

THE CLIMATE CORP

ELEVATING FARMERS

RESEARCH + STRATEGY + DESIGN

Climate Corp

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.

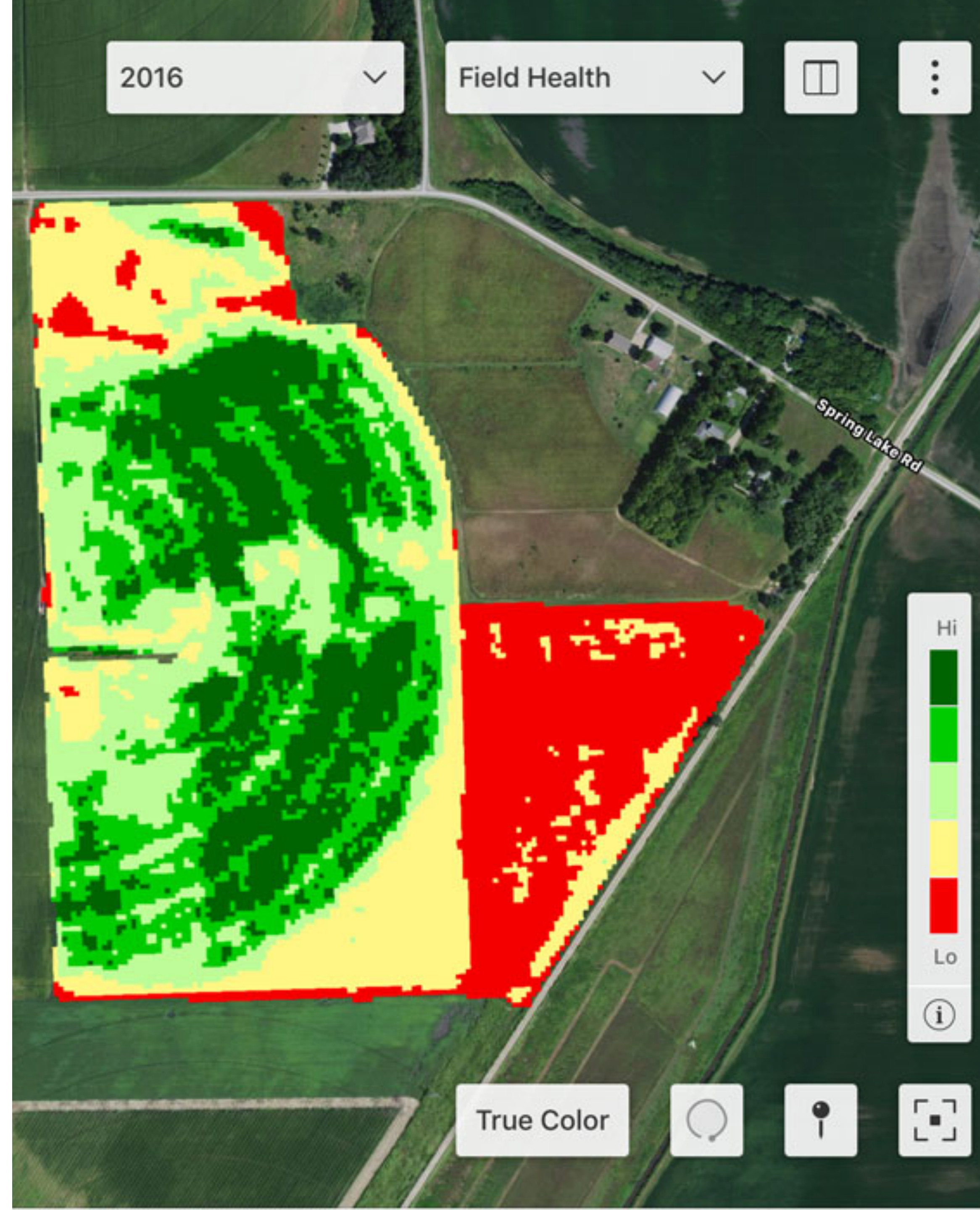
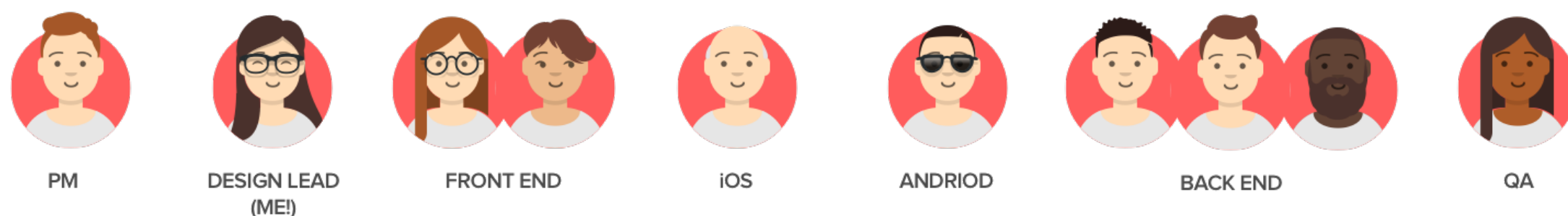
Most farmers don't have conveniently located fields that make it easy to go out and tackle problems. Often, they are tens or even hundreds of miles away. The tension of tending to land on one end of the state versus the other becomes a game of chance with their livelihoods.

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



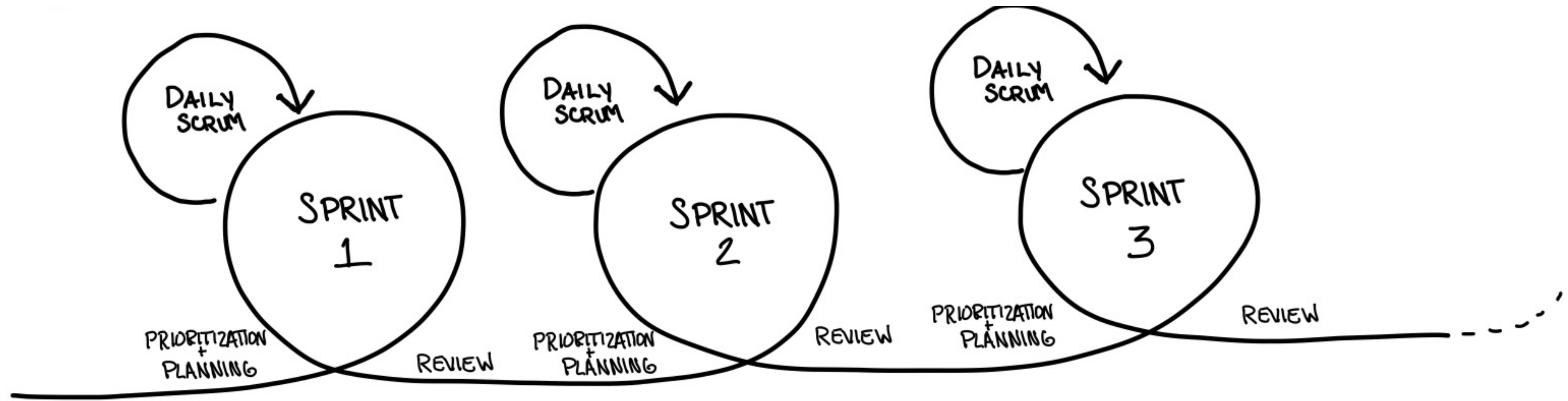
Team + Role

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



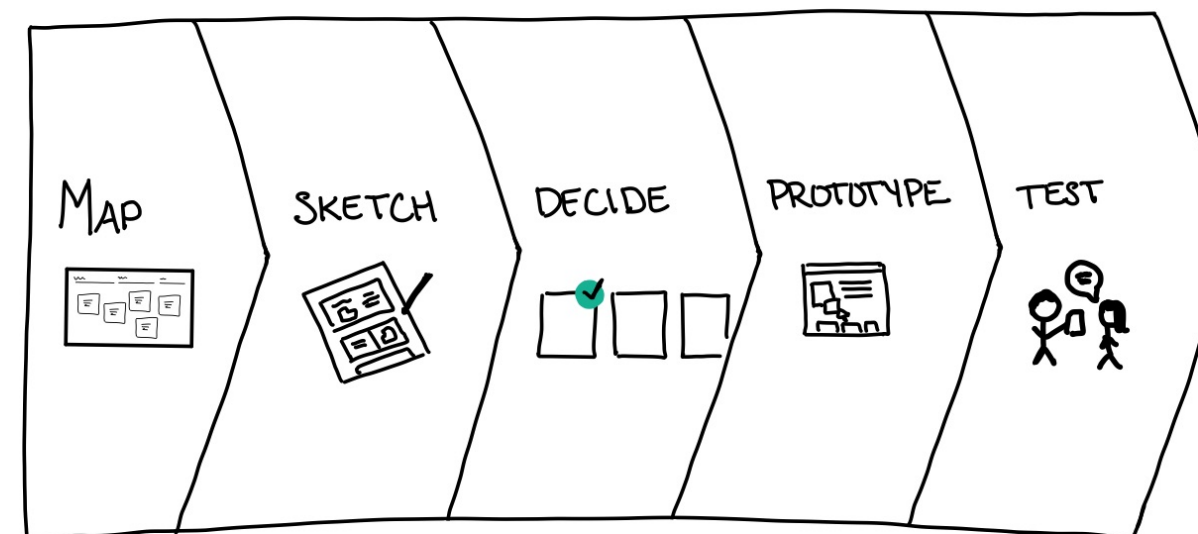
Agile Process

(2 weeks sprints)



Design Sprints

(2 weeks each + 2 sprints ahead)

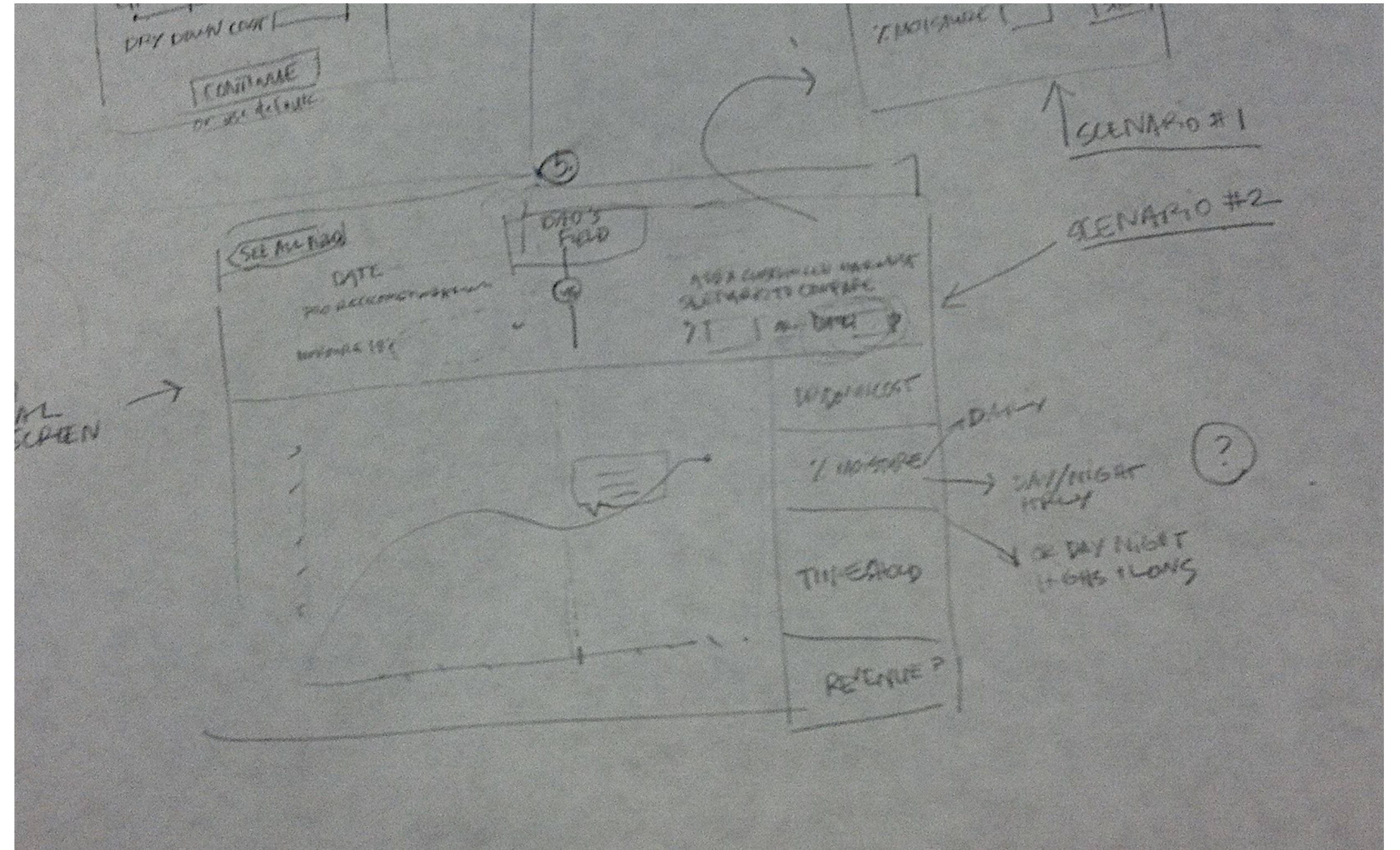


Monday	Tuesday	Wednesday	Thursday	Friday
Planning w/ PM + TL	Ideation w/ red team	Ideate + Refine	Design team critique	Refine
Refine	Red team critique	Proto	Design team critique + Refine	Deliver à jura

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](#)



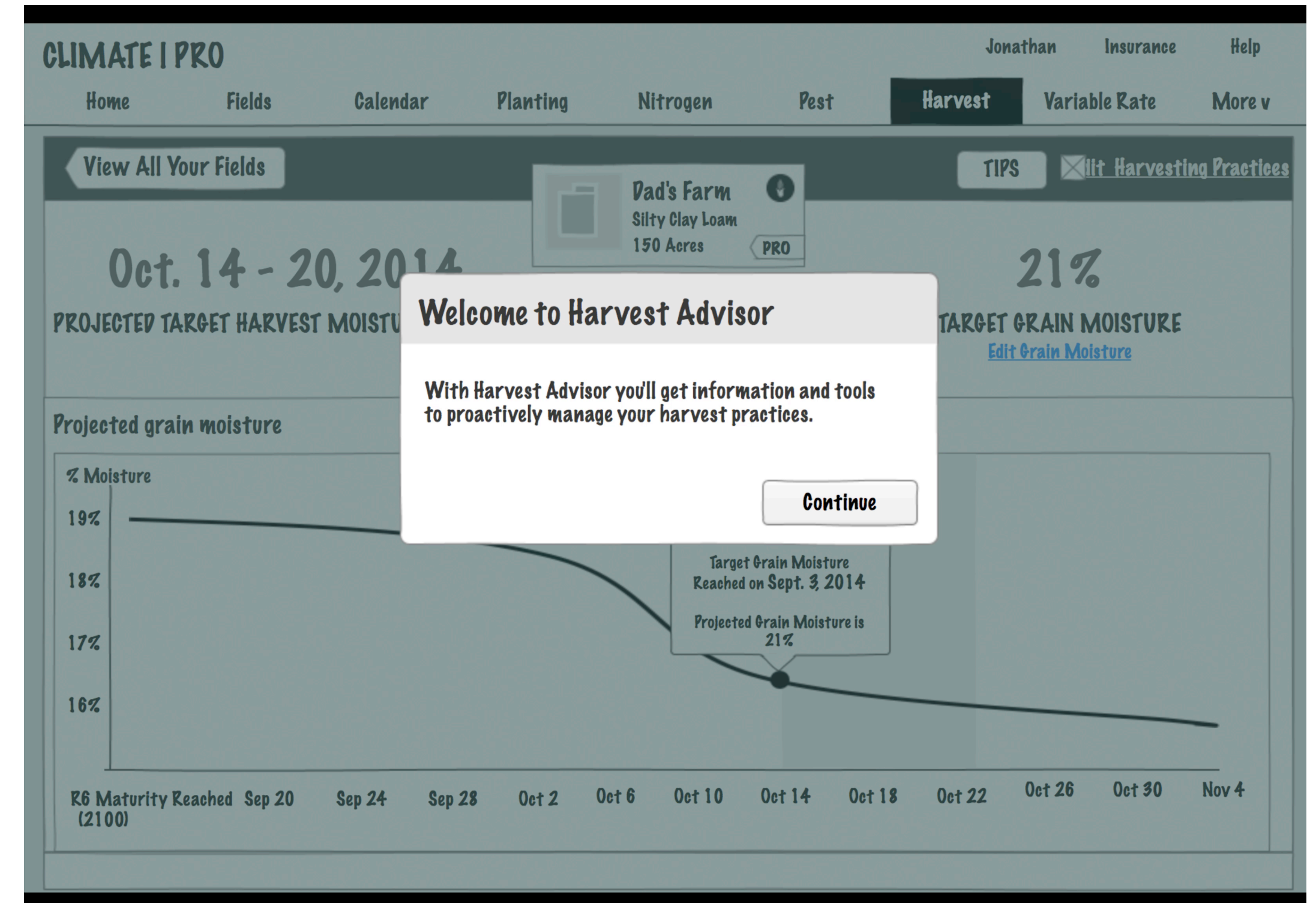
Data Visualization

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



Data Tables

FIRST

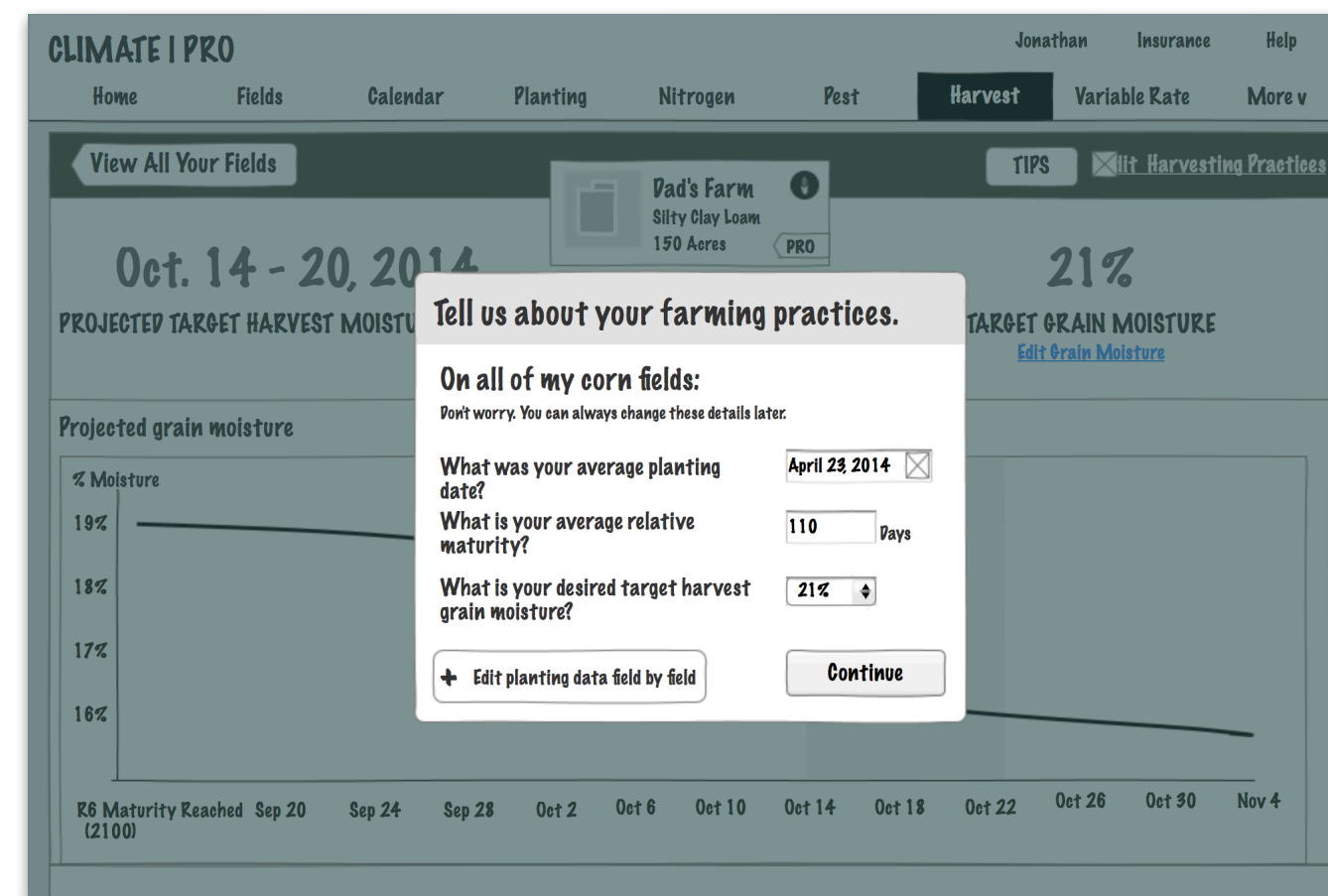
PRO Recommendations					
Updated May 23, 2014 @ 9:01 am					
+ Add Harvest Data Edit in Field Manager					
Field Name	Planting Date	Today's Grain Moisture	21% Moisture Reached	Upcoming Risks	View Details
<input type="checkbox"/> Pad's Farm	May 19 RM 99	18%	Sep 29	Wind SSW 19 mph	>
<input type="checkbox"/> East of Farm	May 25 RM 99	25%	Oct 14	Rain	>
<input type="checkbox"/> Joyce's	May 29 RM 89	26%	---	---	>
<input type="checkbox"/> Home Quarter	Jun 16 RM 102	26%	---	---	>

* Harvest projects are not available to field without corn or without PRO.

Harvest Data				
Updated May 23, 2014 @ 9:01 am				
Field Name	Harvest Date	Yield	Actual Grain Moisture	View Details
You have not harvested any fields.				

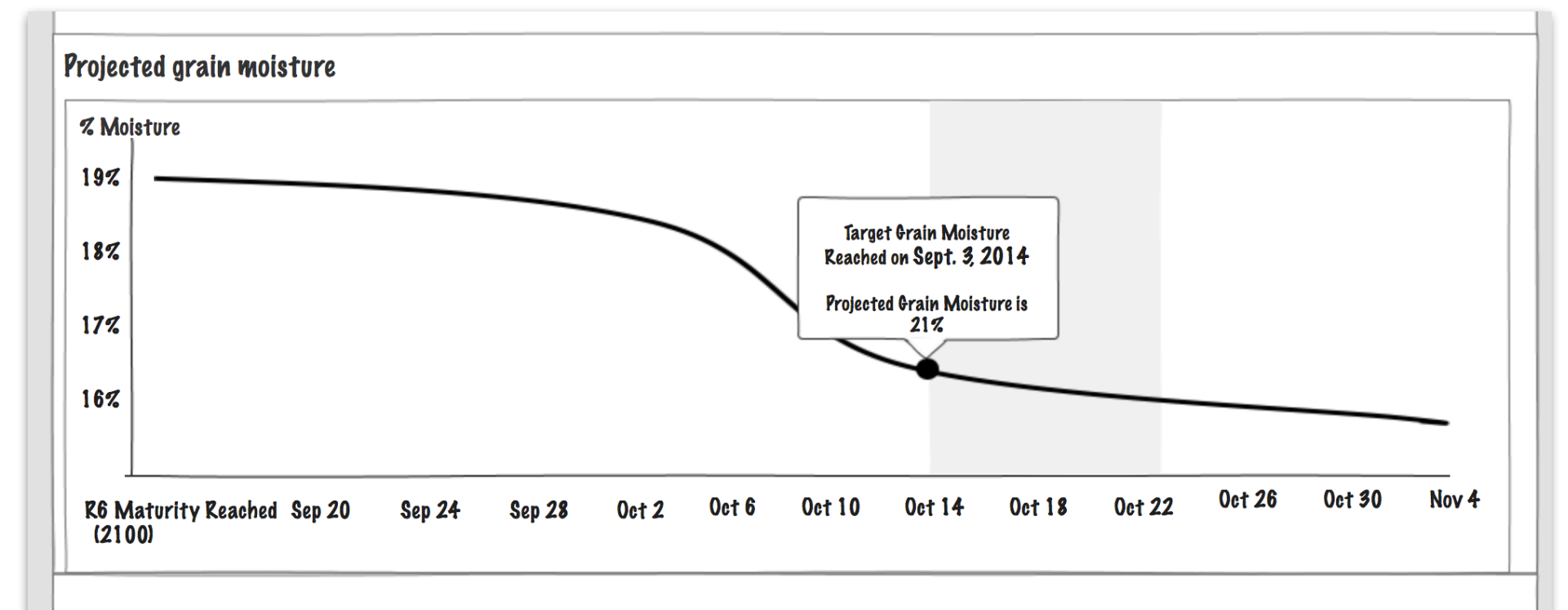
Onboarding

SECOND



Moisture Projections

THIRD



Understanding the audience

I conducted better understand our target audience and inform prioritization.



Managing an operation

One of the biggest insights from this project was that most farmers own fields that are 50+ miles away from 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.

The image displays two screenshots related to a project. The top screenshot is a user profile for 'Anxious Andy' with the tagline 'I'm not sure if I should hire another hand or invest in more land!'. The profile includes a photo of a man in a cap, a bio, and several sections: 'ATTRIBUTES' (a progress bar chart), 'MOTIVATIONS' (bullet points about land management), 'STRESSORS' (a progress bar chart), 'DEVICES USED' (a pie chart), 'TECHNOLOGY ADOPTION' (a bar chart), and 'TOOLKIT' (a list of tools). Below the profile are five horizontal cards with icons and text.

The bottom screenshot is a Jira Backlog interface. It shows a search bar with 'QUICK FILTERS: Only My Issues Recently Updated'. Below is a list of issues under 'Sample Sprint 5' (4 issues) and a general 'Backlog' (9 issues). The issues are:

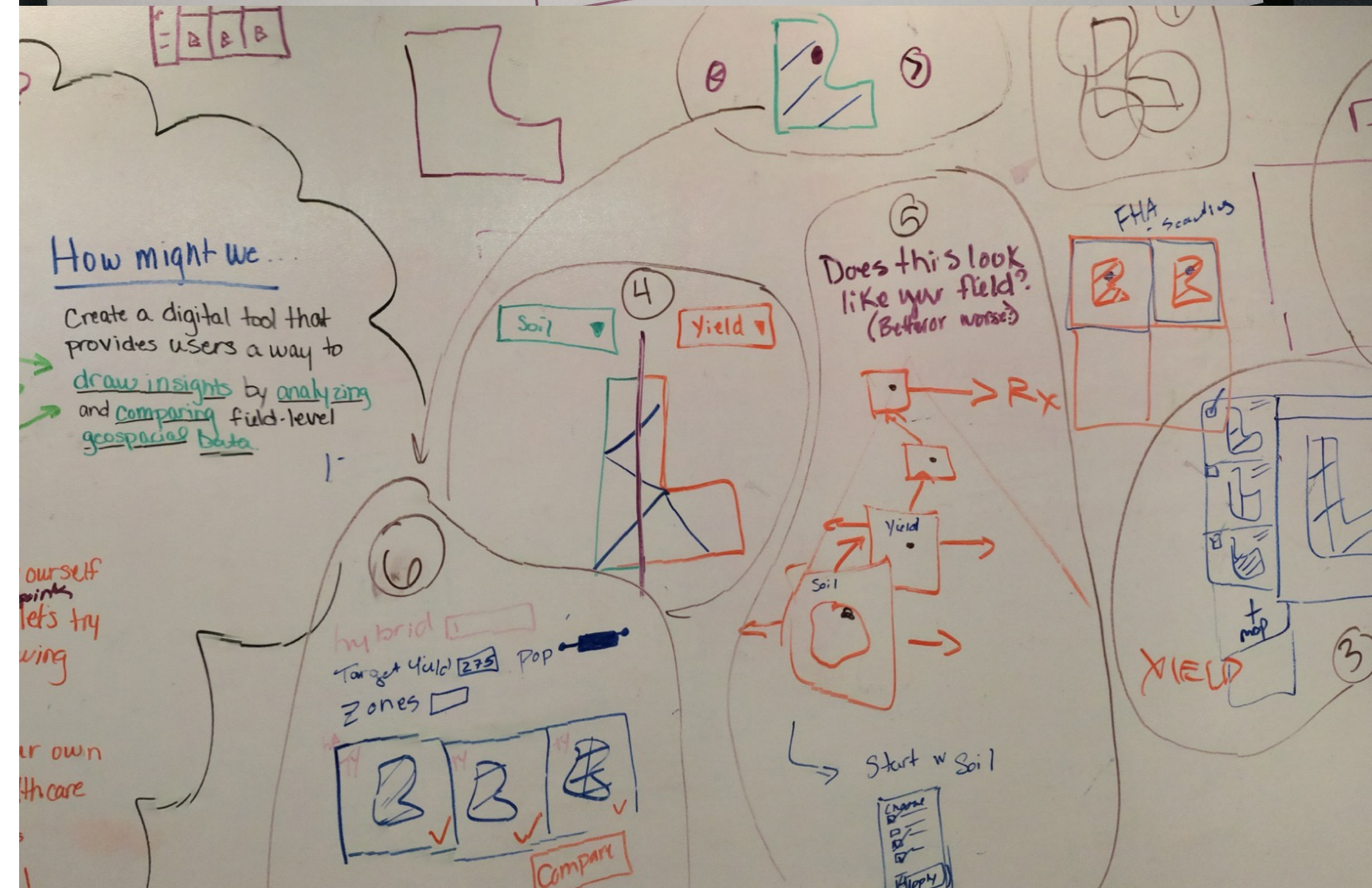
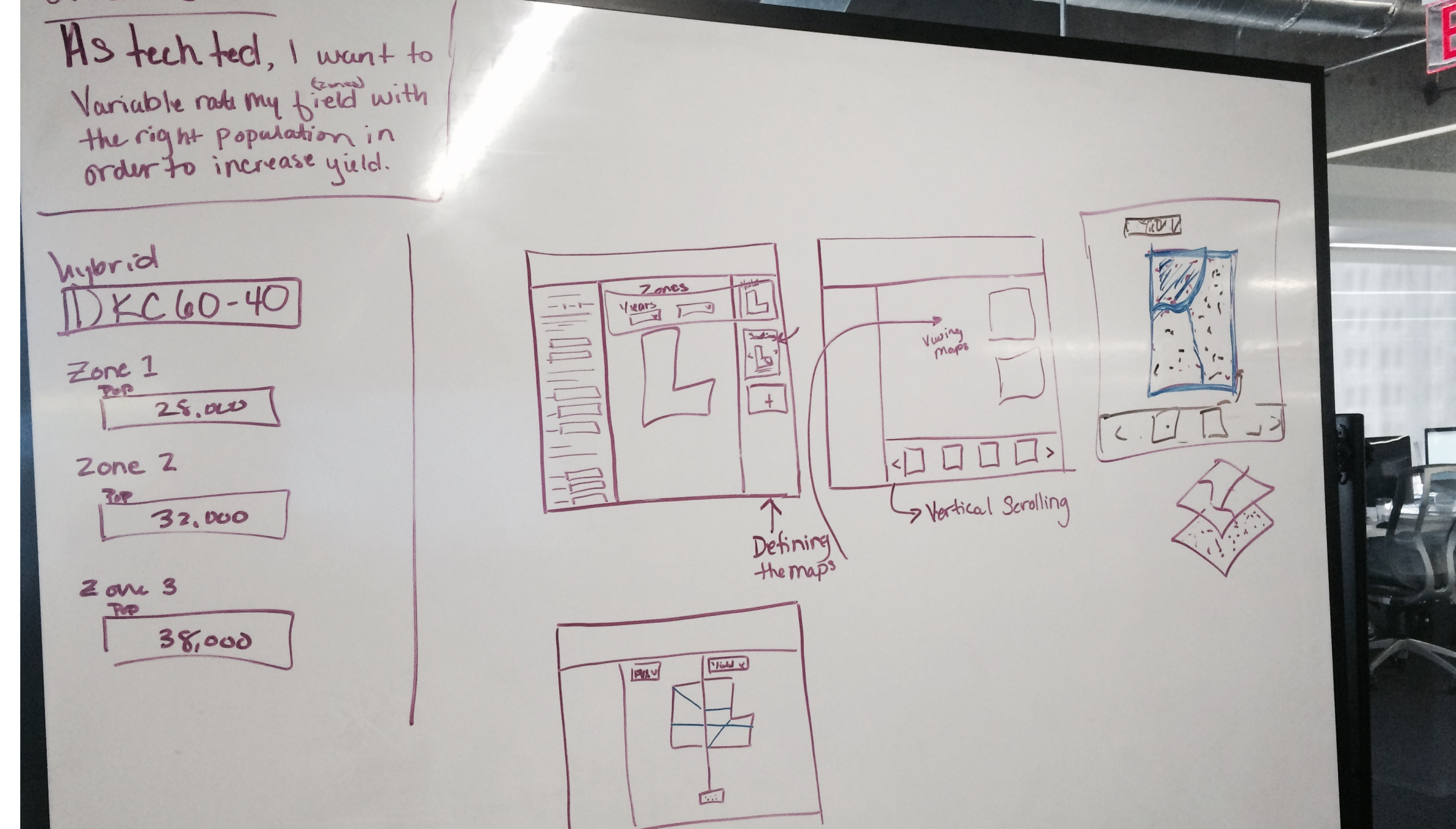
- SSP-4 As a team, I'd like to estimate the effort of a story in Story Points so we can understand the work remaining (Version 3.0, Estimates, 5)
- SSP-2 As a product owner, I'd like to express work in terms of actual user problems, aka User Story (Version 2.0, Estimates, 2)
- SSP-6 As a scrum master, I'd like to break stories down into tasks we can track during the sprint (Version 2.0, Estimates, 1)
- SSP-14 As a user, I can find important items on the board by using the customisable "Quick Filters" (Version 2.0, Filters, 3)
- SSP-1 As an Agile team, I'd like to learn about Scrum (Version 2.0, 2)
- SSP-8 As a product owner, I'd like to include bugs, tasks and other issue types in my backlog (Version 2.0, 2)
- SSP-5 As a team, I'd like to commit to a set of stories to be completed in a sprint (or iteration) (Version 2.0, Estimates, 1)

 The right sidebar shows details for the selected issue: 'Sample Scrum Project / SSP-4', 'As a team, I'd like to estimate the effort of a story in Story Points so we can understand the work remaining', 'Estimate: 5', and various metadata fields like Status, Component, Labels, etc.

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.



Mapping tools

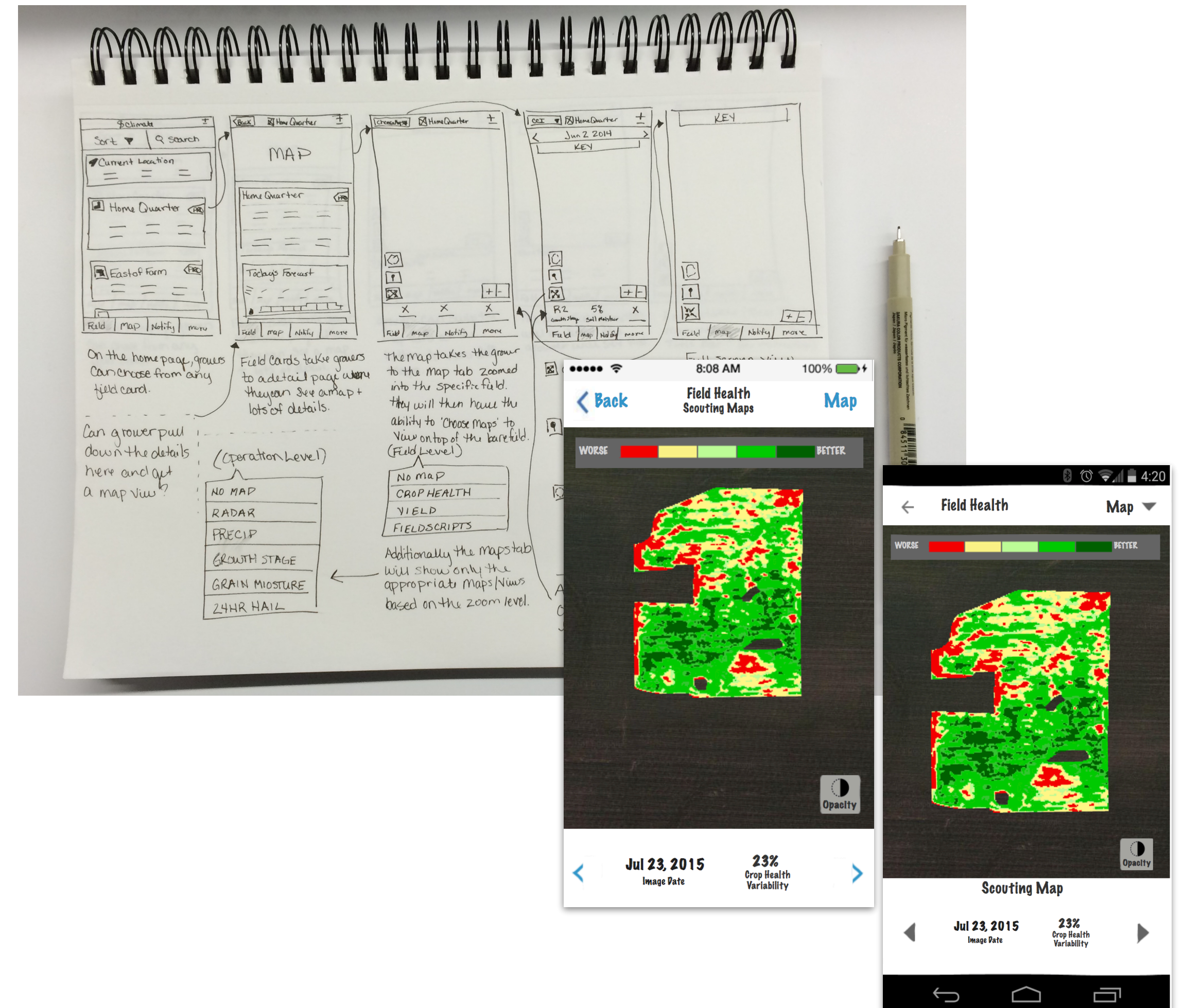
One of the larger design challenges I faced was providing mapping tools on a smaller device. These tools including:

- 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.

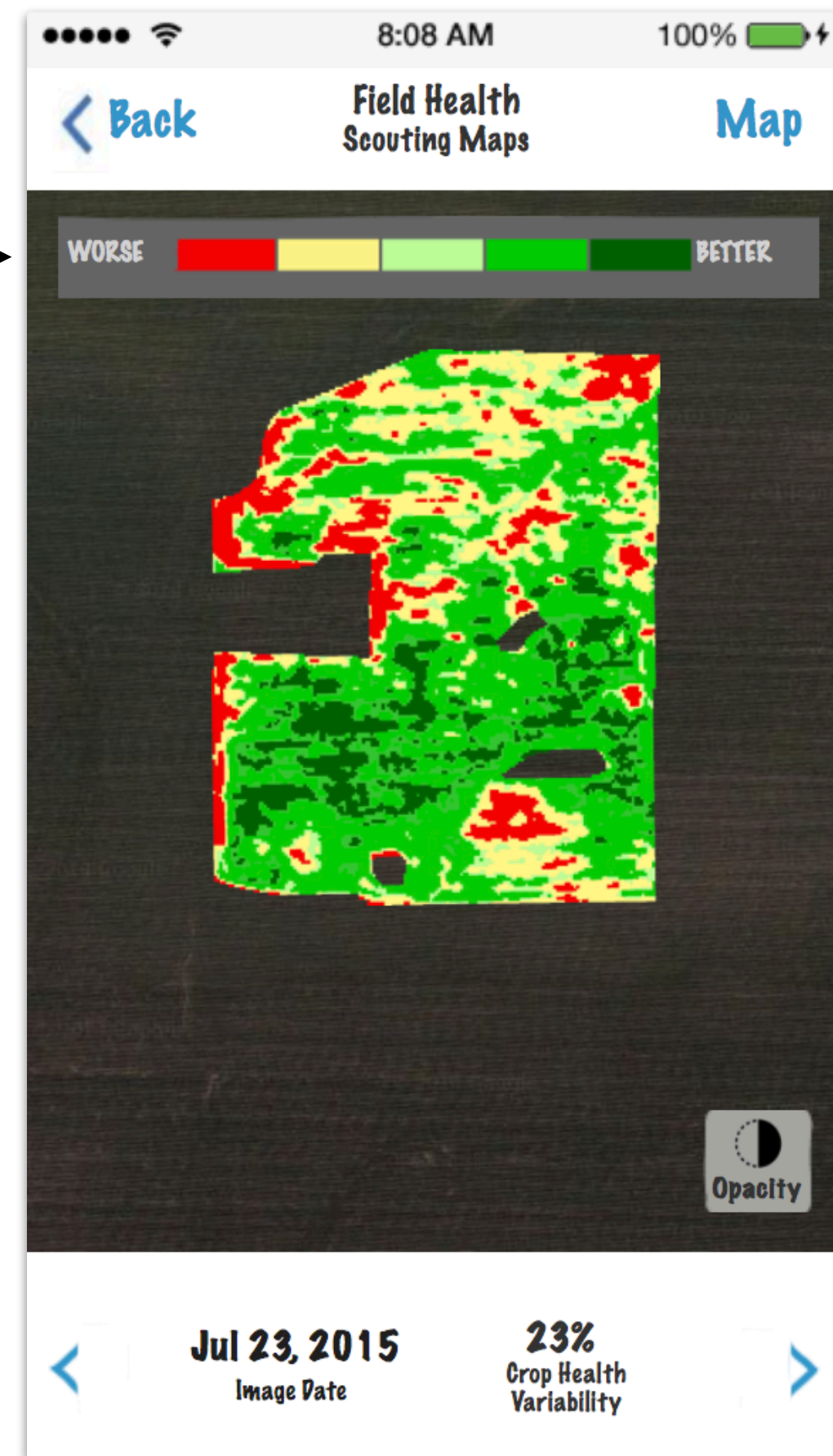
Working with the front and back end devs, we positioned each image between any buttons that would appear on the map.

[Axure Prototype](#)



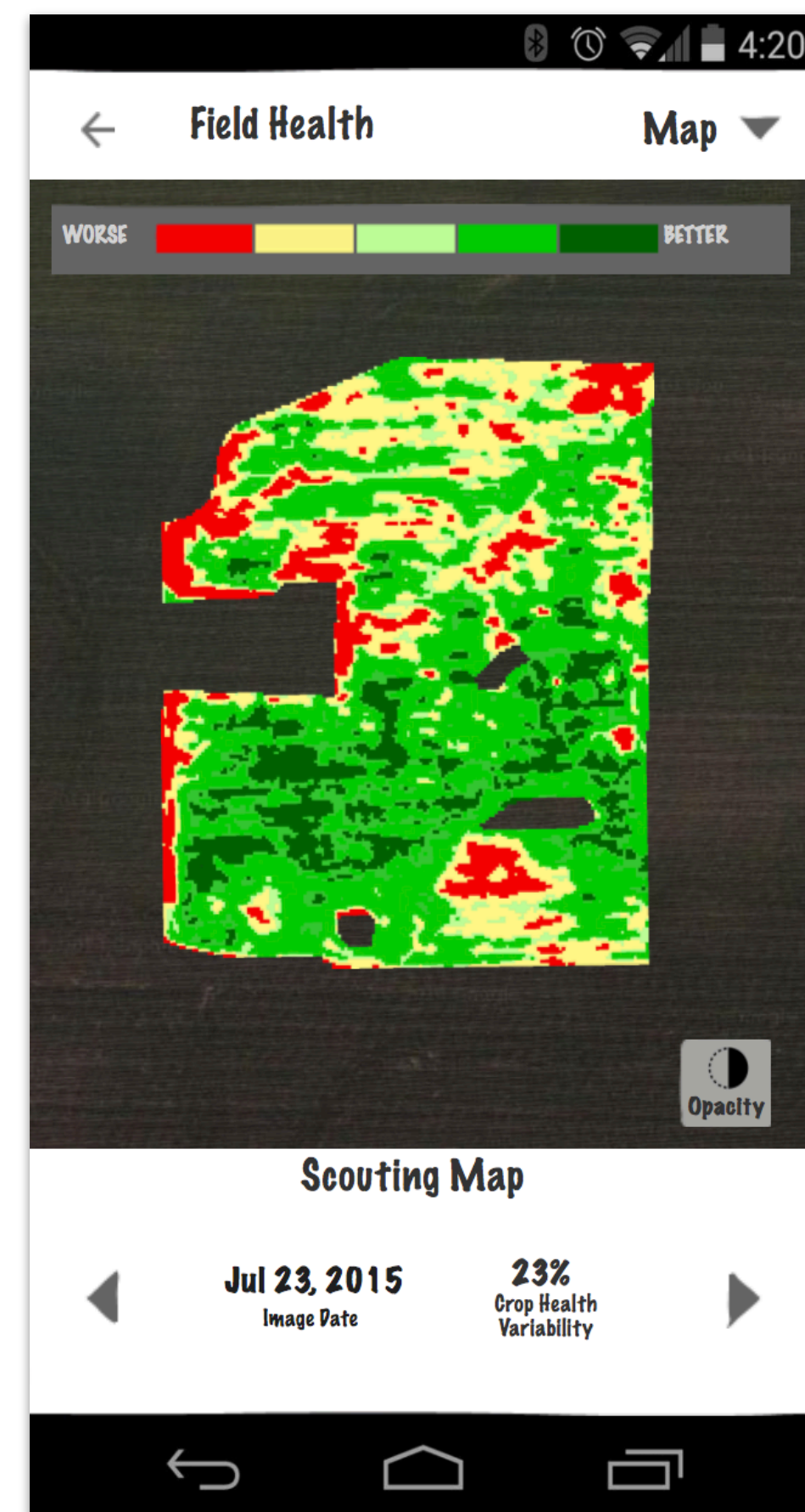
Key

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, pinning 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.

