



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?

I am very
much into
experimenting.

Likes to use
much less
water and
much less
energy.

Organic
products are
very castly.

I am not sure
about my soil
condition.

Very
sociality into
gardening.

Think about
organic
farming.



India's Agricultural
Crop Production

It takes a lot of
money to switch
from inorganic to
organic farming.

Plant many
crops to
improve
agriculture .

More
research.

Construct
structures
with plant.

Excited

Comfortable



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?