



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?

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

Climate change is impacting our crop production patterns.

Government policies have influenced what crops are being grown

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

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?



Persona’s name
India agricultural crop production analysis I(1997-2021)

Seeks government support or subsidies for implementing sustainable practices.

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.

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

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?