



Says

What have we heard them say?
What can we imagine them saying?

Most of the
pepole
reside in
cities

Online
voluntering
provides to
farmers

Irrigation
technique
is
improved



Persona's name
Short summary of
the persona

Thinks

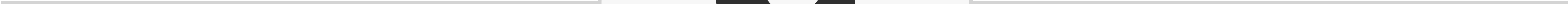
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Encoraged
creative
thinking.
Exitng and
easy .

Makes
everyone part
of team .GVT
provides credit
imroved tech

converng small
scale farmers.
Supporting form
based by
product and
recycle



crop
rotation
practice

wedding
using
redmentary
tool

sustaing
profit with
less fiscal
defict

Change in
the
infrastructure
using current
technology

To a large
scale
investment

The
process
may be
chaotic

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?

