



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Farmer

Short summary of the persona

sometimes the reason behind decreased crop production is blamed upon irregular the rain patterns.

Analysis in agricultural crop may help in the export of crops and thus rise the economy

An detailed analysis of a problem is necessary for the improved problem solving in the field of crop productions

Better knowledge about the crop and climate change to the farmers helps them to predict maximum yield for a particular season.

Certain logical practices for improving crop production results in increased profit.

Farmers have the accessibility to take help of this system to predict so that they can have maximum profit.

Agricultural expectations cannot be met if the soil is degraded.

Eventhough crop production is increased whether there is a guarantee for safe transport

Overpopulation and mass consumption fears food production

Anything that influences the crop production either positively or negatively must be identified at their beginning stages.

The crop must be marketted in an effective manner to enhance better economic conditions.

A group of farmers can be made to work collectively helps in increased crop production asd their thoughts might match.