



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?

farmers express
frustration
unpredictable
weather
patterns

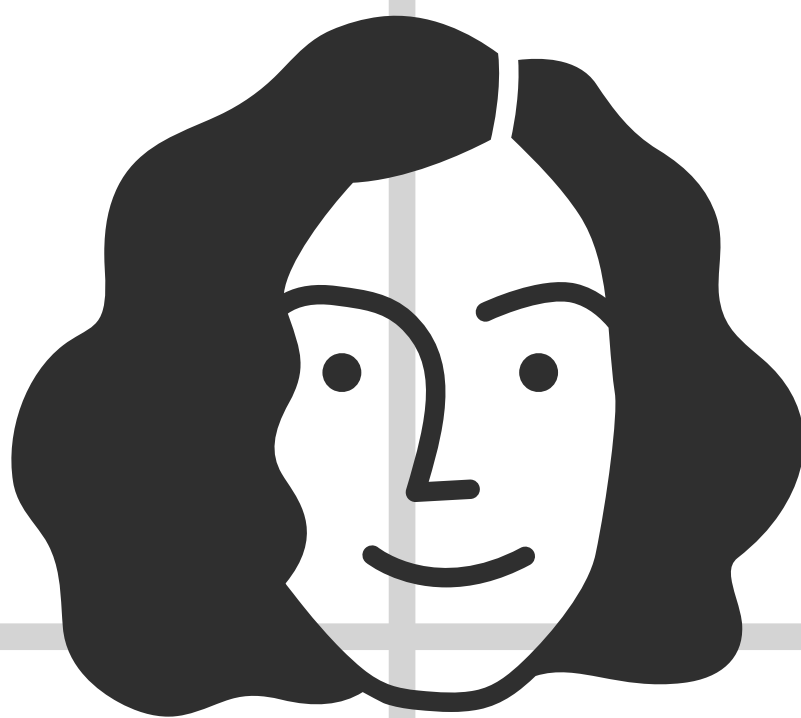
farmer worry
about
livelihood due
crop failure

agricultural scientist
highlight importance
sustainable farming

government
report increase
crop
insurance claims

government
consider policy
change support
struggling
farmers

scientist
contemplate
innovative
techniques
boost crops



Persona's name

farmers adapt
planting
times based
weather
condition

farmer
experience
stress and
anxiety
during floods

government
allocate funds
for
agricultural
subsidies

scientist
conduct
research
drought
resistant crops

government
feel pressure
find solution
food security

scientist sense
of urgency to
develop
climate
resilient crops



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?