

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?



the sound of the wind in the confields

the smell of freshly tilled soil

the sight of ripe crops in the field

fair pricesfor their produce and better agricultural infrastructure

planting, irrigation, harvesting,

some of the methods to crop production are crop rotation, mixxed cropping, water management



Persona's name

ragavan.s

works long hours in the field

talks to other farmers about crop prices and wheather conditions

use social media to say up to date on the latest farming practices during the factor affect the crop production like rain,temperature,sunlight

average farm size,poor infrastructure,decrease of soil fertility

stressed about meeting the demands of the market



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?

