



Says

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

inadequate
transport

lack of
capital

irrigation
procees

soil
erossion



Thinks

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

need of chemical
fertilizer,pesticides,and
irrigation

environment
health and
profitablity

explores
how you are
planting and
harvesting



Persona's name
Short summary of
the persona

seek to
undstand the
of individual
decision
makers

usually or land
managers are
the directly
responsible
for the land

we cannot
imagine
without
seeds

floods and
droughts

climate , soil
,irrigation
techonolgy and
populatin density
are thefactors
influencing their
behaviour

seasonal
change

scarity of
resourcces
like water
and other



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?