



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?



Persona's name

Short summary of the persona

irrigation techniques should be improved.

banks are giving less priority to farmers

irrigation through bore wells is no sustainable since there are chance of them drying up during summer

Asia, china and japan have better irrigation techniques in the world

climatic conditions ,lack of water,financial support and technology are major irrigation related problems aware of irrigation related problems

half of the users are related to farming and majority are facing problems

fear of judgement from other farmers

most of the people reside in cities

online valunteering provides guidance to farmers

A farmer uses 75% of is water to carry out irrigation

unable to pay bank loans is one the major problem related to irrigation and also to farmers suicide

punjab has better irrigation techniques in india

those who are unable to manage their farms gave lands for lease

many changed their profession and shifted to cities

when they fail do the above things they commit suicides

improving irrigation techniques help farmers

farmer should be given right to decide the price of their products

seek financial support from government

apply for loans to meet their farming needs

Flood irrigation needs more water

banks are not providing proper financial help

proper storge facility to store grains must be available

drip irrigation is most expensive irrigation



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?