

Harvest Capture

Project Plan

Spring 2026 | NMIX 4410

Allison Damron, Anyi Morfaw, Karisthma Pandit,
Julianna Thomas, Kayla West



Project Overview

A glimpse into our work for Harvest Capture



Project Overview

Client Introduction

Harvest Capture (HC) is an innovative platform for agricultural monitoring, productivity analysis, and field data visualization. Established in July 2025 by Daniel Jackson, HC is changing the way growers interact with their crops to yield the most favorable environment for healthy food and profitable operations— it's good for the consumer and the producer!

Our Task

Our task is to polish the user website and curate a refreshed company branding toolkit to make HC the cream of the crop!

This mobile first website will feature in-depth information about HC's founder(s), mission statement, and community outreach while providing an efficient log-in experience for all users.

The branding toolkit will launch a new brand identity, complete with a refreshed logo design, color palette, use cases, and more, creating a visual presence as top-notch as HC's services.



The Project Goals

Clear, measurable benchmarks.

Goals

Safety

Create a launch-ready company website ushering users to log into HC software. This streamlined, simplified approach focuses on directing site traffic and sharing company information using a visual-based website builder.

The branding toolkit is concise, presenting Mr. Jackson with a potential logo design, color palette, and typography choices.

Main

Create and launch a polished company website that serves as HC's brand debut, complete with founder information, company ethos statements, log-in screens and more.

The branding toolkit showcases all UX/UI visual elements, going beyond colors and logos to include brand tone of voice, use cases, social graphics, office collateral, and more.

Reach

In addition to the new site, provide a SEO optimization guideline and site management tutorials to give Mr. Jackson more control over future branding initiatives .

The branding toolkit also includes social guidelines and facilities the launch of 2-3 HC social media accounts (LinkedIn, Instagram, and Facebook), providing content and showing off Mr. Jackson's founding story!

Goals

A New Business

Near the end of its early stage (0-6 months) and entering into the growth stage (6-24 months), Harvest Capture is relatively new to the market and its owner. This can stifle many adaptive strategies as starting from the ground up requires ample preparation before launching content. Additionally, HC has little to no digital footprint, making it more challenging to collect information on its successes and failures.

Client Mixup and Limit Brief

We were informed on February 2nd that the provided contact with whom we have been attempting to set up a meeting was incorrect. Being that our multiple emails and outreach efforts went to a wrong and unresponsive client, we will need to quickly contact Mr. Jackson to get more details about HC. We hope to pivot quickly from this mix-up and deliver polished work despite our starting conditions; yet we will need to fill in many gaps from the short, limited scope brief provided.

Unfamiliar Market / Industry

Our team is not well versed in agricultural management nor monitoring so ensuring our advice will blend with the specific industry needs can be a roadblock. The farming/growing sector is a 400Y+ old (ThoughtCo) and 175B+ (ERS) industry, so we must ensure that we strike a balance between new, innovative digital solutions and aligning with potentially older industry standards. We will continue to research and educate ourselves on this new market.



Delegated tasks.
Due dates.
Final deliverables.

Timeline & Breakdown

Internal and external due dates

Timeline Overview

Checkpoint 1

Tuesday, February 3

Checkpoint 2

Thursday, February 26

Checkpoint 3

Tuesday, March 24

Checkpoint 4

Tuesday, April 21

Checkpoints

These checkpoints outline our intended schedule for progress and delegation of deliverables/ responsibilities throughout the semester.

Checkpoint 1 Breakdown

Alpha

Kayla

- Create a draft wireframe of the new HC homepage using Figma
- Suggest subtle polishes to current UX/UI elements

Exploratory Research

Anyi, Allison

- Assemble useful information such as improvement points, ideal software, and target audience
- Provide client overview, showcasing any interests and passions relevant to HC

Project Plan

Julianna

- Articulate the overall trajectory of the project, forecasting any pitfalls or roadblocks
- Deliver management due dates and compose clear deliverable goals for each team member

PR / FAQ

Kaishma

- Propose industry-relevant and moderately specific Q&As for (assumed) target audiences
- Announce team visions for HC via a PR

Checkpoint 2 Breakdown

User Research

Anyi, Allison

- Deliver more concrete audience insights, including primary and secondary audiences, industry and audience/user analytics including preferred technologies, demographics, geographical data, behaviors, and more
- Include summary of research methods used to assemble information and final conclusions of findings, highlighting future prognoses/advice

Beta

Kayla

- Produce a functional version of the wireframe in the selected visual-based website builder (i.e. Square Space)

UX Map

julianna, Karishma

- Create optimized, low-fidelity site navigation maps, including landing page, log-in screens, and dashboard user flows, specific to 2-3 user stories
- Actualize user stories/personas, complete with their passions and motivations that informs their user experience

Checkpoint 3 Breakdown

1.0

Kayla

- Continue to build out the additional screens/landing pages needed for the site
- Communicate any imagery, or other visual elements needed to enhance the user experience

Visual Design Guide & Poster

Julianna

- Complete any in-progress branding elements to curate a cohesive overview of the branding toolkit
- Edit all contents to seamlessly tell the team's design thinking, keeping it concise, image/process forward, and formatted for NMIX hosting

Website Beta

Anyi, Karishma

- Create optimal UX/UI experience to showcase the semester's work ready for mobile, tablet, and laptop users
- Collect team contact information such as Linked-Ins, emails, and more to make the site as informative as possible

SLAM Promo Material

Allison

- Complete the SLAM promotional form

Checkpoint 4 Breakdown

Stage Presentation Beta

Julianna, Anyi, Karishma

- Design a concise, engaging, and technically–sound presentation of the semester's work
- Share presentation scripts, arrange practice times outside of team meetings, and get feedback on presentation flow/delivery

1:1

Kayla

- Fix any bugs or unlinked webpages from previous versions
- Create a final HC site that is ready for handoff, being 100% ready for launch with limited to no 'tweaks' needed

Launch / Handoff

Allison

- Coordinate with Prof. Drag to clarify all necessary App Store ready materials and collaborate with the appropriate team member (as needed)
- Craft and send a closing email, highlighting the optimal ways to access all project materials
- Arrange a final meeting to re-iterate the outcomes of our work

Resume: ALL

Final Deliverables

Final Projects

Kayla

Stage Presentation

Anyi

Booth Presentation and One Pager

Karishma

Project Website

Julianna

Trailer

Allison