Says

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



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

To dream of a

farmer explores

harvesting your

how you are

planting and

desires.



A common agricultural practice to grow and produce crops to uses food and fibre

The process of crop production includes ploughing, sowing, fertilizers, irrigation, harvesting and storage.

Profit or
Subsistence,
Environmental
health, economic
profitability, and
social equity.

Preparation of soil, sowing of seeds, water facilities, pesticides, man

power.

Economic factors: we can gain income through agriculture.



Persona's name

Short summary of the persona

See an example

A farmer might grow a variety of crop or focus on a single crop such as corn. Other farmers may grow fruit, nut

Food production:
Farmers are
responsible for
producing the vast
majority of the
world's food supply.

The farmer must maintain records of crops and animals.

A farmer also faced problems like transportation costs ,market infrastructure, price fluctuation.

Government schemes are yet to reach small farmers,

There is neither guarantee of income nor enough institutions that provide jobs.



Does

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



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

