



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?



Crops must be chemical free.

It must be nutrition rich.

Quality of the crops.

Users getting positive benefits.

Advanced technology in crop protection.

Improve in marketing.



Agriculture

Crop production

Awareness about agriculture.

Future generation will get many ideas from this project.

Ideas about cultivating crops.

Satisfied by the project output.

Proud to getting a future generation safe.

Feels happy about getting a good result.



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?

