



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?



Persona's name

Short summary of the persona

Farmers might say, "Erratic weather affect our crop yields."

Researchers could say,"We need accurate data to develop effective crop management strategies".

Farmers might think,"Which crops will fetch betterprices this seasons?"

Researchesrs could think,"How can we leverafe technology for precision farming?".

Policymakers might say, "We must balance food security and sustaintainable agriculture."

Consumers could say,"We want access to safe and affordable produce".

policymakers might think,"What policies can promote both rural livelihoods and enivornmental conservation?

Consumers could think, "Are these vegetables free from harmful chemicals?"

Farmers may experiment with different crop varieties and irrigation methods.

Researchers might feel motivated when their findings lead to better crop yields.

Consumers might feel satisfied when they buy locally grown products.

Policymakers could create subsidies to support specific crops.

Consumers may choose organic produce due to health and environmental concerns.

Researches might analyze satellite data to monitor crop health.

Farmers could feel stressed about unpredictable weather patterns.

Policymakers could feel a seense of responsibility towards rural development.



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?