



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?

Farmers may say they need better weather forecasting tools and pest control information.

Farmers may say they are facing unpredictable weather patterns.

They might be concerned about fluctuating crop prices and climate change.

Farmers may worry about crop failures due to climate change

Government officials may say they are implementing new policies

Consumers may say food prices are rising.Environmentalists may say the soil quality is deteriorating.



INDIA'S AGRICULTURE CROP PRODUCTION ANALYSIS (1997-2021)

.Government officials may think about strategies to boost agricultural productivity.

.Consumers may think about the affordability of food.Environmentalists may be concerned about sustainable farming practices.

They often rely on traditional farming practices and government subsidies.

Plant crops, use fertilizers, and seek market information.

Farmers could feel anxious during uncertain weather conditions and relieved during good harvests.

Farmers may feel stressed about their livelihoods.

Government: Implement policies, provide subsidies, and collect data.

Consumer: Buy food, demand quality, and seek bargains.

Government officials may feel responsible for food security.

.Consumers may feel the pinch of rising food costs.Environmentalists may feel urgency in advocating for sustainable agriculture.*



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?