



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

most healthful.

source of food.

most useful.

most noble employment of man.

achieving high growth by raising productivity.

sustainability of agriculture.

improve their working condition.

bad climate conditons.

financial worries.

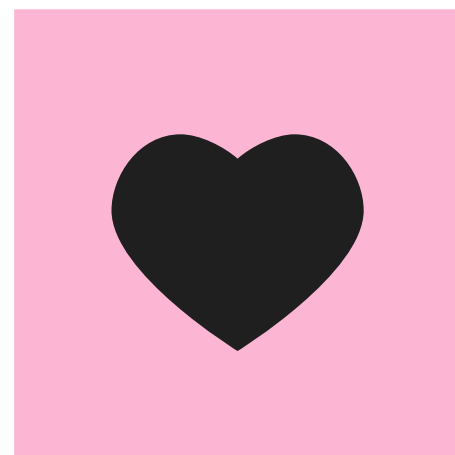
high diversity of topography.

unpredictable weather.

livestock dieases.



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?