



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?

Report indicate fluctuation in crop production

Stake holders, including farmers and policymakers

Over this period

Weather conditions government, polices

Agricultural experts and Concerned

impact of Climate change



Farmers

Short summary of the persona

Farmers adopted to changing conditions

Adopting new technology

Policymakers

Seeking government support programs

Food security

Economic growth



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?