THE
CLIMATE CORP

ELEVATING FARMERS

RESEARCH + STRATEGY + DESIGN

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SaaS Platform For Farmers

Farmers have an unbearable amount of responsibilities. It is hard to put the stress and worry into words. They feed their children and the community, provide energy for our nation, and nurture our land for sustainability. All of this in a span of 5 months a year - for corn and bean that is.

Most farmers don't have conveniently located fields that make it easy to go out and tackle problems. Often, they are tens or even hundreds of miles away. The tension of tending to land on one end of the state versus the other becomes a game of chance with their livelihoods.

Field data and arial imagery isn't uncommon in the agriculture industry, but it is expensive and infrequent.
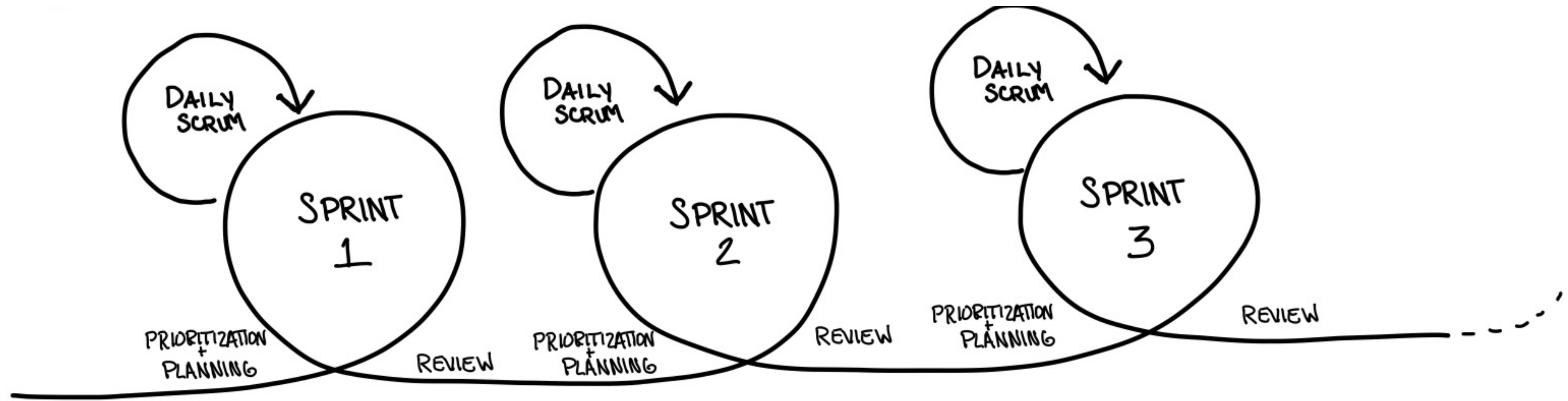
Team + Role

I was the design lead for the 'red' agile team. We were responsible for harvest and arial imagery features for the Climate web and mobile experience.
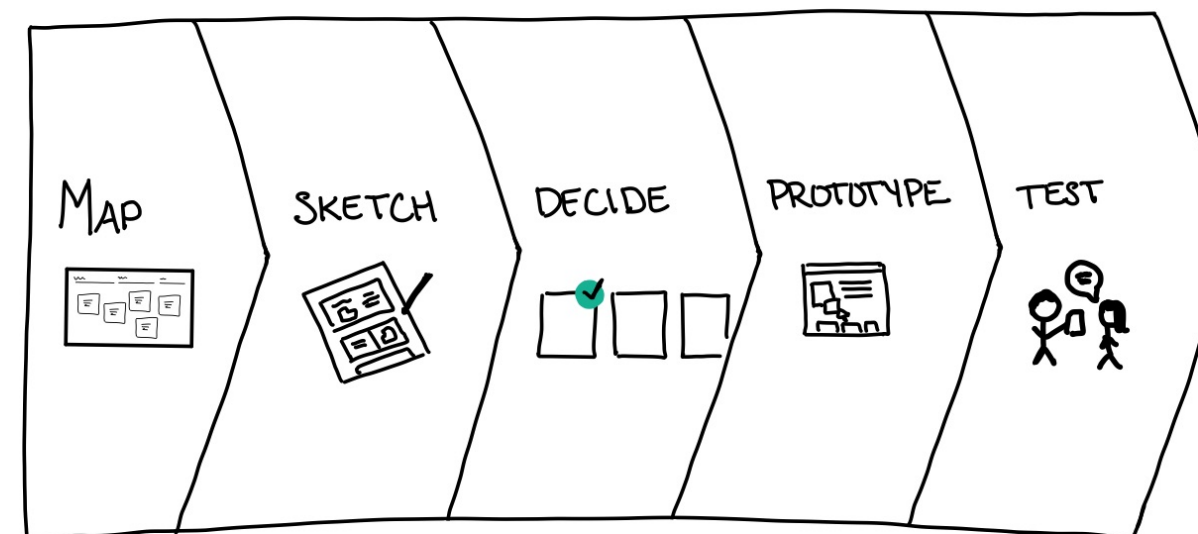

PM

DESIGN LEAD
(ME!)

FRONT END

iOS

ANDRIOD

BACK END

QA
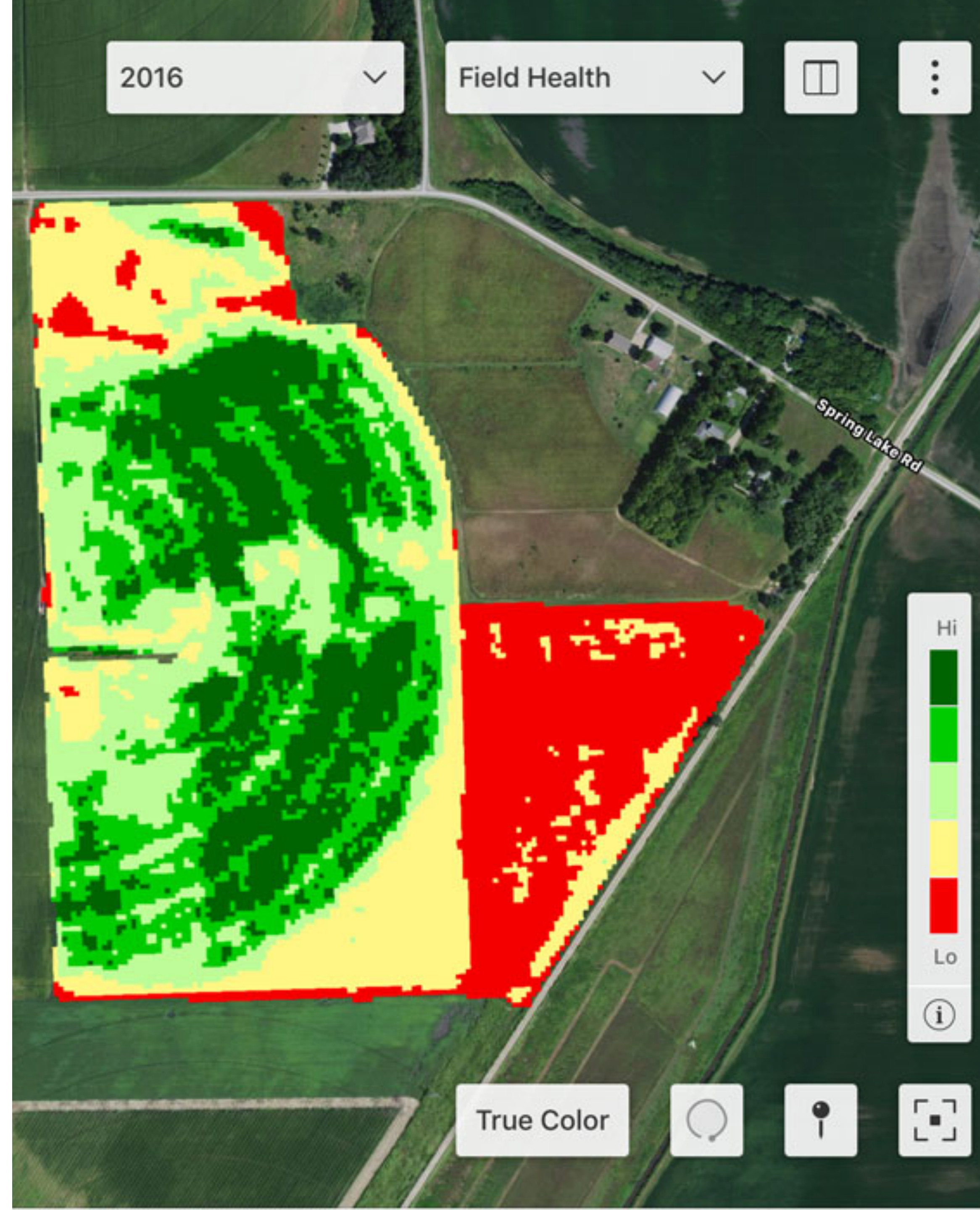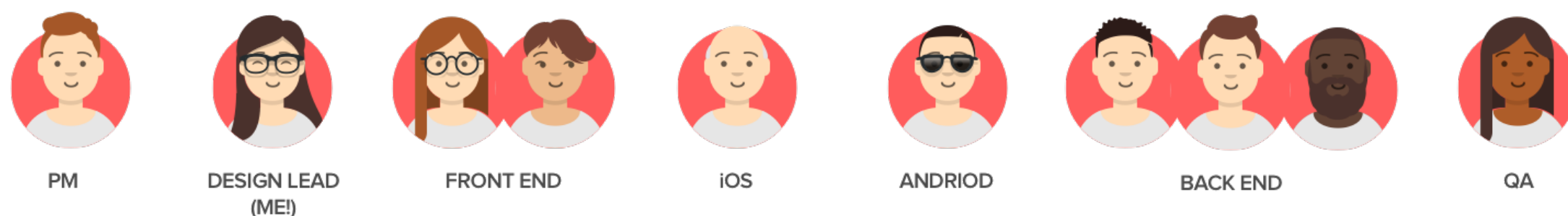
Agile Process
(2 weeks sprints)

Design Sprints
(2 weeks each + 2 sprints ahead)

Monday	Tuesday	Wednesday	Thursday	Friday
Planning w/ PM + TL	Ideation w/ red team	Ideate + Refine	Design team critique	Refine
Refine	Red team Critique	Proto	Design team Critique + Refine	Deliver in jira

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Harvest Advisor

For the harvest release (summer 2014), with my agile team, I designed a new feature for Climate, the harvest advisor which helped farmers predict when to harvest for each field past on field and weather data.
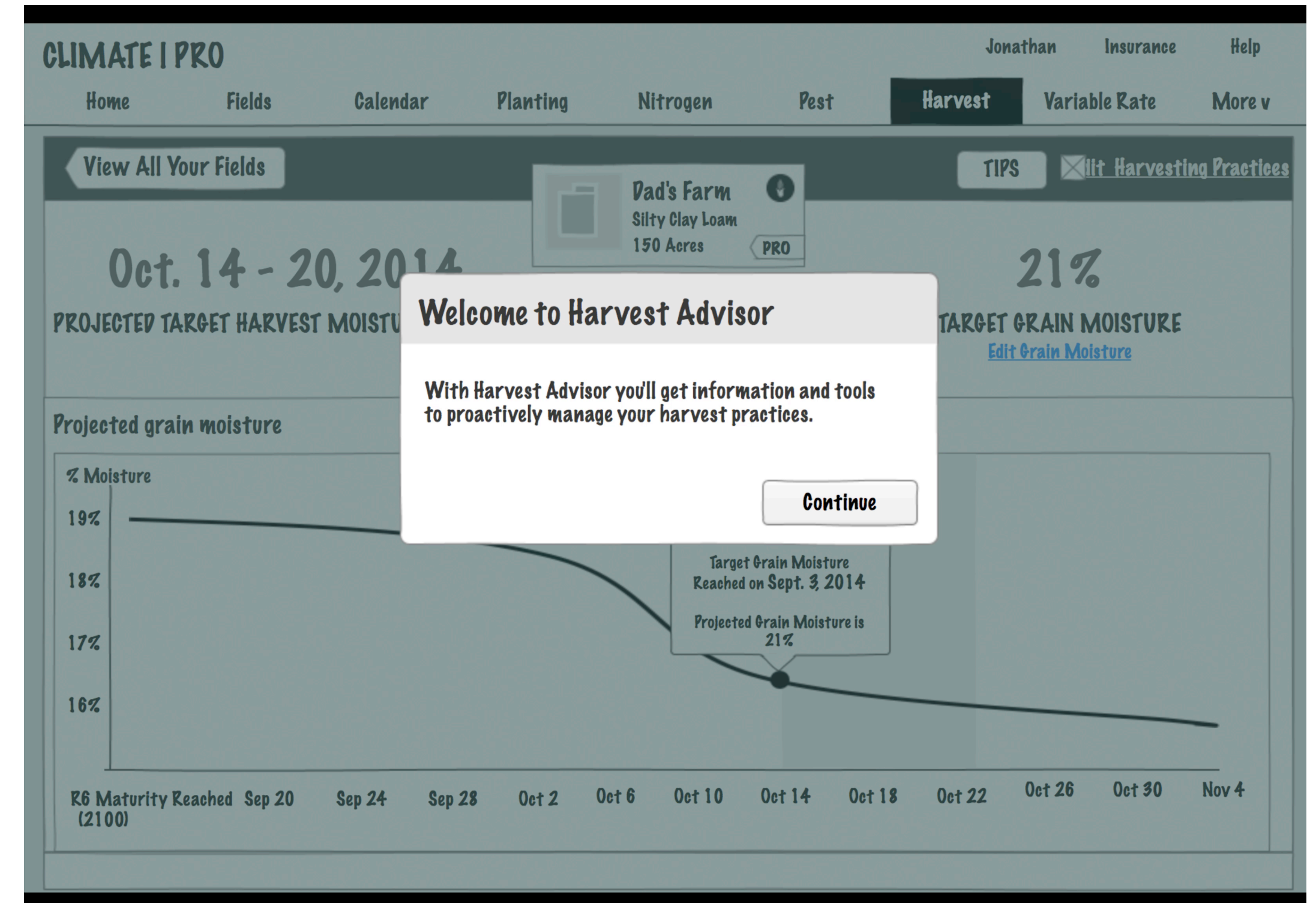
Axure Prototype
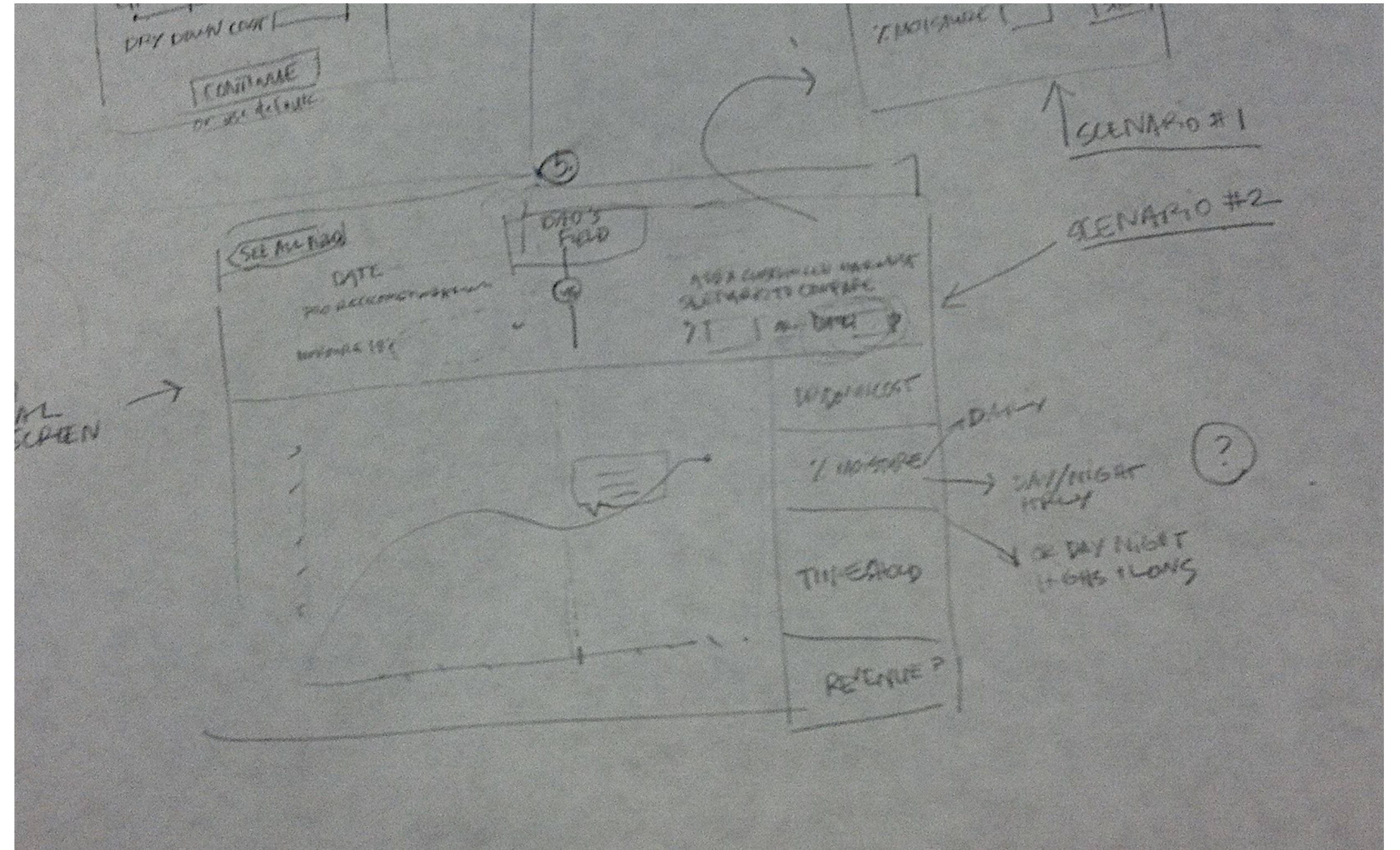
Data Visualization

One of the larger challenges on this project was determining what data could be shown to the user.

Based on the harvestable dates provided by the data science team, there not a single date when the crop would reach it's ideal moisture, but there was a range.

To build trust with farmers, I knew we couldn't just provide date ranges, we needed to show the crops moisture projections with real-time updates based on field and weather data.

Axure Prototype

Iterative Development

Design Sprints

Agile Sprints
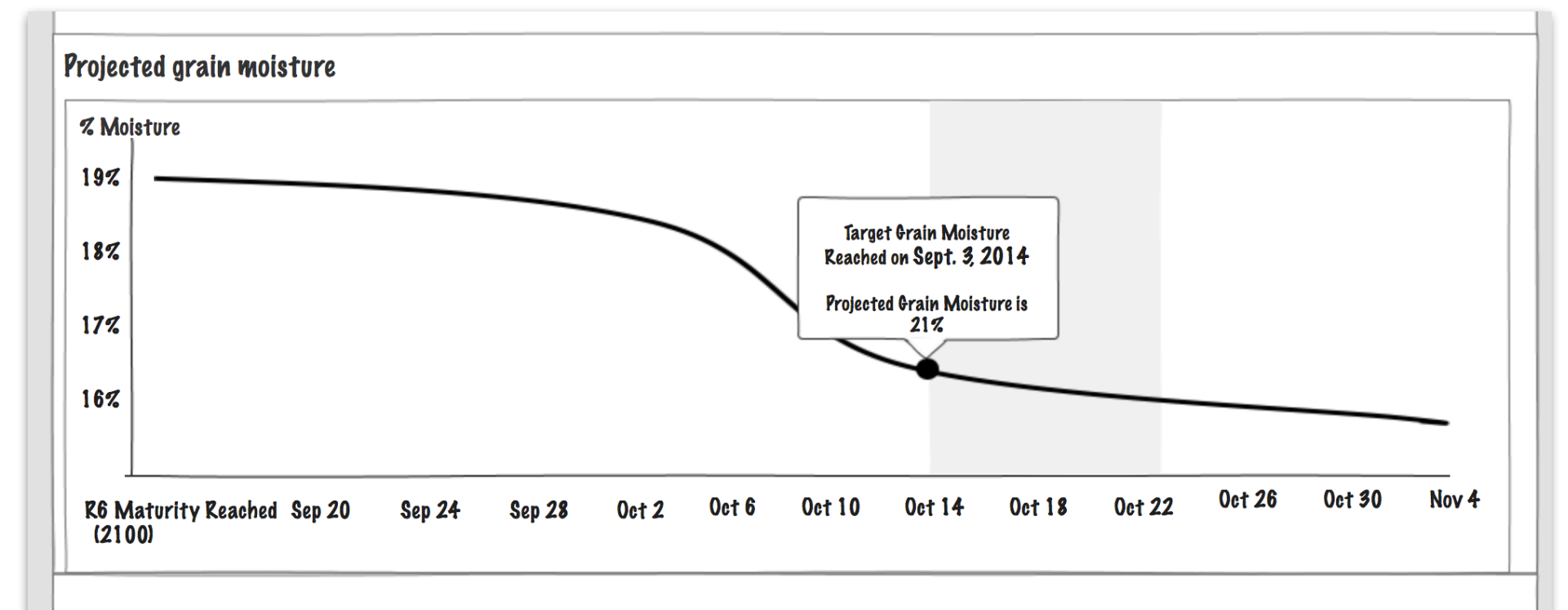
Data Tables

FIRST

Onboarding

SECOND

Moisture Projections

THIRD

Understanding the audience

I conducted better understand our target audience and inform prioritization.

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Managing an operation

One of the biggest insights from this project was that most farmers own fields that are 50+ miles away form their home operation. This makes knowing which field to check in on when very difficult.

Climate leadership, decided to move the features and functionality that would support farmers in solving these problems to the top of the prioritization list.

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Conceptual Framework

The red team was tasked to handle the Field Health experience across web and mobile experiences.

I worked with my agile team to ideate on a potential solution for the Field Health Advisor experience.

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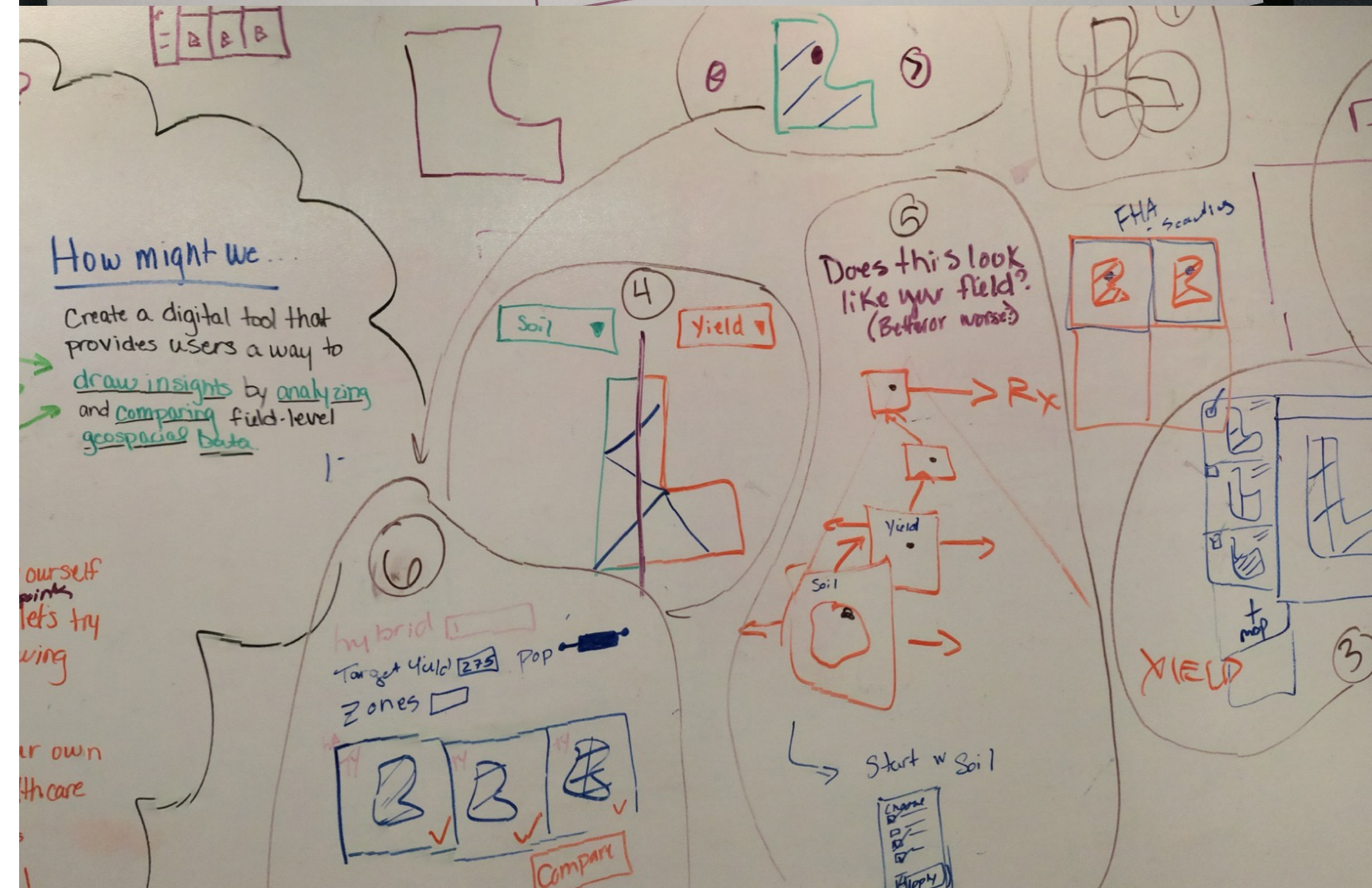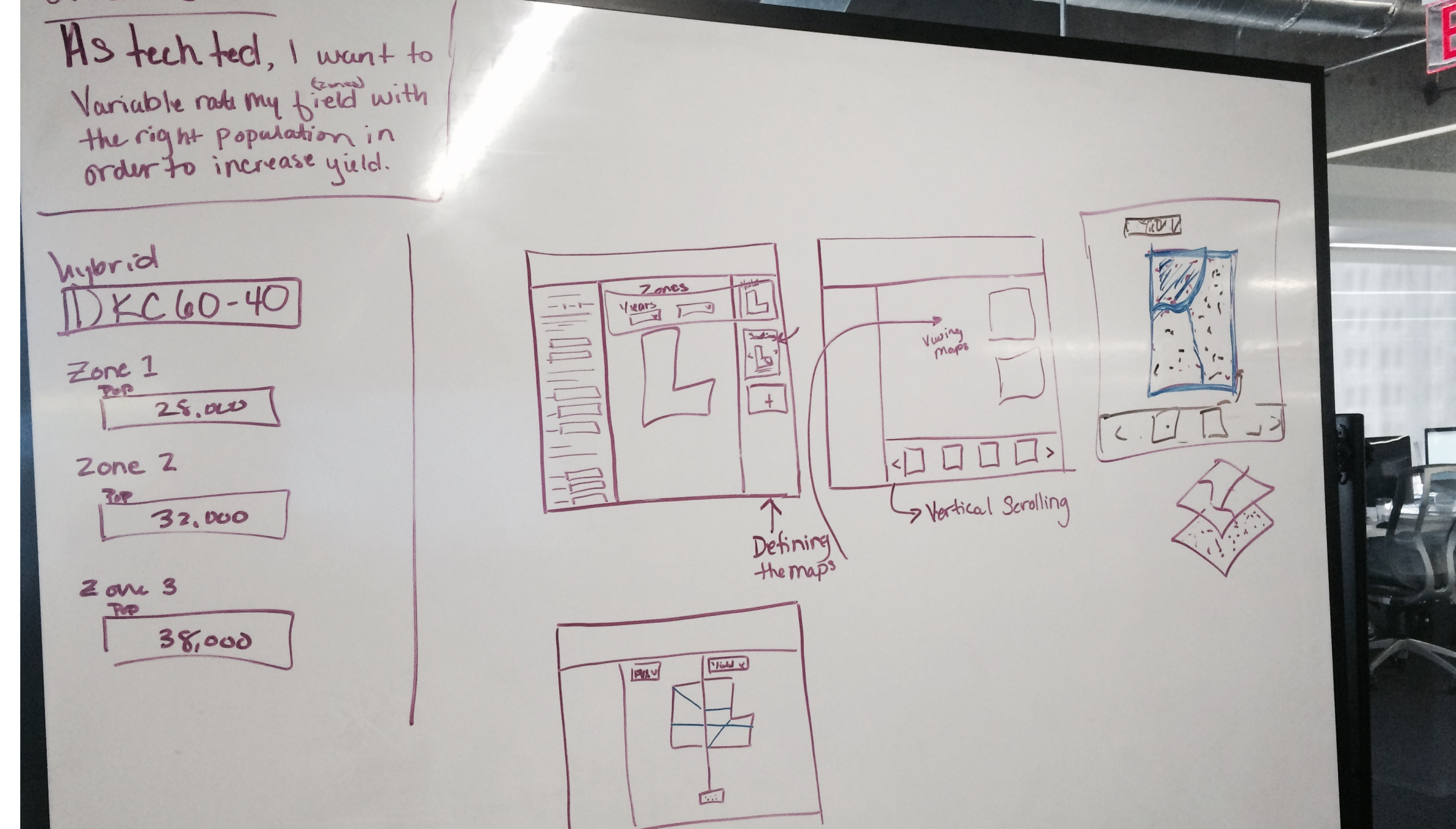
Mapping tools

One of the larger design challenges I faced was providing mapping tools on a smaller device. These tools including:
 - Rotating between arial images
 - Adjusting the opacity of the arial images
 - Adding pins to maps

In this situation, farmers would and should be able to use all of the mapping tools on mobile. The challenge was getting all of the tools within the experience without hindering the farmer for viewing the imagery.
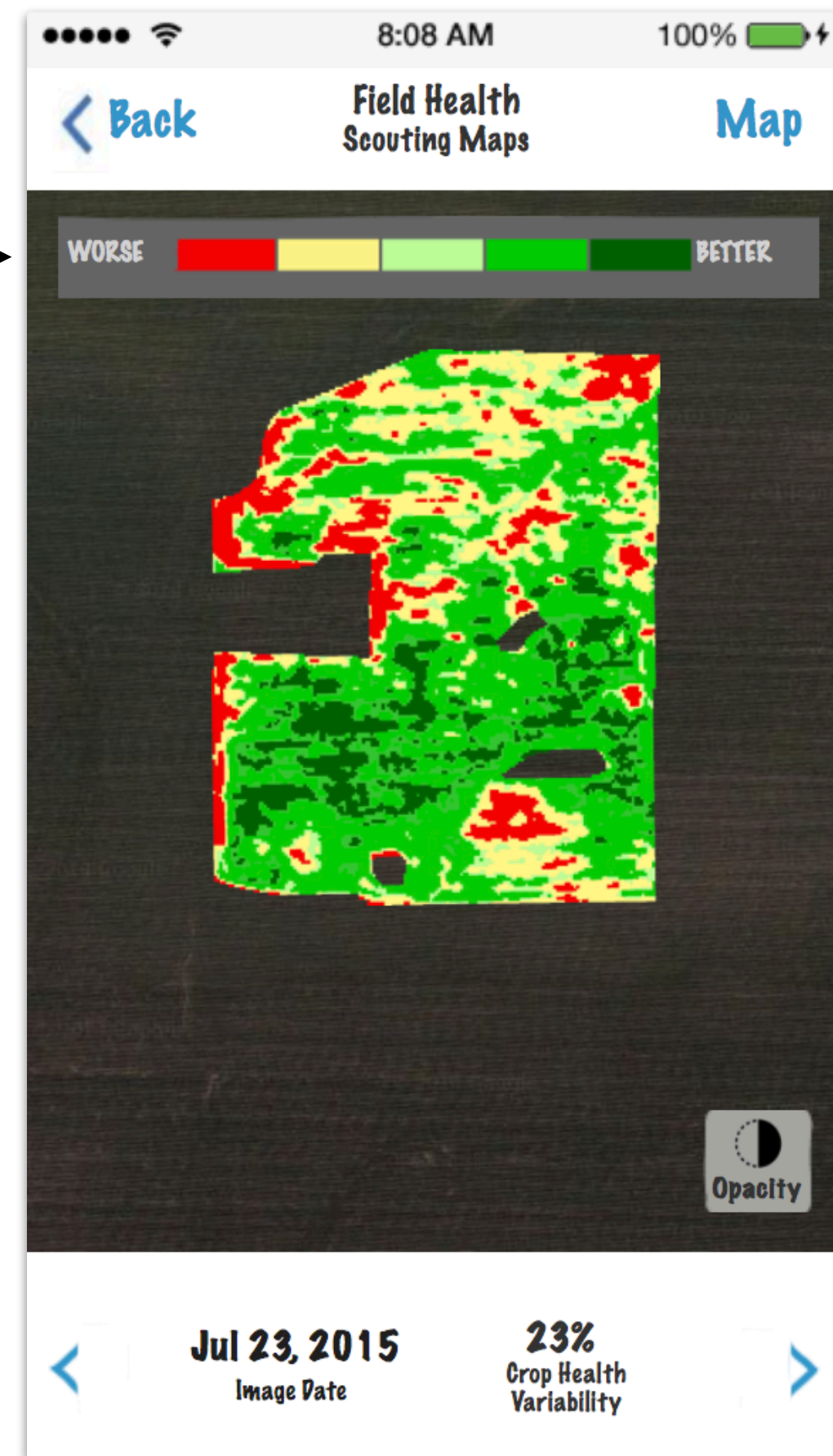
Working with the front and back end devs, we positioned each image between any buttons that would appear on the map.
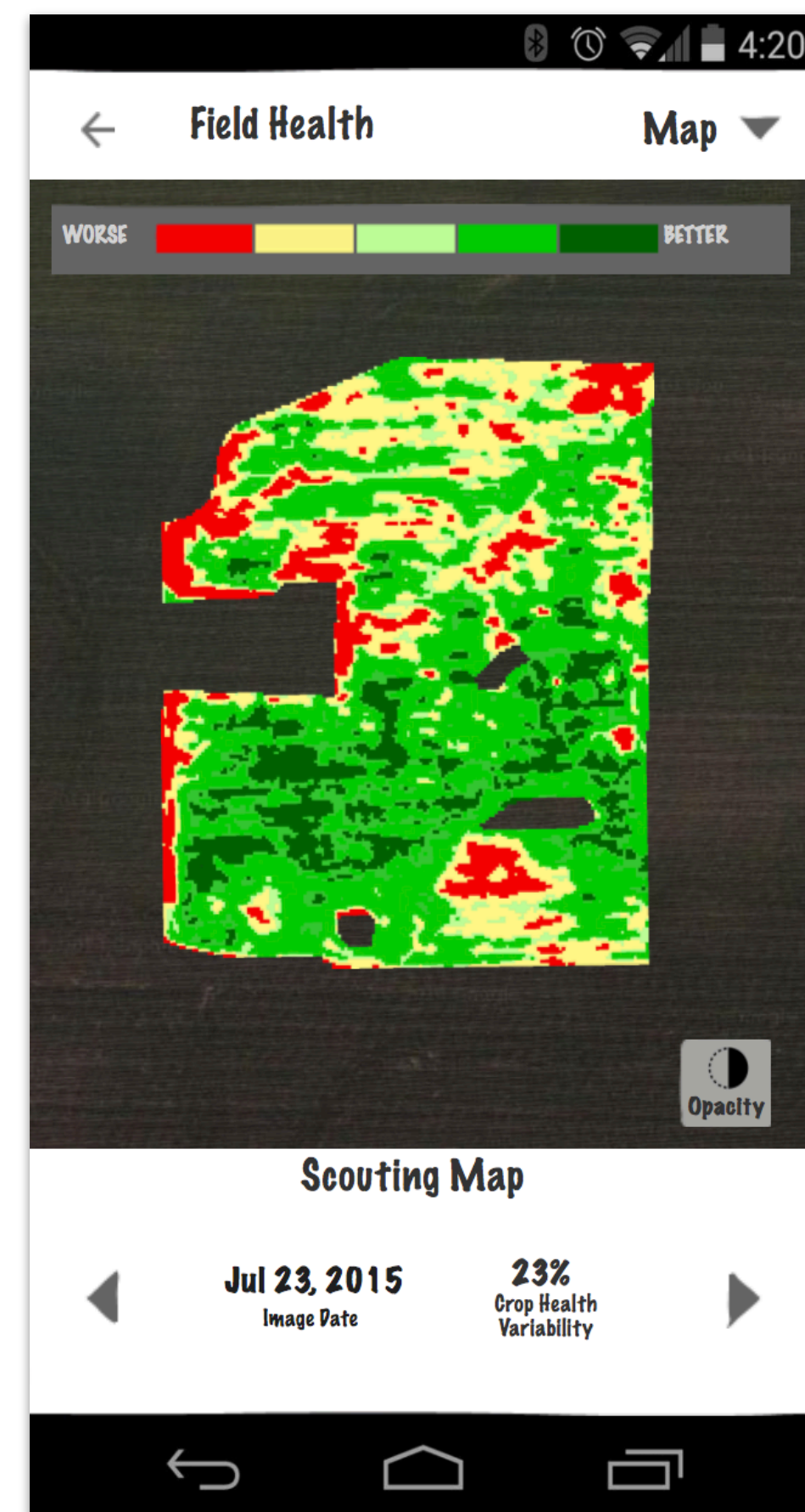
Axure Prototype
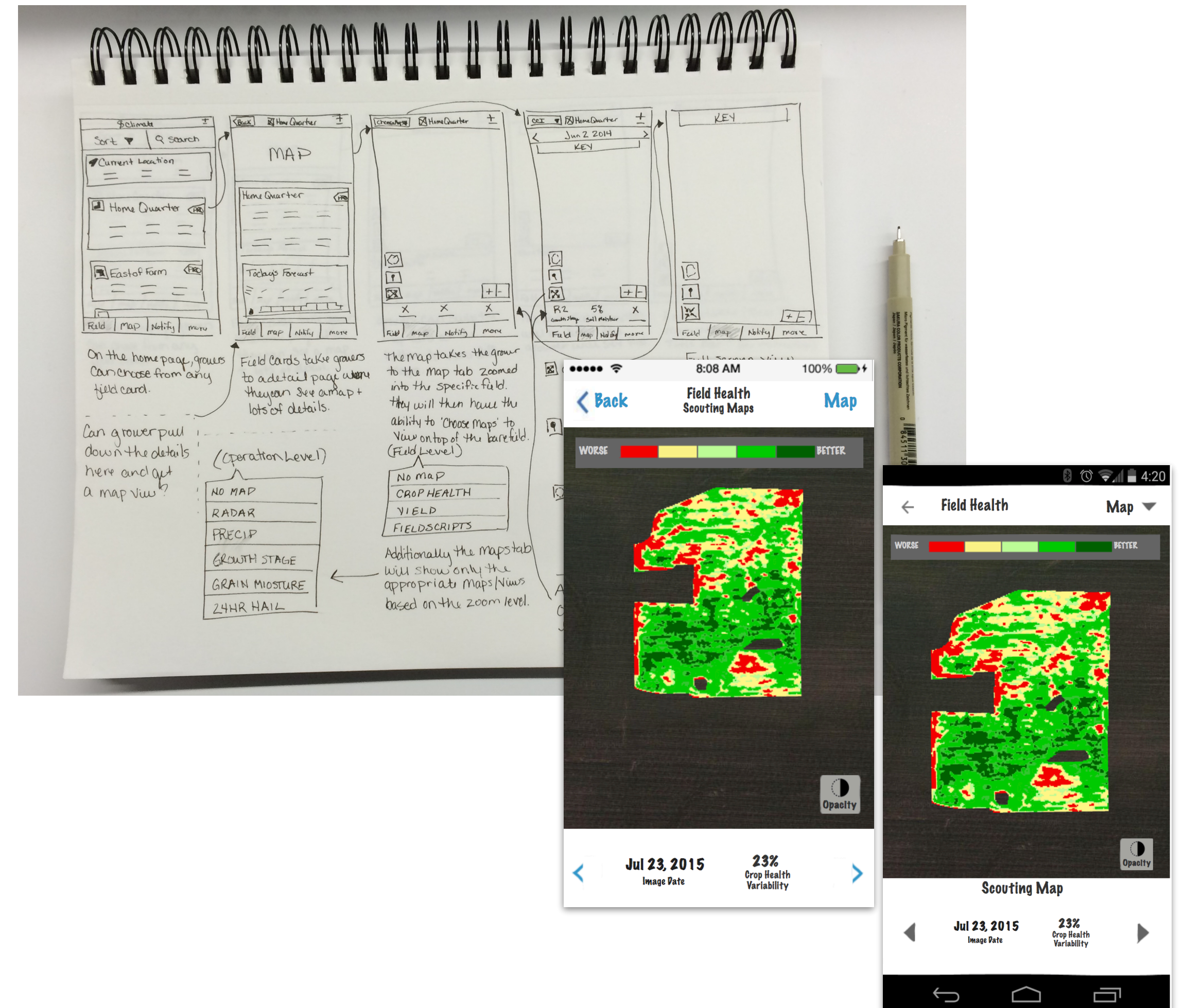
Key

Updated based on the map being shown.

Watching Progress

Giving farmers the ability to view imagery across time. (given financial constraints)

Map options

A variety of Ariel imagery (e.g., infrared, full color.

Map Tooling

Viewing maps with different opacities for drone overlays, pining the map with notes, and sending coordinates.

Detailed Design

I designed responsive-web and native iOS mobile app experiences for the Field Health Advisor during the agile process - iterating with the product team for over six months.