



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?



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

India's Agricultural Crop
Production Analysis
(1997-2021)

Water
financial
support and
technology

Most of the
people
reside
incities

Punjab has
better
irrigation
techniques in
india

Irrigation through
borewells is no
sustainable since
there are chances
of them drying up
during summer

Half of the users
are related to
farming and
majority are
facing problems

Irrigation
techniques
should be
improved

Asia, China and
Jappan have
better irrigation
techniques in
the world

The farmer
uses 75% of
this water to
carry out
irrigation

Seek
financial
support from
government

Apply for
loans to meet
their farming
needs

Drip irrigation
is most
expensive
irrigation

Proper storage
facililty to store
grains must be
available

Many changed
their
profession and
shifted to
cities

Those who are
unable to
manage their
farming gave
their lands for
lease

Flood
irrigation
needs more
water

Banks are not
providing
proper
financial help