

APP CASE STUDY

Farmer's Guide

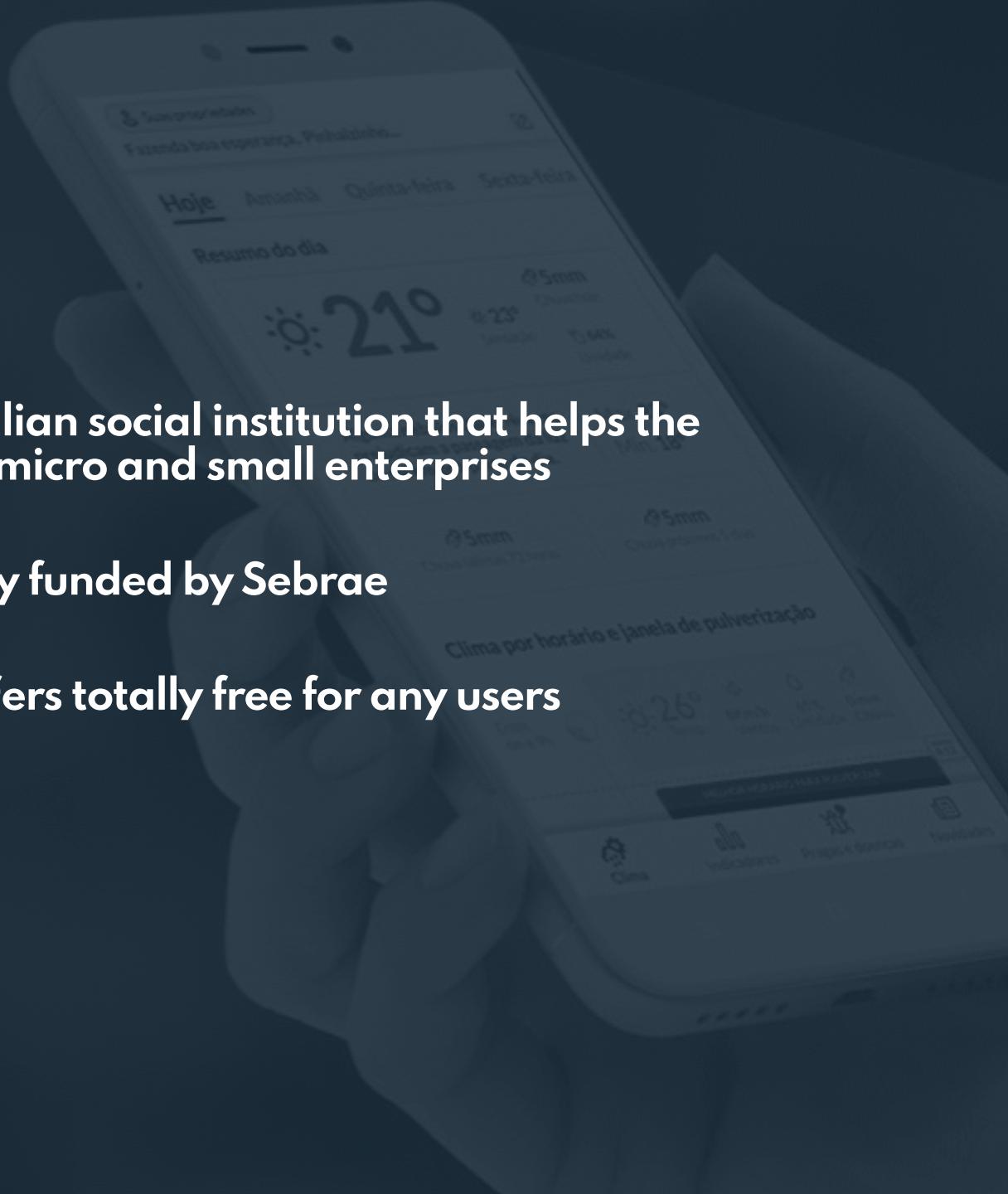


The company

Sebrae is a Brazilian social institution that helps the development of micro and small enterprises

The app was fully funded by Sebrae

The company offers totally free for any users



The project

App to help small farm producers

Helps them to Choose the best time to spray pesticides

Receive other important information



Steps

STRATEGY

USER EXPERIENCE

DESIGN

Discovery Phase

Understand the Problem
Competitive Analysis
Primary research

Discovery Phase:

Understand the problem

THE PROBLEM

Farmers don't know when it's the best time to spray the pesticides;

Small farm must know what is the best time to spray;

Common issue to small farmers in Brazil

Weather changes and small farmers waste a lot of resources and money;



Discovery Phase:

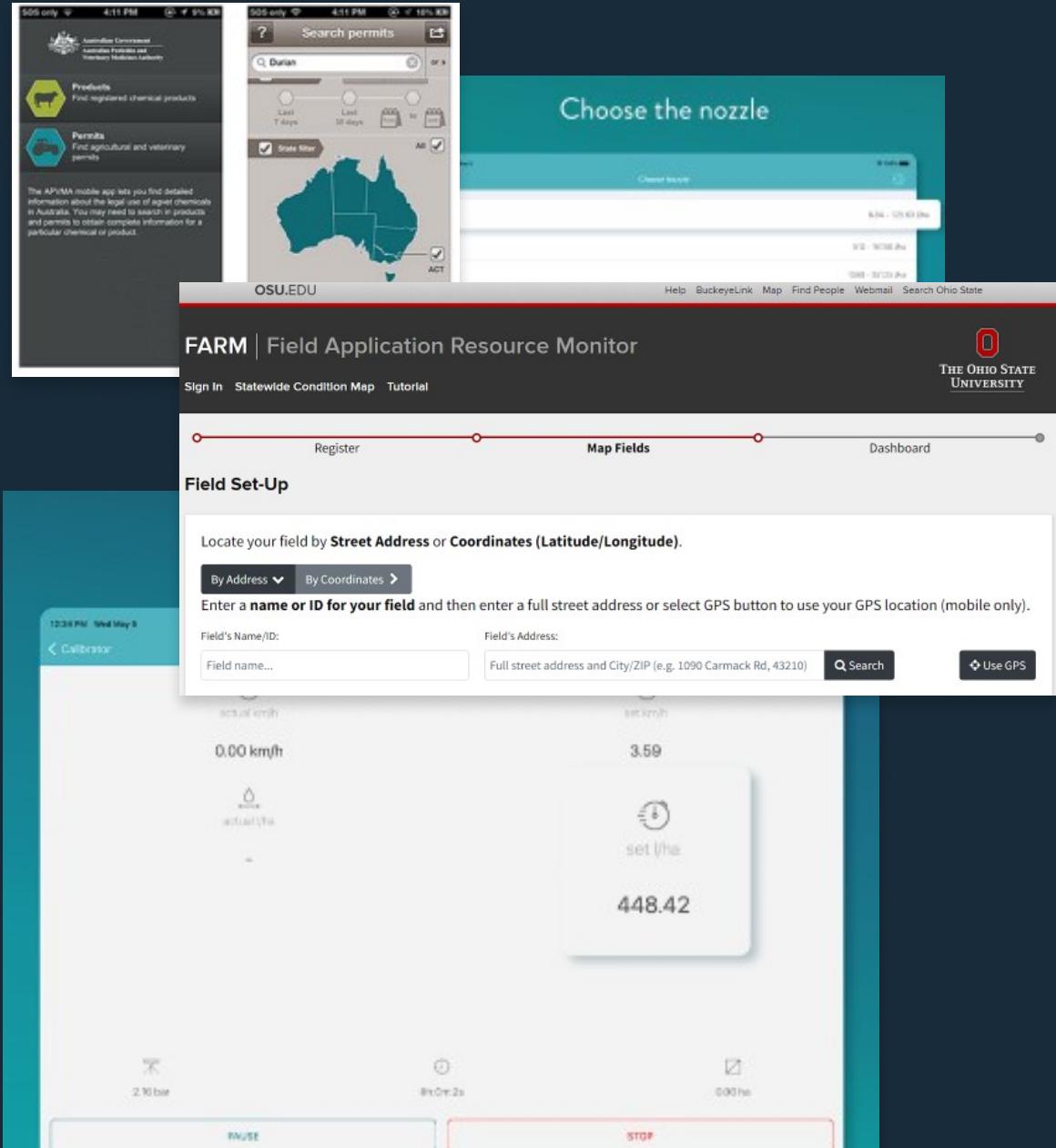
Competitive Analysis

User's don't use any kind of app

Most of the apps are in English;

The apps seems to solve specific problems, but not the Brazilians problems;

Some information is not easy to understand;



Discovery Phase:

Primary research hypothesis

"Is that really useful?"

Simple white paper research, with user interviews

We have the chance to interview the farmers in a huge rural event in Brazil

Discovery Phase:

Primary research

THE QUESTIONS

How do you know when is the best time to spray pesticides? How important is this information?

Do you use any type of application or service? If yes, how does it help you?

How do you know about the occurrence of pests in your region? How important is this information?

Do you use some type of application or service? If yes, how does it help you?

Sebrae Agro

Pulverização

Pesquisa

Como você sabe a melhor hora para pulverizar?

Qual a importância desta informação:

- Muito importante
- Importante
- Média importância
- Baixa importância

Comentários:

Utiliza algum tipo de aplicativo ou serviço? Se sim, de que forma ele te ajuda?
Não esquecer de detalhar os pontos fracos de outras soluções

Pragas

Como você sabe sobre a ocorrência de pragas em sua região?

Insights & Analysis

Analyzing the data

Persona

How Might We (HMW)

User journey

Analyzing the data

30 farmers 120 Qualitative answers 10 insights

About the pesticides:

- 90% don't use apps information;
- 98% is a important information;
- 80% use the personal experience;

About pests:

- 85% don't use apps information;
- 89% is important information;
- 85% use the personal;

Basic Metrics

Help users to save up to 30% resources
Using Survey (Qual.)

Customer Satisfaction Score around 70%
NPS or survey helps to understand (Quant.)

Customer Effort Score around 60%
Usability, task action speed (Qual.)

Steps

STRATEGY

USER EXPERIENCE

DESIGN

Insights & Analysis Phase:

Persona

Basic persona

- Unable to find easily information about the weather, and try to find information about pests asking friends;
- Waste resources by not having accurate information;
- Intermediate user of technologies;



Insights & Analysis Phase:

User journey without apps

Start searching

Start searching when is the best time to spray the pesticide

"This time I'll not waste my resources, it's costing too much"

Finding

Search in different apps and websites, but most of them are imprecise or paid

"Ok, I'll try using this app, but it's not so precise, but I have to try

Deciding

Decide to trust in information, even not trusting

"I'm not feeling confident about the best time to do my work"

Making

Start the work, without precises information;

"It's better just see the simple weather app and see what's happen"



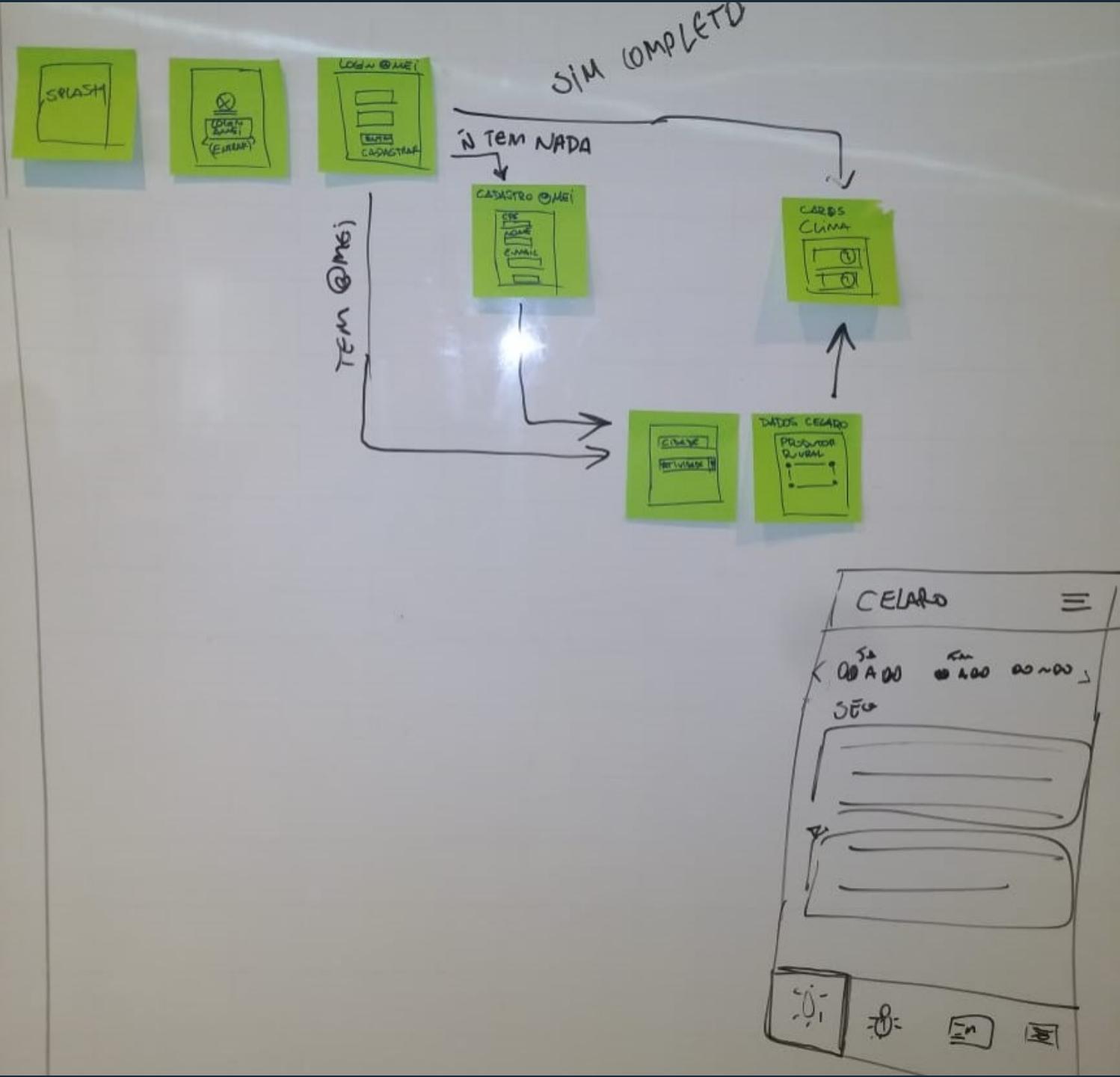
Insights & Analysis Phase:

How Might We

**Make farmers feel more safe and use
their resources with more confidence?**

Insights & Analysis Phase:

User journey



Insights & Analysis Phase:

Good user journey

Start searching

Start searching what is the best time to spray the pesticide

“This time I’ll not waste my resources, it’s costing too much”

Start the app, using the regions info

Finding

Search in different apps and websites, but most of them are imprecise or paid

“Ok, I’ll try using this app, but it’s not so precise, but I have to try”

See the best time to use pesticides

Deciding

Decide to trust in information, even not trusting

“I’m not feeling confident about the best time to do my work”

Observes the weather and compares to the app

Making

Start the work, without precises information;

“It’s better just see the simple weather app and see what’s happen”

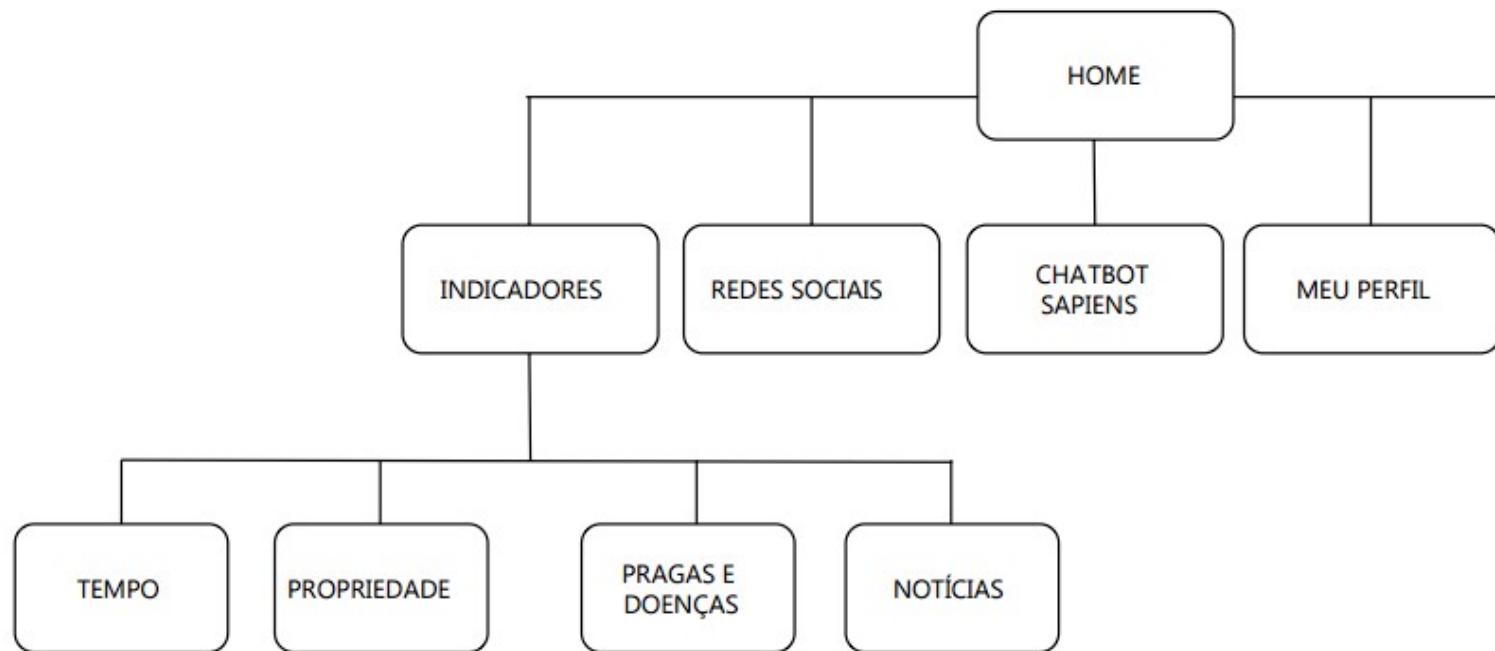
Take the decision based on what he sees in the app, and in the real world



Design:

SiteMap

Basic SiteMap was created



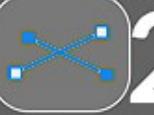
Design:

Wireframe

Basic Wireframe was created

Fazenda boa esperança, Jataí - GO...
Toque para visualizar ou editar

Hoje
Segunda, 20 de setembro | 14:15

21°  29° 5mm
Sensação Chuva

Alguma nebulosidade. Nuvens prejudicam a passagem da luz do sol em boa parte do dia.

Max. 30°
Min. 18°

06h35 17h58
Amanhecer Anoitecer

64% 974,2
Umidade Pressão

Janela de pulverização

Vento km/h



altura

Editar propriedade

Você pode editar as informações sobre sua propriedade

Nome da propriedade: Fazenda Boa esperança no Br | ✓

Atividade: Milho | ✓

Município: Jataí - GO | ✓

Edite sua propriedade no mapa
Isso melhora a precisão os dados

Steps

STRATEGY USER EXPERIENCE DESIGN

Design

Design concepts

Design system

MVP solution & designs

Design:

Design concepts

Basic journey was created

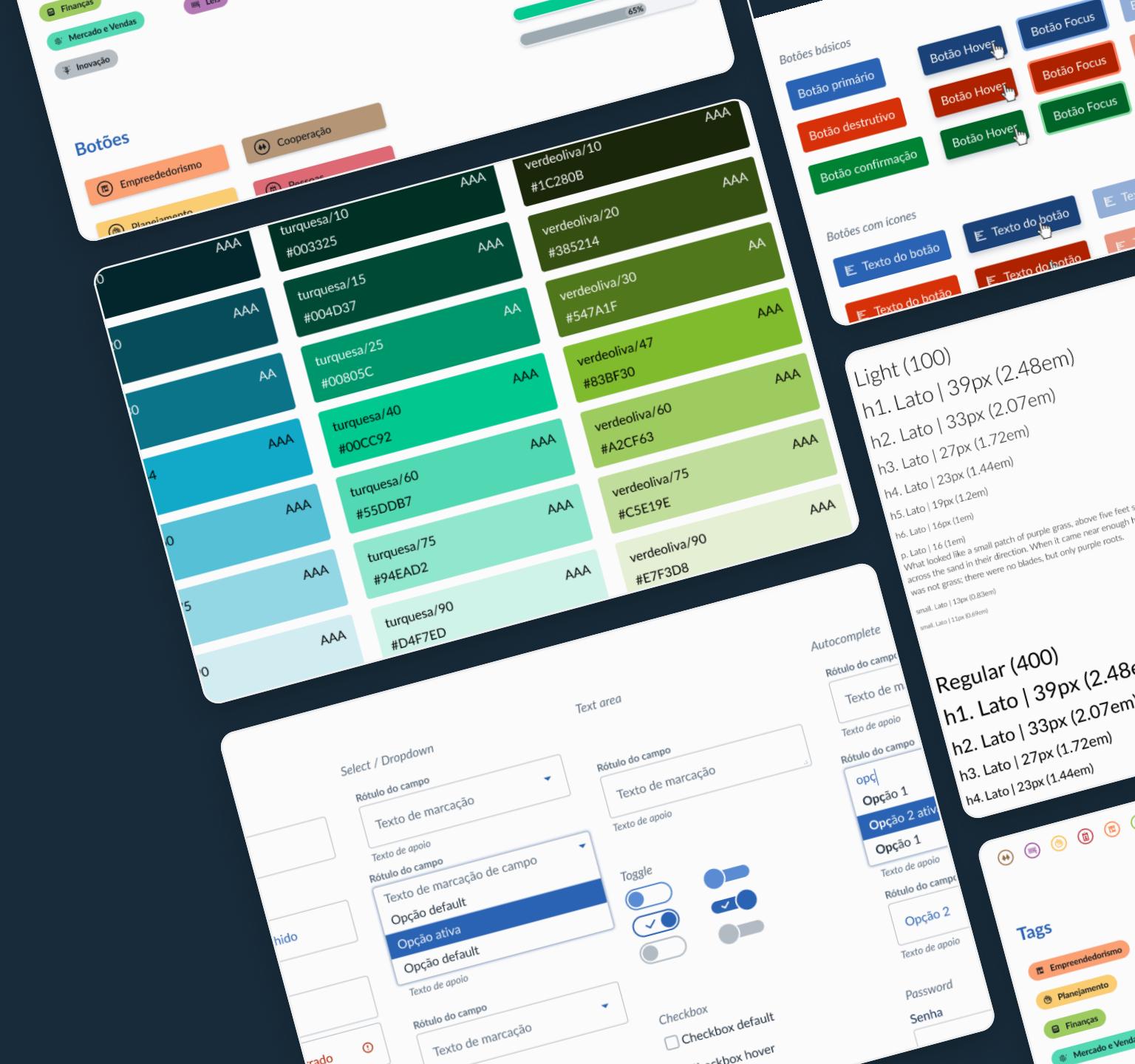


Design:

Design system

The design system for the whole company was created by me

Just customized for the project



Design:

Design concepts



Track your property's weather information

Skip Next

Mark your property on map

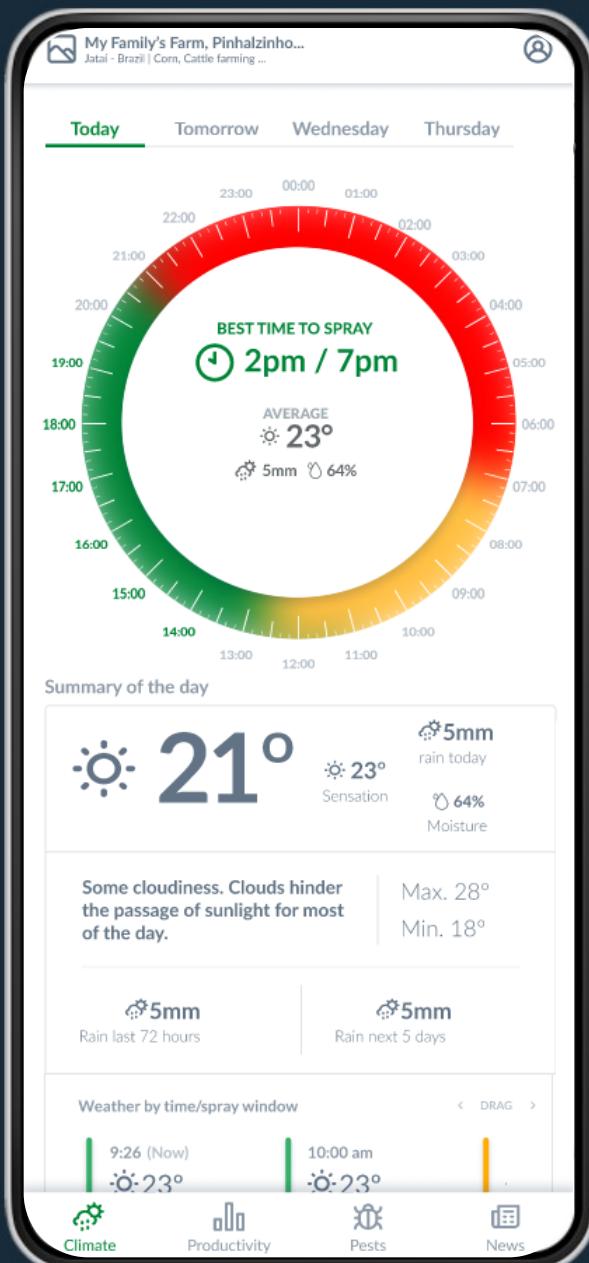
Skip Next

Create and follow alerts of pests in your region

Get started

Design:

Design concepts



Design:

Usability tests



O aplicativo amigo do produtor rural



Indicadores



Clima



Pragas



Notícias



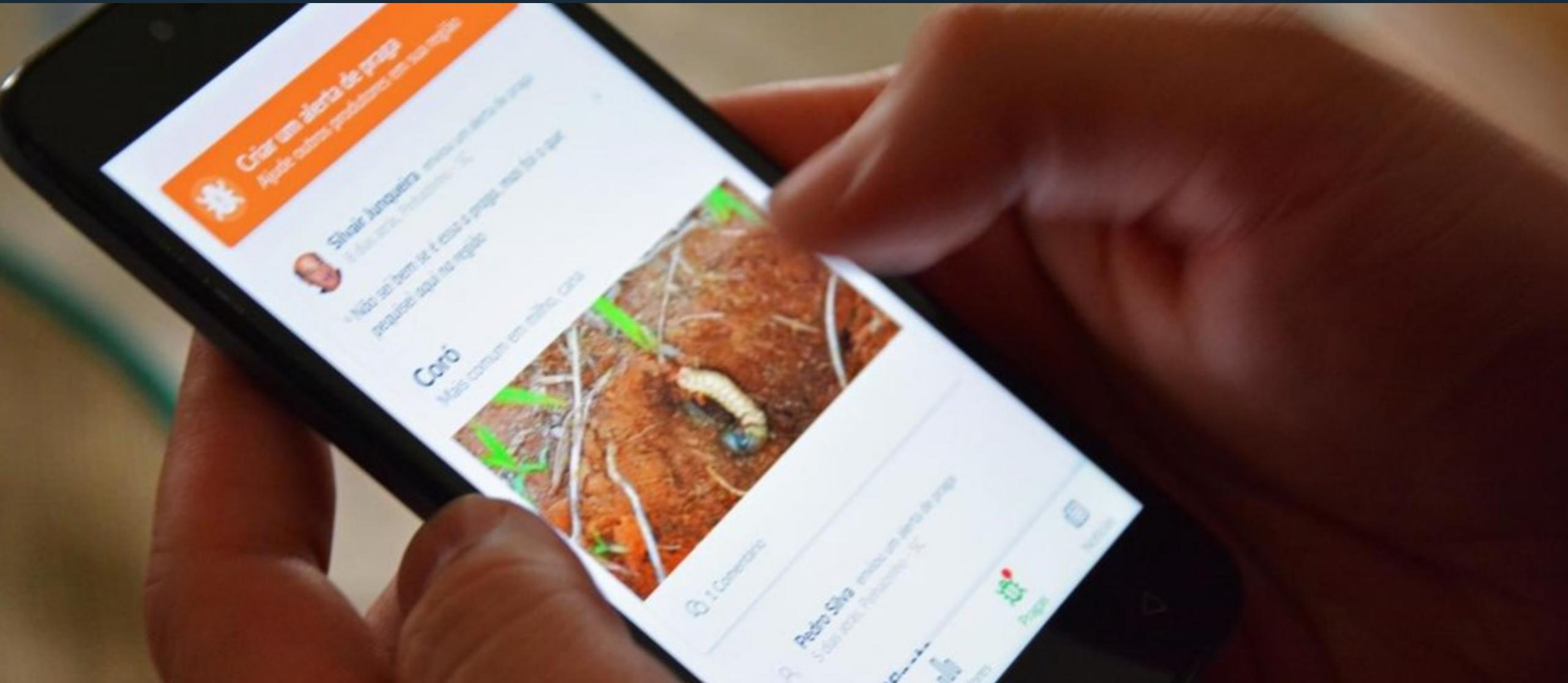
Design:

Usability tests



Design:

Usability tests



Design:

MVP solution & designs

Basic MVP was created



Guia do Campo
Sebrae

1 mil+

Downloads

L

Classificação Livre ⓘ

Instalar em outros locais



Acompanhe as informações climáticas específicas para sua propriedade



Próximo >

Pal

Suas propriedades

Adicionar a sua nova propriedade

(0 Propriedades adicionadas)

Fazenda São Francisco

Porto Belo, Santa Catarina | Milha

Rua das Rosas, 123

Adicionar propriedade

O aplicativo amigo do produtor rural

Design:

My Pointers

Lessons learned, and improvements

- Research: reduce the risk of bias
- Metrics: Use metrics that fits on the status of the project;

Next steps

- Research: Apply usability tests in every feature
- Design: Improvements on the usability and the visual

Thanks!