



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?

Climate shifts affect water availability.

Drought-resistant crops might be the answer.

How does climate change impact soil quality.

Are there drought-resistant crop options?

We're seeking ways to adapt to new weather patterns.

Yield predictions are challenging due to changing weather.

Need advice on adapting to changing weather.

Need sustainable farming practices

We need more data-driven approaches for crop planning.

Adapting to climate change is crucial for sustainable farming.

What are the long-term climate trends?

Concerned about water availability for irrigation.



Persona's name

Short summary of the persona

Collect data on crop yields and weather patterns.

Analyze historical data to identify trends.

Worried about water scarcity and droughts.

Hopeful for solutions to changing climate.

Implement soil management strategies.

Explore modern farming techniques.

Determined to maintain sustainable practices.

Anxious about uncertain income due to varying yields.

Engage with experts for climate insights.

Seek guidance on adapting to weather shifts.

Hopeful for better crop management solutions.

Concerned about climate change effects on crops.



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?