

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?



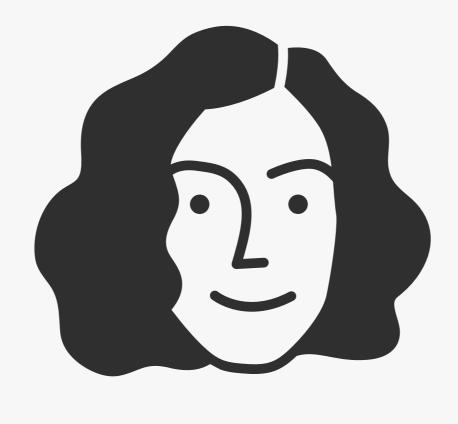
ORGANIC
PRODUCTS ARE
VERY
COSTLY.WHO
WILL BUY FROM
US

PERISHABLEPRODUCE IS SPOILEDQUICKLY IF NOT

NOT MANY PERFORMTO SELL THERE
SHOULD BE
INSURANCE
OF SOME
SOFT FOR

chemical based farmingis not good but choice do we have

increased pesticide and chemicals



Persona's name

India's Agricultural crop production
Analysis

previous crop insurance schemesare

it takes a lot ofmoney to

I often get sick because of chemicals it

even if we take loan how are we

packing and marketing requries money which small farmers dont have and also not enough

Does

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

animal

husbandary

requires

training which

we cant

See an example

Feels

