



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?

Natural
Fertilizer Are
Use The
Farming
Lands

Improve the
Technology

Improved
Seeds And
Plant
Production

Implementaion
Of Land
Reforms

Govt
Provide
The Chip
Credit

Artificial
Fertilizer Are
Don't Use
The Process



Persona's name
Short summary of
the persona

Process Of
Growing
Crops is
Agriculture

Farming
Machines
Are
Updated

India is an
Agriculture
Country

Save Water
Save Trees

People's
Awarness
Of
Agriculture

Natural
Foods Are
Priceless



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?