



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?

Farmers: Express concerns about changing weather patterns affecting crop yields.

Farmers: Worry about the unpredictability of weather and market prices.

Government: Announces policies and subsidies to support agriculture.

Market Analysts: Share data and predictions about crop prices and demand.

Government: Aims to balance food security and economic growth.

Market Analysts: Consider global factors impacting crop prices.

Indian agriculture crop production analysis (1997-2021)

Farmers: Adapt planting strategies based on weather forecasts.

Farmers: Experience stress during droughts or crop diseases.

Government: Implements irrigation and infrastructure projects.

Market Analysts: Analyze trade agreements and weather reports.

Government: Strives for sustainable agriculture and rural development.

Market Analysts: Concerned about market volatility affecting farmers.



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?