

Joshua West By Caleb Henry

age: 52

residence: Outside of Winterset, Iowa

education: Did not graduate high school, got his GED later

occupation: Farmer

marital status: Married, 6 children

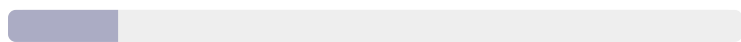


"Someone who has never had to wake at the crack of dawn and go straight to work will never understand what a real job looks like"

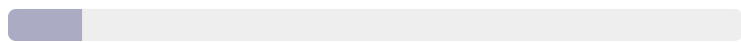
Joshua is a farmer who values hard work above all. He spends his days tending to his fields, but with the increased automation of farming, he has less and less work to occupy his time. Stress over his crops, his children, and his role in this ever-changing world have made his sleep schedule fall apart, something that is causing him to struggle with his early mornings. His farm has spotty internet, making technology a difficult option.

Comfort With Technology

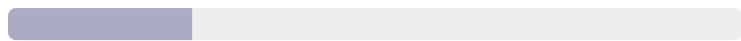
INTERNET



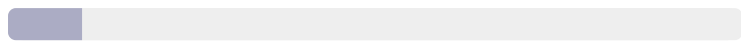
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He one day wants to watch his children carry on the family tradition of farming and see them take over his operation, however, he will support them wherever they go. He will consider himself to be successful if he feels that he is at his best for his wife and kids.

Needs

- Access to full app functionality offline
- A way to set goals for wake up times
- Above all, consistency and reliability

Values

- Believes in the value of hard physical labor
- Highly organized
- Rigidly schedules his days and work
- Wants to be in the best health he can for his family

Wants

- A way to see how sleep changes over the seasons as his crops rotate
- Identification of days where outliers in sleep occur to figure out what went right and wrong

Fears

- He believes that modern farming technology and factory farming are going to make him, his work, and his farm irrelevant.
- He thinks his lack of sleep will lead to poor health and rob him of his livelihood