



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?

land

Rain

farmer

plowing

tractor

seed
spraying

seed
germination

water
supply



Indian agriculture
SAVE THE
AGRICULTURE

Rain
seed

Storage
space

Fertilizer

storage
space

people

Rise

Harvesting

Removeing
weed

food



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

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

[See an example](#)