

PERSONAS

Raj is a visionary in his field, constantly coding and testing the limits of artificial intelligence to serve the earth's farmers. He sees the potential in every line of code to revolutionize traditional farming practices. However, he struggles to find real-world test beds for his algorithms, which are necessary to refine and tailor his solutions to the nuanced needs of agriculture.

Interests

- Participating in Hackathons, Coding contests etc.
- Practicing yoga and mindfulness
- Emerging tech in AI.

Frustration

- Access to diverse agricultural data and the hesitancy of the farming community to adopt new technologies are his primary challenges.

Goals

- To develop a robust platform that can adapt to various agricultural contexts and improve farm resilience against diseases.



Name: Raj
Age: 30
Location: New York City, NY
Occupation: AI Software Engineer in Agri-Tech
Income: \$120,000/annually
Family: Single

