



## Says

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

"Understanding crop production trends is crucial for informing agricultural policies."

"Analyzing historical data helps in predicting future crop production and addressing challenges."

"I need accurate data to identify regions with yield variations and potential risks."

Agricultural  
Researcher/  
Analyst

the persona

## Thinks

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



"How can I effectively visualize complex crop production data to spot patterns?"

"What innovative approaches can I use to address crop yield disparities?"

"Access to real-time and historical data will enable me to make informed recommendations."

Collects and compiles data from various sources, including government reports and satellite imagery.

Collaborates with agricultural experts to validate findings and interpretations.

Satisfaction when discovering correlations between environmental factors and crop yields.

Frustration when dealing with data gaps and inconsistencies that hinder accurate analysis.

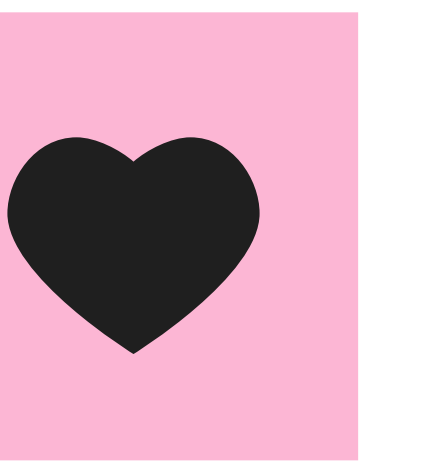


## Does

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?



[See an example](#)