



Says

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

Agriculture is the foundation of civilization and any stable economy

The main source of income for major part of our country's population

Agriculture is a fundamental source of national prosperity



Thinks

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

Source of food

To ensure food security

Poverty alleviation



Persona's name

Short summary of the persona

Growing crops

Providing raw materials for food and other products

It is must healthful, useful and most noble employment of man

Production costs

Lack of food

The development of human civilization



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](#)