



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?



Feels

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



Does

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

[See an example](#)



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

**We need to
improve crop
yields to need
raising
demand**

**How can we
optimize
irrigation to
conserve water
while maximizing
yield.**

**Weather
patterns have
been
unpredictable
lately, affecting
our harvest.**

**Technology
has changed
the way we
monitor and
manage crops.**

**Are changing
climate
patterns
affecting our
crop cycles.**

**Which crops are
best suited for
our region given
the evolving
conditions.**

**Collects data
on soil quality,
weather
patterns, crop
yields.**

**Utilizes advanced
farming
techniques like
precision
agriculture and
GMOs.**

**Adopts modern
technology
such as drones
sensors for
monitoring.**

**Concerned about
the impact of
climate change
on crop
productivity**

**Excited about
adopting
innovative
technologies to
boost efficiency.**

**Frustrated
when factors
beyond
control lead to
poor harvests.**