



Says

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

THE
AGRICULTURAL
SECTOR IS THE
BACKBONE OF
OUR ECONOMY

CLIMATE
CHANGES HAVE
MADE FARMING
MORE
UNPREDICTABLE

WE NEED
BETTER
TECHNOLOGY
TO IMPROVE
CROP YIELDS

FARMERS ARE
STRUGGLING
WITH
FLUCTUATING
MARKET PRICES

I'M CONCERNED
ABOUT THE
IMPACT OF
CLIMATE
CHANGE ON MY
CROPS

I WISH THERE WERE
MORE
GOVERNMENT
POLICIES TO
SUPPORT US
DURING DIFFICULT
TIMES

MODERNIZING
FARMING
METHODS
COULD MAKE A
HUGE
DIFFERENCE

IT'S FRUSTRATING
TO WORK HARD
AND NOT GET
FAIR PRICES FOR
OUR PRODUCE



Persona's name

Short summary of
the persona

ADOPT NEW
FARMING
TECHNIQUES TO
ADAPT TO
CHANGING
CLIMATE PATTERNS

SEEK OUT
INFORMATION ON
CROP
DIVERSIFICATION
AND BETTER
FARMING
PRACTICES

ENGAGE IN
PROTESTS OR
RALLIES TO RAISE
AWARENESS
ABOUT FARMER'S
ISSUES

MONITOR MARKET
PRICES CLOSELY
AND MAKE TOUGH
DECISIONS ABOUT
WHEN TO SELL

MEDIA
COVERAGE ON
AGRICULTURAL
CRISES AND
FARMER
PROTESTS

DISCUSSIONS ON
ADVANCEMENTS
IN
AGRICULTURAL
TECHNOLOGY
AND METHODS

GOVERNMENT
ANNOUNCEMENTS
ABOUT SUBSIDIES
AND RELIEF
MEASURES

CONVERSATIONS
ABOUT THE NEED
TO BRIDGE THE
URBAN-RURAL
DIVIDE

Thinks

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



Feels

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



Does

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



[See an example](#)