



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?



Persona's name

Short summary of the persona

- irrigation techniques should be improved

online volunteering provides guidance to farmers
- banks are giving less priority to farmers

most of the people reside in cities
- half of the users are related to farming and majority are facing problems

climatic conditions,lack of water,financial support and technology are major irrigation related problems aware of irrigation related problems

- punjab has better irrigation techniques in india

a farmer uses 75% of his water to carry out irrigation
- asia,china and japan have better irrigation techniques in the world

unable to pay bank lones is one of the major problems related to irrigation and also to farmers
- irrigation through bore wells is no sustainable since there are changes of them drying up during summer

- those who are unable to manage their farms gave their lands for lease

many changed their profession and shifted to ones
- seek financial support from government

when they fail to do the above things they commit suicides
- apply for loans to meet their farming needs

- improving irrigation techniques help farmers

flood irrigation needs more waters
- drip irrigation is most expensive irrigation

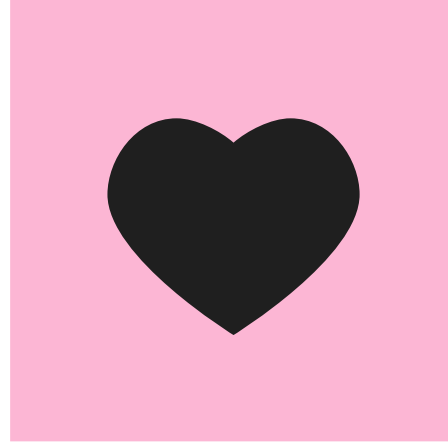
propers storage facility to store gains must be available
- farmers should be given right to decige the price of their products

banks are not providingproper financial help



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?