



Says

What have we heard them say?
What can we imagine them saying?

Robotics is a
pretty big topic
making some
noise
about robots,
robots and many
more

Operations
control
ploughing
sowing, irrigation
harvesting and
harvesting

important
inputs seeds,
fertiliser,
machinery
and labour



Can't get
it to work
it's not
working
it's not
working

Future
operations
Robotics
control
ploughing
sowing, irrigation
harvesting and
harvesting

Robotics
control
ploughing
sowing, irrigation
harvesting and
harvesting



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Robots
control
ploughing
sowing, irrigation
harvesting and
harvesting

Big dreams are
not
realistic
they are
not
realistic

Robotics
control
ploughing
sowing, irrigation
harvesting and
harvesting

I feel safe
grow.

Don't
use
robots
control
ploughing
sowing, irrigation
harvesting and
harvesting

I feel
agriculture
is ecological
friendly.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

