



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?

Half Of The User
Are Related To
Farming And
Majority Are
Facing Problems.

User Says
Most Of The
Peoples
Resides In
Cities.

Irrigation
Techniques
Should Be
improved.

Punjab Has
Better
Irrigation
Techniques
In India.

.A Farmer
UseS 75% Of
His Water To
Carry Out
Irrigation.

Unable To Pay Bank
Loans Is One Of The
Major Problem
Related To Irrigation
And Also To
Farmers Sucide.



Those Who Are
Unable To
Manage Their
Farms Gave
Their Lands For
Lease.

Apply For
Loans To
Meet Their
Farming
Needs.

Seek
Financial
Support
From
Government.

Drip
Irrigation Is
Most
Expensive
Irrigation.

Banks Are
Not Providing
Proper
Financial
Help.

Famers Should
Be Given Right
To Decide The
Price Of Their
Products.



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?