



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?



Persona's name  
Short summary of the persona

Agriculture, which is on the verge of extinction, will change it's situation.

The land will be protected from exploitation and suitable for agriculture.

The soil will be fertile by my project.

crop production will increases.

To improve the life style of farmers.

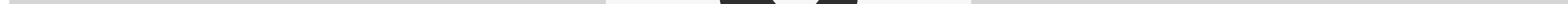
They will get the idea to carry out agriculture in a balanced way.

Gain a confidence towards agriculture and it's production.

They decides to improve the medicinal plants from this crops production analysis.

Crops should be grown naturally and not artificially.

To improve terrace gardenning.



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?