



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?

ASPECTS:
Providing security,Helping in the Research area.

TRENDS:
Diversification of Agriculture.

Providing employing advanced techniques.

Providing checking posts.

Providing facilitative diversity.

Lack of marketing and storage facilities.

Access to market and soil degradation.

Reducing risks in agriculture.

HOPE:
Organic fertilizer using locally available ingredients.

NEEDS:
Weather and plant protection.

DREAMS:
60% Higher yield than chemical fertilizer.

AFFECTS:
Inadequate transport and soil erosion.

Farmers are motivated by **PROFITS**.

Abundance, self - sufficiency and hardwork

Seed information and market prices.

Need for security and broad mindset



Persona’s name

Short summary of the persona

India's land area 159.7 million hectares us 2nd largest in the world.

A farmer is responsible for management of farms, and other agricultural producing.

Intense family problem.

poor crop yield,financial stress.

Behaviour and adaptability.

High levels of thoughtfulness, good impulse control.

Time management and organizational

Marketing risk and low profitable.

Involving spouses and partners,childrens and other relatives

Drought and soil fertility depletion.

Goal directed behaviour

Mechanical and repairing

Enterprising and investigative

Fears of farmers is called **FUNDOPHOBIA**.

Invasive species and disease.

Production risk and price risk.



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?