



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?

What crop
is in highest
demand

Which is
most
profitable
crop

What crop
are
cheapest to
grow

How do I
start an
agricultural
startup

Soil
condition

Profit

Ground
water

Financial
expenses

Crop
selling

Loss



Persona's name
Short summary of
the persona

Use
natural
resources

A creative
environment

Efficient
utilization
of time

Crop
insurance

Glad

Afraid

Precision
farming

Can see
the visible
growth



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?