



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?

Farmer

Good for health.

It provides the global economy with crops, grain, livestock, fiber, etc.

Agricultural exploitation of resources.

How shall I start agriculture?

Will it be cost efficient?

Encouraging economic development.

Increasingly volatile weather and more extreme events-like floods and droughts which may reduce crop productivity.

Makes them feel happy as they can earn money from agriculture.

It might feels satisfying to yield in agriculture.

Building strong economy through trade.

Managing water to improve production.

Using organic pesticides for 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?