

Harvest Capture

User Research

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Research Background

Objectives, Methods, and Target Audience



Research Objective

Gather insights on growers' frustrations, unmet needs, and expectations related to digital tools and online platforms to support their farming operations. Identifies current pain points, which informs the structure, content, and user experience of the Harvest Capture website to forecast features.

Goal

A farmer-first, results-first ,mobile and user friendly website that helps crop growers seeking to implement innovative technologies into their practices understand Harvest Capture's mission of maximized productivity and minimized input costs rooted in data.

Research Methods

External Survey

An external survey via Google Forms was distributed to local and regional fruit & vegetable growers, as well as farm owners, managers, and employees connected to UGA with the goal of gathering quantitative insights detailing growers current technology usage.

At the time of this checkpoint, the survey received 6 completed responses. These responses are treated as exploratory insights and are used to guide early UX and content decisions. Survey findings will be triangulated with interview data and social forum analysis to strengthen the reliability of insights.

Social Forums

Interviews were conducted with a selected student working in Agricultural Communications and Advertising with personal experience and background, and specified work and research in rural communications. Said interview was held virtually via Zoom, led by the Chief Marketing Officer. This interview served as an open-ended, detailed, and extended questionnaire to supplement our digital survey.

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Target Audiences

External Survey

The survey was distributed to farm owners, managers, and employees associated with 25+ acre farms focused on fruit and vegetable production to gain a broad understanding of technology adoption and digital engagement in the agricultural space. This audience was selected to ensure the research reflects the needs of growers who would realistically use a yield monitoring and agricultural data platform like Harvest Capture, especially those responsible for evaluating tools, managing inputs, and improving farm productivity.

Interview

In order to gain specific and narrow focused insights, the selected interviewee was vetted in part due to their educational niche and personal experience, directly overlapping with our product's target audience.

- Can speak to grower appeal and effective communication tactics
- Knowledgeable on competitive landscape in agriculture, grower demographics and psychographics, and economic success factors for business



Macy Hall

- Senior Advertising and Agricultural Communications Major
- Archway Partnership Student Assistant
- University of Georgia PROPEL Rural Scholar



The Social Forums

Inspecting and Analyzing Instagram and Reddit

Reddit

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.

Instagram

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Takeaways

User-friendly is User-First

Growers that are able to have their needs met with technology that is easy to use is half of the equation. The other half is showing care, intention and integrity that allows experience quality to not decline by relaying information and updates to users, keeping them agile and sharp with their equipment.

Demonstrational Communication

Users appreciate functionality-first displays that promote usage and internalized personal life application translating community members or general audiences into potential buyers and engaged supporters.

Personalized Storytelling

Speaking to other growers and potential buyers with inclusive wording answering “who”, “why” and “for who”, while relevant success stories and industry impact promotes deeper incentive for engagement, desire to understand, and concern of value and return on investment.

Performance Metrics / Results

Quantitative data and numerical input are held in high value when any new or existing product is on the market. Leading with this data increases inquisition and decreases concern and skepticism.

External Growers.
External Mangers.
UGA Employees.



Preliminary Results

External Survey

Findings

Note: Results below reflect early, directional insights from a limited sample (n = 6) within the allocated time. The survey was distributed to 30+ growers, managers, and employees connected to UGA, and will be active during the entire development and research phases.

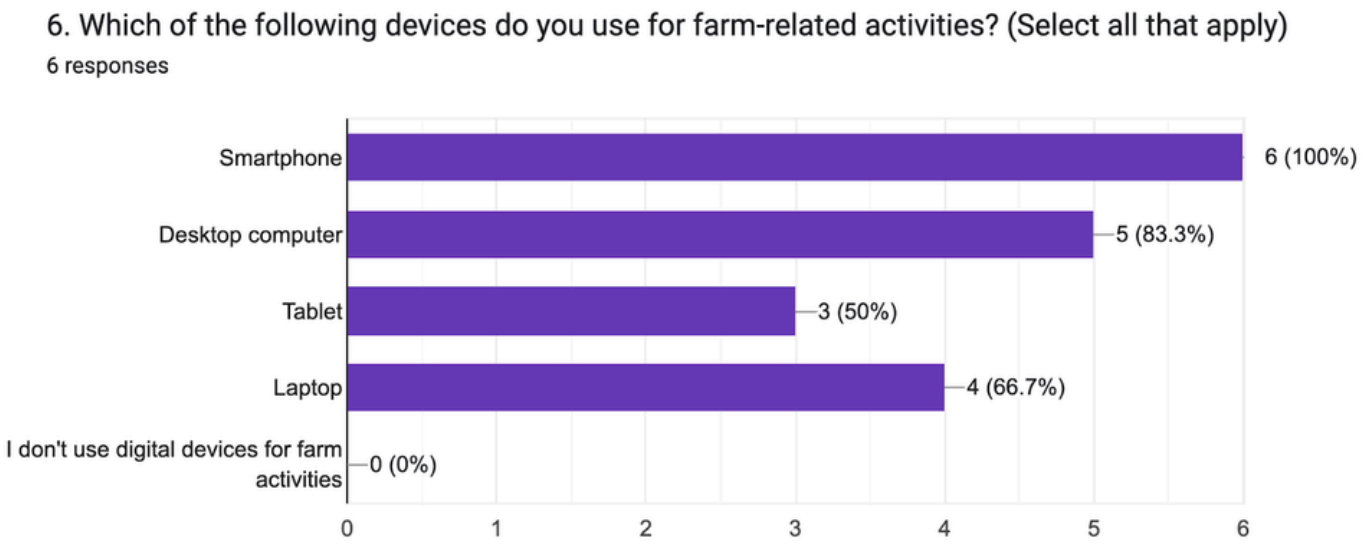


Figure 1.

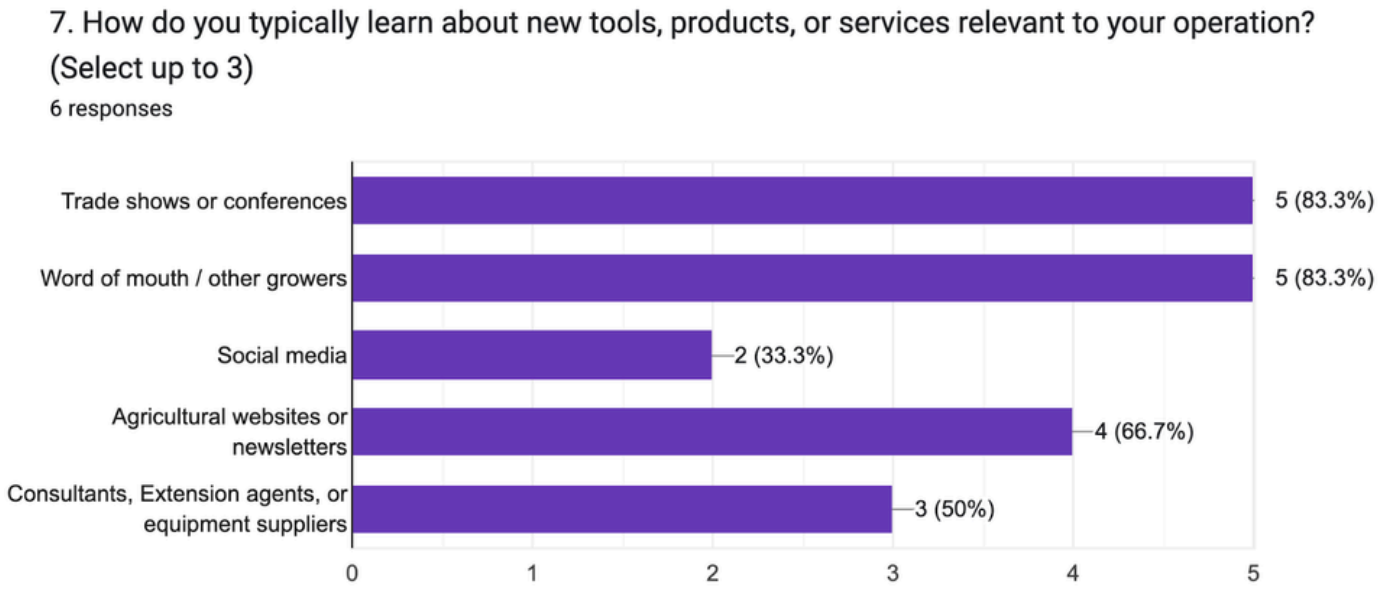


Figure 2.

Findings

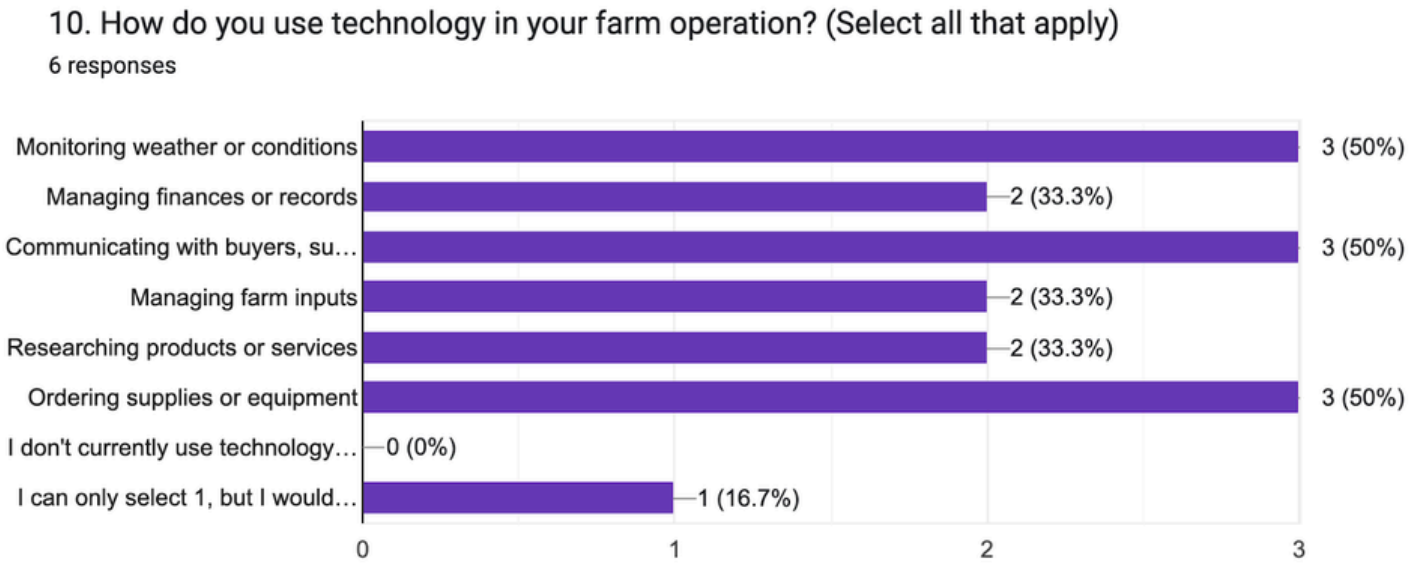


Figure 3.

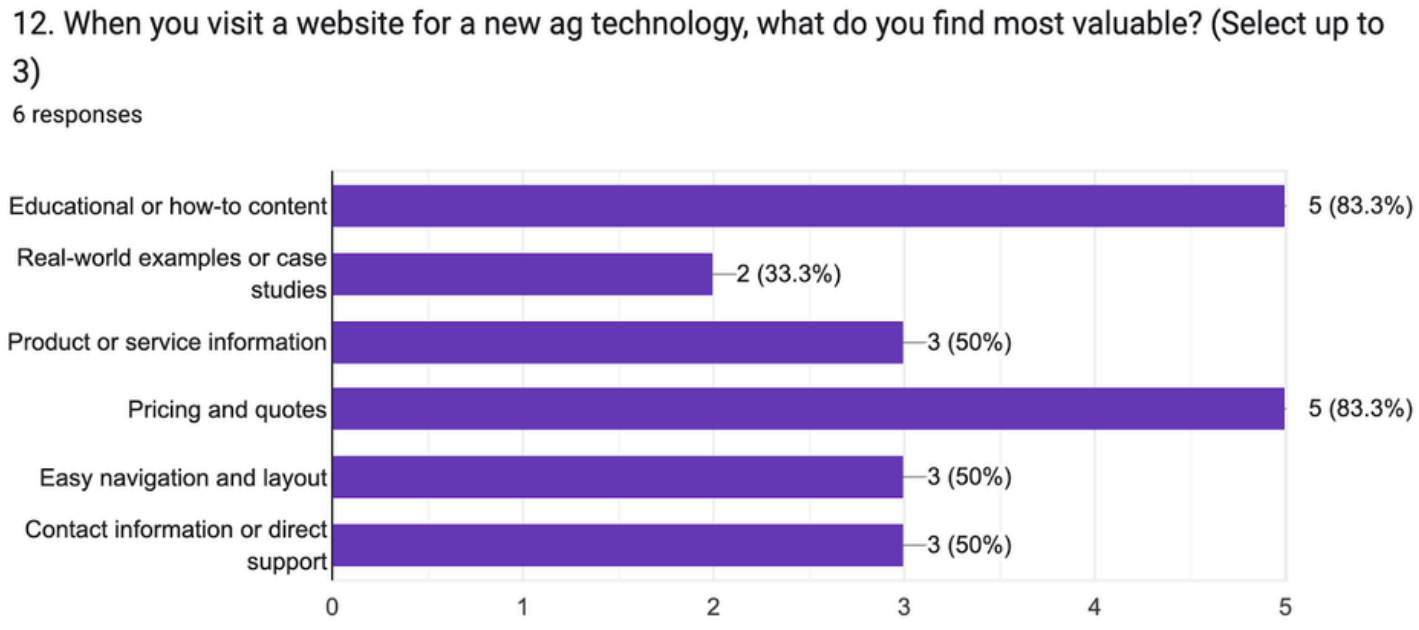


Figure 4

Findings

13. What are the most important considerations when purchasing an ag technology? (Select up to 3)

6 responses

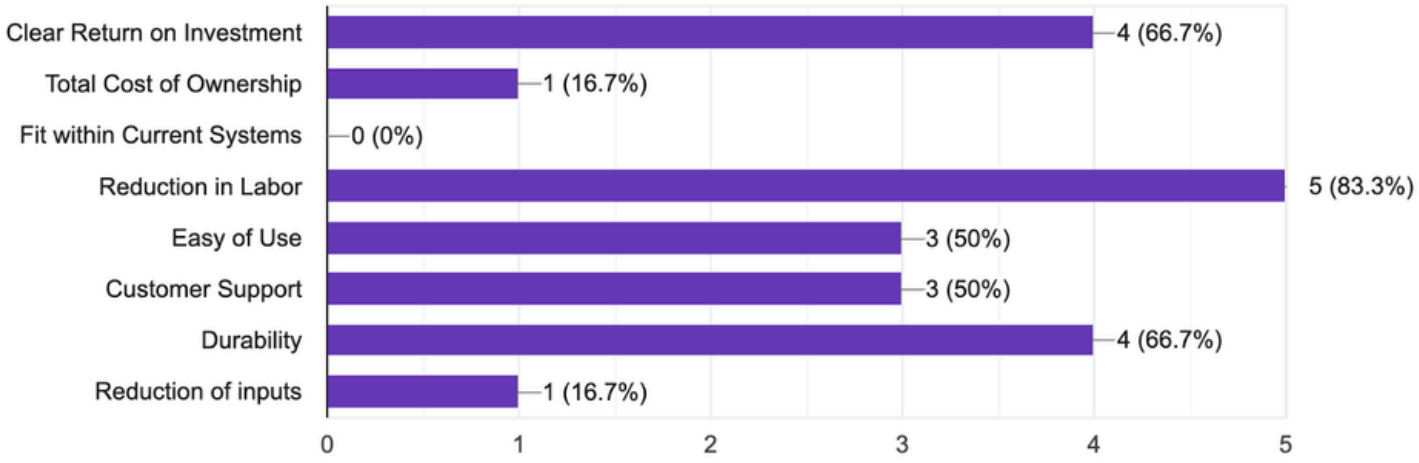


Figure 5.

Findings

Takeaways

[1] **Why this matters for UX:**
- This tells you mobile vs desktop priorities.

This supports:
- responsive design mobile vs desktop layout decisions

[2] **Why this matters:** this directly affects:
- where Harvest Capture should show credibility
- what discovery channels you should reference on the site

[3] **Why this matters:** this tells you...
- what real workflows your site should support
- what benefits to highlight (communication, monitoring, ordering, etc.)

[4] **Why this matters:** this literally informs...
- your homepage layout
- your content hierarchy
- your UX priorities

[5] **Why this matters:** this tells you what messaging must be emphasized...
- ROI
- labor reduction
- Durability
- Cost

Findings
Interview

Messaging and Design





Messaging and Design

When Discussing Communication

- Don't over explain things growers already know
- Capture "what's in it for the farmer" through slogan based messages that are personal, putting the farmer first
  - "stewards", "partners", "care", and "serve"
  - reduce corporate speak and utilize "about" and "why"
- Utilize use cases with clear direction, data first, and buyer persona perspectives

When Discussing Ethical Concerns

- Be transparent about the effectiveness of the product
- Use accurate and up to date industry and business information
- Access to pricing information and transparency is extremely important

When Discussing Web Display

- Mobile-first is extremely important
- Maximize content and images that are both for visual purposes and instruction

Factors Affecting Web Traffic

- Most new developments or products are word-of-mouth and hands-on credibility is highly valued
- What works for younger groups doesn't work for older groups regaurding exposure and communication
- Keep in mind the size of community, socioeconomic barriers, and their value pillars



Analysis

Key Takeaways and Future Plans



Key Takeaways

- Clear explanations of Harvest Capture, their purpose, providing potential buyers with a “why” and “how” their product would positively impact their farm operations.
- Data-driven, visually supplemented examples that illustrate the innovation of Harvest Capture’s product.
- Personal and inclusive language building trust, credibility, and community rooted in service of and for growers.
- Simple navigation, minimal technical jargon, clear call-to-action, concise language, accessible contact information, and visually engaging images with supporting icons.

Because many growers have limited time and varying levels of comfort with technology, the user experience should minimize learning effort while clearly communicating value.

Future Plans

Finalize and Furthur Analyze Survey Responses

Collect and review final survey reponses, comparing interview responses and insights from social media forums.

Mood Board and Creative Direction Confirmation

Share creative concepts and inspirations for branding with admin to secure a singlular direction.

UX Map Walk Through and Feedback

Share website progress and changes with admin to elaborate on approaches and approve projected design.

Sources

1. **Reddit Thread [1] :**
https://www.reddit.com/r/farming/comments/13kl4i9/yield_monitor_mapping_and_analysing_program/

2. **Reddit Thread [2] :**
https://www.reddit.com/r/farming/comments/15e19as/are_yield_monitors_worth_it_and_other_precision/

3. **Instagram @Ecorobotix Post [1] :**
https://www.instagram.com/p/CzRmKdmN_K-/

4. **Instagram @Ecorobotix Post [2] :**
https://www.instagram.com/p/CzRmKdmN_K-/

5. **Instagram @NiqoRobotics Post [1] :**
https://www.instagram.com/p/DS4WrJpk6_Y/

6. **Instagram @NiqoRobotics Post [2] :**
https://www.instagram.com/p/DSjw0Zkk-Ac/