

Says

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

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



We need better irrigation systems to combat water scarcity

Access to quality seeds and fertilizers is crucial for us

How can I improve my crop yields to support my family?

I need to find ways to reduce costs and increase profits

Thinks

weather
changes are
affecting
our yields

Government policies play a big role in our farming decisions

I wish there was more support from the government for agricultural issues

Are there better crop options that align with market demand?

Market prices are unpredictable, making it hard to plan



Arun,Ajith kumar ,Aravinth ,Madheshwaran

India's Agricultural
Crop Production
Analysis

What new techniques and technologies can help me adapt to climate changes?

Frustration due

Explores crop diversification to reduce risk and maximize profits

Attends local
farming
workshops and
fairs to learn
about new
practices

Keeps a close
eye on market
trends and
prices to make
informed
decisions

Invests in technology like drip irrigation to optimize water usage

Advocates for better policies and subsidies through local farming associations

Hopeful when trying out new agricultural methods and seeing positive results

Anxiety about financial stability due to fluctuating crop prices

to unpredictable
weather patterns
impacting
harvests

Disheartened by bureaucratic hurdles and lack of government assistance

Overwhelmed by the complexities of modern farming and changing trends

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?



