

Rural farmer: "I love organic farming."



Personal

- Age: 40
- Employment: Farmer
- Gender: Male
- Location: Rural
- Children: Yes
- Technical Ability: 6/10



Dietrich Schmitz

Goals:

- Grow healthy pesticide free crops
- Live in a happy friendly neighbourhood and get along with his neighbours
- Fully understand how to work his new farming technology

Summary:

Deitrich is a 40 year old farmer who came from Germany to become an organic farmer. He has suspicions about his neighbours spraying illegal pesticides and doesn't use any himself. He likes to use new farming technology to tend to his crops, and because of this he has developed good technical skills and knows how to operate his mobile.

Frustrations:

- When his neighbours spray pesticides in the field beside his crops
- Bad internet connectivity when he is farming
- Has trouble with finicky small interfaces