



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?

Where we  
can buy  
seeds?

Did we get  
profit?

Does this  
Land Is good  
For Crop  
Production?

which crop  
should I  
buy?

Does this  
crop Grow  
well?

Does my  
plan will  
Workout?



AGRICULTURE  
CROP PRODUCTION

Bought  
Organic  
Fertilizers

Making The  
land  
Suitable For  
cultivation

Fear

Bought  
some pipes  
and motors

Overwhelmed

Excited



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?

 [See an example](#)