
SeedSproutStuff

Farm Centered Design Proposal

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The Problem

Our research shows...

Younger generations are hesitant to go into farming because of the low financial reward for a high amount of effort.

While hesitant in many cases, most younger farmers are very interested integrating new technologies into farming—but there is currently a lack of technologies for small start-up farmers.

Meet the Farmers



Holly
Savvy Grower

“My small business is growing. When doing everything by hand becomes too much of a burden, I’ll consider more modern techniques.”



Daisy
Early Bloomer

“My parents spent so much time on the farm, and I’m not interested in staying if farming techniques do not become more modern.”



Willow (Will)
Eager Sprouter

“I’m passionate about organic growing methods and healthy, local food... but I’m just not sure where to start.”

Meet the Farmers



Holly
Savvy Grower



Daisy
Early Bloomer



Willow (Will)
Eager Sprouter

Classic and Experienced

New and Experimental

Meet Holly



Holly
Savvy Grower
Age 35

Motivations

- Making life easier
- More success on crops
(often overlooks notes!)
- Keeping accurate data

Behaviors

- Records data and inventory by hand
- Keeps business info on a computer
- Works most crops by hand
- Has a few farm workers

Openness to New Technology



Openness to Change in Methods



Openness to Taking Risks





Our Solution

Making a more efficient farming experience for small farmers, making farming a more viable and appealing career for millennial farmers.

Create an experience that enhances the tactile way farmers currently tracking information and turn it into a more holistic and integrated experience.



SWOT Analysis

Strengths

- One place for tracking farm inventory needs
- Past data helps identify patterns / see trends
- Easy data entry + hands off technology
- Customizable dashboard
- Connects workers on the farm
- Task delegation and management

Opportunities

- Lack of inventory tracking services available for small and medium sized farms
- Plant wearables for tracking information
- Younger farmers are more open to utilizing new types of technology

Weaknesses

- Requires data entry
- Requires phone use in fields (could be a distraction)
- Farms may already have already purchased a system
- Requires cellular data and battery life on device

Threats

- Farm community programs & rental places
- Other farm inventory programs
- Farmers may be fine and not see a need for a management application
- Cellular service may be poor in the fields

Touchpoints

Mobile

- Mobile Application
- Smart Paper
- Farming Mode (hands-off)
- Widget Extensions (notifications)

Desktop

- Desktop Application

Site Map

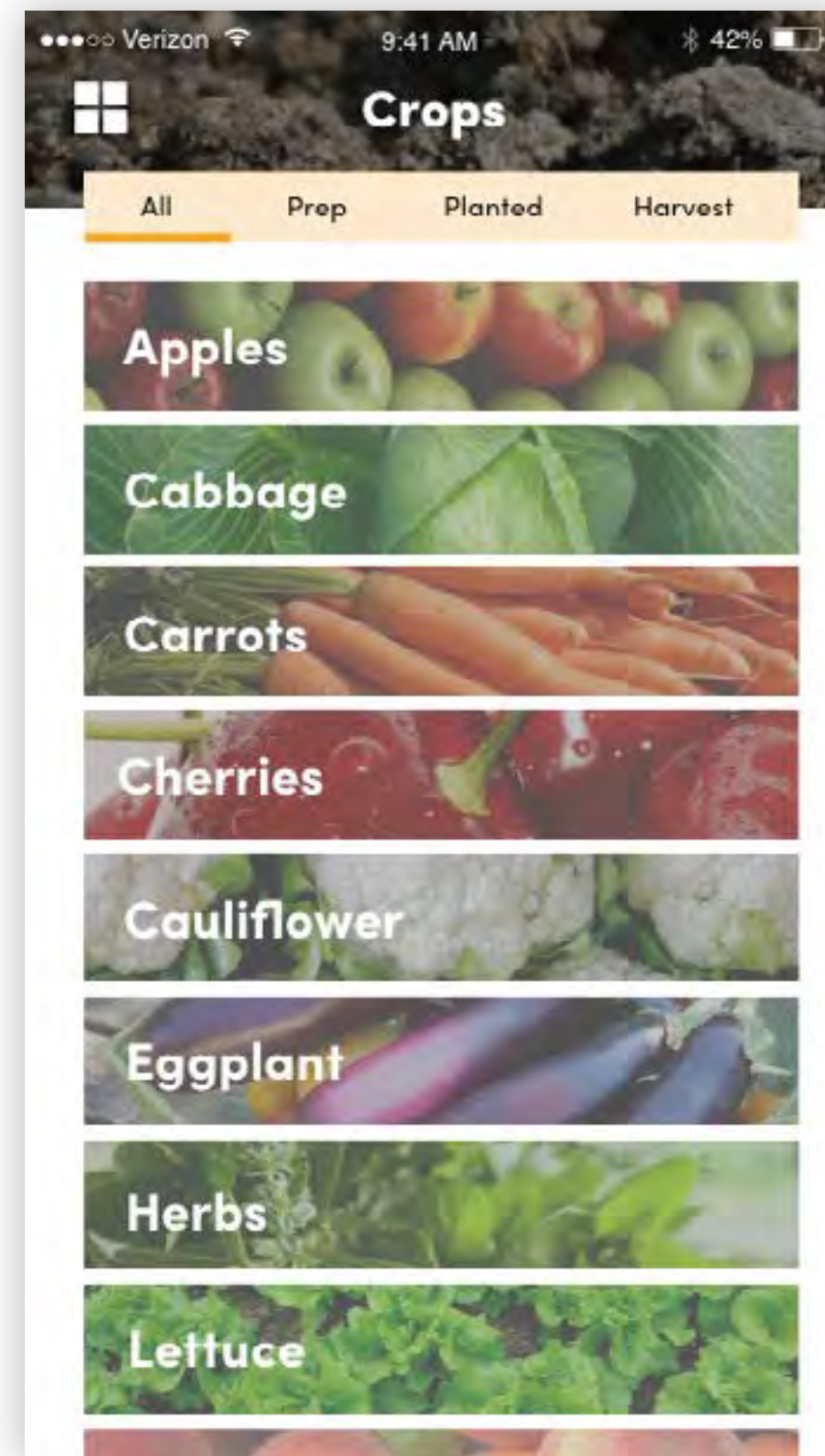
Desktop

- Crops
- Log
 - Soil Condition
 - Seed Starting
 - Planting
 - Pest Management
 - Harvest
 - Market
 - Equipment
- Tasks
- Chatroom

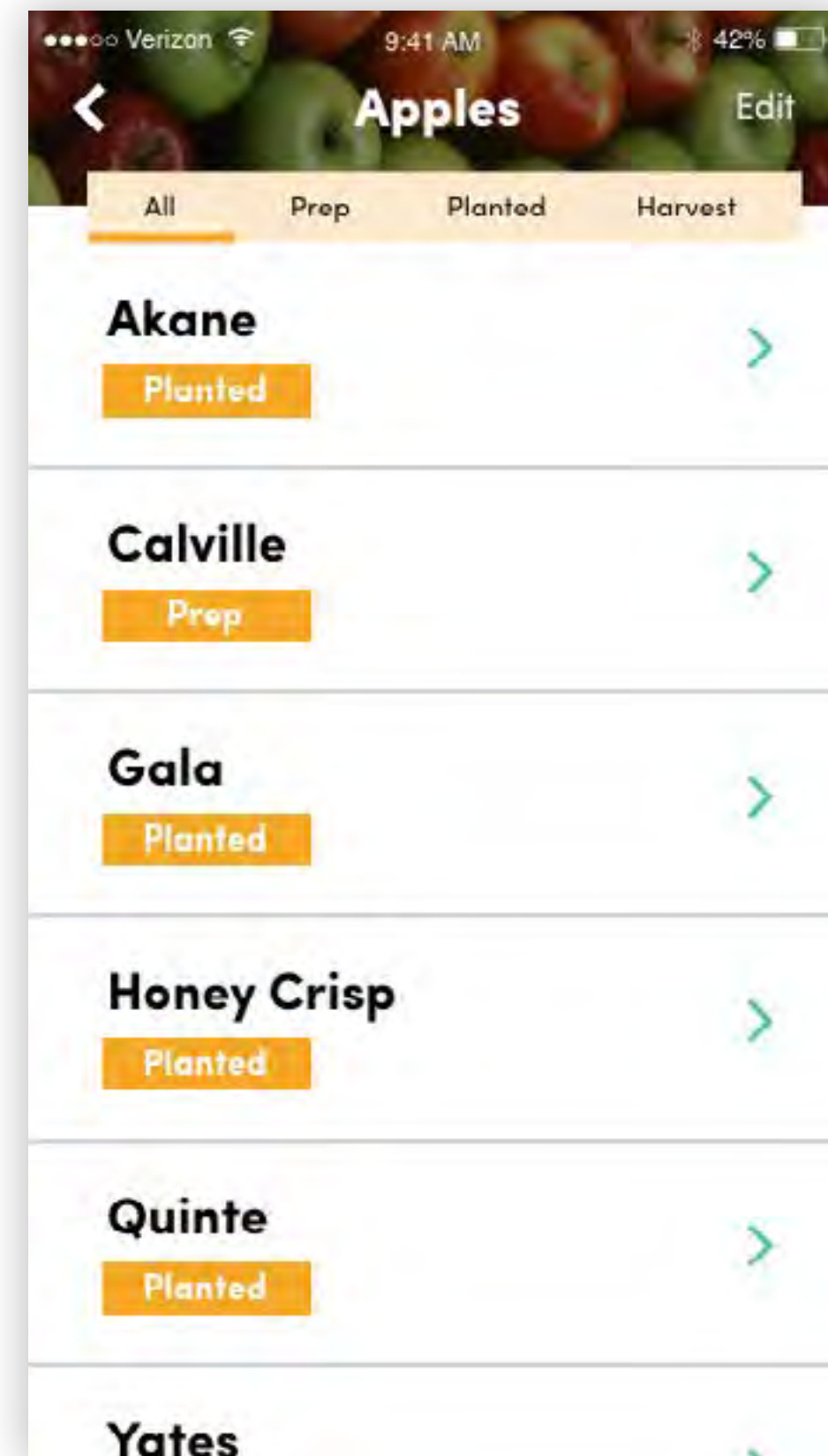
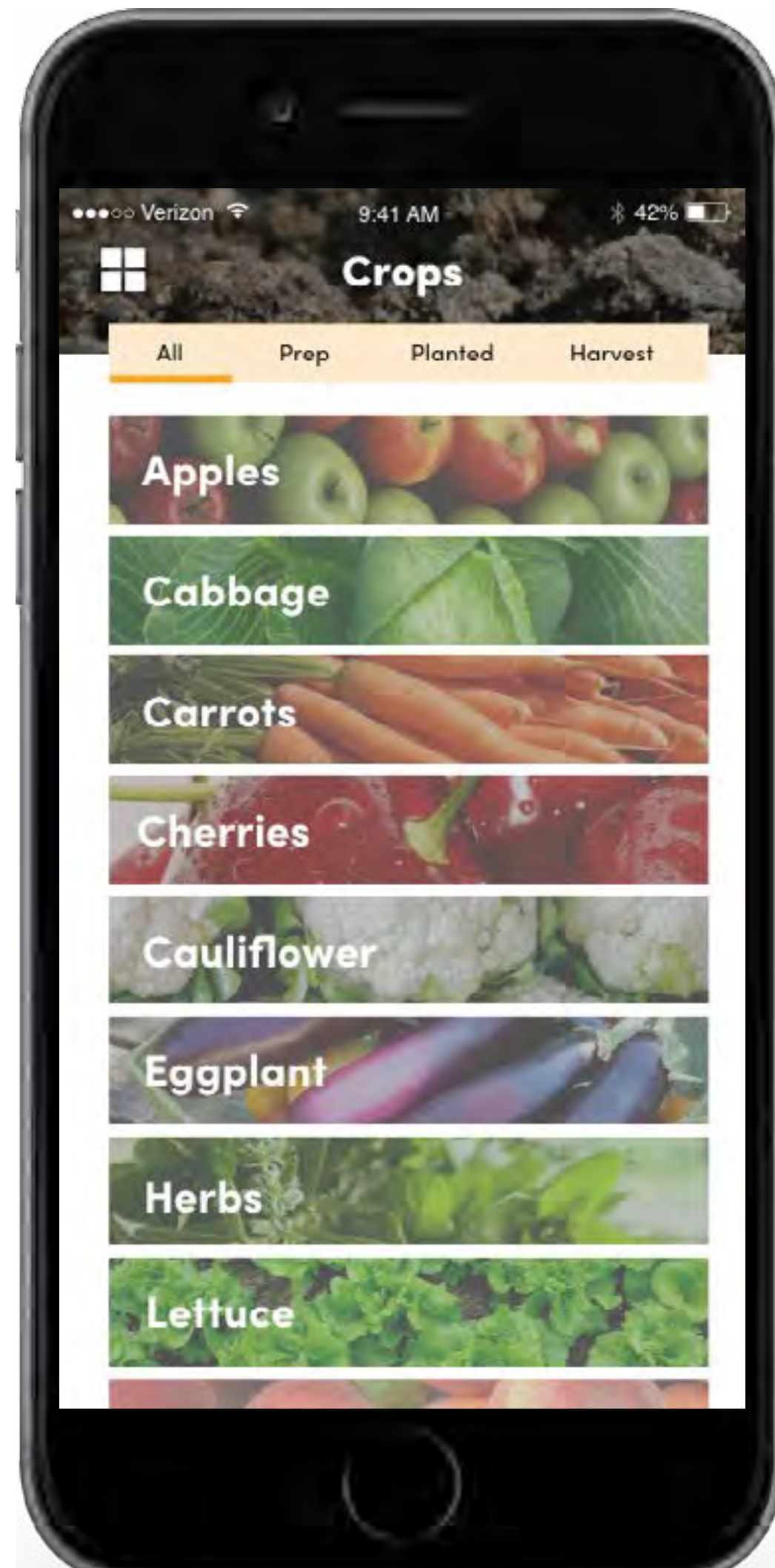
Mobile

- Weather
- Market
- Chat
- Crops
- Tasks
- Log

Pocket Plot – The App



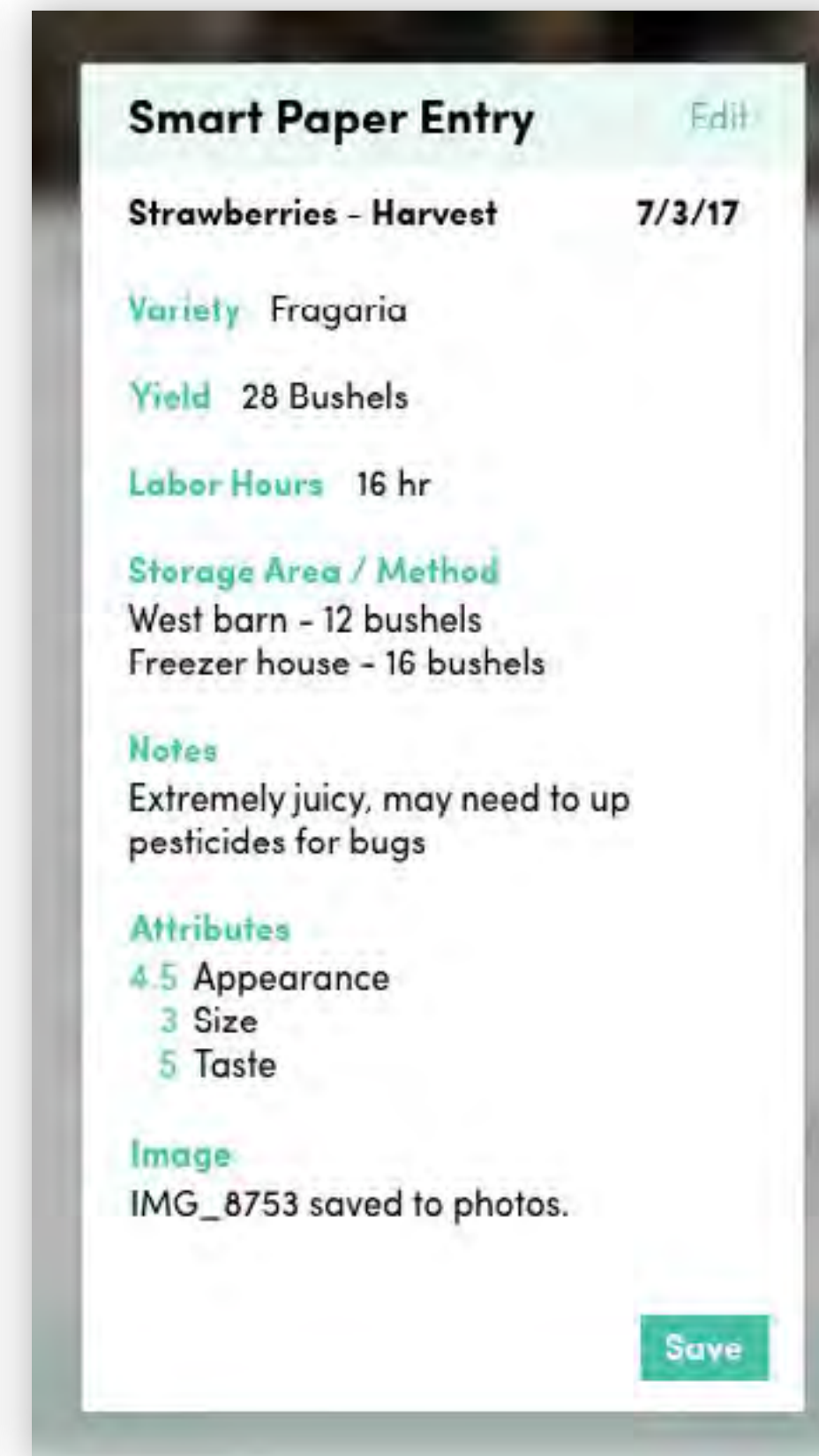
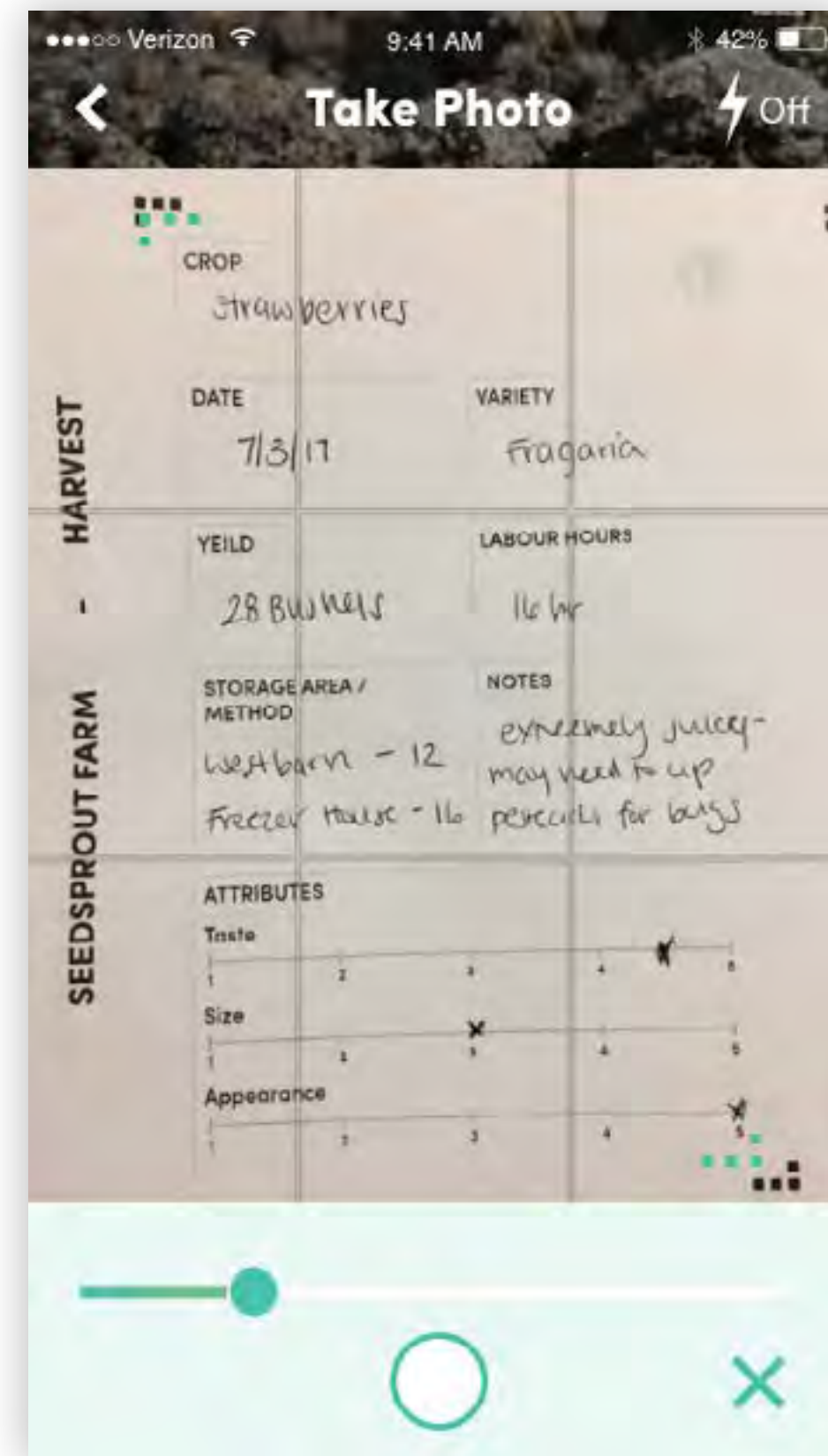
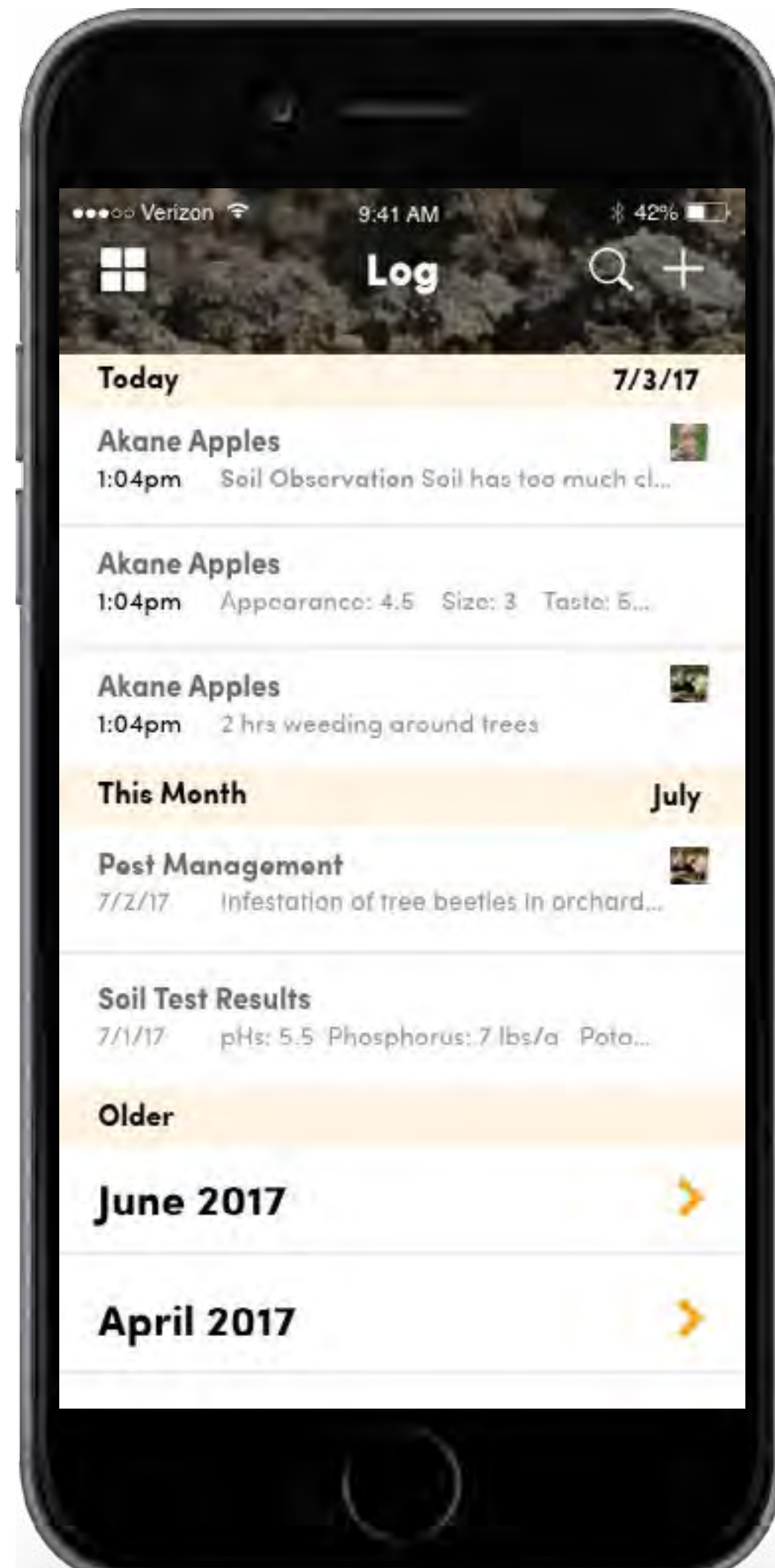
Crops – Mobile



Crops

My Crops displays all of the crops (in preparation, planted, and harvest stages), overview of crop varieties. It offers the opportunity to input data on soil conditions, seed starting, planting, pest management, and harvest data.

Log - Mobile



Log

The app keeps a digital log of all notes and data, both manually input and handwritten using smart paper. Add information to the app in offline mode and it will automatically sync when your phone reconnects to the internet.

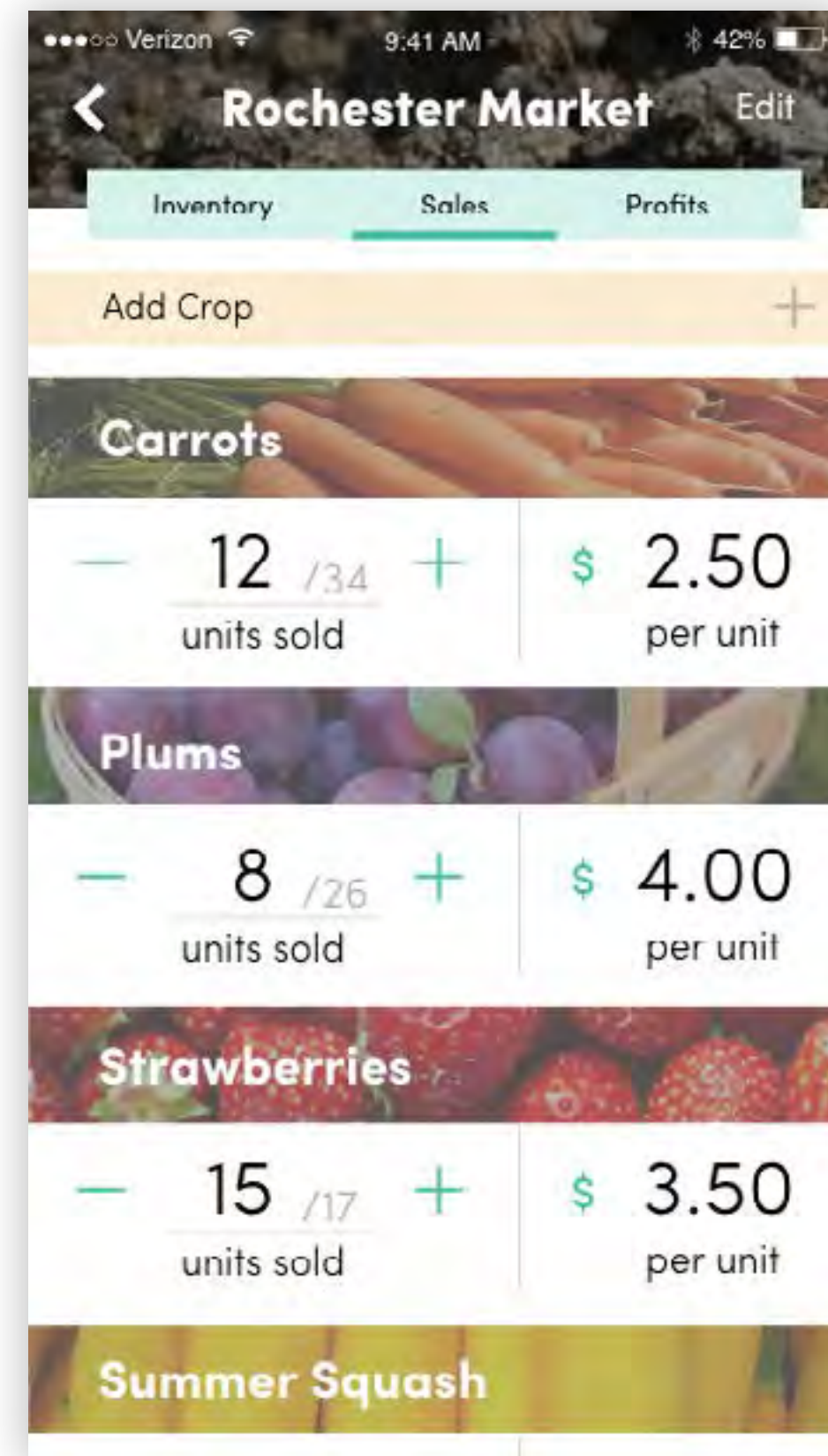
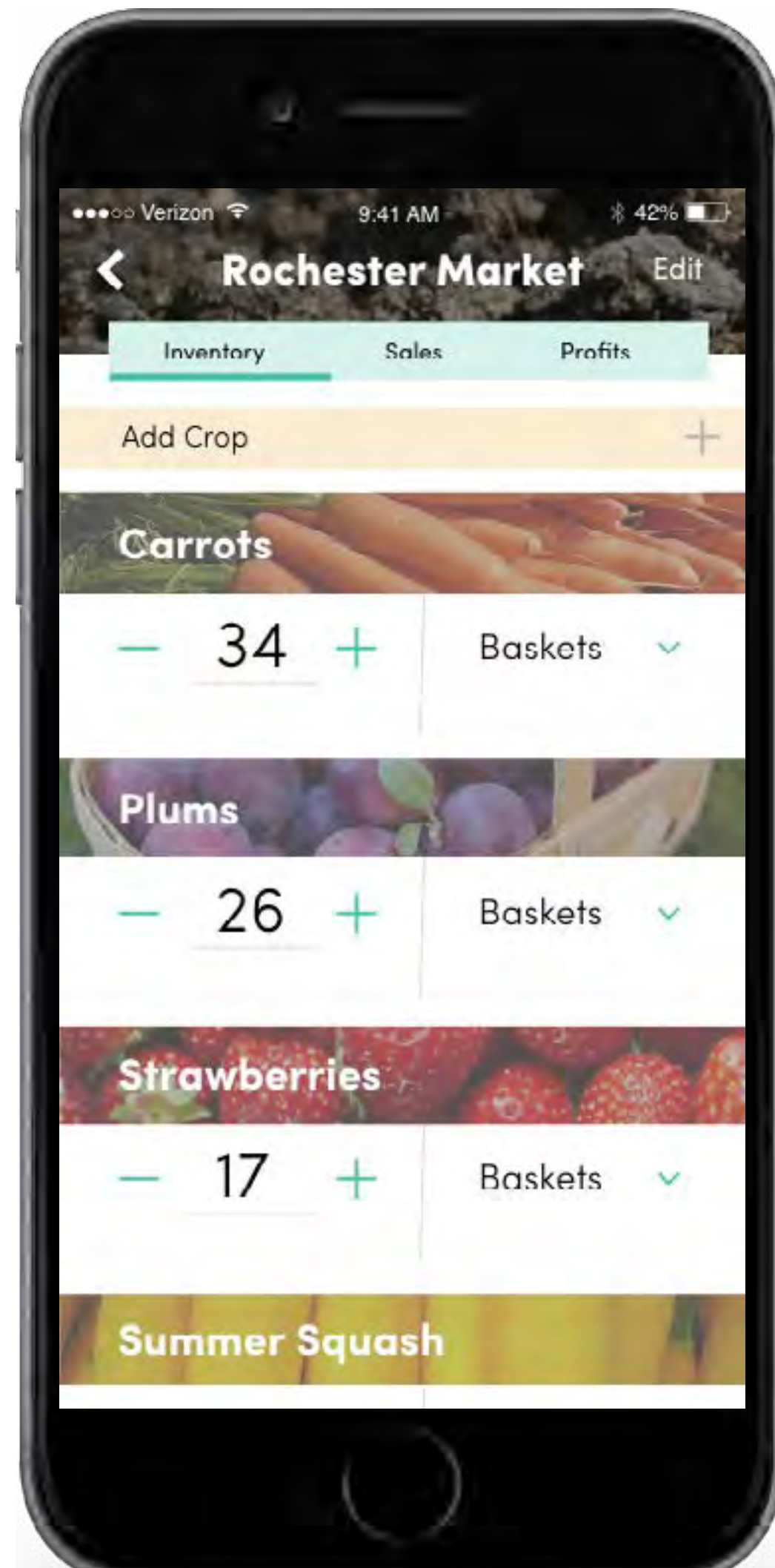
Smart Paper Integration

SEEDSPROUT FARM - HARVEST	CROP	
	DATE	VARIETY
	YEILD	LABOUR HOURS
	STORAGE AREA / METHOD	NOTES
ATTRIBUTES		
Taste		
Size		
Appearance		

SEEDSPROUT FARM - HARVEST	CROP	
SEEDSPROUT FARM - HARVEST	DATE	VARIETY
SEEDSPROUT FARM - HARVEST	YEILD	LABOUR HOURS
SEEDSPROUT FARM - HARVEST	STORAGE AREA / METHOD	NOTES
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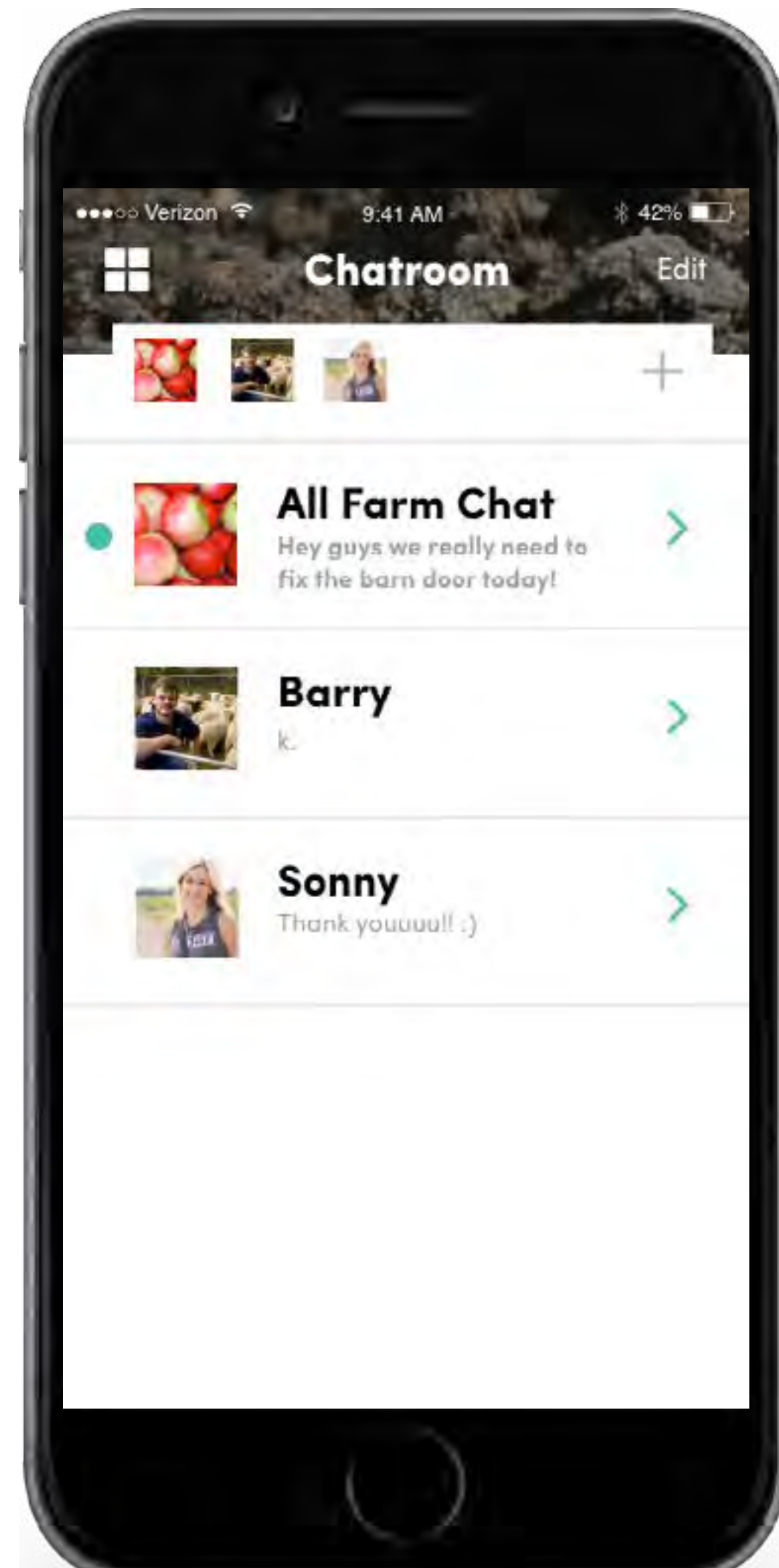
Market - Mobile



Market

Track the inventory, sales, and profits from the market. Easily adjust sale prices, quantities sold, and view data from other markets.

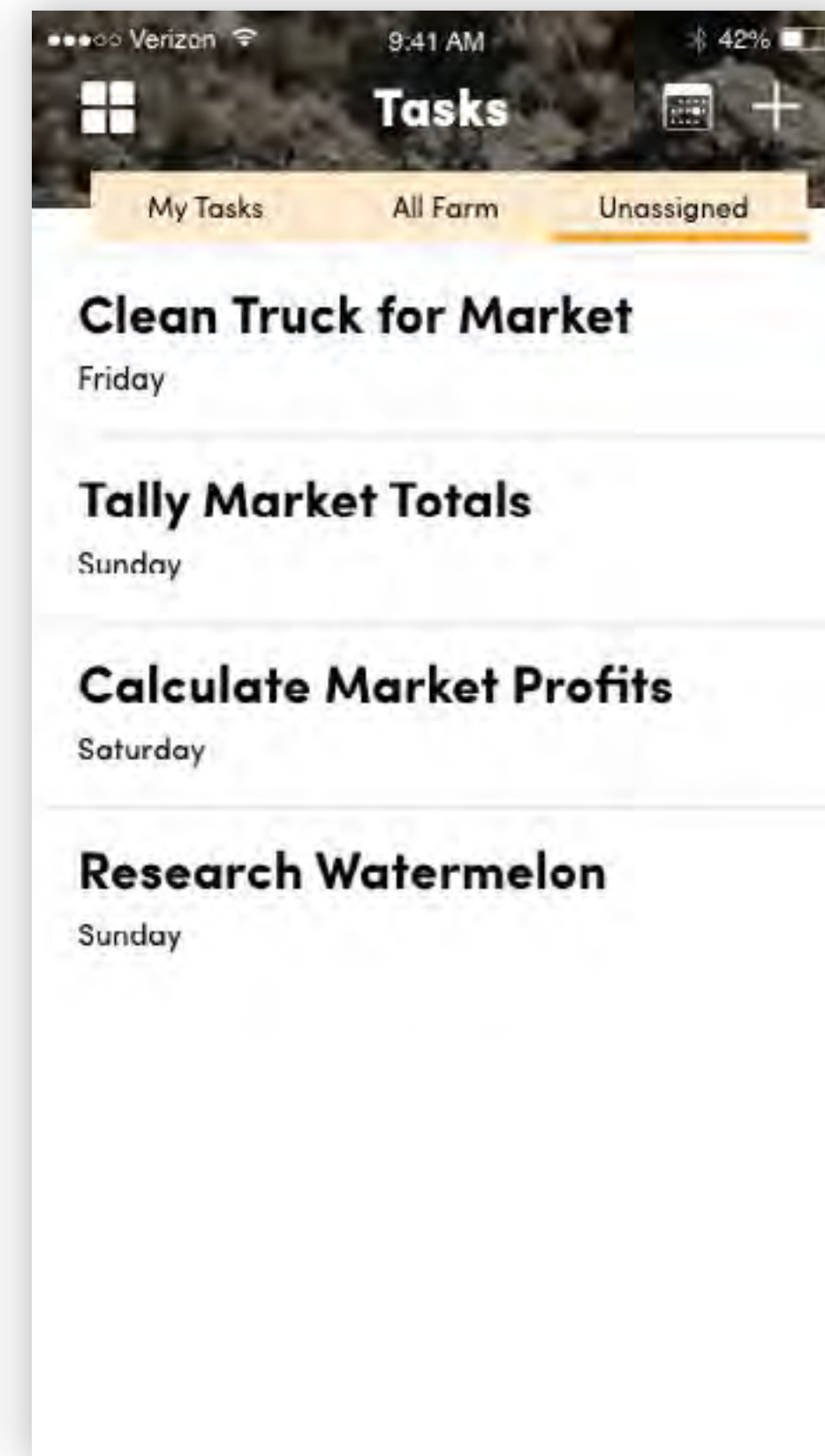
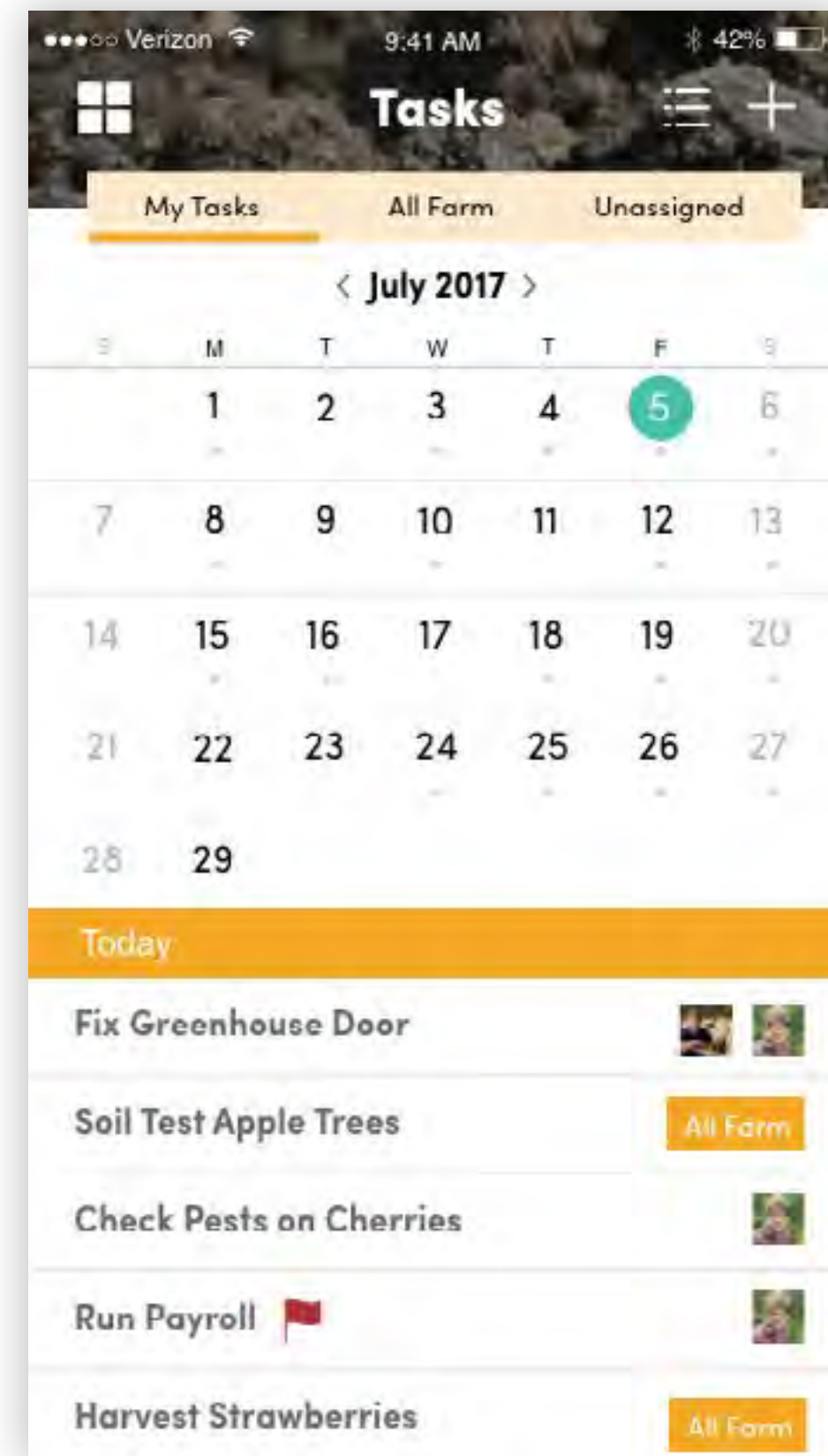
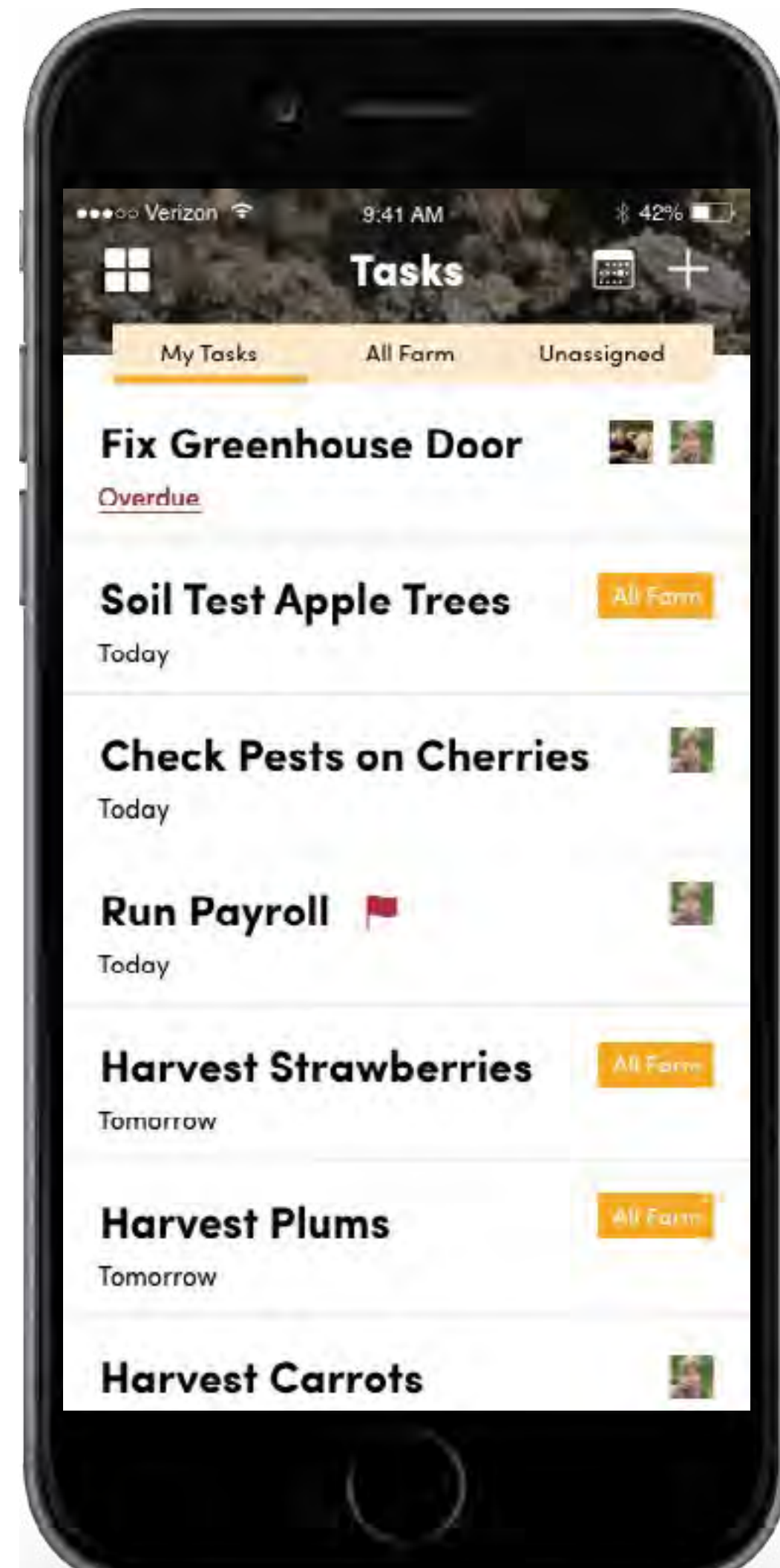
Chatroom - Mobile



Chatroom

Chat with everyone on your farm in the All-Farm chat, or message individually through the chat room.

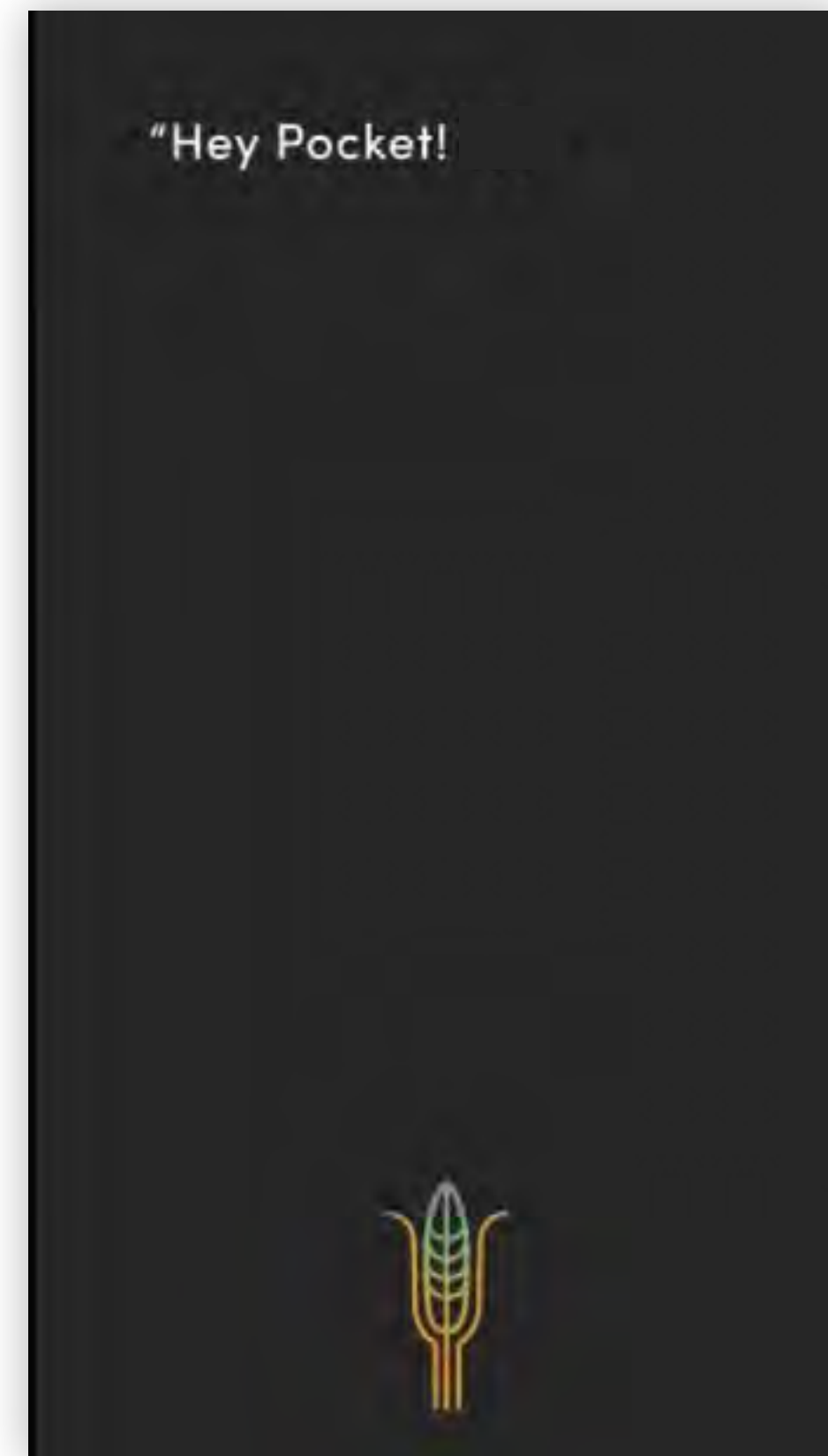
Tasks - Mobile



Tasks

In tracking tasks for your farm, you can sort by your individual to-dos, unassigned tasks, and tasks that need all hands on deck from everyone in the farm!

Farming Mode

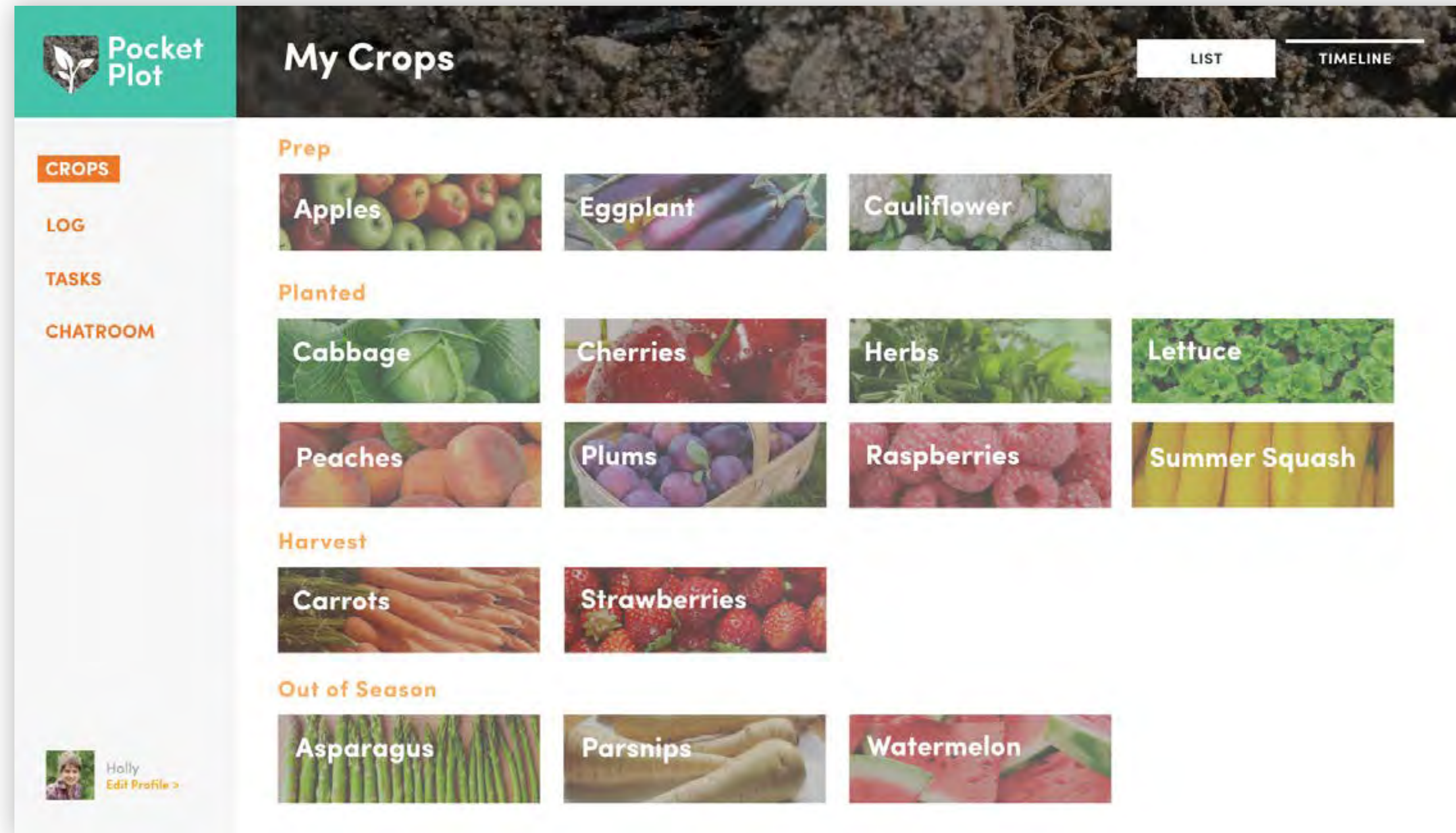


Farming Mode

Set a timer to when you would like your phone to be in Farming Mode; this allows the app to send you notifications and hear your voice commands when you are working.



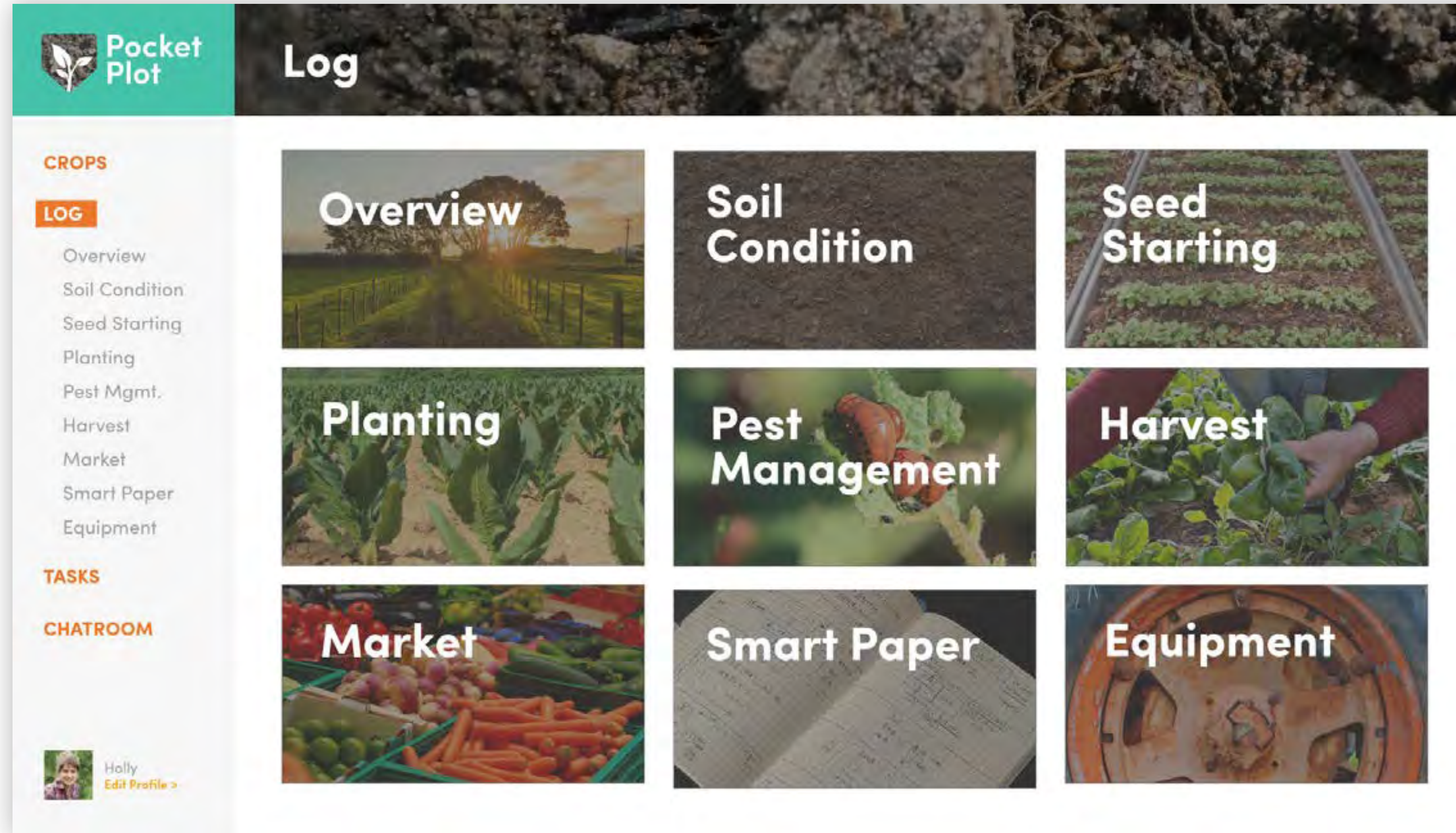
Crops – Website



Crops

Similar to the mobile version, the desktop crops screen allows users to view all of their crops in both list view, and in a Gantt timeline view, so that it is easy to tell which crops are in which stages.

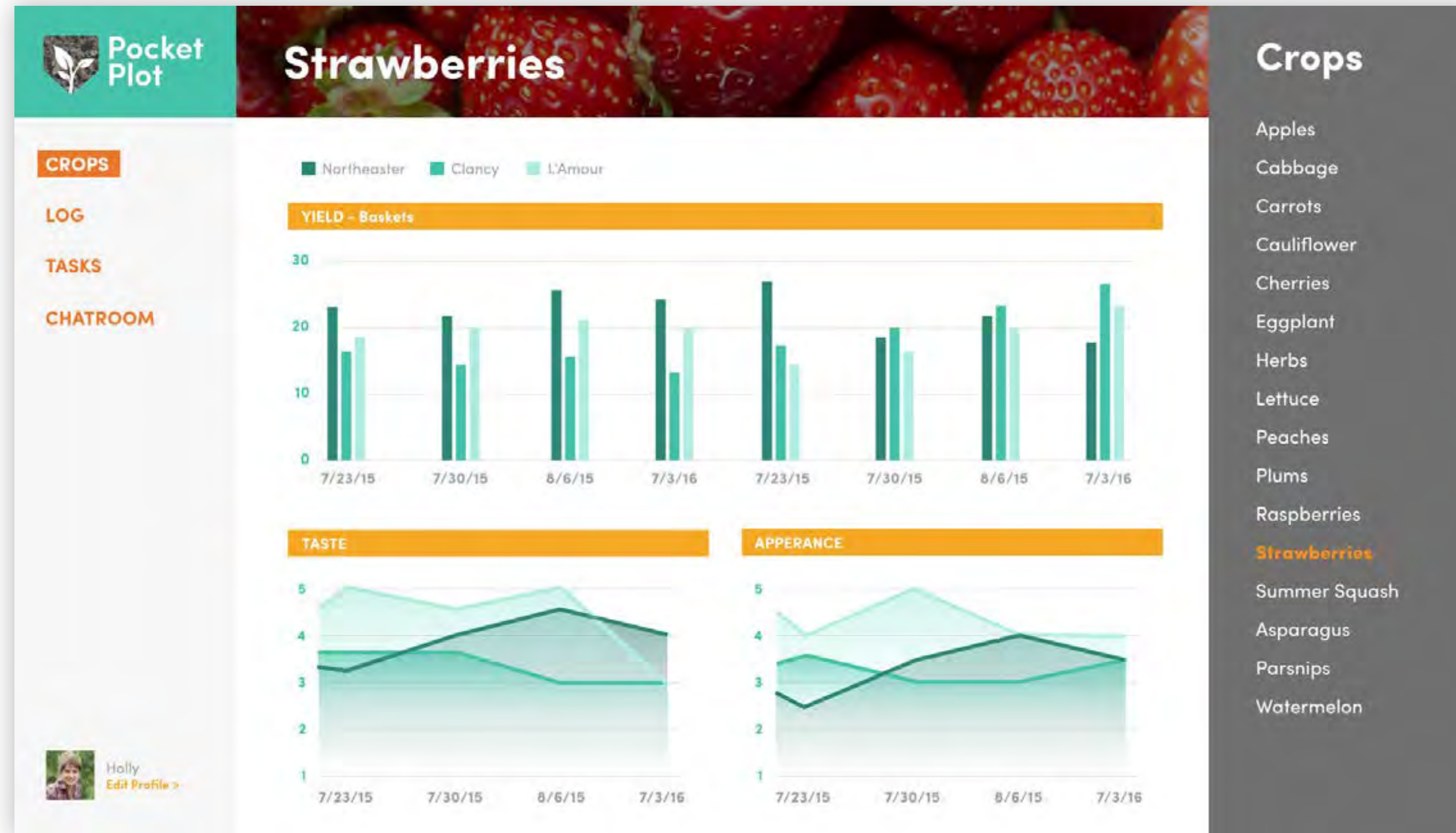
Log - Website



Log

More robust than the mobile version, the Pocket Plot website log directs users to very robust data and charts for everything happening on the farm—including links to Smart Paper management.

Individual Crop Data - Website



Strawberries

View individual charts, graphs, and data sets for each individual crop on the farm. Compare different varieties of each crop, and track attributes of each one.



Questions?

