



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?

Visualisation
and analyse
business
expenses.

Role of
government
polices.

Agriculture
is the most
helpful and
useful.

Employment
opportunities
and income
generations.

To provide a
user friendly
and
experience.

Achieveing
high growth
by raising
productivity in
agriculture.



Indias
agricultural
crop
production
(1997-2021)

Plant more
crops for
improving
productivity of
agriculture.

The goal is to
improve their
working
condition.

Improve
seeds.

Overwhelming
.

Interesting.

Focus and
curious.



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?