



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?

Type your paragraph...

Persona's name

Technological
advancements,
data-driven
agriculture

Dry fields,
failing crops,
unpredictable
weather

: Agricultural
data, crop
yield reports,
government
policies

How to improve
crop yield,
strategies to
mitigate the effects
of climate change,
ways to ensure food
security.

How to make
technology
affordable for
farmers, future
trends in agtech,
sustainable farming
practices.

How to protect
crops from drought,
alternative sources
of income, the
importance of
irrigation.

Collects and
analyzes crop
data, collaborates
with policymakers,
recommends
subsidies.

Adopts drought-
resistant crops,
prays for rain,
seeks
government aid

Develops smart
farming solutions,
conducts field
trials, collaborates
with farmers.

Responsible for
accurate analysis,
pressure to support
farmers, the impact
of policy decisions
on the industry.

Worried about
livelihood,
financial stress,
reliance on
monsoons.

Excitement
about innovation,
a responsibility
to empower
farmers.



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?