



2021

My Indigo Experience

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Agenda

- **Background**
- **Main Projects at Indigo:**
 - Carbon College Data Analysis
 - CarbonX work
 - Community Resource Tool
- **Wrap up**

About Me!

- Northeastern University
- Studying Computer Science and Graphic Design
- Last Co-op at Carbonite Inc. doing QA for cloud backup software
- Joined Indigo working mainly with the APD team
- Interests: Sustainability, data visualization, product design, UX/UI





Carbon College Data Analysis

Created by Vectors Point

- **Intro**

- Carbon College is an online learning experience intended to provide CF guidance to Growers and advisors
- Worked to analyze data (mostly through visualization) from the Carbon College pilot

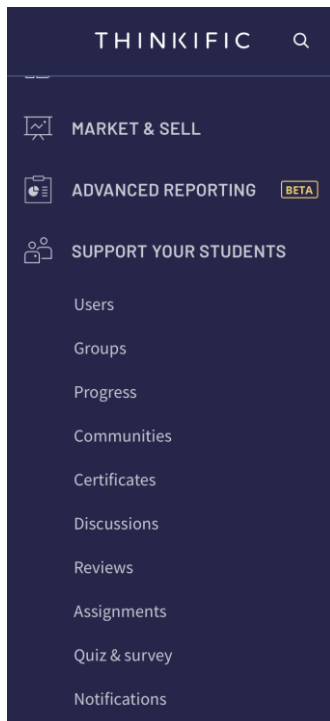
High Level Goals/Incentives

We wanted to answer the following questions:

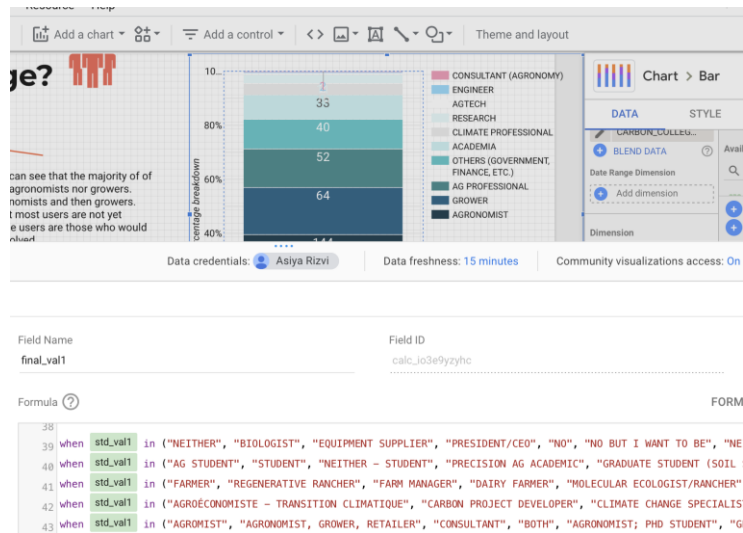
- Who is using Carbon College?
- What are users' incentives to take Carbon College Courses?
- How many courses do users take? Which ones? In which order? For how long do they watch?
- Where did partners find value in Carbon College?
- What is still lacking?

Process

- Started exploring data sources and assigning them to research topics
- Pilot users Gsheet
- Thinkific
 - A platform for online courses that also tracks pre-determined metrics.



- Used data sources to start visualizing in GDS
- Learning GDS and SQL



Process, continued

- Checking in to make sure my visualizations aligned with our key questions and incentives
- Moved to excel - GDS proved to have limitations

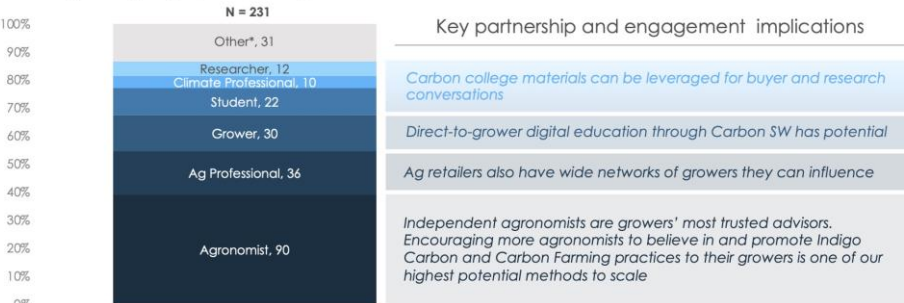
Final Result – Key Learnings

The largest user type is
agronomists and ag professionals
(our target audience)



We saw high engagement from agronomists and ag retailers, our target demographic, as well as growers and research professionals

Q: Are you an agronomist, grower, or other occupation (please specify)? (Free Response)



We can see potential for partnerships and engagement across audiences

*Other responses included members of the general public from a variety of industries, ranging from investment banking to food service to real estate. Source: Thinkific (1/19/2021 – 4/12/2021)

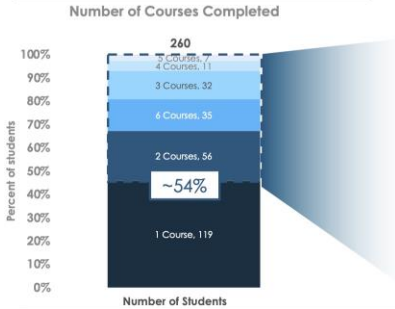


‘Students’ of learning content
are generally willing to follow a
sequence and return
repeatedly for more



While we did not reach our goal of 60 enrollees' completing the entire program, ~54% enrolled in more than one course (return users)

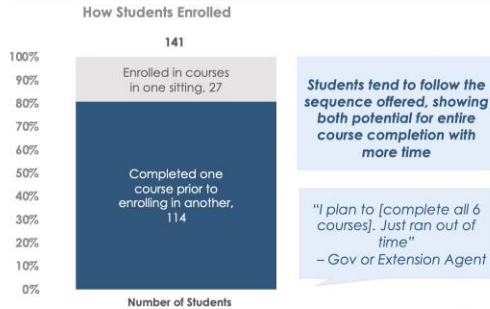
~54% enrolled in more than one course, with an average of 2.4 per enrollee



Source: Thinkific (1/19/2021 – 4/12/2021)

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80% of repeat users enrolled in their second course after completing their first one



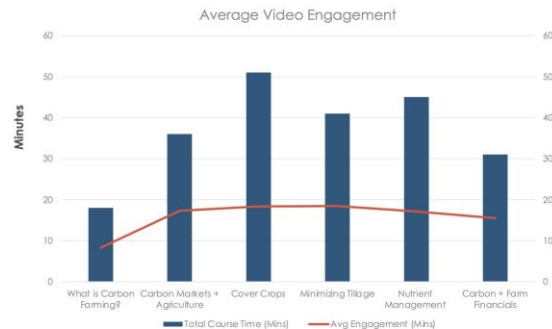
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Final Result – Key Learnings

‘Students’ of learning content are generally willing to watch 15-20 min of video in one sitting



Video engagement tended to be high until the ~20 minute mark, even for the longer courses that were met with high NPS (Cover Crops, Min. Tillage)



"I love ag, and learning about ag, so it's easy to keep my attention for 30 mins...I don't mind it, but there's a lot of guys who are going to click on it and say, oh man 45 minutes, I don't have that kind of time to dedicate to this."

- Richard Turner, Agronomist on length of the classes

Source: Thinkific (Jan 1, 2021 – April 13, 2021)

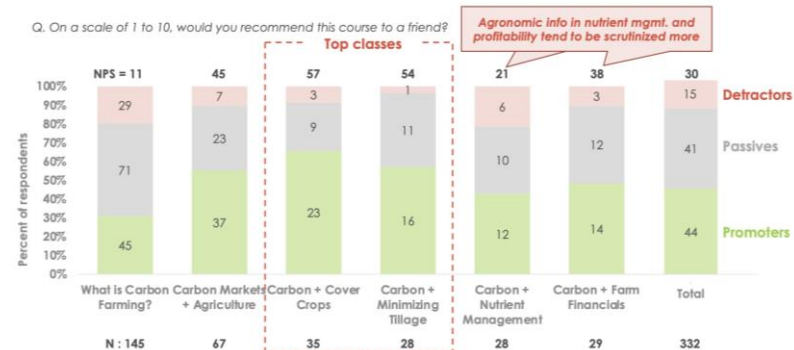


While ‘students’ find value in introductory technical videos, they yearn for detailed implementation guidance + Indigo Carbon specifics



While introductory courses had higher enrollment, technical courses (Cover Crops, Minimizing Tillage) had the highest NPS

Responses were similar across user types



Source: Thinkific (1/19/2021 – 4/12/2021)

NPS is Net Promoter Score, calculated as % Promoters - % Detractors. Users were asked a question if they would recommend the course to a friend. Responses are categorized into Promoter (9 or 10), Passive (8 or 7), or Detractor (1-6) as their response for the question. NPS survey was not required and was an opt-in survey for all enrollees after each course.

Professional Learnings

- Connecting work to higher level goals/offerings (what does this mean for the carbon team/ Indigo?)
- Checking consistency between charts with related data
- Practiced using most relevant and useful visualizations for audience
- Learned to use SQL and GDS



CarbonX Soil Carbon Experiment Data Vis

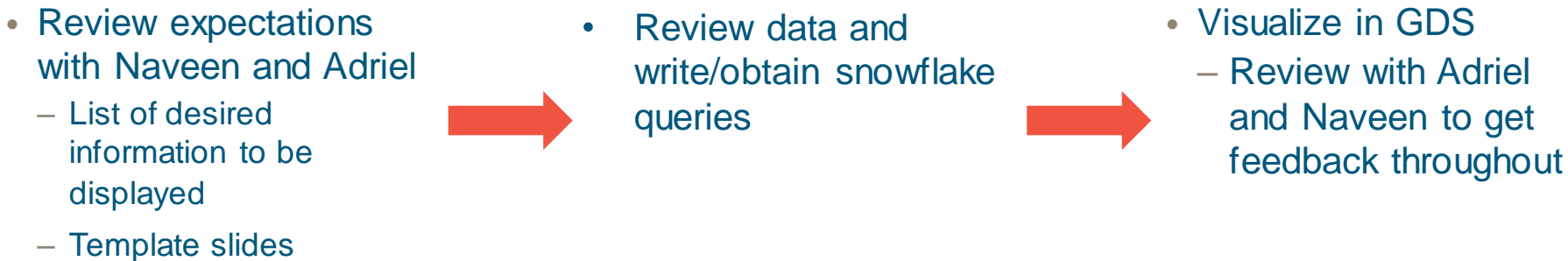
Created by Adrien Coquet
from the Noun Project

- **Intro**
 - Worked to provide a visual representation of soil sampling to help CarbonX team analyze and answer questions

High Level Goals/Incentives

- Ensure that CarbonX is collecting all the data needed for SCX this year - address any gaps
- Aid analysis - opportunity to view all available data

Process

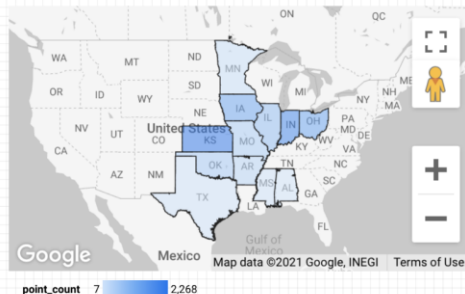


Final Result - Dashboard

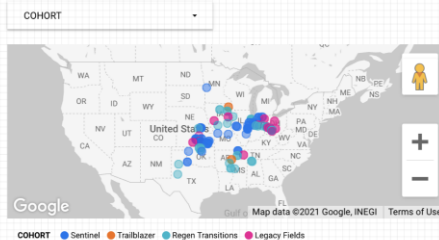
Points per State

ADS_FIELD_ID ▾	DATE	STATE	location
1. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.598813629021...
2. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.599061082910...
3. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.598578192343...
4. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.598183428217...
5. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.597558180801...
6. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.598617167895...
7. ztL4h3kAkH0	2021-04-26	ARKANSAS	33.598437859325...
8. zeYKbDawUg	2020-11-07	INDIANA	41.403195597824...
9. zeYKbDawUg	2020-11-07	INDIANA	41.402781217296...
10. zeYKbDawUa	2020-11-07	INDIANA	41.403947457867...

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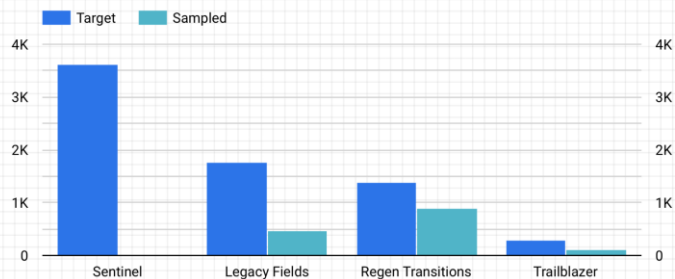
SCE Sites by Cohort



	COHORT ▾	STATE	GROWER_NAME	FARM_NAME	ADS_FIELD_N...	location
1.	Trailblazer	IOWA	Loran Steinlage	Rawson	Rawson	42.95484856, -91.8620779
2.	Trailblazer	ARKANSAS	Adam Chappell	768	_17-18 Gin Field	35.009416, -91.2204569
3.	Trailblazer	IOWA	Loran Steinlage	EOP	EOP	42.94803932, -91.83257714
4.	Trailblazer	ARKANSAS	Adam Chappell	2910	Walker's	35.0028275, -91.29816857
5.	Sentinel	ILLINOIS	Carley Farms	Farm in Milford	#15 Buddy's	40.69414709, 87.81787213
6.	Sentinel	INDIANA	Lawson Farms	Farm in Chalmers	Lowe 24	40.71926774, -86.95528432
7.	Sentinel	ILLINOIS	Kent L. Bohnehoff	Farm in Bloomington	Adams	38.98017822, -88.40664048
8.	Sentinel	INDIANA	Christopher Lehe	Farm in Battle Ground	11	40.54157474, -86.84288288

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All Target and Sampled Fields by Cohort 2021



Professional Learnings

- Learned more about soil sampling and SCX – more complex than I imagined!
- Learned to understand/write more long and complex queries in snowflake
- Another opportunity to learn how different types of visualizations are helpful in different situations/requests



Community Resource Tool

Created by Vectorstall

- **Intro**
 - Worked with team members to find an area of need where a tool could be useful
 - Community Resource Tool can serve as a directory of partners

High Level Goals/Incentives

- Help growers feel confident that they can assemble the team and support needed to successfully implement PC
- Help growers anticipate costs for this support
- Help growers find the necessary team members most relevant and convenient to them
- Helpful in the plan/prep parts of the grower journey

Process

- **Mockup**

1A

What are you looking for?

Region ✓ State ✓ Partner Type ✓

Price Range ✓ Distance ✓

Next

2A

Here's what we found

Seed Powder

Joe Smith

0.2 miles away

Learn More

- **One pager**
- **Choosing a platform: Drona vs. GDS**
- **Development**
- **SME meetings throughout**

Final Result

Community Resource Tool

This tool helps you learn more about what programs and resources are available in your area.



Welcome to Indigo Carbon's Community Resource Tool!

Data

Get Started



Location Info

Please Enter your Location Below

State *

Click, Type to Select

County *

Click, Type to Select

Next

Here's What we Found

Services and Specialties

Search

Name

Jonathon LaPorte

Partner_Type

Extension Employee

Specialty

Farm Business mgmt

Services

Financial Services

Company

MSU Extension

Name

GrowMark

Partner_Type

Agronomy

Specialty

--

Services

Crop Nutrition

Crop Protection

Financial Services

Company

GrowMark

Additional Details on Partner



Select Name

Jonathon LaPorte

Company

MSU Extension

Coverage Area

western and southwestern Michigan/statewide

Overview

Write here...

Specialty

["Farm Business mgmt"]

Phone

269-414-6418

Email

Professional Learnings

- Got to be at the front of the development process of a tool
- Receiving and incorporating feedback (SME meetings)
- Considering the audience when deciding on UX/UI
- Database structure for similar tools
- Learned to be flexible and make changes when needed, especially in the early stages
 - Drona limitations
 - Changing user flow multiple times



Thank You!