



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Persona's name  
ragavan.s

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

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