



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?

measure the contribution of each state in GDP

lead to healthy society

government compansate for formers

it shows the problems in agriculture

developing new scheme for farmers

creative environment



Persona's name
Short summary of the persona

increase the welfare of farmers

increase the level of crops in furture

reduce soil erosion

economic growth

import-export

increasing heritage crops



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?