



**PERSONA  
PHOTO**

#### **QUOTATION**

**“Memo to myself; Do the dumb things i gotta do” ~ John Flansburgh**

#### **NAME**

Bobson Dugnut

#### **AGE**

43

#### **GENDER**

Male

#### **LOCATION**

Waipukarau, CHB

#### **OCCUPATION**

Farming

#### **JOB TITLE**

Farm Manager

#### **HIGHEST LEVEL OF EDUCATION**

Highschool

#### **ANNUAL INCOME**

#### **GOALS AND MOTIVATIONS**

Earning enough money for his family  
Growing his business  
Time for friends and family  
Fishing on the weekend

#### **CHALLENGES AND OBSTACLES**

Moving livestock efficiently  
Repairing farm machinery  
Keeping livestock healthy

#### **FRUSTRATIONS**

His ute not starting in the morning  
His dogs not behaving  
Arguing with coworkers

#### **SOURCES OF INFORMATION**

##### **BOOKS**

##### **BLOGS**

##### **CONFERENCES**

##### **EXPERTS**

##### **MAGAZINES**

**Rod & Rifle Magazine**

##### **WEBSITES**

**\$80,000**

**Facebook**