



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?

Half of the users are related to Farming and Majority are facing problems.

Banks are giving less priority to farmers.

Irrigation techniques should be improved.

Most of the people reside in cities.

Online volunteering provides guidance to farmers.

Asia, China and Japan have better irrigation techniques in the world.

Punjab has better irrigation techniques in India.

Irrigation through bore wells is no sustainable since there are chances of them Drying up during summer.

Unable to pay Bank loans is one of the major problem related to irrigation and also to farmers suicide.

A farmer uses 75% of his water to carry out irrigation.

Those who are unable to manage their farms gave their lands for lease.

when they fail to do above things they commit suicides.

Seek Financial support from government.

Many changed their profession and shifted to cities.

Apply for loans to meet their farming needs.

Improving irrigation techiques help farmers.

Drip irrigation is most expensive irrigation.

Flood irrigation needs more water.

Farmers should be given right to decide the price of their products.

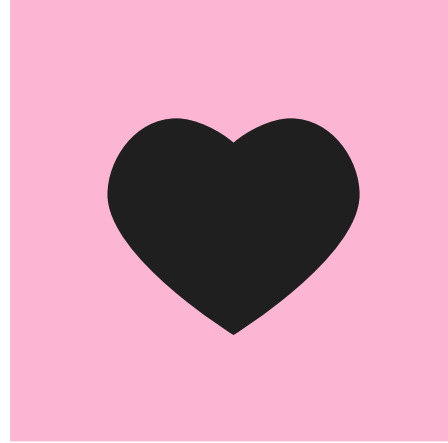
Banks are not providing proper financial help.

Short summary of the persona



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?