Thinks Says What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? What have we heard them say? What can we imagine them saying? Irrigation techniques should be improved Natural farming involves the use of low cost and locally sourced available inputs best way to maximize the productivity of your growing space New methods and techniques have given farmers a chance to increase production and maintain their farm's long term sustainability agricultural crop production analysis (1997-Persona's name Short summary of the persona Lack of support loans to meet their farming Resources insecurity Seek financial support from government Feels Does What are their fears, frustrations, and anxieties? What behavior have we observed? What other feelings might influence their behavior? What can we imagine them doing? See an example

