



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?

lack or expansive good quality seeds

need more extension workers

do not have enough water for irrigation and during droughtwe face losses

government should reguhte commodidy

improved technology is expansive but would improve product

diversification is profitable

confident disturbed optimistic

these people are just washing my time they won't help me anything

agriculuture

Persona's name
Short summary of the persona

taking around his farm showing is the challenges he faced

organic products are highest price

no market for agriculture products

the farmer may become happy,thinking we are going to solve her problems

scratching his head

combined labour

heavy laddened

it is poor



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?