

## Says

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

> Irrigation facilities can be improved by implementing them at low costs for better yield.

Farmers find difficulties in cultivating certain crops in certain types of soil's.

To produce nutritious crops,organic fertilizers can be used instead of chemical fertilizers.

Thinks

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

> The main aim is to increase the crop production to satisfy the human needs.

It is better to think about how to improve the quality of seeds for better yield of crops.

To explore how to import and export top quality agricultural products at low costs.



## Persona's name

Short summary of the persona

Compares prices for different crops varieties with others.

> Transporting the crops is the major thing to be noted and transportation facilities should be made with low costs.

By consuming nutritious foods everyone can be healthier as well.

Farmers should be allowed to decide prices for their own products.

Banks are not providing proper financial helps.

Proper storage facilities to store grains must be provided.



## Does

What other feelings might influence their behavior?



**Feels** 

