



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?



CROP PRODUCTION ANALYSIS
NM2023TMID00564

**Back bone
of the
country**

**Important
for life
living**

**Earns
income**

**Increase
the
economic
status**

**Major role in
productivity**

**Develops
the ststus
of the
country**

Yields food

**Play major
role in
growth of
country**

**Maintains the
soil
conservation**

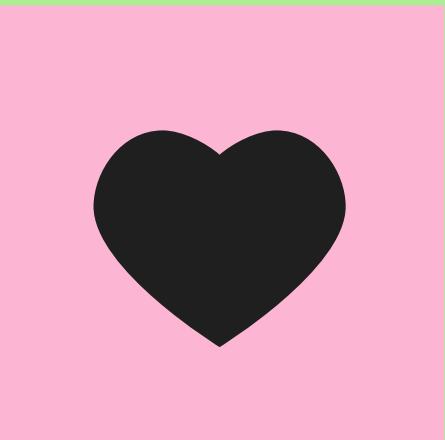
**Increases
the
economic
growth**

**Sources of
food**

**Provids the
income**



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?

[See an example](#)