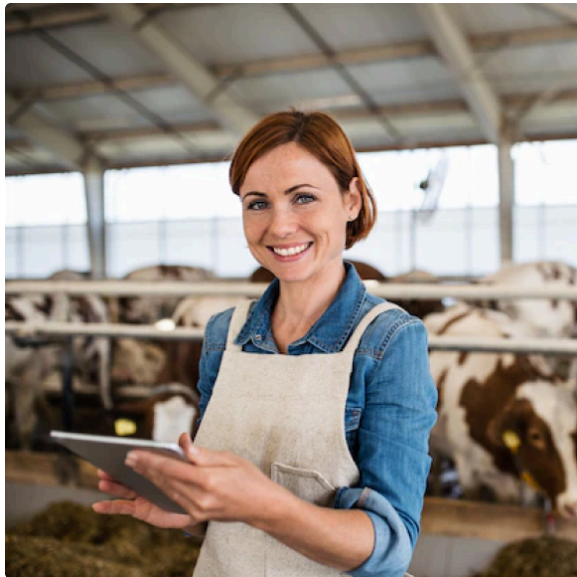


# Cattle Tracking & Management solution



*Evolutionary tracking solution  
engineered to make cattle farms more  
profitable.*

## Cattle farm management simplified

The new breed of herd management technology, helps cow/calf producers and stockers increase efficiency. This Application helps Ranchers with exactly what they need to keep their cattle - and bottom line - Healthier than ever. Therefore, it has to be redesigned to have a more modern appearance, be easier to use, and have a consistent visual style.

### Business Challenges:

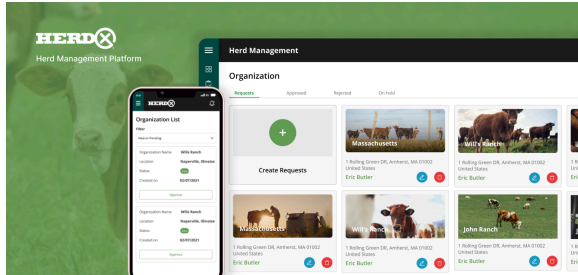
- Integrated digital experience for users across the web and mobile.
- It took time to reduce the amount of superfluous screen data that needed to be manually entered.
- Mobile application enablement

## Solutions we offered

We fully redesigned the design language while still keeping the company's Branding and usability in mind. Additionally, we ensured that the design remained consistent on both Web and Mobile.

1. The problem of handling manual data has been digitalized for optimal performance
2. We created a high-fidelity mockup to help people understand the product
3. Screens were prototyped to provide a true user experience.

# Cattle Tracking platform



## Client speak

*“Spending the majority of our time tensioning on outmoded supply chain systems was challenging. New user experience designs were straightforward, efficient, and most importantly, reliable.”*

Neointeraction User Experience Design team engages with clients to create a SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business

## How did our solutions help?

- Many individuals remarked on how much easier it was to use and how much engagement it produced. Additionally, the amount of manual work required on the Rancher's end has decreased as a result of the data process being digitalized.
- The application aided in lowering the number of illnesses and fatalities as it is impossible to constantly monitor the herd.
- The solution increased efficiency for cow/calf producers and stockers.

## The Outcomes

- Profits increased considerably.
- Boost in new user engagement.
- A significant rise in New Customer Acquisition.

**For similar projects  
contact our team**

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