Voice-driven data collection and management on-the-go
Chief Design Officer
John Swansey
Design & UX Innovation
35 Patents & 40 Design Awards

CEO
Bruce Rasa
20+ yrs (IBM, NCR & AGCO)
Strategic Mkt & Product Mgmt.

Chief Revenue Officer
Aaron Gobin
10+ yrs Enterprise Sales & Biz Dev Expert
Global Food Supply Challenge

Population: 10bn (2050)
Middle Class: 4.5bn (2050)
Food Demands: 70% (2050)

"The food needed to meet the demand must come from technologies that enhance production efficiency."

Source: United Nations Food and Agriculture Organization
Data Revolution in Agriculture: Precision Farming

Microclimate data
Drone and satellite imaging
Equipment sensors
Self-driving tractors and combines
Yield maps
Ag Data Ecosystem

Data Sources

Competing Data Silos

Seed companies
Equipment vendors
Data service
Retailer/Co-op

Ag Professionals in the field

GAP
Problem:

Difficulty of collecting real-time data while working outdoors.

Need both hands to take notes with paper or tablet - w/ heat, bugs, dust, pollen, moisture.

Too many things to carry: Trowel, knife, sample bags

Papers get lost, torn, disorganized

Manual data entry error-prone, time-consuming & data integrity not maintained
Our Solution:

Cloud Storage
Voice Files
Geo-location

Off-the-shelf
Audio device + Mobile device

Reports, photos, connected to 3rd parties via API
UX Principles:

Simple, dependable utility

Adaptable:

Optimized for in-field:
UX Design Process: Storyboarding

Start in truck

Headset on, walks into field.

Works with one hand
UX Design Process: Storyboarding

1. Take a photo
2. Repeats at multiple locations
3. Back in the air-conditioned truck
Development Principles:

Test early and often

Use low-fidelity prototypes

Get feedback from real users

Iterate and repeat
Thank You

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