



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?

Irrigation  
technology  
should be  
imnproved

Punjab has  
better  
irrigation  
technique in  
india

Banks are  
less priority  
to farmers

I like labour  
and harvest  
part and  
gardening

Asia,china and  
Japan have  
better irrigatiion  
technique in the  
world

A farmer uses  
75% of his  
water to  
carry out  
irrigation



Persona's name  
Short summary of  
the persona

Those who are  
unable to  
manage their  
farms gave their  
lands for lease

Seek financial  
support from  
government

Improving  
irrigation  
techniques  
help farmers

Many  
changed their  
profession  
and shifted  
tpo orthers

Flood  
irrigation  
needs more  
water

Drop  
irrigation is  
most  
expensive  
irrigation



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?