



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?

Which crop is the most common choice for agriculture in india?

Where from gathering the data?

Is that data enough to analysis?

Is agriculture increasing or decreasing in India?

Best year for agriculture.

There are many agriculture seasons in India

Why Rice is the major choice of farmers.

Parameters affecting agriculture productivity.

Understand the historical data with descriptive analytics.

Dealing with various units of production.



Persona's name

Short summary of the persona

Get the state wish total production of crops.

Unique count and values for Crops, states and districts.

Temperatures cycles of drought and extreme rainfall and pest infestations affect the productivity.

Poverty illiteracy of the farmers prevent them from adopting scientific methods of cultivation.

Lacing of communication between farmers and society making large scale capital investments.

Inadequate access to crop insurance.

Field visit over the forming field with expertise.

Dealing with various units of production.



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?