



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?

Map career paths to enhance data.

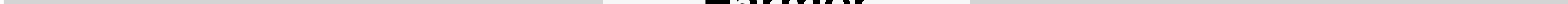
Method to complete crop production analysis easily.

Identifying hiring succession.

Yield enhancement.

Collect natural disaster information.

Collecting information about the crops.



Complete the analysis in app.

Storing the data of crop production

Confused.

Excited.

Convert manual data into electronic data.

Overwhelmed.



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?