Personas

# Traditional Farmer - John Peters

John Peters is a 41-year-old farmer from Wiltshire. He has one child, a man just turned 18, and a wife. The family is fairly traditional and John's son is expected to assist with farming activities.

John possesses basic computer skills, but having grown up in a rural area he has not had a stable, let alone fast, internet connection until recently. He often requires his more-experienced son's help with certain tasks, such as adding attachments to emails, although he is able to perform basic activities such as browsing the internet unassisted. He struggles to learn new software and, as such, does not like frequent software updates, especially where these add new features. He often gets frustrated by his smartphone, which is several years old and consequently often becomes unresponsive.

John is physically fit thanks to a lifetime of often very physical labour, but is far-sighted. Although he has prescription glasses, he prefers not to wear them while working for fear of damaging them. In school, he achieved average grades in his O-levels, but did not study any subjects at A-level, instead leaving education to work the family farm full-time.

Although they are his biggest customers, John is wary of supermarkets. Although he prefers to use the Metric system, supermarkets do business with him using Metric units, and he often has his son double-check his conversions to ensure that they are correct. He is also concerned about supermarket price wars, and hopes to diversify his produce in order to insulate himself from volatile food prices. However, he is very concerned that climate change may cause issues, especially for his primary crops.

# Food Processing Manager - Lucy Boggs

Lucy Boggs is a 28-year-old food processing manager whose primary responsibility is managing regional supplies for a large distributor. Lucy has only been in her current position for 18 months but has mostly adjusted to the responsibilities of her role, although she still feels she has room for improvement. Although she is competent in mathematics, having achieved a good grade at A-level, she sometimes second-guesses her working and hence prefers for common calculations to be automated as much as possible to reduce the likelihood of human error.

Lucy's family has had a computer since she was 11 years old, and she fondly remembers time spent on perfecting her Myspace page. Currently, she primarily uses computers for work, but also uses social media and Netflix in her free time. However, she is not an advanced user and when she faces a difficult technical problem she prefers to ask a friend from work, who is an IT technician, for help. She is able to pick up new software as needed, but sometimes feels overwhelmed by complex user interfaces.

# Industrial Farmer - Ethan Collins

Ethan Collins is a 29-year-old industrial farmer from Kent. He has no children, and is currently unmarried. He has been within the agricultural sector for 7 years, starting with an apprenticeship.

As a farmer working for a large company, Ethan uses a lot of heavy, expensive machinery, and is very careful not to damage it. Ethan works with several other people on his farm, with whom he must co-ordinate his activities to ensure that tasks are completed as efficiently as possible. Part of his responsibility is to survey fields, including checking crop growth and soil conditions.  
  
Ethan finds farming very demanding, and as such is very protective of his free time, which he typically spends watching television and socialising. As a result, he is very concerned that the increased use of technology on the farm may intrude upon his leisure time.

Ethan has both a smartphone, which he tends to keep on his person, and a desktop PC which he uses for work. Like many people his age, he keeps his smartphone with him at all times and frequently uses it to contact both colleagues and friends.