



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?

varieties  
of crops

pressure of  
population  
on  
ariculture

seasonal  
pattern

FARMERS SUPPORT  
AND THEIR LOSS

MORDERN  
AGRICULTURE AND  
HEALTH ISSUES

AGRICULTURE  
GIVES JOB  
OPPORTUNITY  
FOR  
UNEMPLOYES



Persona's name  
Short summary of  
the persona

Natural  
seeds and  
fertilizer

water  
facility

Man  
power

Farmers  
don't gain  
profit

we don't  
stand for  
them

They sell  
their land  
because of  
poverty



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?