

I HOPE THIS YEARS MONSOON WILL BRING ENOUGH RAINFALL FOR A GOOD HARVEST.

WE NEED TO IMPLEMENT POLICIES THAT PROMOTE SUSTAINABLE FARMING PRACTICES.

I NEED TO FIND WAYS TO PROTECT MY CROPS FROM PESTS AND DISEASES

IMPROVING IRRIGATION SYSTEMS CAN HELP MITIGATE THE EFFECTS OF DROUGHT.

FARMERS ARE LOOKING FOR SEEDS THAT CAN WITHSTAND CHANGING WEATHER.

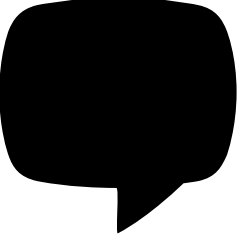
I NEED TO PROVIDE OPTIONS THAT YIELD GOOD RESULTS IN UNCERTAIN CONDITIONS.

STUDYING CROP TRENDS OVER THE YEARS IS CRUCIAL TO IDENTIFYING PATTERNS.

I HOPE FOOD PRICES REMAIN STABLE AND AFFORDABLE

I WONDER IF CHANGES IN CLIMATE ARE AFFECTING CROP CYCLES.

I WONDER IF THERE WILL BE SHORTAGES OF CERTAIN FOODS THIS YEAR.



Says

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



Persona's name

Short summary of the persona

Thinks



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

WORKS LONG HOURS IN THE FIELDS INVESTS IN SEEDS AND FERTILIZERS AND SEEKS ADVICE FROM LOCAL EXPERTS.

DEVELOPS PROGRAMS TO DISTRIBUTE RESOURCES PROVIDE SUBSIDIES AND EDUCATE FARMERS ABOUT MODERN TECHNIQUES

MOTIVATED TO SUPPORT LOCAL FORMERS AND THEIR LIVELIHOODS.

RELIANT ON A STEADY FOOD SUPPLY FOR DAILY LIVING.

OFFERS A VARIETY OF SEEDS, SHARES PLANTING TIPS ,AND BUILDS RELATIONSHIPS WITH CUSTOMERS.

RESPONSIBLE FOR ENSURING FOR FOOD SECURITY AND RURAL DEVELOPMENT.

ANALYZES HISTORICAL DATA,CONDUCTS EXPERIMENTS AND COLLABORATES WITH OTHER RESEARCHERS.

SHOPS FOR GROCERIES AND MAY ADJUST THEIR DIET BASED ON AVAILABILITY AND COST.

EXCITED ABOUT CONTRIBUTING TO THE KNOWLEDGE THAT CAN IMPROVE FORMING METHODS

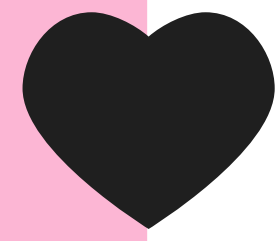
CONCERNEDABOUT UNPREDICTABLE WEATHER PATTERNS AFFECTING TH CROP YIELD.



Does

What behavior have we observed?
What can we imagine them doing?

See an example



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?