



PERSONAS ONE

GIANNI

BIOGRAPHIC DATA

Age: 54

Location: Modena

Education: High school diploma

Occupation: Farmer and entrepreneur

TECHNOLOGICAL PROFILE

LOW

MEDIUM

HIGH

Smartphone

Tablet

Computer

Wearable device

“While I'm driving, I often look back to check that the tool is working properly”

WORK DESCRIPTION

I am a farmer and entrepreneur for 23 years.

I use tractors not only to speed up the processes of working the land but also for other purposes, such as cleaning the roads from snow in winter or cutting wood from the woods. I also usually maintain the means to save money.

TASKS

- Field work (plowing, leveling, sowing...)
- Clean the streets of snow
- Cut the wood
- Machine fleet maintenance

TIPICAL DAY



 Working time

TRACTOR SYSTEM KNOWLEDGE



GOALS

- Speed up the setting at the beginning of the various processes depending on the ground conditions
- Keeping the situation under control while driving (e.g. battery voltage, engine oil temperature, operating hours)
- Maintain an efficient fleet



PERSONAS TWO

PAUL

BIOGRAPHIC DATA

Age: 28

Location: Nebraska

Education: Agricultural degree

Occupation: Farm employee

TECHNOLOGICAL PROFILE

LOW

MEDIUM

HIGH

Smartphone

Tablet

Computer

Wearable device

" I have difficulty using the touch screen and small buttons when I'm wearing work gloves"

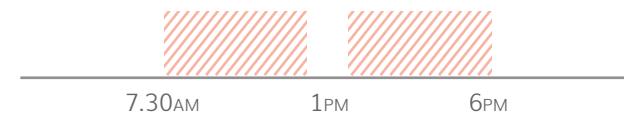
WORK DESCRIPTION

After my graduation last year, I started working in a farm that supplies milk for the dairy industry. I use tractors all year, with different purposes: cut and pack hay and feed the cows. I often change gear that I use during the course of the day. I also occasionally transport milk on the farm.

TASKS

- Field work (cut, pack hay ...)
- Refuel the cow feeders
- Transport the milk

TIPICAL DAY



Working time

TRACTOR SYSTEM KNOWLEDGE



GOALS

- Quickly understand the controls and feel confident in their use
- Have good visibility especially when traveling on the street
- Have good feedback while using the touch screen (e.g. hitch setting)