



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?

Government should implement effective policies to support farmers and ensure food supply

Farmers says, they need good weather forecasts, fair pricing and financial security.

Farmers expect good weather conditions, fairpricing for their crops and to get enough income to run their family.

Consumers are concerned about food quality and affordabilty.

Consumers prefer good quality and healthy food.

Government can monitor crop prices,demands and supplies.

Farmers

Farmers adapting new farming techniques and seeking information.

Researchers conducting experiments and sharing knowledge.

Determination to improve crop yields and sustainability.

Consumers purchasing choices based on quality and price.

Farmers are anxious about unpredictable yields and income.

Traders focus on profit margins and market dynamics.



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?