



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?

I need help
with pests
and diseases.

I want to
make a good
living from
farming.

I wish I had
more support
from the
government.

I'm worried
about the
weather.

I need access
to irrigation
water.

I'm not sure if
I can make a
profit this year.

INDIA'S
AGRICULTURAL
CROP
PRODUCTION
ANALYSIS
(1997-2021)

The use of
modern
agricultural
practices.

HOPE: THE
AGRICULTURAL
SECTOR HAS SHOWN
STEADY GROWTH
OVER THE PAST 25
YEARS, AND THIS
COULD GIVE US HOPE
FOR THE FUTURE OF
INDIAN
AGRICULTURE.

The
implementation
of government
policies such as
the Green
Revolution

Talk to the
people
who are
knowledgable
on the topic

CONCERN: THE
AGRICULTURAL
GROWTH RATE HAS
SLOWED IN
RECENT YEARS,
AND THIS COULD
BE A CAUSE FOR
CONCERN FOR US.

FRUSTRATION: THE
AGRICULTURAL
SECTOR FACES A
NUMBER OF
CHALLENGES, SUCH AS
CLIMATE CHANGE,
PESTS AND DISEASES,
AND LOW
PRODUCTIVITY. THESE
CHALLENGES COULD
FRUSTRATE THE USER.



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?