

# App Design & UX Response

3.31.16



## *OUR VISION*

*By the end of 2013, SapienNitro and our idea engineers will be renowned for creating success for our clients, by redefining how companies and brands connect to their customers.*

# Agenda

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00 Intro

01 Forrester

02 Case Studies

- Audi
- RBS
- ADT
- AutoTrader UK
- Miami Heat
- Lufthansa
- MSNBC

03 High Level UX Approach

04 User Journey Examples

05 Wireframe Examples



# 01

**FORRESTER:**



# FORRESTER

## BEST-IN-CLASS Mobile Marketing Strategy

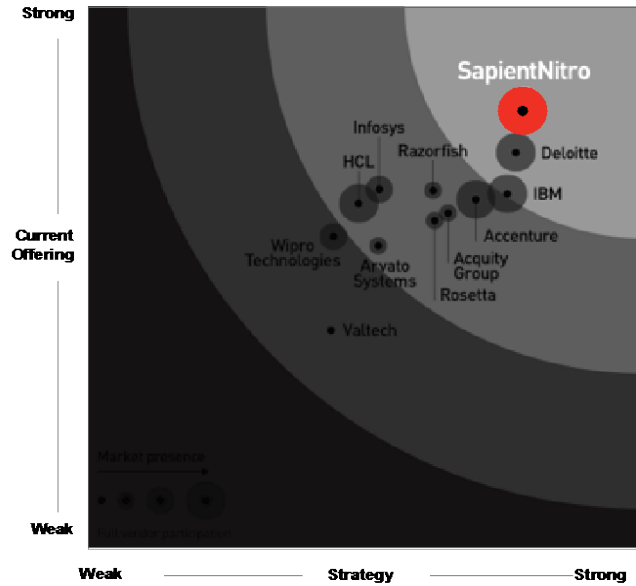


Figure 2 Forrester Wave: US Digital Agencies Mobile Marketing Strategy & Execution, Q1 '12

## BEST-IN-CLASS Global Digital Marketing 2<sup>nd</sup> Consecutive Year



Magic Quadrant for Global Digital Marketing Agencies Richard Fouts, Adam Sarner and Andrew Frank, Q3 '12

## BEST-IN-CLASS E-Commerce

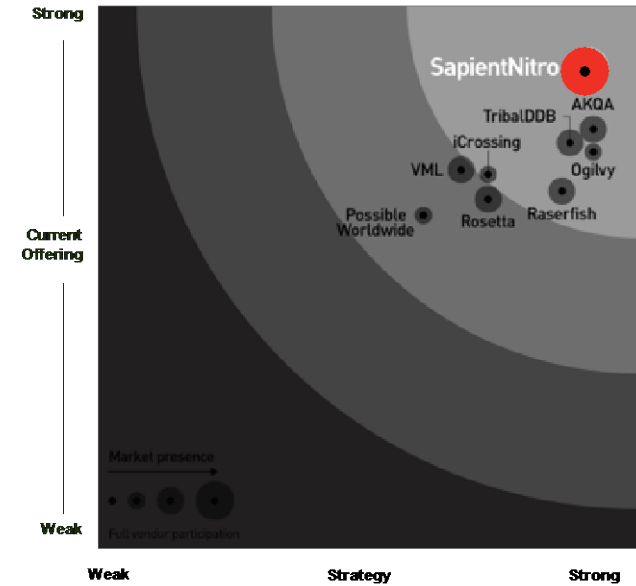


Figure 3 Forrester Wave: Global Commerce Service Providers



# 02

## CASE STUDY: AUDI



# AUDI | MOBILE PRESENCE



**Audi**

## Challenge

One of the leading brands in the premium automotive segment in Germany, Audi differentiates itself against competitors by positioning itself as the most progressive car manufacturer. As AUDI's lead mobile agency, Sapient has provided strategy, experiences and support for over 6 years.

## Objectives

The core guiding principle for all of the work is to establish an interaction model, standard visual design system that can be leveraged globally to support the expansion of product market share.

## Solution

Sapient created a seamless multichannel mobile platform that supports the expansion into the emerging market. At the same time, we were able to achieve a reduction in investment in development and unit cost while increasing the flexibility to support the various requirements of the individual markets.

## Results

Establishment of a balanced global footprint Mobile Portal available in 15+ Countries and 18 Languages

- Audi A1 App: available in all app stores in the following languages: EN, DE, IT, ES, FR, NL, RU.
- Audi Q3 App: available in all app stores in the following languages: EN, DE, TR, IT; ES; FR; NL; PT.
- Audi A7 App: available in all app stores in DE and EN.



# MY AUDI – MOBILE APP

## Details

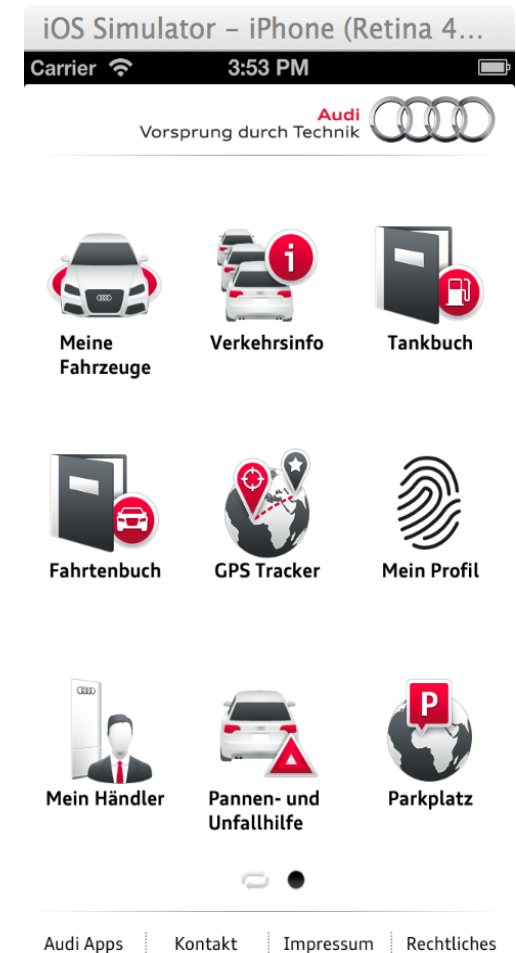
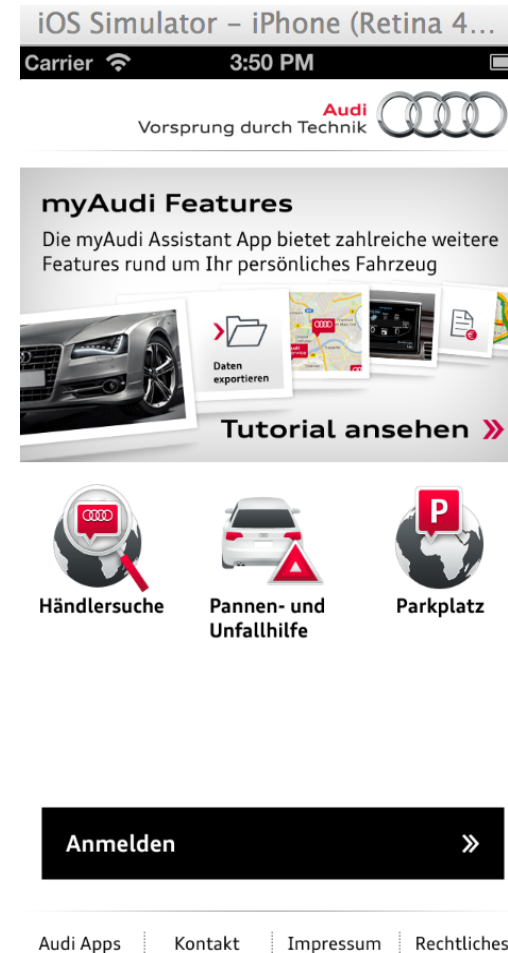
My Audi is an iPhone/Android app. This app present a complete tour of Audi. Information about My Vehicle (like Traffic jam), My Goals, Log book, Audi Connect services (Flight Information, Train Information, Information about the event Nearby etc.), Parking lot, My Pick up day, Picture Navigation, GPS Tracking, Tank book, Emergency help etc.)

## Features

Integrated with Facebook, Twitter, and Google Maps

## Tech & Supported Devices

Native iOS, iPhone





# MY AUDI – iPad CONFIGURATOR

Mobile configurator for Audi for new A1 Audi accompanied with a new mobile launch campaign and community app



Audi A-1: iPad Application, Configurator, and Rich Brochure



# 02

## CASE STUDY: RBS



# RBS | MOBILE PRESENCE



## Challenge

RBS/NatWest, like many other banks, had lost its way among changing consumers. New challengers ranging from start-ups like Square to tech giants like Apple and Google were staking a claim on the sector. RBS was once the industry leader in mobile banking. It had begun falling behind in terms of moving beyond the basics of balances and statements.

- Low levels of customer satisfaction and promotion.
- Hangover from financial crises: 36% dissatisfied with their bank
- Growing expectations from other sectors
- NPS benchmarking: others leading in retail banking
- Increasing government pressure to encourage switching (big threat)

## Objectives

- Leverage growth in adoption of digital channels
- Grow positive NPS via digital
- Connect the brand world to the experience

## Solution

- Focus on the basics: constant improvements to core online & mobile experience
- Journey analysis, simplification & redesign
- Focused innovations: built around key 'moments of truth' (identified via a combination of journey mapping and analysis of NPS verbatim)
- Integrating with broader brand story

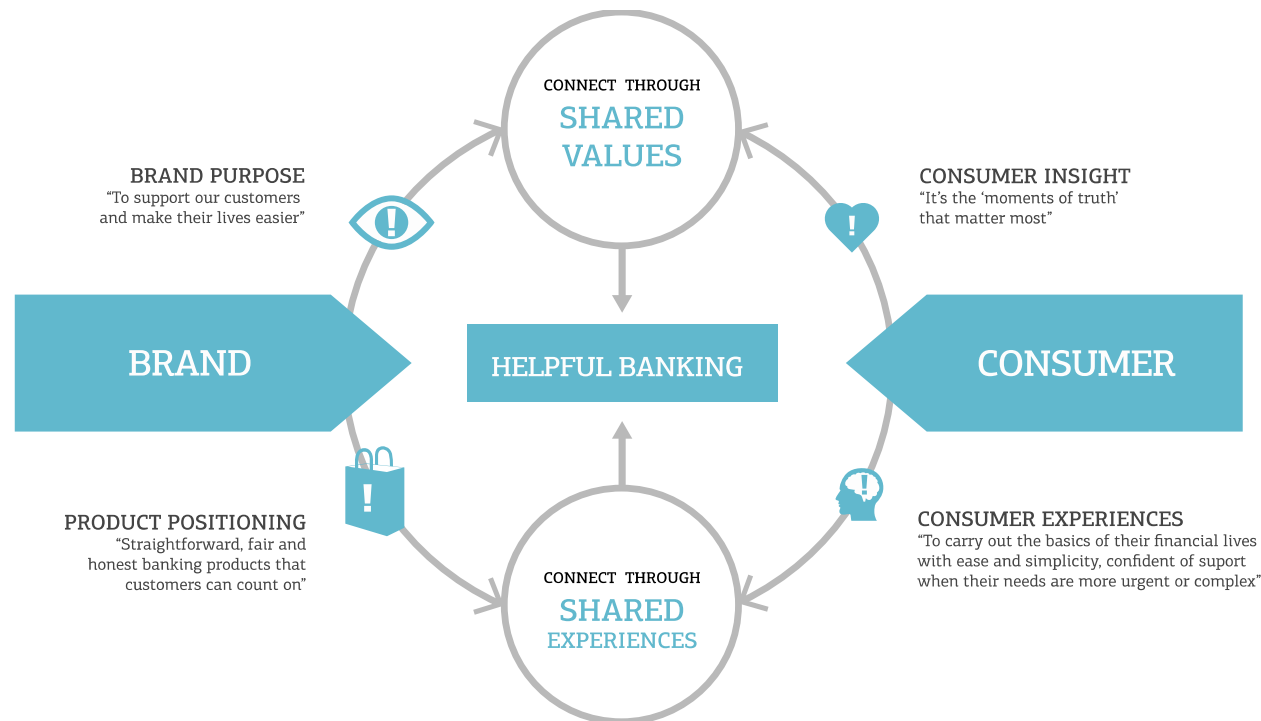
## Results



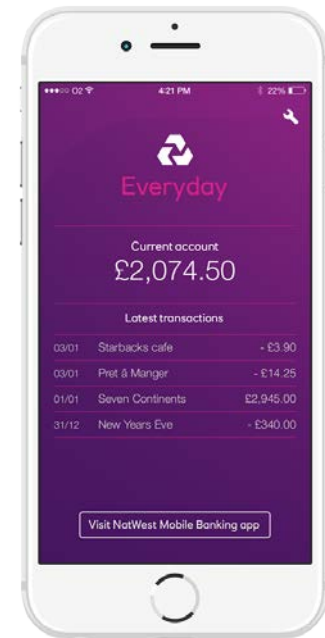
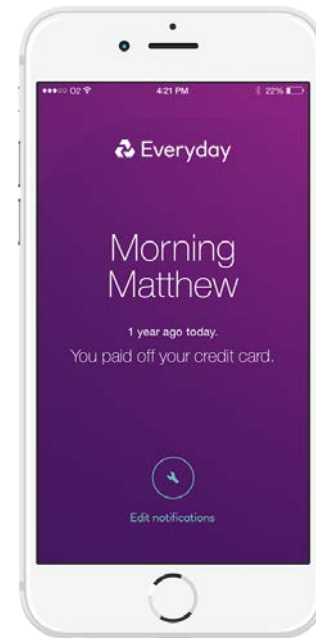
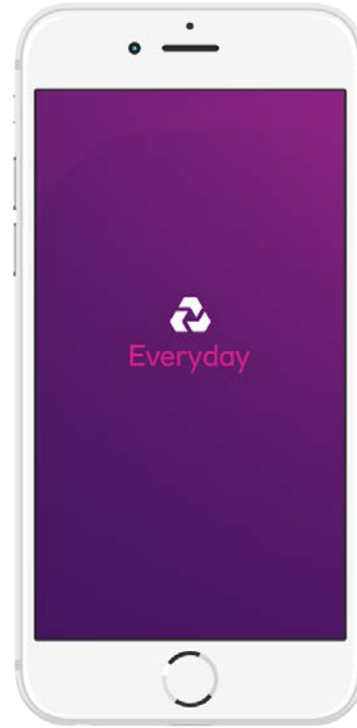
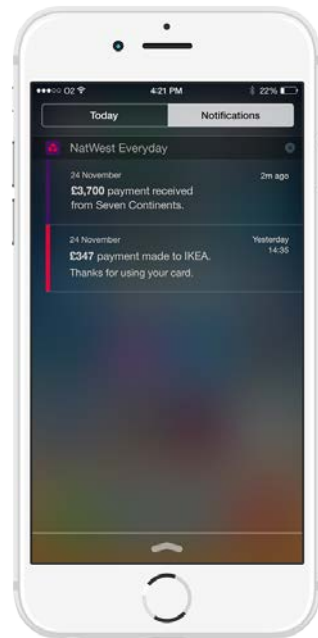
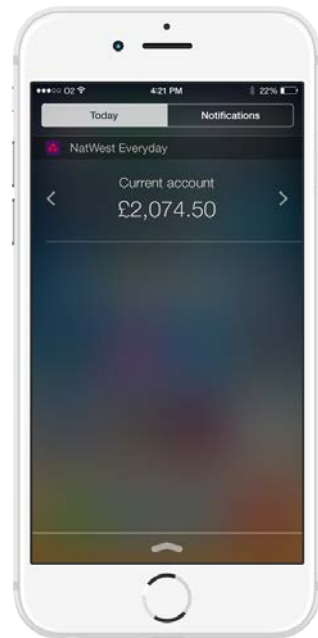
# RBS | STRATEGIC SOLUTION



Connect Promise to Experience Through Continuous Innovation



# RBS | INTERFACE



# RBS | INTERFACE



# CASE STUDY: ADT

# 02



# ADT | MY ADT MOBILE APP

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## Customer Self-Service

Customer self-service in digital can significantly reduce costs and add to the bottom line. To that end, the newly released MyADT Mobile App provides an easy way for ADT customers to update account information and pay bills on the go, while at the same time reducing operational costs for MyADT.

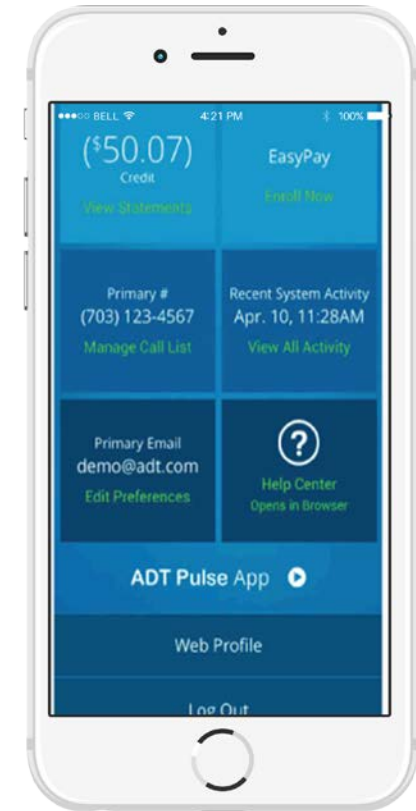
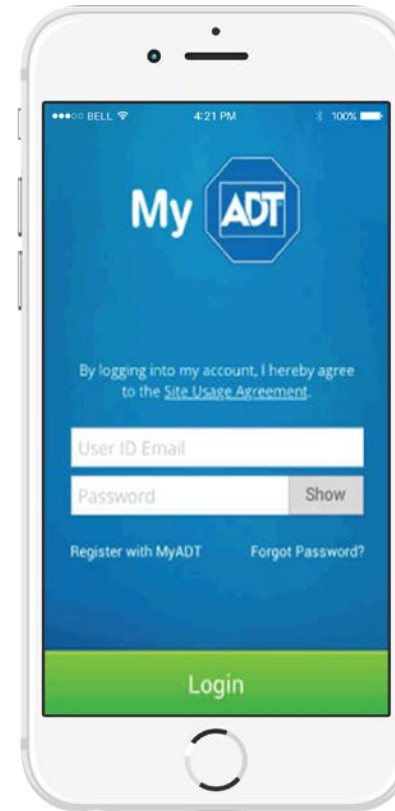




# ADT | MY ADT MOBILE APP

This was a pivotal project for SapientNitro as we enter into new territory with one of our biggest and most strategic clients.

This is the first project that SapientNitro has taken from start to finish for ADT. Its success has proven that we have the ability to make things happen at ADT and has established our expertise in the mobile space.



# CASE STUDY: AUTOTRADER UK

02



# AUTOTRADER UK | MOBILE

## Challenge

AutoTrader had a significant footprint across web, mobile and social. There is a growing trend of aggressive 'discount' competitors into the UK market. In an effort to continue to be in the forefront of mobile, AutoTrader wanted to provide its consumer base an aspirational way of 'searching for a car the way you think about the car'.

In doing so, it would allow people in an effective and fun way to 'live the moment' when they hear the rush of the engine or the car's movement through traffic. This allows their consumer essentially a new channel to acquire their next vehicle.

As a result, an iPhone App was developed that allowed all of this to happen 'on-the-go', in an engaging way, and providing real-time information on local vehicles.

## Objective

Consumers often had an idea of the general type of vehicle desired, but had barriers differentiating various makes and models of cars, especially when considering making a higher priced automotive purchase.

This work allowed AutoTrader to acquire new and re-engage existing users and monetize this discussion across all digital channels in a fun and low-cost model.



# AUTOTRADER UK | MOBILE

## Solution

SapientNitro delivered a native iPhone App that leverages your phone's camera to capture an image of a car. It sends this information to the DVLA (Driver & Vehicle Licensing Agency).

Performs a lookup to determine its make & model, then processes a search through Endeca of matching cars in AutoTrader, and returns a result set to your phone.

The application also allows users to perform a traditional search via a set of attributes selected from a form.

The application allowed users to read reviews, view ads, compare prices, see car locations, get directions and call phone numbers for test drives.

The application was conceived, designed, and built from the ground up. Utilizing Auto Trader's back-end web services for the retrieval of core data (used stock).

## Results

- Number one app in iTunes Free Apps Chart within the first three days of launch
- App is advertised to 4,500,000 daily visitors of AutoTrader.com
- 50% of the over 600,000 monthly visitors currently come from an iPhone / iPod Touch
- We changed the way people think about cars placing AutoTrader at the center of that country transformation



# AutoTrader UK | MOBILE



# AUTOTRADER UK | MOBILE



# CASE STUDY: MIAMI HEAT

02



# MIAMI HEAT | MOBILE PRESENCE



## Challenge

Build an immersive mobile app that engages HEAT fans and enhances their experience of the game.

## Objectives

Analytics strategy to curate content to each fan based on gathered data.

Platform needed to support servers, CMS, ad serving, user identifier, social integration, digital payment authentication, radio/video streaming, ticketing, and more.

Requires flexible, scalable and robust technology. Future iterations would include advanced wayfinding, in-seat food and beverage ordering, reservations, and ticketing and merchandise POS system integration

## Solution

We collaborated with 17 third-party vendors, the Miami HEAT team, and Sapient offices around the world.

After over 60,000 hours of learning, design, and development, Sapient developed a robust mobile platform which provides a great user experience, to support the Miami HEAT needs , generate revenue and success.

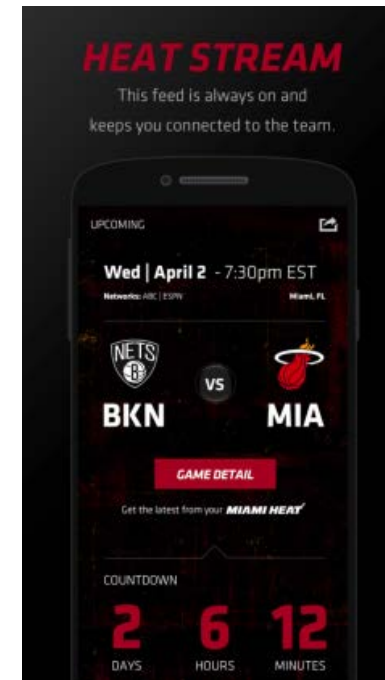
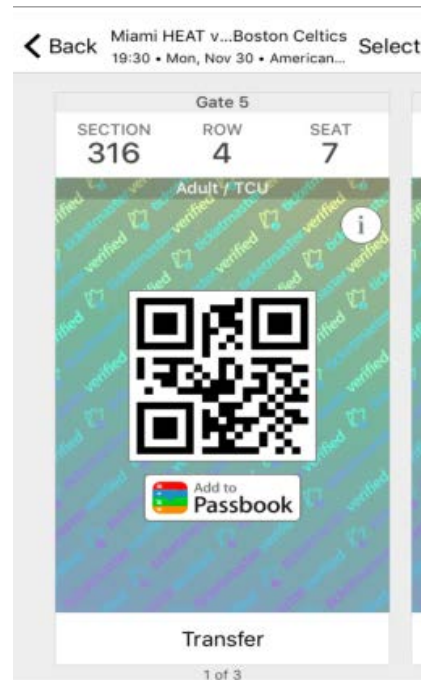
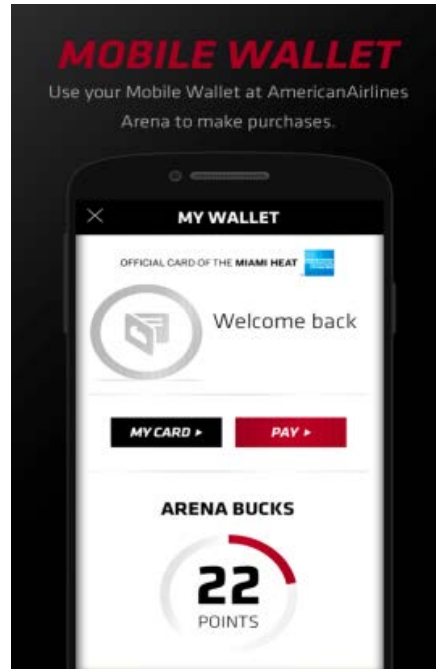
## Results

Over 78,000 Downloads  
2,300 Average Weekly Users  
14 Countries  
4.5 stars in Apple Store  
4.5 stars in Google Play

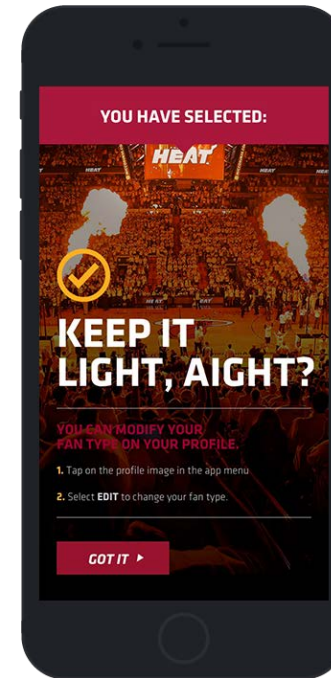
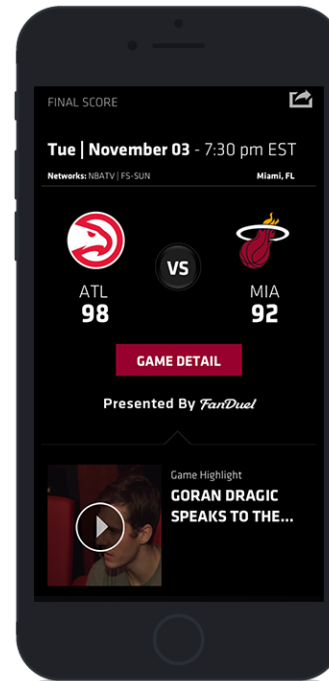
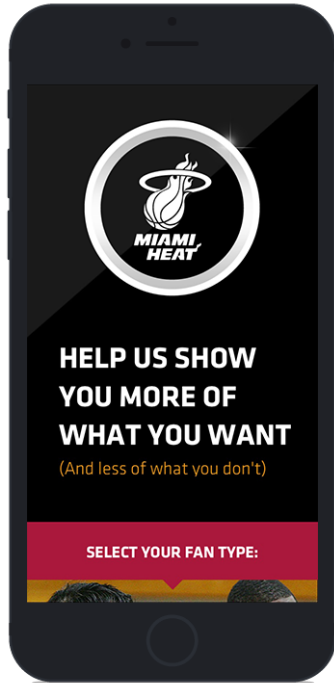




# MIAMI HEAT | SNAPSHOTS



# MIAMI HEAT | SNAPSHOTS



# CASE STUDY: LUFTANSA

02



# LUFTANSA | MOBILE PRESENCE



## Challenge

Make Lufthansa the benchmark in digital travel experience.

## Objectives

- Re-Define Travel in the Digital Age.
  - Focusing on innovations in service quality.
- Put Mobile at the Core of the Experience.
  - Enable 'on the go' travel services – always available.
- Make it Relevant, Ambient, Easy to Use.
  - Provide personalized, data driven experiences on all channels

## Solution

We took a holistic view of the travel journey and developed a unique ultra-personal experience for Lufthansa customers.

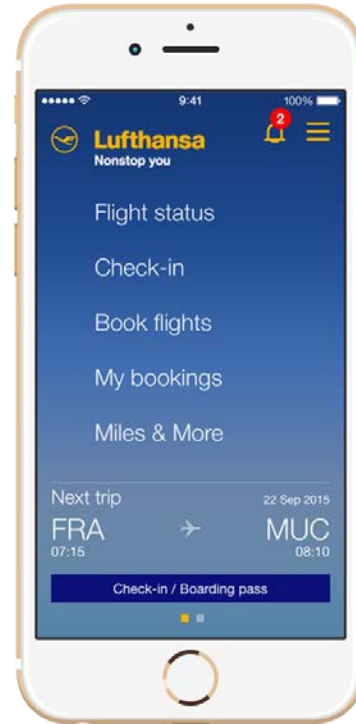
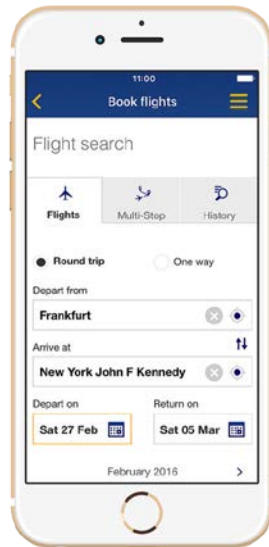
The Mobile Lufthansa digital experience includes a Mobile Portal, iPad App, and Travel Companion for Apple Watch and offers arrival and departure information, mobile check-in (including seat selection) and a boarding card, mobile reservations offered in 12 languages, flight plan, etc.

## Results

- Number of mobile bookings went up by 1400%
- Mobile booking is above industry average (average is 4.5%, Lufthansa is 7.6%)
- Average Mobile Ticket Price: \$575
- 90% Cost Reduction compared to paper slip
- 4.2 star rating in Apple Store
- 4.0 star rating in Google Play



# LUFTANSA | MOBILE PRESENCE



# MSNBC | DIGITAL PLATFORM REDESIGN

## Challenge

MSNBC was well-established in television, but its digital presence was inconsistent, disjointed, and not a representation in design or function of the progressive thinking MSNBC brand. MSNBC needed to fix their broken experience in a hurry. More importantly, they needed to transform their traditional news website into something more. They needed a platform to not just report the news, but encourage community dialogue around the issues that mattered to their audience.

## Solution

“To Move Matters” became our strategic call-to-action for making experience decisions. With a complete platform, experience and visual redesign, we relaunched MSNBC as a progressive digital experience that encouraged viewers to “Do One More Thing” and to get rewarded for their actions.

We moved the MSNBC TV personalities from being the center of the content to helping viewers navigate the issues. Most importantly, we created an experience that transformed passive MSNBC viewers into passionate activists by allowing them to take action on any device with a navigation composed of strong calls to explore, Watch, Join In and Speak Out.

## Results

Results were dramatic and impressive. Seven months after launch, site visits per day were up 164%, article views were up 291%, daily newsletter signups were up 466%, and social shares were up 173%. Most importantly, the ROI goals were exceeded with over 134,000 people following issues and nearly 60,000 people joining groups. Today the MSNBC digital experience is a thriving active community that is fueling its own growth. As more members connect, share, and promote their personal passions, more are brought into the community. And this truly gives the MSNBC brand the scale “To Move Matters.”



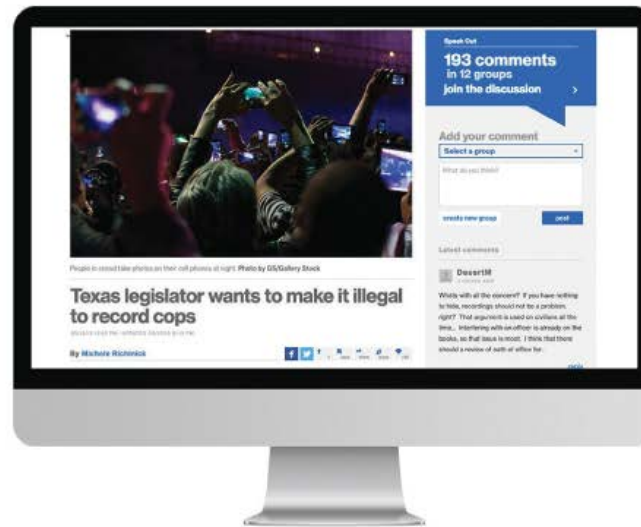
# MSNBC | DIGITAL PLATFORM REDESIGN



# MSNBC | DIGITAL PLATFORM REDESIGN



Easy to use navigation that gets to the heart of the issues that matter to users



Robust commentary features that allow users to connect seamlessly with other community members, show presenters, and editors



Real-time user metrics to create a connected community and vibrant discussion



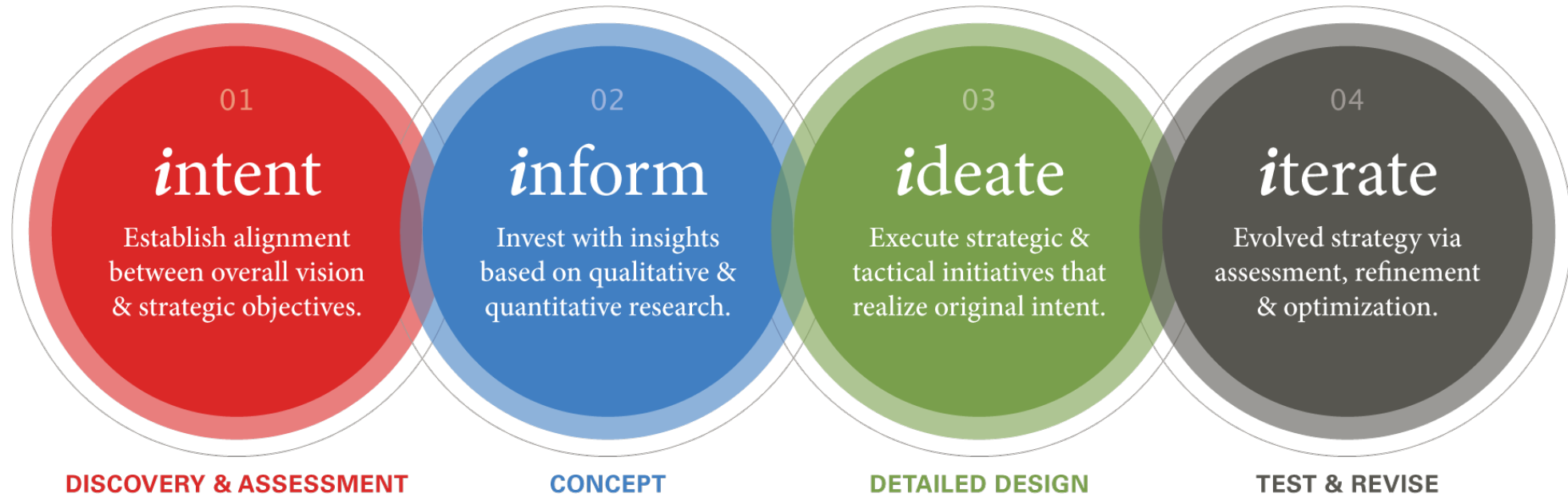


# 03 HIGH-LEVEL UX APPROACH

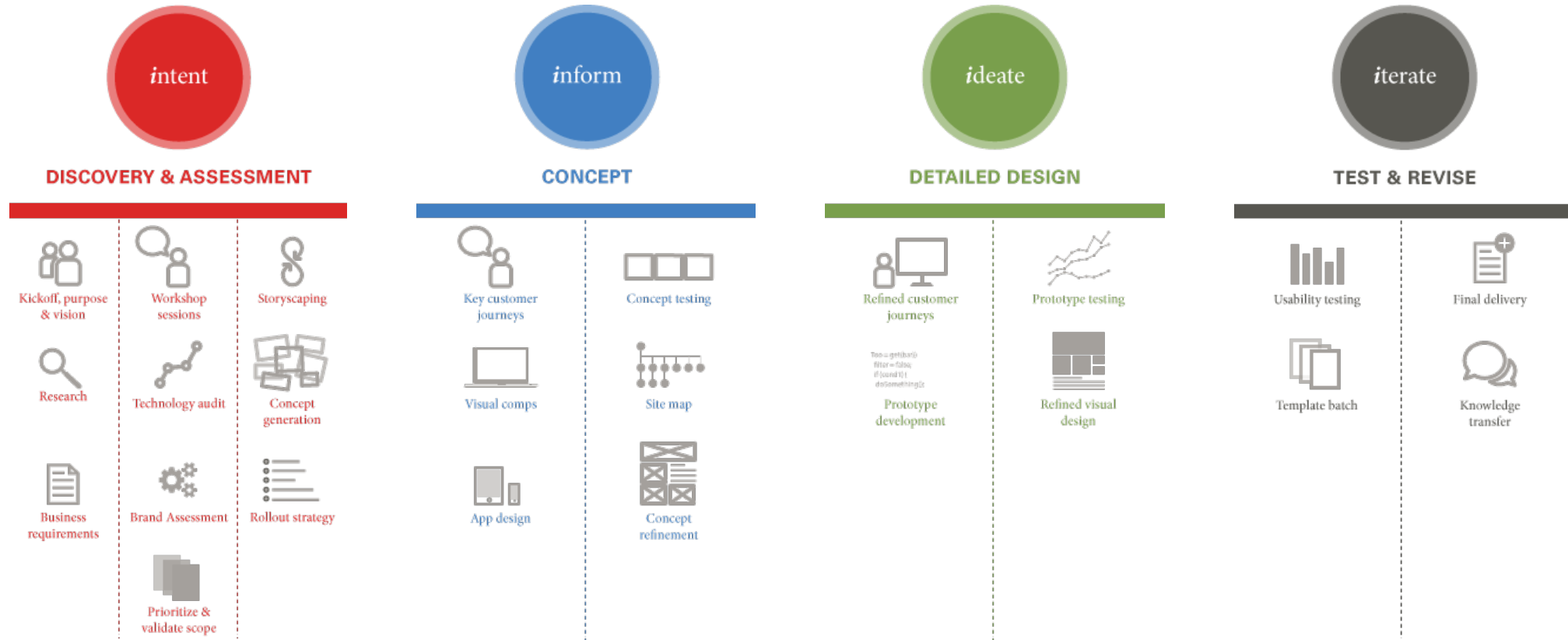


# UX APPROACH

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# UX APPROACH



# UX APPROACH

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**DISCOVER**

DEFINE

ITERATIVE DESIGN

DEVELOP

EVOLVE

- Identify Business Needs
- Assess Competitive Landscape
- Conduct User Research
- Create Personas & Scenarios
- Develop Experience Model
- Explore the Brand



# UX APPROACH

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DISCOVER

**DEFINE**

ITERATIVE DESIGN

DEVELOP

EVOLVE

- Prioritize & Document Business Requirements
- Create Sitemap
- Conduct Participatory Design
- Explore Visual Design Direction
- Content Recommendations



# UX APPROACH

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DISCOVER

DEFINE

**ITERATIVE DESIGN**

DEVELOP

EVOLVE

- Create Wireframes & Functional Specs
- Create Hi-Res Comps and Style Guide
- Conduct User Testing
- Assemble Content
- Identify Voice & Tone Guidelines



# UX APPROACH

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DISCOVER

DEFINE

ITERATIVE DESIGN

**DEVELOP**

EVOLVE

- Build Screens
- Integrate back-end
- Create Content



# UX APPROACH

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DISCOVER

DEFINE

ITERATIVE DESIGN

DEVELOP

**EVOLVE**

- Continuously Collect User Feedback
- Measure & Track Results
- Optimize Content

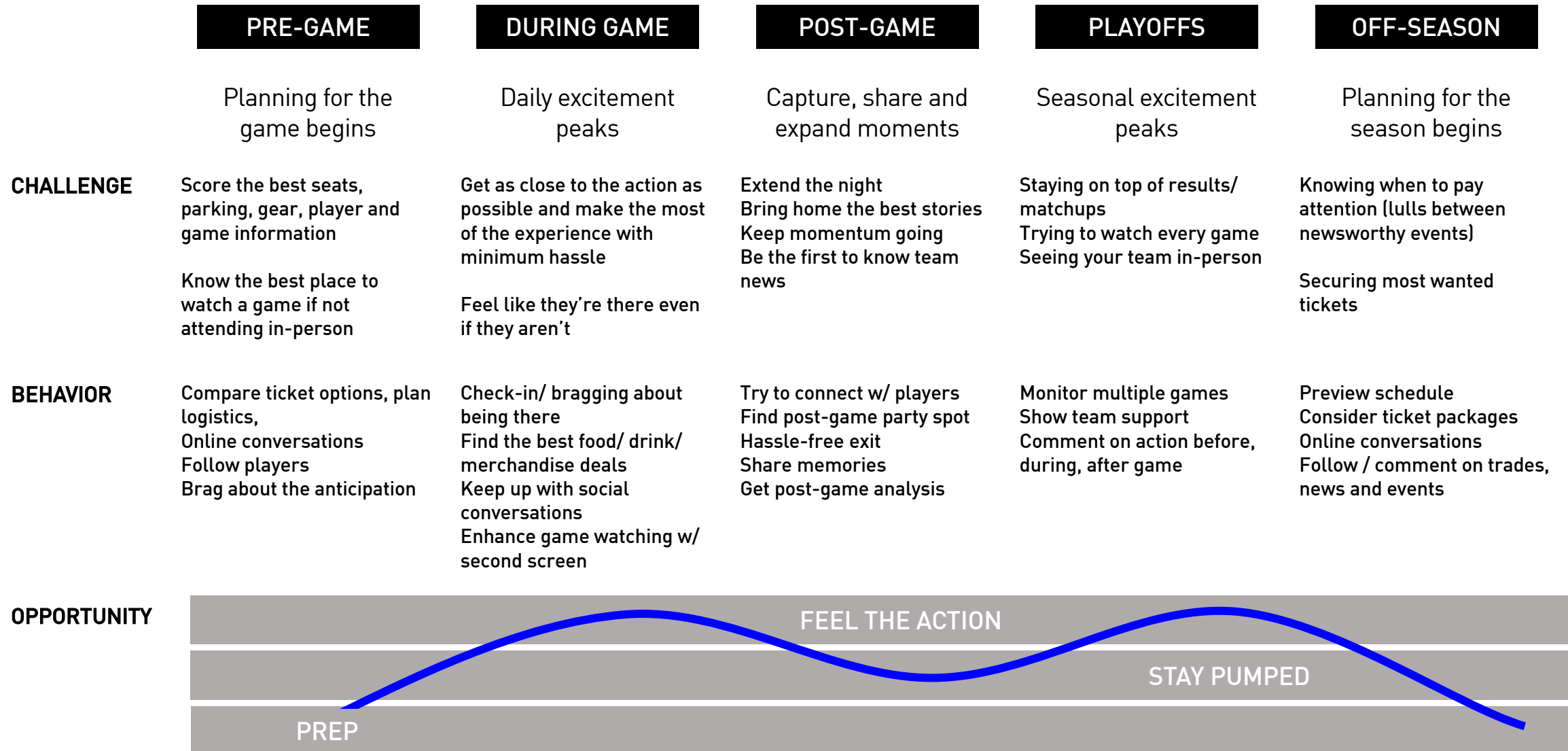




# 04 USER JOURNEY



# USER JOURNEY | HEAT



# USER JOURNEY | HEAT

A photograph of Miami Heat players celebrating on a basketball court. The player in the foreground has 'JAMES' and the number '6' on his white jersey. Another player in the background has the number '3' on his jersey. They are all wearing white jerseys with red and yellow accents. The background is a blurred arena with spectators.

## JOURNEY INSIGHT:

The fan's drive to win extends beyond the game itself

# BEYER | FRAMEWORK



PHASE	PRE-SEASON	PLANTING (IF APPLICABLE)	CROP MANAGEMENT	HARVEST
FARM ACTIVITIES	Check, clean and repair equipment Monitor Stored Crop/Seeds Fence Fields Fungicide Burndown Post Harvest Treatments Negotiate Contracts	Soil Prep & Seeding Pre-Till Soil Trial Run Planter Flex Seed Seed Growth Construct Plant Support Transplant	Fertilizer Water & Irrigation Herbicide Fungicide Scouting & Field Visits Pruning/Canopy Management Frost Control Fencing Harvest Aids & Poles Labor Management	Processing/Packaging Transport Storage
MONITORING PRIORITY	Markets Insects Diseases Weather Weeds	Weather Insects Diseases Weeds Markets	Weather Markets Insects Diseases Weeds	Weather Markets Insects Diseases Weeds
INTERACTIONS	Meet with Insurance/Lenders Review Market Offers/Check Talk to Crop Consultants/Share Insights Visit Extension Offices/Auction Sign Up/Events/Network Crop Consultant Sell Crop From Storage Digital Tools: Insects, Markets, Weather, Niche, Forums	Crop Consultant Sell Crop From Storage Digital Tools: Insects, Markets, Weather, Niche, Forums	Retailer/Sourcing Advice Crop Consultant Sell Crop From Storage University Field Trials Retailer Field Trials PCAs Digital Tools: Insects, Markets, Weather, Niche, Forums	Crop Consultant University Studies Sell Crop From Harvest Digital Tools: Insects, Markets, Weather, Niche, Forums
DECISION POINT	<p><b>Post-Harvest Update Plan</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Post-Harvest Marketing Plan</li> <li>Weather</li> <li>Quality of Yield</li> <li>Current Year Yield</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Contract Negotiations</li> </ul>	<p><b>When to Plant</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Agonomists</li> </ul>	<p><b>When to Treat for Weeds/Diseases/Insects</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>ROI for Treatments</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Product/Labor Recommendations</li> <li>PCAs</li> <li>Agonomist/Crop Consultant</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Local Agronomists</li> <li>Crop Rotation</li> <li>Seed/Tools Bought</li> <li>Retailer/Dealers</li> <li>Chemical Fleets</li> </ul>	<p><b>When to Harvest/Order</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Markets</li> <li>Local Agronomists</li> <li>Crop Consultants</li> <li>Moisture Content of Crop</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Custom Harvest/Labor</li> </ul>
DECISION POINT	<p><b>Planning Field Layouts &amp; Creates Plan</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weed Spectrum</li> <li>Weather</li> <li>Harvesters</li> <li>Yield - Current &amp; Past</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Seed Traits</li> <li>Crop Consultants</li> </ul>	<p><b>When to Plant</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Agonomists</li> </ul>	<p><b>When to Treat for Weeds/Diseases/Insects</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>ROI for Treatments</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Product/Labor Recommendations</li> <li>PCAs</li> <li>Agonomist/Crop Consultant</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Local Agronomists</li> <li>Crop Rotation</li> <li>Seed/Tools Bought</li> <li>Retailer/Dealers</li> <li>Chemical Fleets</li> </ul>	<p><b>When to Harvest/Order</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Markets</li> <li>Local Agronomists</li> <li>Crop Consultants</li> <li>Moisture Content of Crop</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Custom Harvest/Labor</li> </ul>
DECISION POINT	<p><b>Purchase Plan</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Seed/Tools</li> <li>Insurance/Financing</li> <li>Partners/Co-ops</li> <li>Water</li> <li>Harvesters</li> <li>Local Agronomists</li> <li>Fuel Providers</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Govt. Regulations (SRLs)</li> <li>Labor Costs</li> <li>Lenders</li> </ul>	<p><b>When to Plant</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Agonomists</li> </ul>	<p><b>When to Treat for Weeds/Diseases/Insects</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>ROI for Treatments</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Product/Labor Recommendations</li> <li>PCAs</li> <li>Agonomist/Crop Consultant</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Local Agronomists</li> <li>Crop Rotation</li> <li>Seed/Tools Bought</li> <li>Retailer/Dealers</li> <li>Chemical Fleets</li> </ul>	<p><b>When to Harvest/Order</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Markets</li> <li>Local Agronomists</li> <li>Crop Consultants</li> <li>Moisture Content of Crop</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Custom Harvest/Labor</li> </ul>
DECISION POINT	<p><b>The Seed Purchase</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Seeds</li> <li>Seed Treatment</li> <li>Herbicide</li> <li>Fungicide</li> <li>Harvest Aids &amp; Poles</li> <li>Yield &amp; Variety Performance</li> <li>Current &amp; Past ROI</li> <li>Retailer/Dealers</li> <li>Farm Supplies</li> <li>Manufacturers</li> <li>Local Agronomists</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Govt. Regulations (SRLs)</li> <li>Seed Traits</li> </ul>	<p><b>When to Plant</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Agonomists</li> </ul>	<p><b>When to Treat for Weeds/Diseases/Insects</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>ROI for Treatments</li> <li>Soil Samples</li> <li>Field Scouting Tips</li> <li>Product/Labor Recommendations</li> <li>PCAs</li> <li>Agonomist/Crop Consultant</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Local Agronomists</li> <li>Crop Rotation</li> <li>Seed/Tools Bought</li> <li>Retailer/Dealers</li> <li>Chemical Fleets</li> </ul>	<p><b>When to Harvest/Order</b></p> <p><b>INFLUENCERS</b></p> <ul style="list-style-type: none"> <li>Weather</li> <li>Markets</li> <li>Local Agronomists</li> <li>Crop Consultants</li> <li>Moisture Content of Crop</li> <li>Fellow Growers</li> <li>Ag Industry Resources</li> <li>Custom Harvest/Labor</li> </ul>
CHALLENGES	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Analyze crop mix yield and ROI scenarios</li> <li>Information on prepreg the soil for next year's crop</li> <li>Create crop field mapping scenarios</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Farm Analysis &amp; Mapping Tools</li> <li>University/Extension Sites</li> <li>University/Co-Op Field Results</li> <li>Fellow Growers in my Area</li> <li>Crop Consultant/Agronomist</li> <li>Ag Resources</li> <li>County Agent</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Up-to-Date Weather Forecasting</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Weather Mobile Apps</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Immediate Diagnosis/Identification of Insects, Disease or Weeds</li> <li>Loss into About Recent Insects, Disease or Weeds</li> <li>Treatment Recommendations for Insects, Disease or Weeds</li> <li>Application Advice</li> <li>Learn about Yield Resistant Prevention Methods such as crop rotation, chemical application, etc.</li> <li>ROI on Treatment Costs</li> <li>Recommendations to Reduce Yield Loss Due to Weather</li> <li>New Crop Maintenance Methodologies</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>University/Extension Sites</li> <li>Fellow Growers in my Area</li> <li>Crop Consultant/Agronomist</li> <li>Ag Resources</li> <li>County Agent</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Up-to-Date Regulatory Information</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>USDA, Ag, EPA, FICA, Ag Resources</li> </ul>
CHALLENGES	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Marketing Timing Advice</li> <li>Financial Planning Tools</li> <li>Time Management Advice</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Marketing Analysis (on staff)</li> <li>Lenders/Community Bankers</li> <li>Local FSA Office</li> <li>Ag Resources</li> <li>Financial Planning Tools</li> <li>Time Management Tools</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Timing, Local, Personalized Recommendations on When to Plant</li> <li>Timely, Local, Personalized Recommendations on When to Plant</li> <li>Timely, Local, Personalized Recommendations on When to Plant</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>University/Extension Sites</li> <li>Fellow Growers in my Area</li> <li>Crop Consultant/Agronomist</li> <li>Ag Resources</li> <li>County Agent</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Equipment Maintenance/Repair</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Local Repair, Manufacturers of Equip.</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Market Quality Benchmarks</li> <li>Field Trial Results/Data</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Farm Analysis Tools</li> <li>University/Extension Sites</li> <li>Fellow Growers in my Area</li> <li>Crop Consultant/Agronomist</li> </ul>
CHALLENGES	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Up-to-Date Regulatory Information</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>USDA, Ag, EPA, FICA, Ag Resources</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Marketing Timing Advice</li> <li>Financial Planning Tools</li> <li>Time Management Advice</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Marketing Analysis (on staff)</li> <li>Lenders/Community Bankers</li> <li>Local FSA Office</li> <li>Ag Resources</li> <li>Financial Planning Tools</li> <li>Time Management Tools</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Equipment Maintenance/Repair</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Local Repair, Manufacturers of Equip.</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>Market Quality Benchmarks</li> <li>Field Trial Results/Data</li> </ul> <p><b>TOUCHPOINTS</b></p> <ul style="list-style-type: none"> <li>Farm Analysis Tools</li> <li>University/Extension Sites</li> <li>Fellow Growers in my Area</li> <li>Crop Consultant/Agronomist</li> </ul>
FEELING/THINKING	<p><b>FUTURE</b></p> <ul style="list-style-type: none"> <li>Supported - "I have all the information, resources, tools and support I need to secure a successfully planted crop."</li> </ul> <p><b>CURRENT</b></p> <ul style="list-style-type: none"> <li>Self-Doubt - "I'm not always sure when to negotiate the markets and sell my crops; I'd up to me to figure that out."</li> </ul>	<p><b>FUTURE</b></p> <ul style="list-style-type: none"> <li>Confident - "I have all the information I need to decide when to plant."</li> </ul> <p><b>CURRENT</b></p> <ul style="list-style-type: none"> <li>Unclear - "I'm not sure when to plant?"</li> </ul>	<p><b>FUTURE</b></p> <ul style="list-style-type: none"> <li>Assured - "This treatment seems to have worked well for growers like me and has been validated by others besides the retailer and manufacturer."</li> <li>Trusting - "I value the information that Bayer CropScience provides me and I don't feel they only care about selling products to me."</li> </ul> <p><b>CURRENT</b></p> <ul style="list-style-type: none"> <li>Skeptical - "I am not sure this treatment is worth the cost"</li> <li>Not Trusting - "I trust the manufacturer only want to sell me products."</li> </ul>	<p><b>FUTURE</b></p> <ul style="list-style-type: none"> <li>Confident - "I have all the relevant data I need to complement what my retailer tells me - and to help me make critical decisions for the next growing season."</li> </ul> <p><b>CURRENT</b></p> <ul style="list-style-type: none"> <li>Optimistic But Overwhelmed - "There is so much information out there on varieties and performance. Knowing which data to trust, other than my own, is a challenge."</li> </ul>

# 05 WIREFRAME

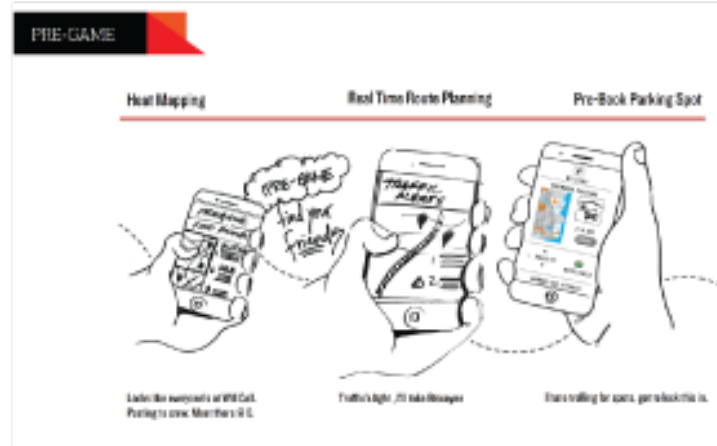


# WIREFRAME | STORYBOARD

## Sketching Big Ideas

We often like to end our discovery phase by sketching out or storyboarding big ideas and concepts.

This allows us to jump-start our UX and design process as well as get early stakeholder buy-in.

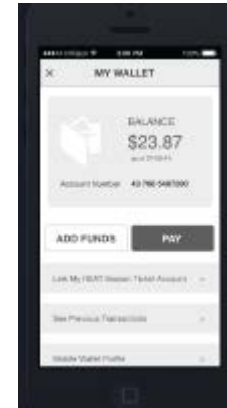
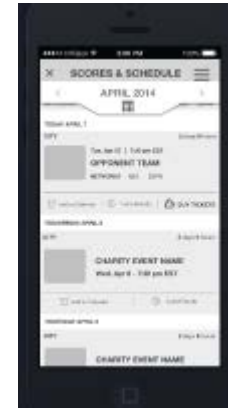
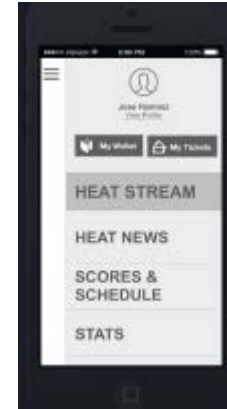
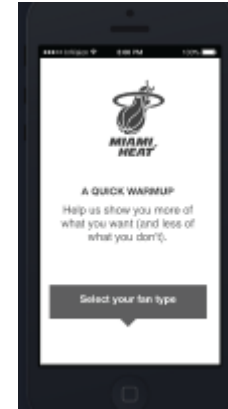


# WIREFRAME| PROTOTYPING

## Rapid Prototyping

Using rapid prototyping tools and techniques allowed us to quickly test and iterate on our concepts early to get a well-informed experience.

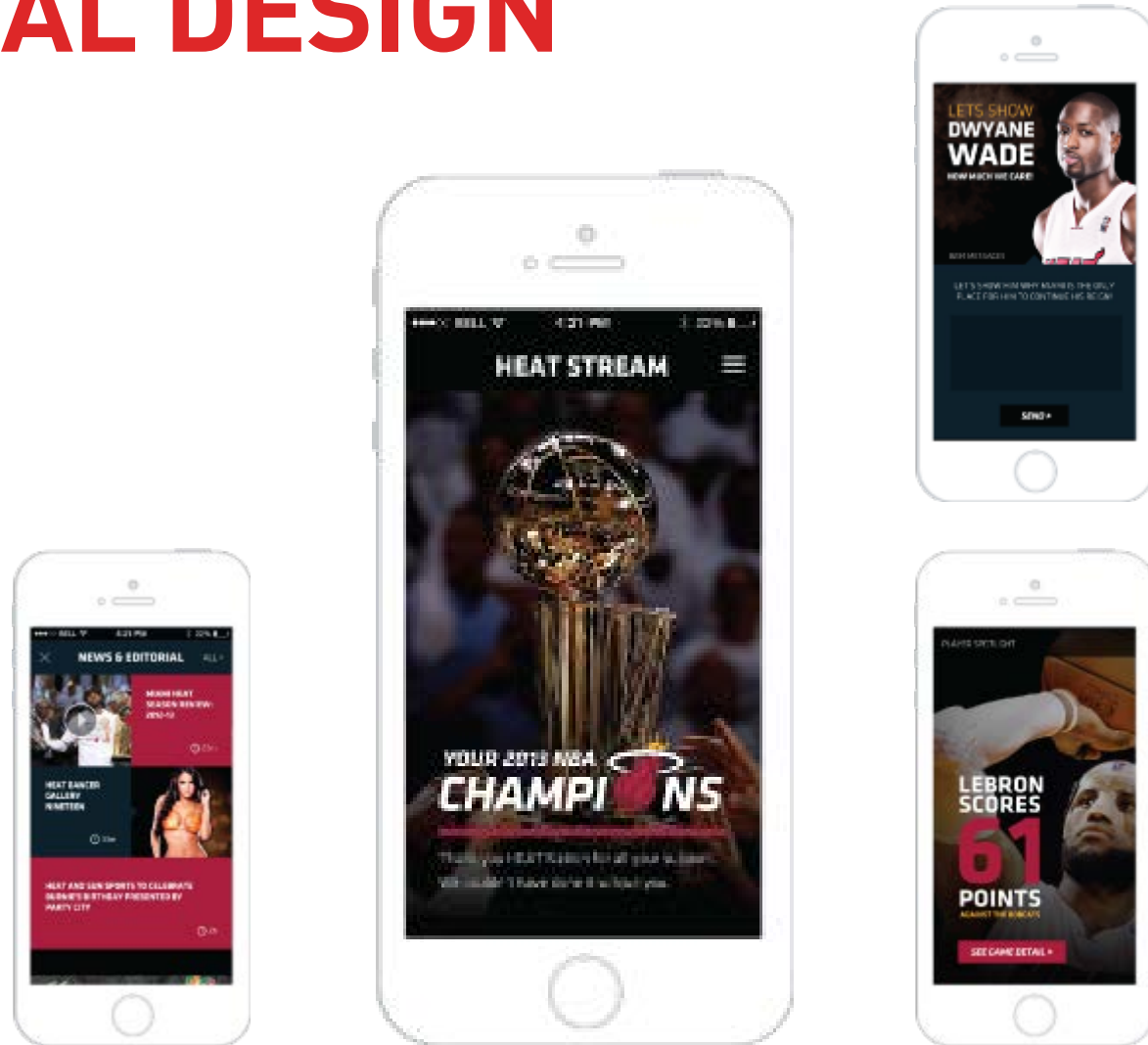
This process allows the user experience and visual design teams to truly collaborate and work in complementary roles.



# WIREFRAME | VISUAL DESIGN

## Evolution of the Design

As concepts and experiences evolved, so did our visual design language. We were able to quickly adapt to changes coming out of our initial user testing and get to our final designs more quickly.





Thank you!