



Says

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

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.



Thinks

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

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

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

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

Adopts crop rotation and conservation practices to improve soil health.

Actively engages in discussions with local agricultural extension services.

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.

Fears crop failure due to unpredictable weather conditions.

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?



Feels

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