



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 is
"GLOBAL
POWER
HOUSE"

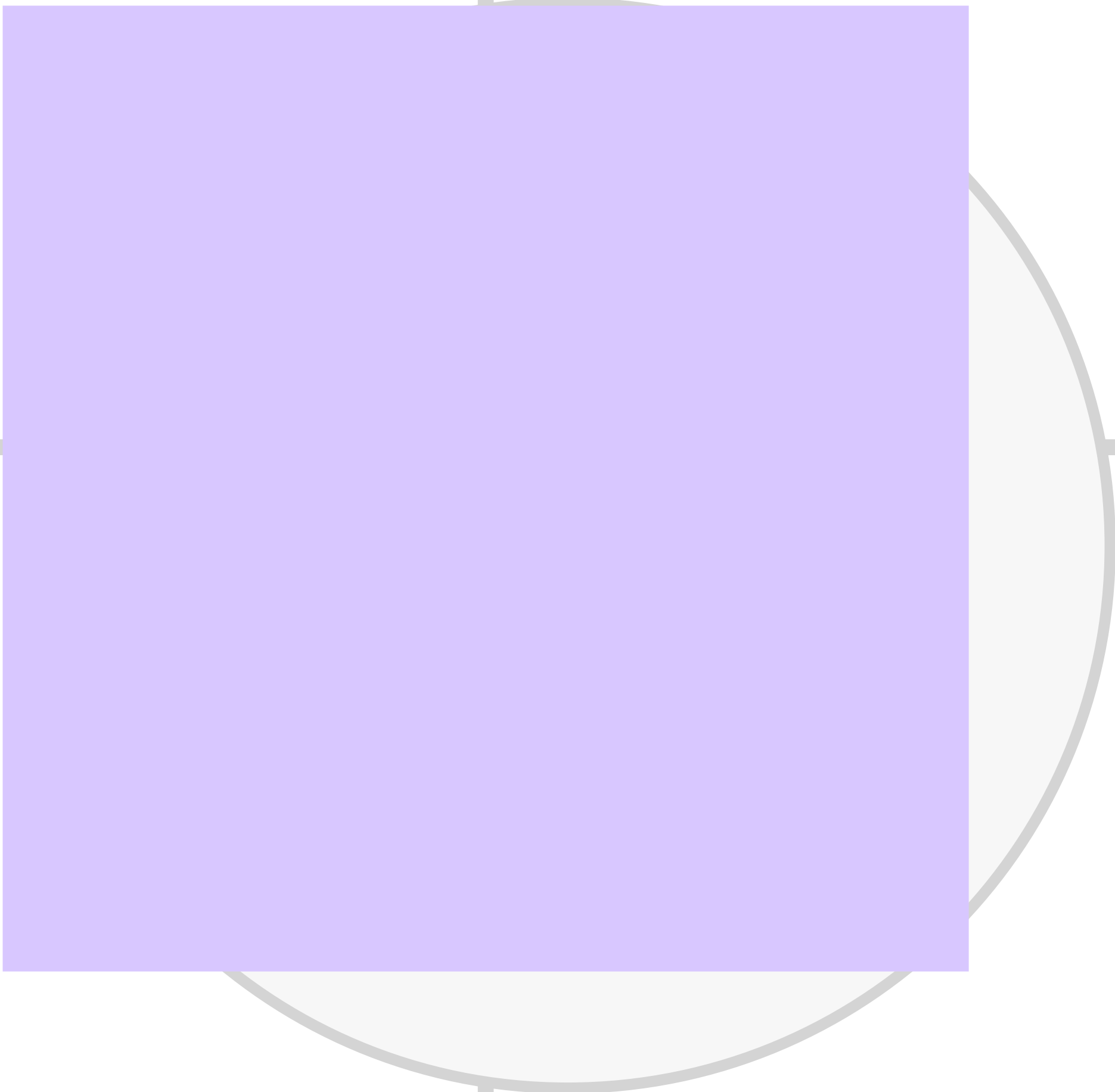
Agiculture is a
great business

It"s the second
largest producer
of
rice,wheat,fruit,
etc....

'Agriculyure is
importance in
india economic
and social fabric

Farming is hard
work ,but more
importantly
highly skill

Farming is the
primary
source of food
production



Teamwork

Browsing

Searching

Water
shortage are
worried

Investing money
in the field is a
big mistake of
agricultural

Low yield feels
in peoples



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?