



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?



AGRICULTURIST



India's Agricultural
Crop Production
Analysis(1997-2021)

"I want to know
the profitability
of differnt
crops and
market prices."

"I wish to
identify which
crops are
performing well
in my region."

"Analyzing pest
and disease
outbreaks can
help me
prevent losses."

"If could see
how other
farmers are
adapting , I can
get new ideas."

"I want to
compare my
farm's
performance to
nearby areas."

"I might be
considering new
crop varieties
that are more
resilient."

Gather
information
from local
agricultural
experts.

Makes choices
about which
crops to plant
based on past
performance.

Invest in
new irrigation
methods or
technologies.

"I may feel a
sense of
accomplishment
during good
harvest years."

"I might feel
hopeful when
implementing
new techniques
to improve
yield."

"I may feel
frustrated by
unpredictable
weather patterns
impacting their
livelihoods."



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?