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

What if a



crop coverage

What have we heard them say?

What can we imagine them saying?

insurance to protect my family's financial future unpredictable weather

policy that's easy to understand

drought ruins my crops this year?

I should explore different insurance options to secure my livelihood

I don't want to spend too much money on insurance, but it's essential

Farmer Insurance chain

Regularly checks weather forecasts

Researches insurance providers and policies.

> Anxious about the financial risks associated with farming.

Concerned about the well-being of his family

> Frustrated when insurance policies are confusing or seem unfair.

Attends local farmer meetings to get insights from peers



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?

