



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?

Most of the people resides in cities .

Banks are giving less priority to farmers .

Irrigation through bore wells is no sustainable since there are chances of them trying up during summer .

Punjab has better irrigation techniques in india .

Irrigation techniques should be improved .

Online volunteering provides guidances to farmers .

Asia , China and Japan have better irrigation techniques in the world .

A farmer uses 75% of his water to carry out irrigation .



Persona’s name

Short summary of the persona

Those who are unable to manage their farms gave their lands for lease .

Many changed their profession and shifted to cities .

Drip irrigation is most expensive irrigation .

Proper storage facility to store grains must be available .

Seek financial support from government .

Apply for loans to meet their farming needs .

Improving irrigation techniques help farmers .

Farmers should be given right to decide the price of their products .



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?