



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?



Agriculture docs chain

Says

Thinks

Does

Feels

Farmers and Agricultural workers might say they struggle with record-keeping.

Farmers may think that documentation is time consuming and complex.

Stake holders in the supply chain might voice concerns about transparency and traceability.

Regulatory authorities might express the need for more efficient data collection.

Regulatory authorities might think that improving data accuracy is crucial.

Supply cahain stakeholders may think that better documentation can enhance product quality.

Farmers currently use paper-based records and spreadsheets.

Regulatory authorities perform manual audits and data verification.

Farmers might feel overwhelmed by paperwork and data entry.

Supply chain stakeholders rely on paper trails and inspections.

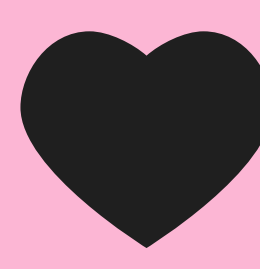
Pain point:
Farmers struggles with consuming paperwork

Gain point:
.) Farmers would benefit from simplified data entry.
.) Regulatory authorities need improved data accuracy.
.) Supply chain stakeholders seek transparency and traceability in documentation.



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?