



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?

What are the crops farming in India?

What brand do you like?

I need more availability

I need organic products

Is there anything new ?

Which district produces the most crops ?

I need new crops

May be this isn't the best



Persona's name
Short summary of the persona

Asking opinion from friends and family

Does it fulfil my needs

Easy to manufacture

Expecting better quality

Does it comes into my budget

more research

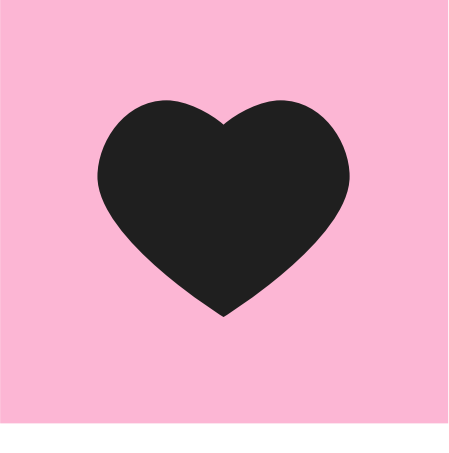
Anxious

Healthy



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?