

Harvest Capture

Exploratory Research

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Our Client

The Who & Why Behind the Project



Client

Harvest Capture (HC) is an innovative platform for agricultural monitoring, productivity analysis, and field data visualization.[1]

Purpose

Harvest Capture hopes to visualize yield variability, optimize production practice, increase financial resilience of fruit/vegetable production, improve environmental sustainability of the farming industry, promote a secure and sustainable food supply, and provide equitable access to healthy and affordable food without sacrificing financial viability of the farms.[1]

Daniel Jackson



Daniel Jackson is a UGA Crop Quality Lab manager affiliated with the College of Agricultural and Environmental Sciences (CAES) and the Pesticide & Hazardous Waste Laboratory. His research focuses on how soil conditions and fertilizers affect onion quality, including measuring sugar content and lachrymatory factors to ensure superior, sweet, and low-pungency onions, and analyzing post-harvest samples.[2]



The Project Details

Our client's asks, goals, and improvements

The Project

The Problem

Due to Harvest Capture's current technological advancements and growth operations to scale the grower to crop favorable yield for food production, they seek a digital presence that signifies their community efforts. Jackson and his team are looking for a seamless and user-friendly website to support the implementation of complementarily visualized data, work with HC's back end user technology, and showcase local farm efforts through photographic storytelling.

The Ask

The ask is to create a polished company website that will not only usher previous users to log into HC software, but serve as HC's brand debut, complete with founder information, company ethos statements, and more. The branding toolkit will guide all UX/UI visual elements as it goes beyond colors and logos to include brand tone of voice, use cases, social graphics, office collateral, and other industry–standard elements.

Goals and Improvements

Reimagining and Branding

- Apply a clean, image-driven visual system using real landscape photography from partner farms.
- Create consistent typography, color, and layout patterns aligned with Harvest Capture's mission and agricultural context.
- Create new primary pages:
  - About (founder story, mission, origins)
  - Information / Technology (what the platform does and how it works)
  - Demo / Contact (clear engagement pathway)

Usability and Clarity

- Redesign the site navigation to support clear user pathways for growers, advisors, and research partners.
- Rewrite key page content using industry-relevant terminology and clear headings.
- Structure page data and headings to support basic visual heiachcy and readibility best practices
- Remove outdated information and reorganize content for readability and scannability.

Demonstrative Credibility

- Design interactive or static data visual examples (maps, charts, and metrics) to show yield variability and field insights.
- Include before-and-after field maps to demonstrate real use cases.
- Present short case study layouts that highlight scientific development, stakeholder involvement, and outcomes.



User Profiles.
Social Audits.
Inspirations.

Brand

Audience

Our ideal users

Target Users

Mid to Large Scale Fruit and Vegetable Growers

Primary users who manage large operations and rely on accurate data to improve crop yield, reduce waste, and make informed harvest decisions.

Agriculture Managers and Farm Operations Teams

Day to day decision makers responsible for coordinating labor, equipment, and harvest timing who need streamlined tools to support efficient field operations.

AgTech-Forward Producers & Early Adopters

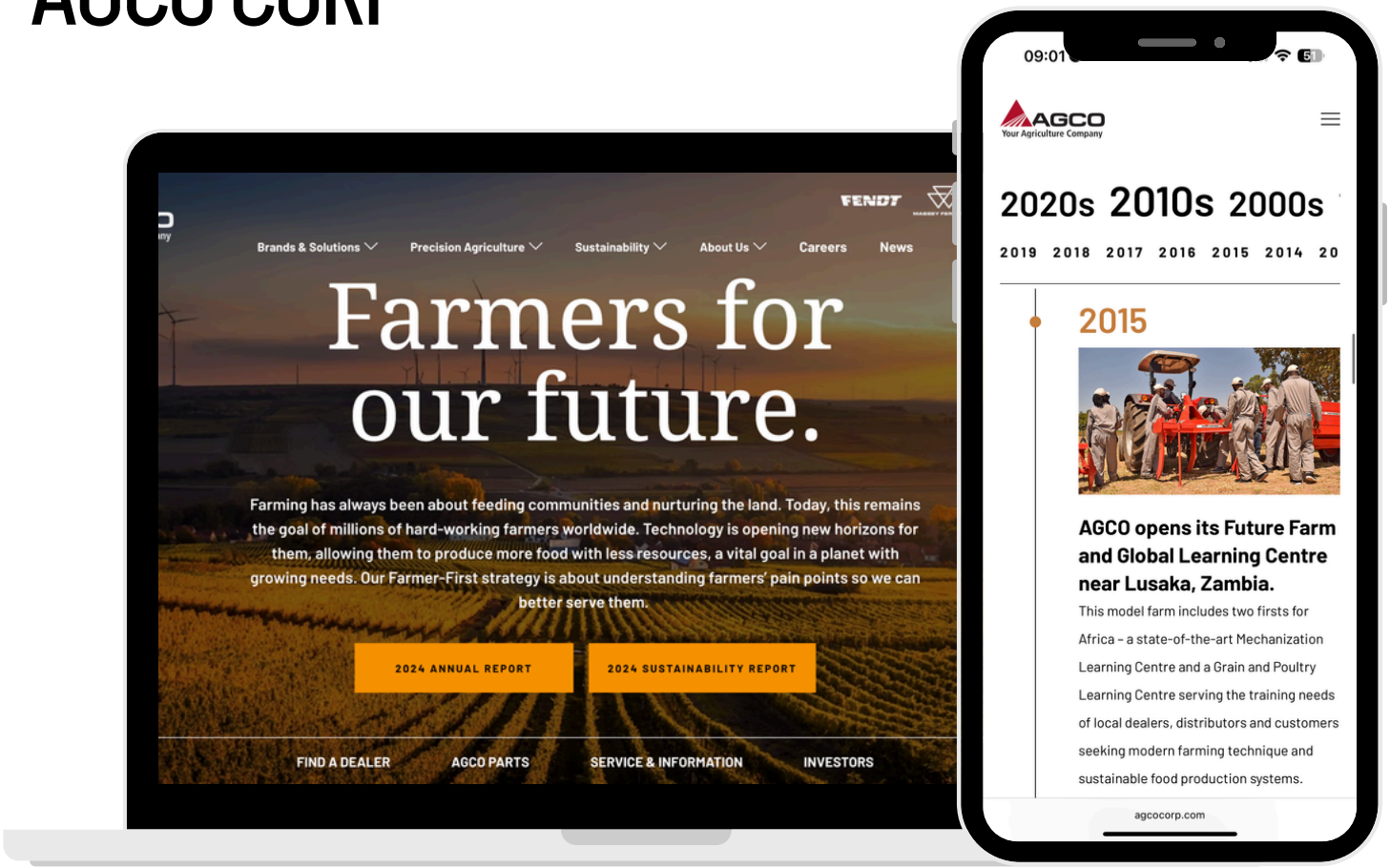
Innovative growers actively seeking new digital tools and data driven solutions to modernize how farm labor is completed and gain a competitive advantage in production and planning.

Researchers, Extension Services & Universities

Academic and industry partners who use aggregated data and insights to support research, education, and the development of best practices for farmers and their yield.

Inspirations

AGCO CORP[3]

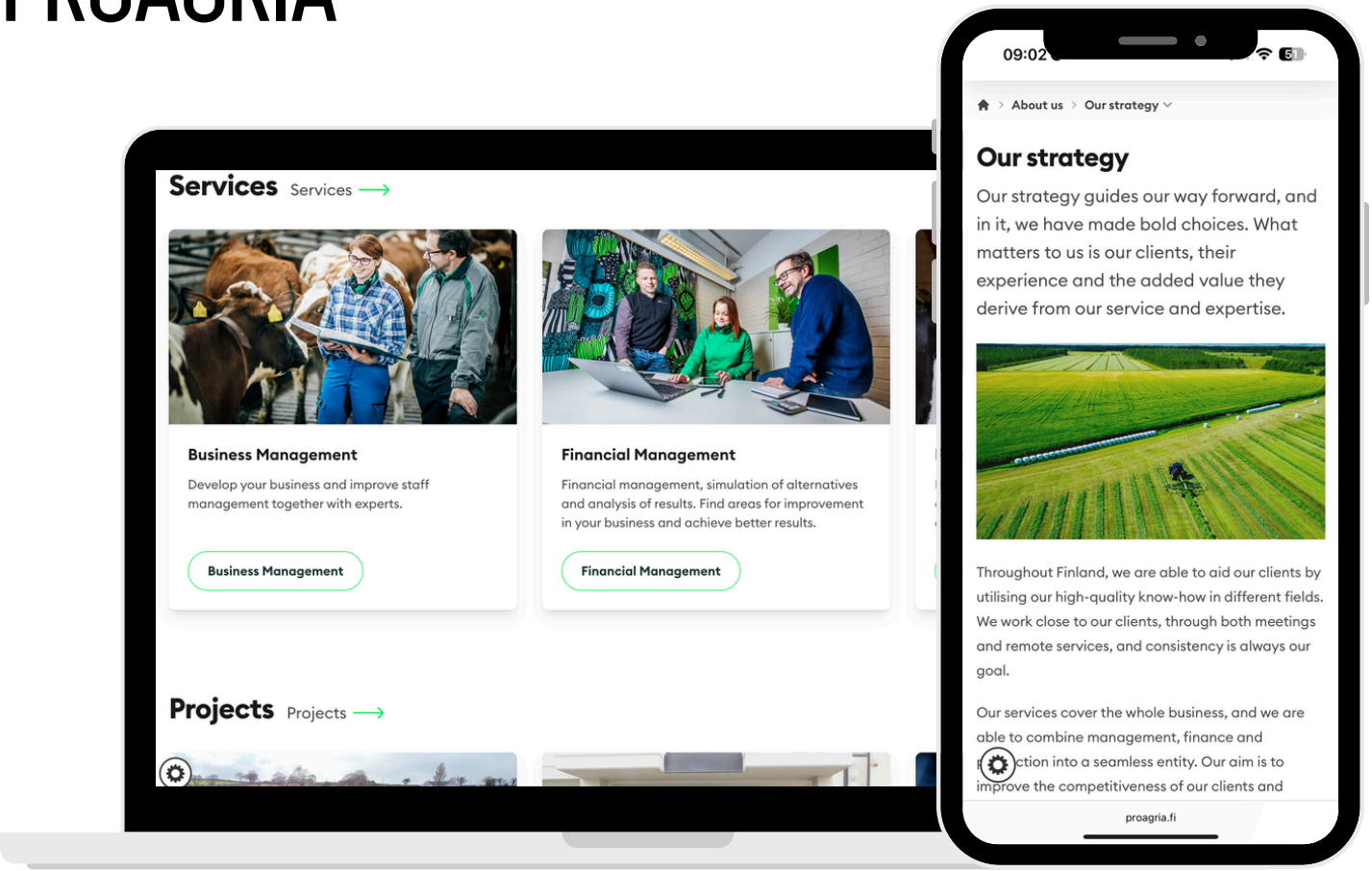


Takeaways

- Rich media (images, videos)
- Aesthetically strong home page design
- Clear visual hierarchy (typography, font size, image size and placement, news display)
- Strong storytelling devices for media and written content

Inspirations

PROAGRIA[4]



Takeaways

- Efficient and effective content management system
- Clear content division in pages and menu
- Menu items
- User internface
- Ellaborative industry presence with relevant data

Tools & Software

The programs and applications relevant to our project goals.





Tools and Software

Canva[6]

For non-presented, checkpoint documents and drafting design ideas.

Google Drive[5]

For non-presented, checkpoint documents and drafting design ideasOrganization hub for all team resources, ranging from agenda meetings and in-progress documentation to final submissions.

Adobe Creative Cloud[7]

(Illustrator, Indesign, Photoshop): Produce original visuals such as logos, graphics, social posts, and assembling a branding toolkit. Each Adobe platform listed will be used to produce polished visuals that align with HC branding and creative goals in the agriculture industry.

Tools and Software

Squarespace[8]

Draft and launch a comprehensive website, providing both HC consumers an informative and efficient experience informed by user journey planning.

Figma[9]

Assemble and design branded collateral for checkpoint and SLAM presentations.

Sources

1. Harvest Capture: https://www.harvestcapture.com/
2. University of Georgia: https://extension.uga.edu/about/personnel-directory/person.html/14488/daniel-l-jackson.html
3. AGCORP: https://www.agcocorp.com/us/en/home.html
4. PROAGRIA: https://www.proagria.fi/en
5. Google Drive: https://workspace.google.com/products/drive
6. Canva: https://www.canva.com/
7. Adobe Creative Cloud: https://www.adobe.com/creativecloud/renew/resubscribe-cci.html?
8. Squarespace: https://www.squarespace.com/websites-start?
9. Figma: https://www.figma.com/