

# User Research Questions

## Questions we (Brandon/Dillan) can research

- How does location identification work on other apps? Why isn't it automated?
- Are there any regulatory or compliance factors that impact your crop grading and management?
- Are there any specific color-coding or visualization methods you find helpful when assessing crop quality?

## Questions for farmers

- How do you envision this app would improve your overall farming practices and crop management?
  - What kind of information do you typically need to make decisions about harvesting and crop management?
  - How would you like to see this information displayed?
- What technology, tools, or apps do you currently use for crop management and grading? What do you like or dislike about them?
  - What features or functionalities in a mobile app would make your work as a farmer more efficient and productive?
- How would you handle variations in grain quality across different parts of your fields or crops?
  - Would you store it separately?
  - Would you assign combines to harvest grains based on quality?
- Would you like to receive alerts or notifications about significant changes in crop quality or conditions?
  - App alert/popup? email? In-app feature?
- Do you currently use historical data or trends of your crops to plan future crops or optimize your operations? If not, would you if given the tools?
  - How do you currently do this?
  - What characteristics of your crops are important in identifying future plans?
  - Can you describe any past experiences that you believe could be useful for future crop planning and grading?
- Are there specific challenges related to navigating your fields or making decisions about combine paths and grain collection?
  - Would you be open to changing the combine path given an optimized route?
- Can you describe the biggest challenges you face during the harvest season?
- Do you rotate crops or make specific decisions based on soil health and nutrient levels, and if so, how would you like to incorporate this data into your app?
- If your combine drivers were more engaged by some type of gamification, how valuable would that be to you?

- What type of gamification would be useful and engaging at the same time?

### Questions for Ground Truth Agriculture (likely)

- How do farmers assess the impact of market conditions and fluctuations on their crop management and sales decisions?
- Is grade the only key performance indicator that farmers use to assess their farm's success?
- How do farmers currently monitor and evaluate the quality of their crops before/during the harvest?
- Are there specific grading criteria or characteristics farmers prioritize when assessing their crop's quality? Does it change based on the crop?
- Do farmers know their header size off the top of their head or does this require time to find out?