



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."

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

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

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

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



Thinks

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

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

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

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

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

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



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Monitor weather forecasts regularly.

Seek advice from local agricultural experts or extension services.

Plant a variety of crops to mitigate risk.

Participate in government-run agricultural programs.

Worry about crop insurance and financial security.

Anxiety about weather-related risks and crop failures.

Frustration with limited access to resources and information.

Hopeful about adopting modern farming practices.

Concerned about providing for their families and communities.

Overwhelmed by the complexity of agricultural markets and policies.



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?