



Says

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

India Agricultural country and possesses fertile plains and numerous perennial rivers

global agricultural powerhouse

Some of us have an auditory disorder



Thinks

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

Master of difficult skill

Kepping the position top-of-mind aspirations

love and wellbeing



Persona's name  
Short summary of the persona

it is largest producer of milk

its gross irrigated crop area

Agricultural in india dates back to the neolithic period

climate,soil irrigation population density

Farmers or land managers directly responsible for the land

usually the farmers



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