



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?

India  
agricultural  
crop  
production  
analysis (1997-  
2021)

Crop yields  
have fluctuated  
over the years  
due to various  
factors.

How can we  
mitigate the  
effects of  
climate change  
on crops?

Climate change  
is impacting our  
crop production  
patterns.

Government  
policies have  
influenced  
what crops are  
being grown

Are there new  
technologies that  
could improve  
yield and  
sustainability?

What are the reasons  
behind the variations  
in crop production  
each year? And How  
can we ensure food  
security for the  
growing populations?

Seeks government  
support or  
subsidies for  
implementing  
sustainable  
practices.

Concern about the  
impact of unpredictable  
weather on crop yields  
.Hopeful about the  
advancements in  
agriculture that could  
lead to better  
production.

Participate in  
community  
discussions and  
workshops on  
modern farming  
techniques.

Adopts new agricultural  
technologies, such as  
precision farming and  
drought-resistant crops.  
Keeps track of weather  
forecast and adjust  
planting and harvesting  
schedules accordingly.

Frustration with  
bureaucratic  
challenges  
affecting farmer's  
choices.

Anxious about the  
balance between  
economics viability  
and sustainable  
practices.



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?