

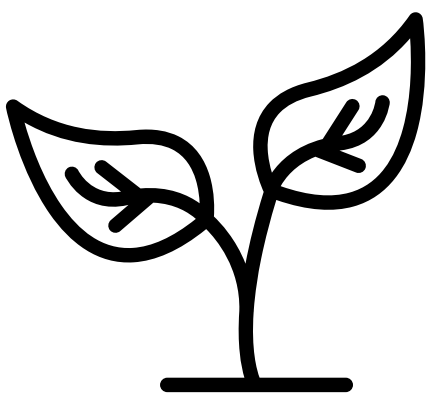


**Says**  
What have we heard them say?  
What can we imagine them saying?



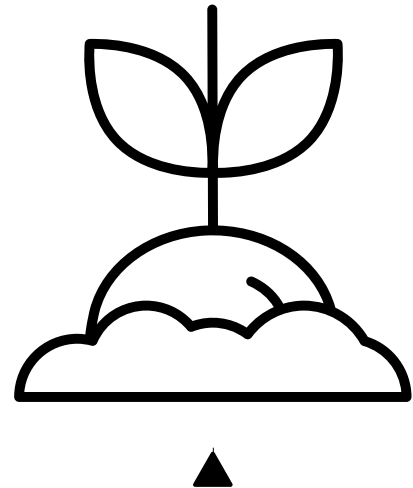
**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

It is very easy  
to analyse  
yearly crop  
production



It is very early  
to detect how  
crop  
production  
decrease

Agriculture  
sector  
contribute 15%  
of total GDP of  
our country



Analysis  
about  
total food  
grain  
production

Agriculture  
sector employs  
nearly half of  
work in country

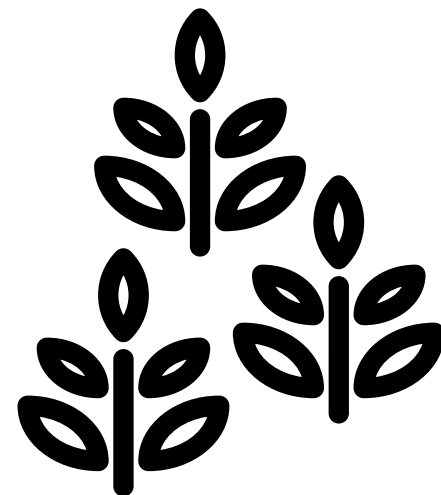


**Persona's name**  
Short summary of  
the persona

we can  
analyse  
yearby wise  
crop  
production

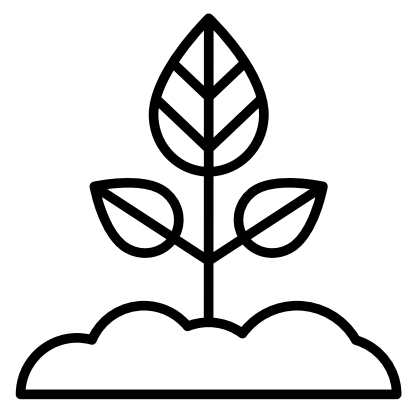
It gives wide  
information  
about  
agriculture  
crop,food  
production

We can find  
reason for  
low crop  
production



Based on  
this data we  
plant crop  
further

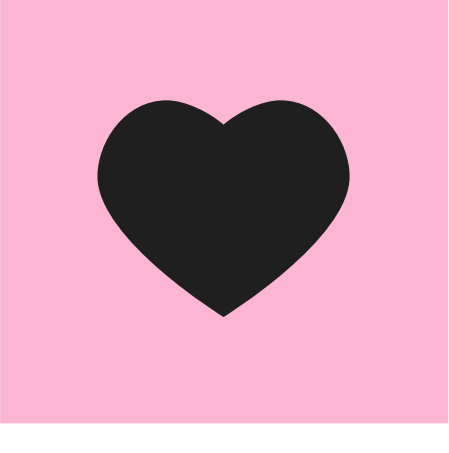
This data tell  
about  
agriculture in  
greatly  
reduce



Now a days  
to increase  
production  
fertilizer  
were used



**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?