



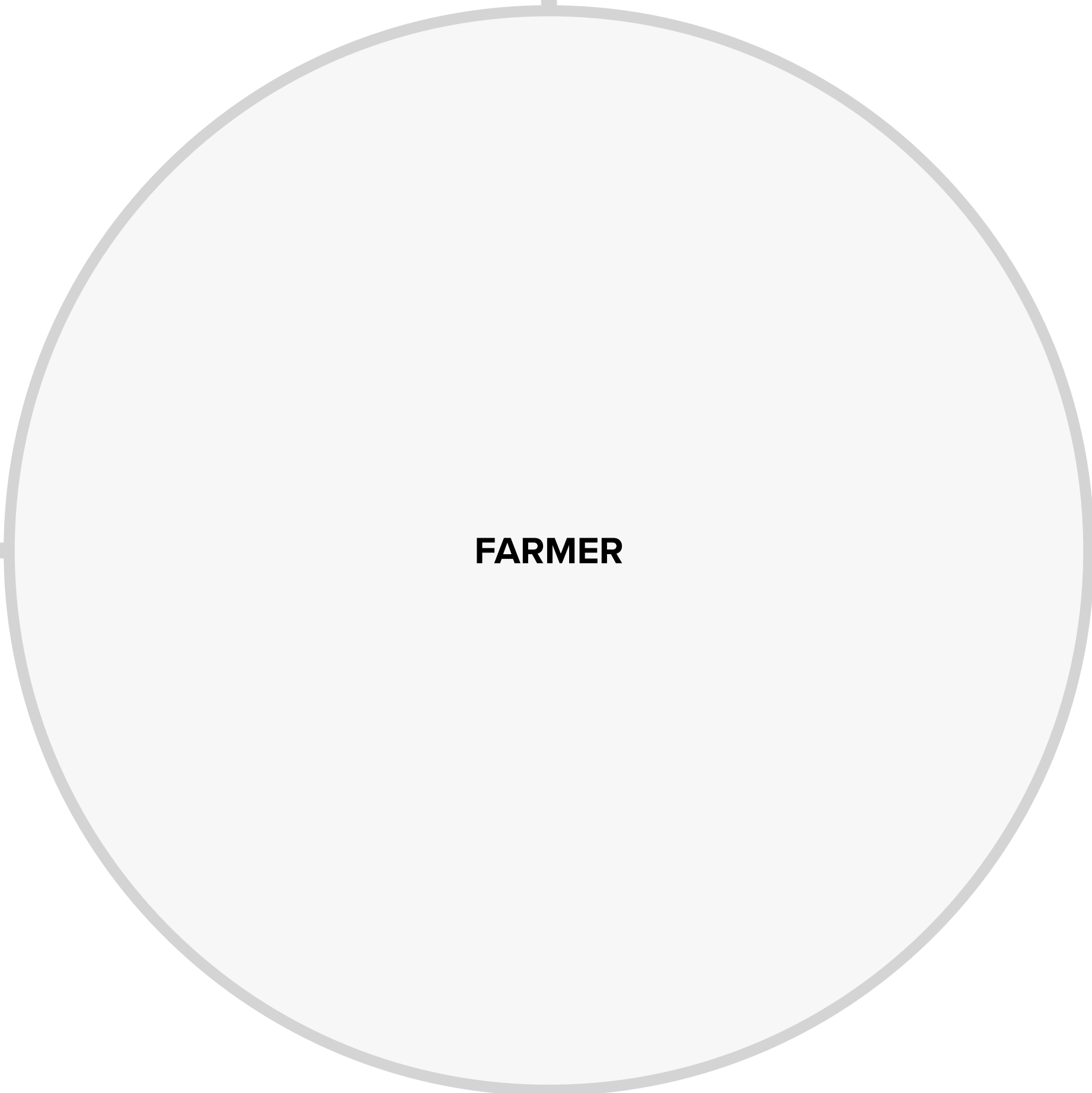
Says

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?



FARMER

Agricultural techniques should be improved

Do more research in agriculture

Expecting appropriate suggestion

Achieving high yield in minimum period

A variety of crops can be grown in any season

Using fertilizers to get higher yield of farming

Seek financial support from government

Analyse their previous experience

Discuss with other farmers

Fear about the climatic changes

Expecting a good profit for their work

Disappointing when they did not get the expected yield



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?