



We find the right information for farmer's for
the most sustainable agricultural practices





Name: Roger Anderson
Age: 30
Profession: Farmer
Salary: \$61,000
Location: Detroit Lakes , MN
Education: High school diploma

Married: Yes
Kids: 3
Car: 2013 Ford F-250
Internet Access: Home from laptop
and mobile devices

Background

Roger lives with his wife and 3 kids in a 5 bedroom house in Detroit Lakes, MN. Roger began an education in wind power construction and has been working most of his life in this industry. He began investing heavily in the trade he wanted to pursue later on — farming. He began slowly and one year after working in construction 10 years Roger began investing in land and what he would need to pursue farming.

Interests

Roger loves spending time with his family and kids and pursuing his passions, such as stock car racing, watching sports, driving his motorcycles and working on his rat rods.



Business Name: Harvest Land Cooperative

General Age Groups: 30 - 65

Profession: Management level

Name: Bridgette Grant

Salary: \$45,000

Location: Sleepy Eye, MN

Education: B.S. in Agricultural Sciences

Car: 2006 Chevrolet Tahoe

Internet Access: Home from laptop and mobile devices and desktop at work

Background

Bridgette is a married mother of 2 children and 2 dogs living in a 4 bedroom house. She works a standard 40 hour work week and is a part of the the school board where her children go to school. Her work consists of being a part of the daily operations of production outflow of the Harvest Land Coop. She finds ways where she can find better ways for farmers in her area to produce the best possible yields and quality of product.

Interests

Lindsay grew up on a farm most of her life and enjoys many outdoor activities outside her family life, such as fishing, hunting and enjoys camping in the summer through the end of November.

Psychographics

Psychographics divides the market into groups based on social class, lifestyle and personality characteristics. It is based on the assumption that the types of products and brands an individual purchases will reflect that persons characteristics and patterns of living.

From: http://www.examstutor.com/business/resources/studyroom/marketing/market_analysis/8_psychographic_segmentation.php

Characteristics of the user

Group 1: Strong goal orientation, work ethic, organization, interests in stress relief,

Common professions might include
Top Management or self employed farmers

Social Class
Upper lower: 19%
Lower middle: 38%
Upper middle: 43%

Age
Ages 18 - 22: 9%
Ages 22 - 28: 27%
Ages 28 - 35: 31%
Ages 35 - 50: 23%
Ages 50+: 10%

Webographics

Device type

Phone: 53%
Tablet: 9%
Desktop: 38%

Phone OS — Q3 2016

According to: <http://www.idc.com/promo/smartphone-market-share/os;jsessionid=AF32D0BDB4EE868ADD612EC9D72722F5>
Adjusted to emulate industry

Android: 40%
IOS: 59%
Windows: 1%

Desktop Operating System

According to: <https://www.netmarketshare.com/operating-system-market-share.aspx?qprid=10&qpcustomid=0>
Adjusted to emulate industry

Mac OS X: 3.5%
Windows: 97.5%

Browser

According to: <https://www.w3counter.com/globalstats.php>
Adjusted to emulate industry

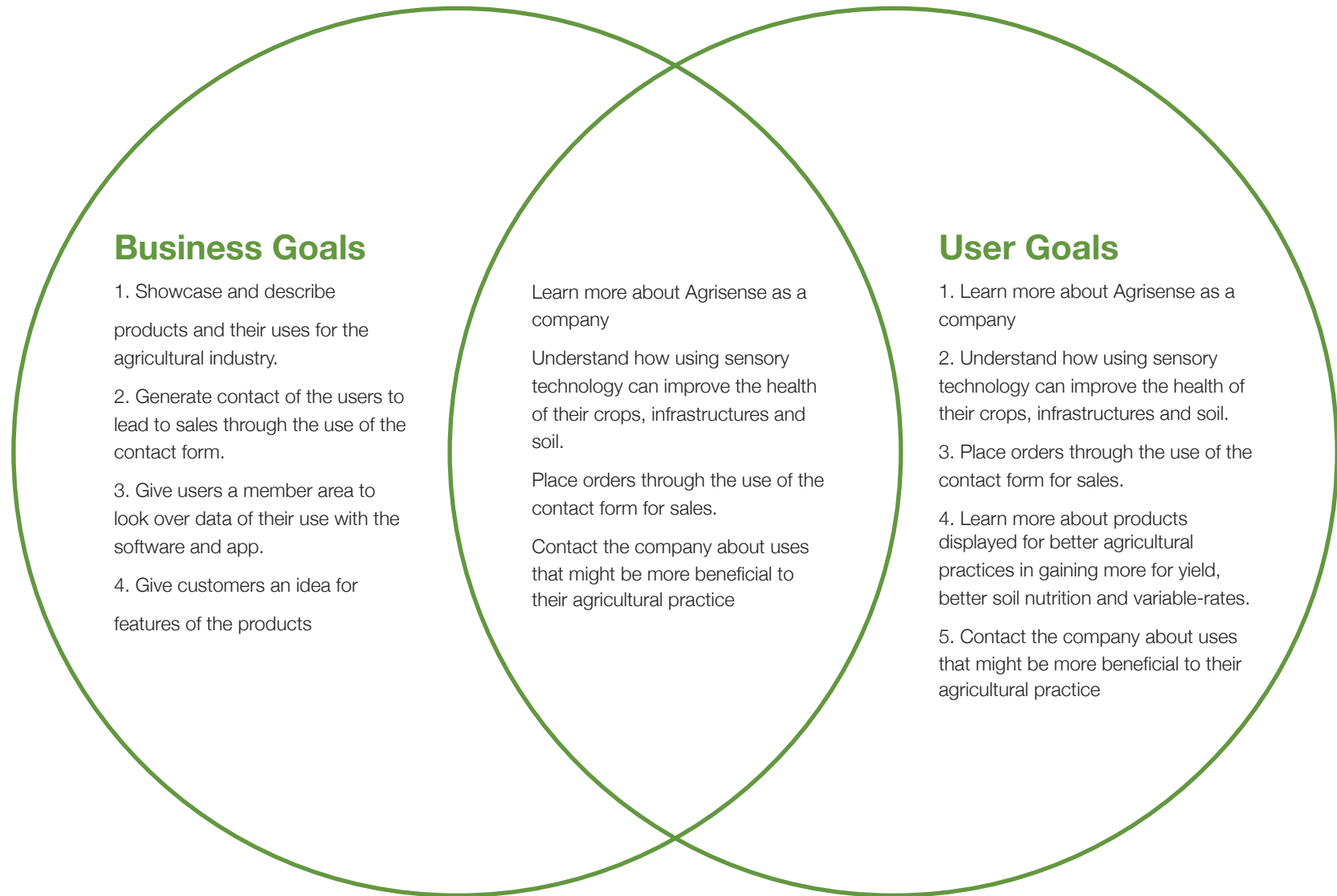
Chrome: 73%
Safari: 1.5%
Firefox: 10%
Edge: 15%

Site Specific Experience

The site specific experience is focused toward learning about the products and their uses within agriculture in order to lead to sales directly from the company. Learning about the product might entail a showcase of videos, images, and other more interactive ways for potential customers to learn about the product's unique vision.

Mission Statement

Giving farmers and the agricultural industry better and more ways to analyze and monitor the production of their yields and their equipment.



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Design Resources

Lime Valley Advertising

<http://minnesotaturkey.com/>

http://www.agrinews.com/news/minnesota_news/it-s-a-rat-race-keeping-up-with-ag-technology/article_763cec34-e70c-11e6-9059-6f44ce6857df.html

<https://sentera.com/sensors/>

<http://dronesforag.com/grain-management-systems/>

<http://cropmetrics.com/>

<https://www.uschamber.com/above-the-fold>

<http://harvestland.com/grain/>