



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?

the erosion of soil
by heavy rain,
flood, climatic
conditions reduce
agricultural
productivity

I like a labour
and harvest
the part of the
agricultural.

Farm production like
fruits, vegetablea,
plants and crops will
increasethe demand
for agricultural
products throughout
the country and
abroad

Machinery,fertilizers
and pesticides used
to improve
agricultural
production.

traditional
agricultural era is
dominated by
human and
animal
resources.

wants to
grow its own
stuff



Persona’s name

Short summary of
the persona

Agricultural
with high
speed
automatic
resources.

Automation of
agricultural
process is
monitoring
system by GPS
guidance system.

Like to use
much less much
less water and
much less
energy.

Avoid chemical
fertilizers and
pesticides rather
than use organic
manure.

Agriculture offers an
opportunity to improve
the lives of millions of
food - insecure people
and help countries to
develop economic
conditions.

Agriculture is
important business
and society by
producing raw
materials to
contributing to global
supply chain.



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?