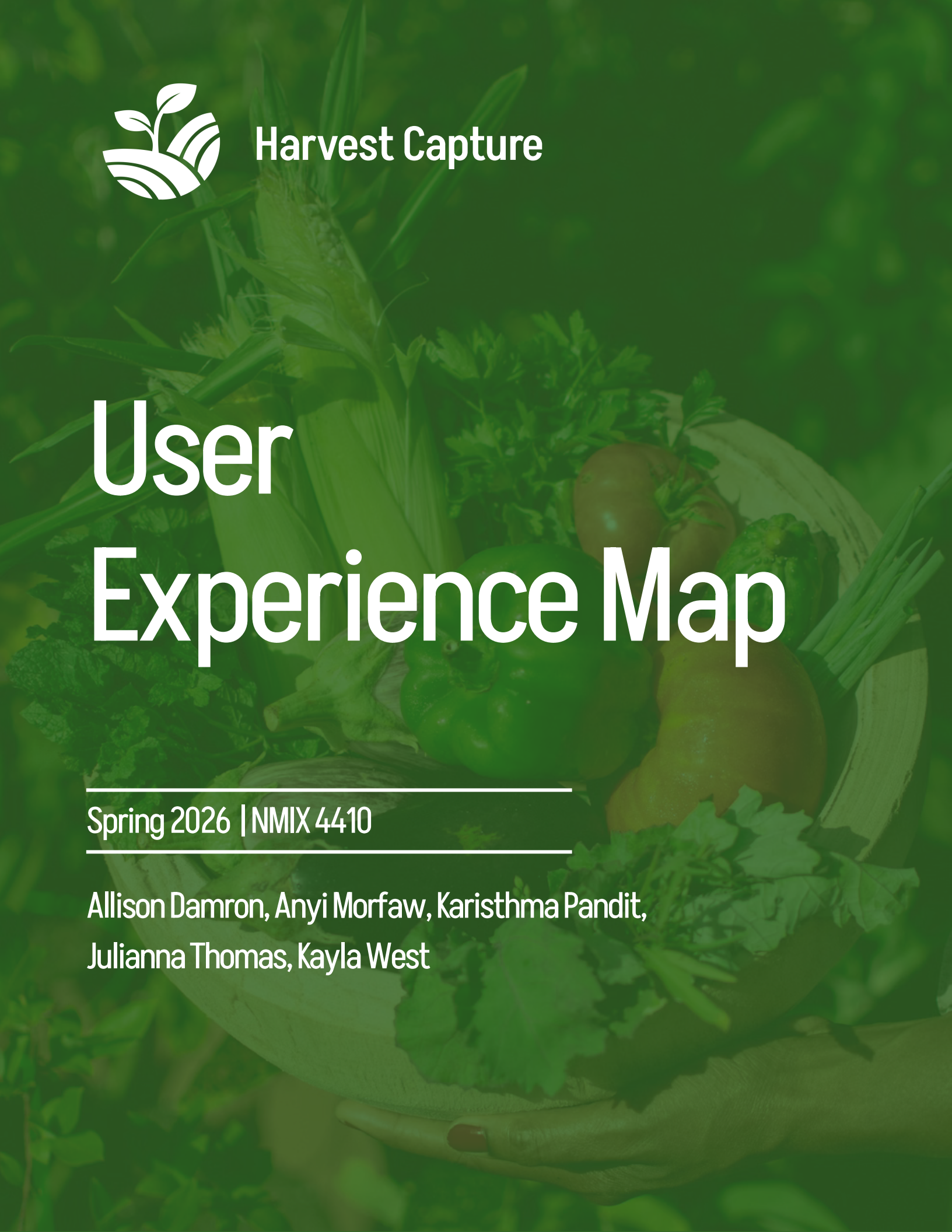


Harvest Capture

User Experience Map

Spring 2026 | NMIX 4410

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



Our target audience for this innovative transforming the agricultural monitoring technology

User Personas



Sustainable Sonya

Sonya comes from a long-lineage of vegetable growers and has grown the family farm to 60 acres in size. To Sonya, farming is more than a source of income, it's a continuation of her ancestor's legacy.

As the primary owner of Sunday Morning Farms, Sonya manages day-to-day operations, receiving periodic updates on crop health (soil fertility, crop variability, pest control) from her six employees.

With her heavy involvement in The Black Farmer Fund (20 hrs/week) and part-time contractor work (34 hrs/week), Sonya is in search of automated techniques to improve her crop management workflow and increase efficiency.

Goals & Needs

- Integrate new software by Q1, 2027
- Partner with company start-ups
- Willing to introduce favorable technology to Black Farmer Fund & National Black Farmer Association Members

Painpoints

- Limited time for product research
- Over-reliance on part-time employees for updates
- Steep learning cursive of leading crop manage tool: AgStudio



40 Years Old, Female • Gainesville, GA
Vegetable Grower (Sweet corn, onions, cabbage, and broccoli) • 50+ Acres (60 acres)

Plateauing Paul

Paul is paving uncharted roads in his family, becoming the first farm owner and operator. Using his life savings from his VA disability compensation checks, Paul purchased 5 acres of land and has been managing it, full-time, since 2020. Paul is a proud alumnus of the University of Georgia, earning a BSA in Agribusiness to bolster his growing farm management and marketing skills.

As the primary owner and operator of Allan Valley Farm, Paul makes all purchasing decisions based on his observations during land maintenance.

Farming is Paul's primary occupation so he strives to have a positive net profit value as soon as possible. To ensure his success, Paul leans heavily on well-known, industry standard technologies and farming practices.

Goals & Needs

- Increase profitability by Q2, 2028
- Reduce crop loss from pests, improper irrigation and temperature variance
- Repay his FSA loan by 2033
- Motivated to incorporate trusted technology into farm operation

Painpoints

- Aversion towards new tech
- Inability to continue subscription to AgStudio: a leading agricultural software, due to financial strain
- Inexperience managing business side of farming operations



35 Years Old, Male • Athens, GA
Fruit Grower (Blueberries, watermelons, tomatoes, and peaches) • <50 Acres (5 acres)



The

UX MAP

An outline of our grower's experience using the new website

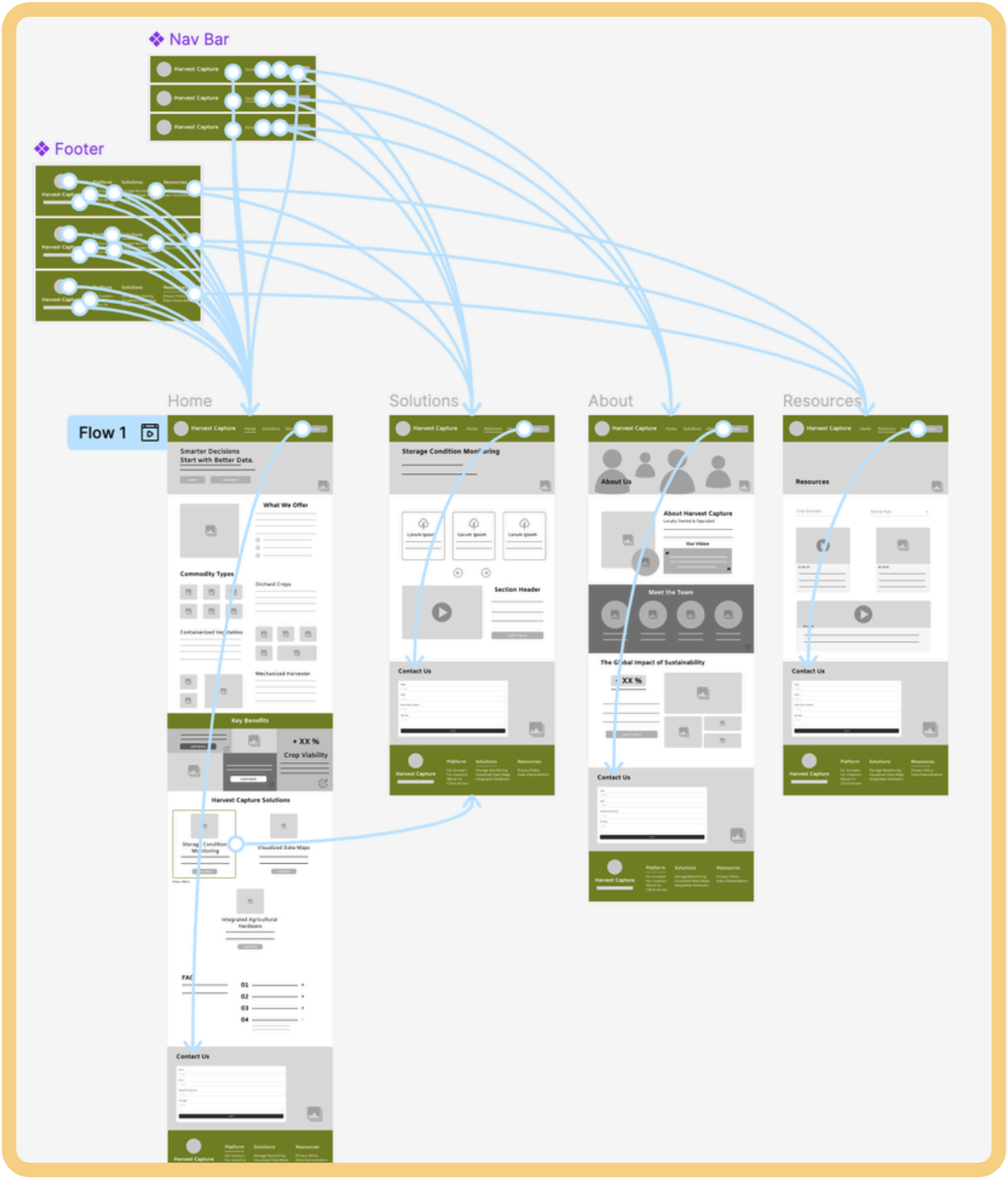
The Project

To protect our client's proprietary information about specific product designs, our UX Map prioritizes client education and company awareness.

Establishing Harvest Capture as a thought leader with an up-and-coming product is top of mind in this map.

Most central is the home page that entices growers with unheard combination of capabilities, applicable crops, and data integration.

Wireframe



FIGMA DESIGN LINK

Sources

1. 2022 Georgia Agricultural Census: Demographics