



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?



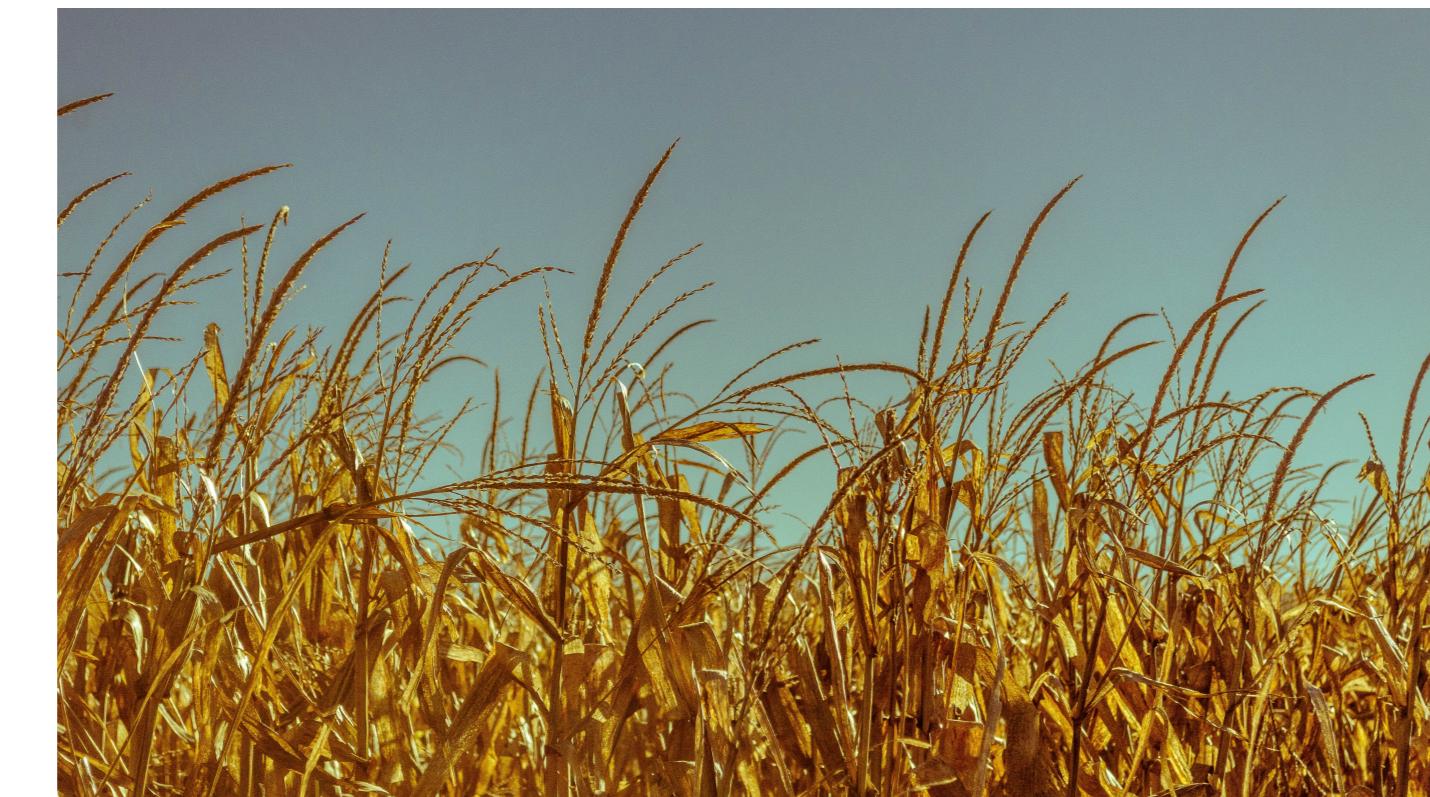
What are the crops that can be grown in different seasons

How to export seasonally cultivated crops

How they can profit from crop production

What will market the price of my crops

Which crops should be exported to which places



Pesticides or herbicides can be used to protect crops



India Agricultural Cultivator



Farmers work hard to grow crops and adapt to changing environmental conditions

Farmers know which crops to sow according to which season

The farmer is hopeful of high yield and income, but also worries about unpredictable weather

Enjoy harvesting crops without loss

Farmers send the crops they grow to wherever they need them

The farmer is hopeful of high yield and income, but also worries about unpredictable weather

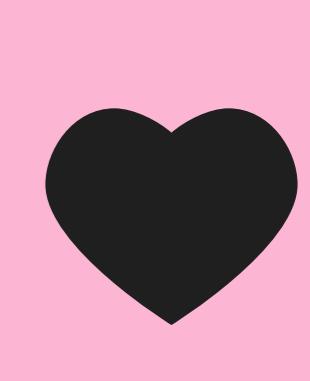


Does

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?



See an example