What other thoughts might influence their behavior?



The monsoons this year were unpredictable, affecting crop yields.

We should explore organic farming to meet international demands.

We need more government support for modern farming techniques.

Their Wants & Needs are: Higher crop yields, stable income, access to modern farming technology, affordable credit, and market stability.

Hopes: To see a reduction in crop losses due to weather and pests.

Concerns about the impact of climate change on long-term crop production.



Persona's name

Short summary of the persona

Farmers adopting new technologies like drip irrigation and genetically modified crops.

Protests and demonstrations for fair crop prices and loan waivers.

Migration from rural areas to urban centers in search of better livelihoods.

Frustrations: Government bureaucracy, market volatility, and water scarcity.

Fears: Crop failures, mounting debt, and uncertain futures.

Anxieties: The increasing unpredictability of weather patterns.

Does

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

Feels



