

## 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?



Government reports indicate fluctuations in crop production over the years

Farmers express concerns about changing weather patterns affecting their yields.

Experts emphasize
the importance of
monsoon patterns in
influencing
agricultural
outcomes.

Government officials might be considering policies to stabilize crop production and ensure food security.

Experts are likely thinking about the impact of climate change on long-term agricultural sustainability.

Farmers might be thinking about switching to more resilient crop varieties.

Researchers could be thinking about the correlation between crop production and economic growth.



## Indian Farmer

A middle-aged Indian farmer, prakash, navigating the challenges of unpredictable crop yields due to changing weather patterns, while seeking sustainable farming techniques for his family's welfare.

Government officials might feel the pressure to balance economic growth with environmental sustainability.

Experts could feel
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Researchers might feel excited about discovering patterns and potential solutions in the data.

Government:
Implements policies to support farmers during crop failures, invests in agricultural research, and promotes technology adoption.

Experts: Publish research papers, give talks, and collaborate with stakeholders to promote sustainable agricultural practices.

Consumers: Adjust their consumption patterns based on price fluctuations and make choices that align with their budget.

Researchers:
Analyze historical
data to identify
trends, correlations,
and potential causal
factors affecting
crop production.

## Does

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



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

