



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?



AGRICULTURE

Short summary of the persona

Crop yield estimation

Methodology of crop estimation

Advance equipments for agriculture production

High yielding production

Prevention before farming

Interpret farm plans and layouts

Interpret irrigation plan and design

Don't use unnecessary pesticides

They expect high yielding crops

Using fertilizers and high yielding seeds

Using well irrigation

Select well and vast land for farming

They may face many economical problems

The farmers take more effort for farming