Persona 1: Carlos Martinez
Background:
- Owner and operator of a small organic farm
- Bachelor's Degree in Agriculture
- 15 years of farming experience focused on sustainable practices
- Married with three children

Demographics:
- 42-year-old Male
- Household income of $70k/year
- Lives on a rural family farm outside of Austin, Texas

Identifiers:
- Environmentally conscious
- Hands-on and detail-oriented
- Limited tech skills but open to learning
- Community-focused and values sustainable agriculture

Simple/Complex Task: Receiving an alert about a water deficiency in a specific crop area and accessing the dashboard to view recommended actions.

Persona 2: Priya Singh
Background:
- PhD candidate in Plant Science with a focus on crop health
- Works as a research assistant in a university agricultural lab
- No children, recently relocated for research

Demographics:
- 28-year-old Female
- Income of $25k/year (stipend)
- Lives in an apartment near campus in Sacramento, California

Identifiers:
- Highly analytical and data-driven
- Research-oriented with strong technical skills
- Limited free time and prefers efficient, on-the-go tools
- Ambitious, constantly looking for ways to improve crop yield and sustainability

Simple/Complex Task: Analyzing historical crop health trends over the semester for her research project using AgriScan's data visualization tools.

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Persona 3: Tom Henderson
Background:
- Agronomy manager for a large agricultural enterprise with multiple sites
- Bachelor's Degree in Agronomy and 20 years in the agricultural industry
- Oversees crop health and yield optimization across various farms

Demographics:

- 50-year-old Male
- Annual income of $120k/year
- Lives in a suburban home in Des Moines, Iowa

Identifiers:
- Highly knowledgeable in crop science and farm management
- Tech-savvy, but prefers straightforward solutions that don't require constant input
- Focused on scalability and operational efficiency
- Goal-oriented, seeks tools that support data-driven decision-making across farms

Simple/Complex Task: Setting up and managing multi-farm crop scans, viewing consolidated crop health metrics, and generating summary reports for his team.