



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?

"I'm dedicated to growing healthy crops that contribute to food security."

Farmers mention that they need to carefully monitor the weather patterns to ensure optimal crop growth.

It's satisfying to see my hard work result in a bountiful harvest, but I also worry about unpredictable weather and pests."

"Local farmers are discussing the benefits of organic fertilizers and sustainable farming practices."

I need to stay updated on the latest agricultural techniques and research to improve my crop yields."

I observe changes in the color and growth patterns of my crops, and I also notice technological advancements in farming equipment.

Agricultural Crops

Short summary of the persona

"Dealing with crop failures due to unexpected weather events or diseases is financially and emotionally draining."

"I plant, water, fertilize, and monitor the growth of crops regularly. I also attend workshops and conferences to stay updated."

I aim to increase my crop production efficiency, implement sustainable practices, and contribute to the overall food supply."

Successfully adopting new methods and technologies not only boosts my crop yields but also enhances my reputation as a skilled farmer within the community."

"It's satisfying to see my hard work result in a bountiful harvest, but I also worry about unpredictable weather and pests."

Local farmers are discussing the benefits of organic fertilizers and sustainable farming practices."



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?