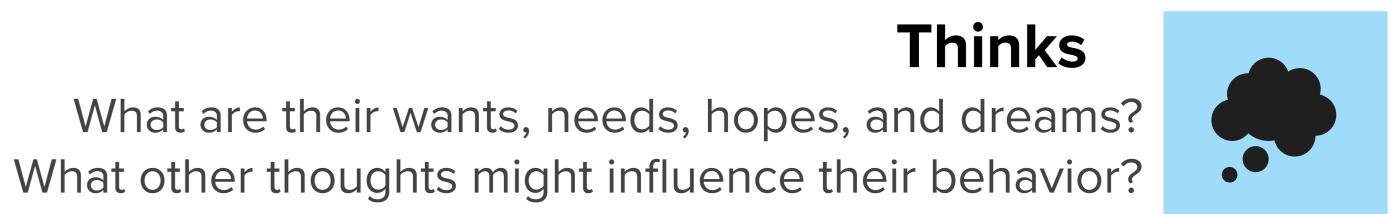


## Says

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

**Thinks** What are their wants, needs, hopes, and dreams?



**ASPECTS:** Providing security, Helping in the Research area.

TRENDS: Diversification of Agriculture.

Providing employing advanced techniques.

HOPE: Organic fertilizer using locally available incredients.

**NEEDS:** Weather and plant protection.

**DREAMS:** 60% Higher yield than chemical fertilizer.

Providing checking posts.

Providing facilitative diversity.

Lack of marketing and storage facilities.

**AFFECTS:** Inadequate transport and soil erosion.

Farmers are motivated by PROFITS.

Abundance, self sufficiency and hardwork

Access to market and soil degradation.

Reducing risks in agriculture.

Seed information and market prices.

**Need for** security and broad mindset

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.

Persona's name Short summary of

the persona

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?

