

Says

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

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

farmers use advanced increase their crop

techniques and yields livestock production

agriculture faces challenges like,climate change, pest and disease

by hybrid crop production all fruits are available in all seasons

harmfull to both environment and people?

can the fertilizer

and pesticides

if hybrid cropd have no longer life span?

if seedless fruits have less vitamins and minerals



Persona's name

Short summary of the persona

Planting a cover crops such as winter rye in vegetables gardens reduce soil erosion

Reduce the needs for pesticides by using substitudes such as biological control of insects or natural precators which are harmless to the crops

Smart application of a fertilizer and pesticides is the best way to increase crop production

Fear about health issues

Happyhigher yeilds

Anticipationto expect the crop yeilds



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?

