



Says

What have we heard them say?
What can we imagine them saying?

foodgrains
production

economysurveyc

3235.54
lakh tones



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

gdp f
agriculture

hina is a
world leader
in agriculture
production

growth rate
has fallen
to per cent



Persona's name
Short summary of
the persona

parliament

primary
contributions

annual
yeald of
coarse

the gdp'ss g
highest value
wassssss in
ethiopia

fiscal yerar
2021

Rate of
agriculture
in India



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?

See an example