



**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?

"We want to understand crop production trends."

"We want insights into India's agricultural cultivation."

"We are looking for data-driven decisions."

"I wonder how Tableau will make the data interactive."

"I hope this report provides valuable insights."

"I need to identify areas of growth or concern."

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

"Engages with the visualizations in the report."

"Analyzes the data to uncover patterns."

"Curious about the regional distribution of crops."

"Excited about exploring the data visually."

"Shares the insights with other stakeholders."

"Anxious about making the right decisions."



**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?