



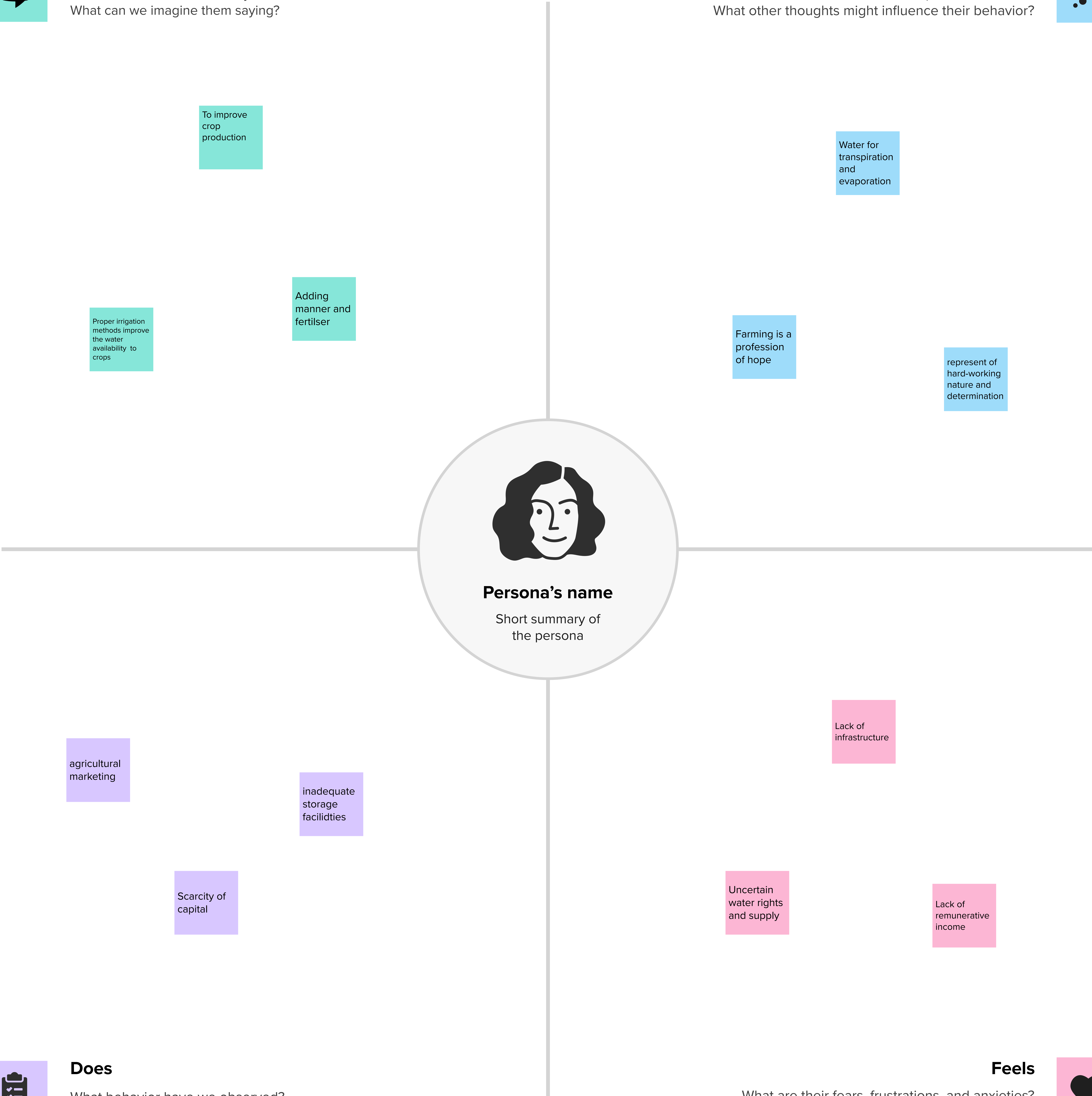
Says

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?



To improve
crop
production

Proper irrigation
methods improve
the water
availability to
crops

Adding
manner and
fertilser

Water for
transpiration
and
evaporation

Farming is a
profession
of hope

represent of
hard-working
nature and
determination



Persona's name
Short summary of
the persona

agricultural
marketing

inadequate
storage
facilidties

Scarcity of
capital

Lack of
infrastructure

Uncertain
water rights
and supply

Lack of
remunerative
income



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?