



Says

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

"I rely on my crops for my livelihood; the weather is so unpredictable."

"Government policies and subsidies often don't reach us."

"I worry about the impact of climate change on my crops"

"I struggle with access to modern farming techniques and resources."

"Market prices fuctuate a lot; it's hard to make a stable income"

"What should I plant next season to maximize profit?"

"Will this year's monsoon be sufcient for a good harvest?"

Thinks

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



"How can I ensure food security for my family?"

"Is there a way to reduce my dependence on traditional farming methods"

"How can I improve my crop yields and income?"



Persona's name

Nithiya's team

Monitor weather forecasts regularly

Worry about crop insurance and fnancial security

Anxiety about weatherrelated risks and crop failures

Concerned about providing for their families and communities.

Seek advice from local agricultural experts or extension services.

Participate in governmentrun agricultural programs

Plant a variety of crops to mitigate risk

Hopeful about adopting modern farming practices.

Overwhelmed by the complexity of agricultural markets and policies.

Frustration with limited access to resources and information



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?

