge**
about which crop
to be cultivated
in each seasons

Being **worried**
or stressed if
the crop is
damaged

Feeling
contented
for large
productions

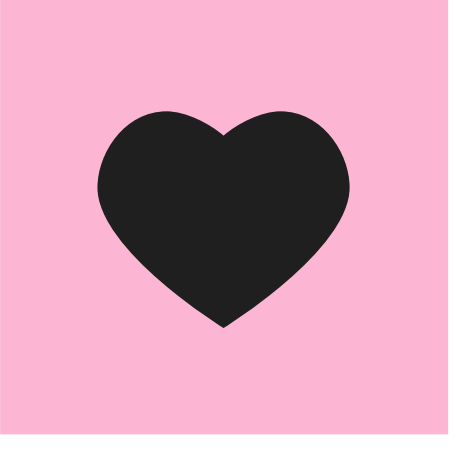
Does

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](#)