



Says

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

Improvement in
production sale

Can technology make
impact on agriculture?

Is export is more than
import?



Thinks

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

Seed varieties based on
seasonal impact

Cultivation
profitable or not

Climate change



Persona's name

Short summary of
the persona

Usage of natural
fertilizers

Food scarcity can
be minimized by
importing more
crops

Increasing
warehouses

To implement

Confused

Social approval



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?