



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?

THE AGRICULTURAL SECTOR IS THE BACKBONE OF OUR ECONOMY

CLIMATE CHANGES HAVE MADE FARMING MORE UNPREDICTABLE

I'M CONCERNED ABOUT THE IMPACT OF CLIMATE CHANGE ON MY CROPS

I WISH THERE WERE MORE GOVERNMENT POLICIES TO SUPPORT US DURING DIFFICULT TIMES

WE NEED BETTER TECHNOLOGY TO IMPROVE CROP YIELDS

FARMERS ARE STRUGGLING WITH FLUCTUATING MARKET PRICES

MODERNIZING FARMING METHODS COULD MAKE A HUGE DIFFERENCE

IT'S FRUSTRATING TO WORK HARD AND NOT GET FAIR PRICES FOR OUR PRODUCE



Persona's name

Short summary of the persona

ADOPT NEW FARMING TECHNIQUES TO ADAPT TO CHANGING CLIMATE PATTERNS

SEEK OUT INFORMATION ON CROP DIVERSIFICATION AND BETTER FARMING PRACTICES

MEDIA COVERAGE ON AGRICULTURAL CRISES AND FARMER PROTESTS

DISCUSSIONS ON ADVANCEMENTS IN AGRICULTURAL TECHNOLOGY AND METHODS

ENGAGE IN PROTESTS OR RALLIES TO RAISE AWARENESS ABOUT FARMER'S ISSUES

MONITOR MARKET PRICES CLOSELY AND MAKE TOUGH DECISIONS ABOUT WHEN TO SELL

GOVERNMENT ANNOUNCEMENTS ABOUT SUBSIDIES AND RELIEF MEASURES

CONVERSATIONS ABOUT THE NEED TO BRIDGE THE URBAN-RURAL DIVIDE



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?