



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?