

Says

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

Thinks
What are their wants, needs, hopes, and dreams?



Farmers often discuss the impact of changing weather patterns on crop yields.

We've heard concerns about the rising costs of agricultural inputs.

Some experts emphasize the importance of sustainable farming practices.

There's talk of the need for better access to modern farming technologies.

Market
fluctuations and
price volatility are
common topics
of conversation.

Wants access to accurate weather forecasts and climate-resilient farming techniques.

What other thoughts might influence their behavior?

Needs affordable and high-quality seeds, fertilizers, and pesticides.

Hopes for increased government support in the form of subsidies and incentives

Dreams of higher crop yields and improved financial stability.

Considers the impact of soil health and water management on long-term crop sustainability.



Persona's name

Short summary of the persona

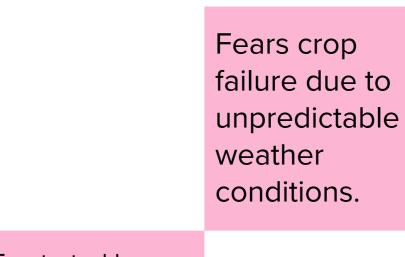
Actively engages in discussions with local agricultural extension services.

Adopts crop rotation and conservation practices to improve soil health.

Seeks out training and workshops on modern farming techniques.

Consistently monitors market prices and explores diverse sales channels.

Collaborates with neighboring farmers for knowledge sharing and resource pooling.



Frustrated by bureaucratic hurdles in accessing government support.

Anxious about mounting debts and financial instability.

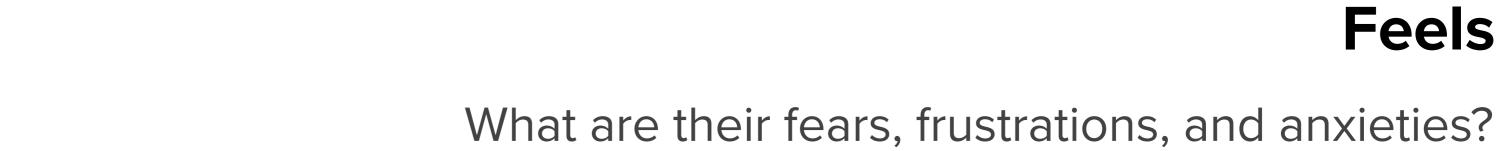
Concerned about the long-term impact of pesticides on the environment.

Hopeful about the potential for sustainable and profitable farming practices.



Does

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



What other feelings might influence their behavior?



