



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



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?

"we face unpredictable weather patterns ,which makes farming a constant challenge".

government policies greatly impact our farming decisions and income".

"climate change is affecting our crops ,and we must adapt our practices".

farmers are concerned about the long -term sustainability of their farmings methods and the enviroment".

farmers have mixed feelings about government interventions,some see them as essential, while others believe more support is needed.

farmers are worried about their crop yields ,financial stability ,and the future of farming

Government Agricultural Policies:

changing climate patterns:

Market Dynamics and Globalization:

anxiety and uncertainty

hope and resilience

frustration and discontent