



Design Documentation



Mission

To provide production analysis personally to every farmer, so they can make better decisions with their finite resources.

Vision

Optimize animal production systems with 21st century tools.

“How can we inform and empower poultry producers to have the best methods to optimize yield?”

With technology developing farmers have more data at their disposal than ever before. However, when it comes to the raw data, farmers don't always know how to interpret and extrapolate intelligence from that data. When trying to optimize farms, not just having the data but being able to interpret that information becomes essential to yielding consistent and successful results. Red Rooster aims to empower the producer and bring more yearly yielding to annual gross by going through the numbers and discerning the information the farmer wants to know.

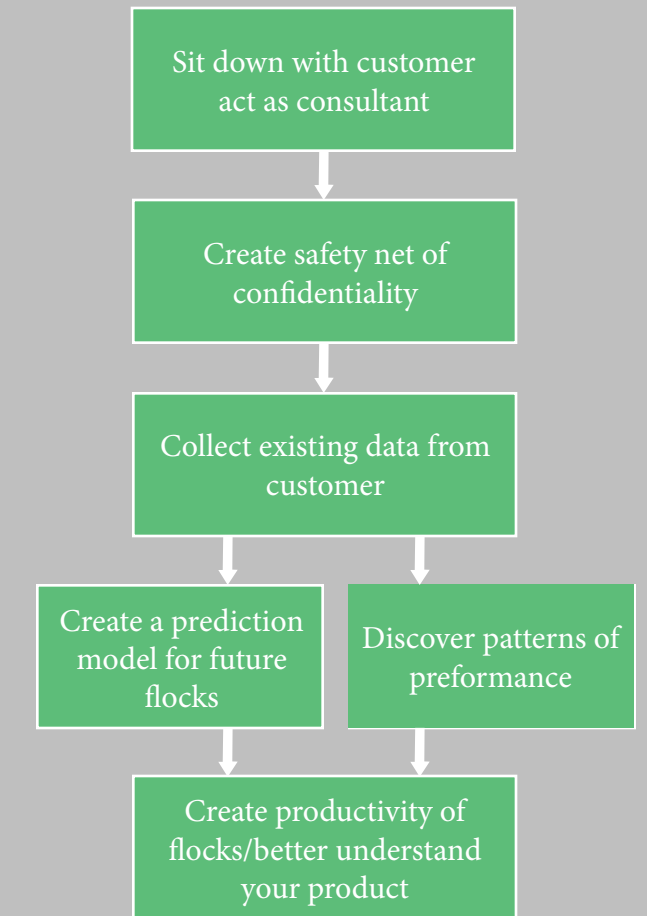
Two different clients: Companies trying to develop products and companies producing protein

Role Provided

- Target machine learning analysis for product
- Development data and production data.
- Build a very specific model of what they have using the data they provided.

Services Provided

- Collect data from customer (data protection agreement)
- Analyze data with machine learning algorithms.
- Output is a prediction model / discover patterns in the data
- Answer questions about the data. “What are the most important factors about the information?” able to give actionable intelligence based on the model.
- Providing your expertise in animal science to better accommodate the customer's inquiries.
- General data set inquiries

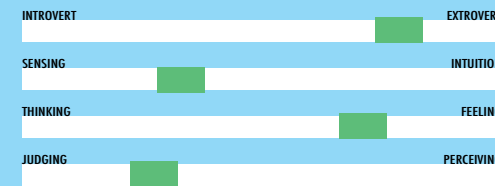




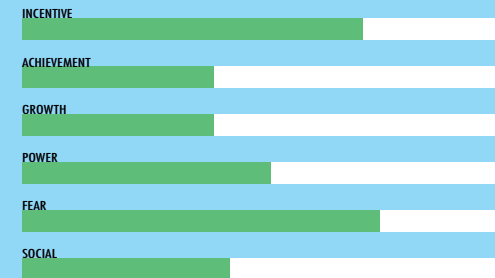
PERSONA 1 CHUCK ROAST FARM MANAGER

AGE 37
GENDER MALE
INCOME STATUS MEDIUM INCOME
EDUCATION HIGHSCHOOL DEGREE
LOCATION GOLDSBORO, NC

PERSONALITY



MOTIVATIONS



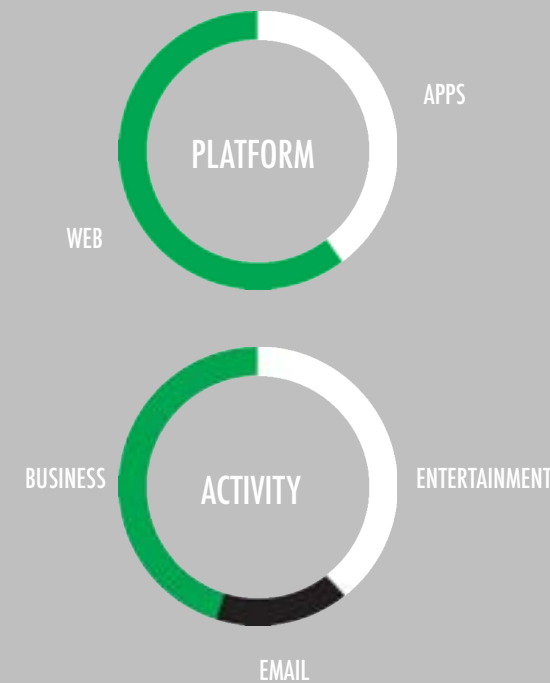
BIO

Chuck owns or manages a small poultry farm in Goldsboro NC. He relies on the sales from his turkeys to make ends meet. While he has served long enough, he has had some close encounters where either the hens were not surviving or the toms were not he was selling weren't gaining enough weight. He keeps track of the numbers, but he doesn't always know what they mean and wishes he could have more consistency in his yearly yield, which is his specific question.

TECHNOLOGY INTERFACE



TECHNOLOGY ACTIVITY



GOALS

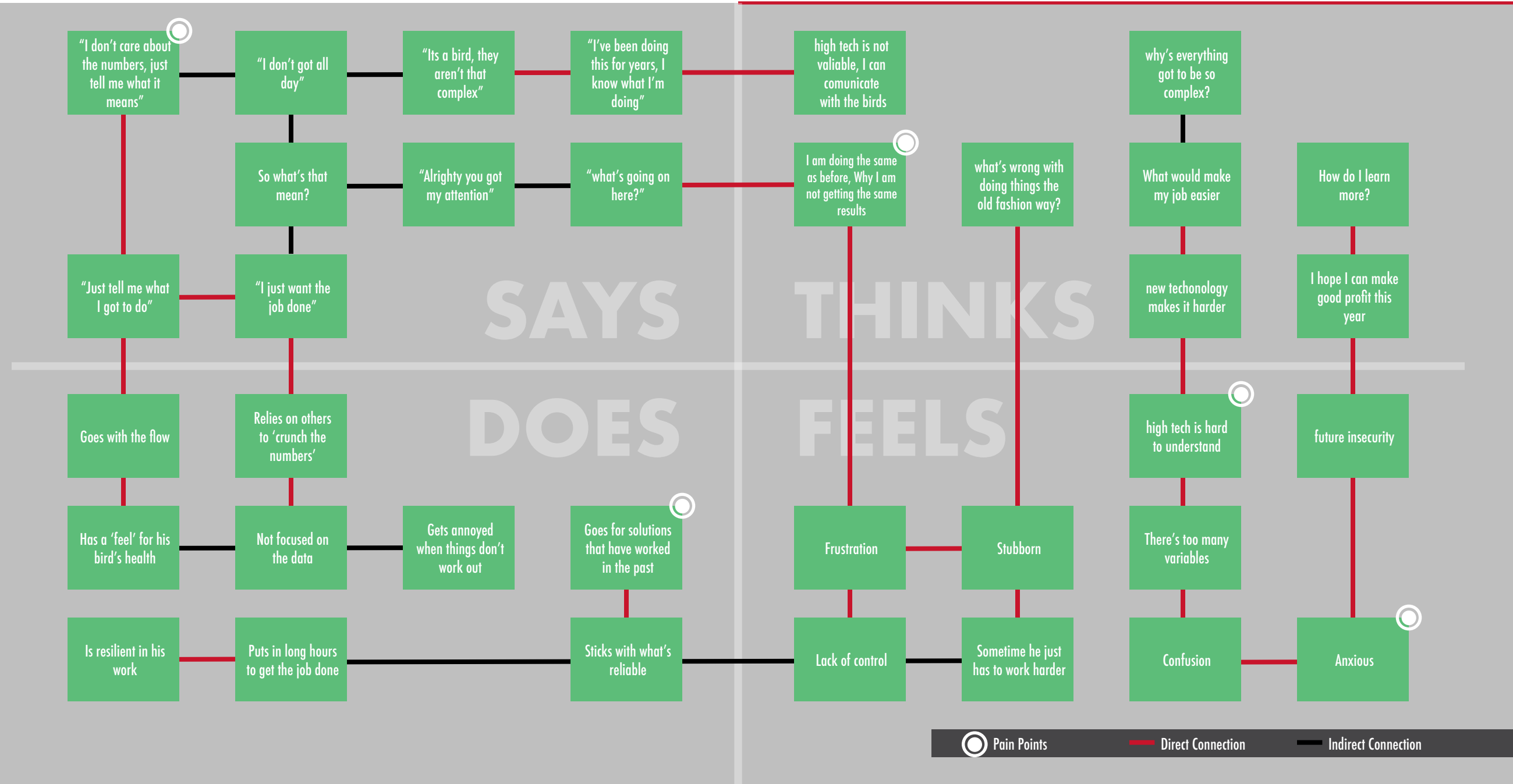
Make more money
Yield more consistent results
asdf

FRUSTRATIONS

He can see the changes in the yield but doesn't understand why sometimes it goes well and other times it does not. He wishes to predict future flock yields and also what is the biggest factor that he needs to pay attention. He does not want to juggle to many balls at the same time s.

MARKET EXPERIENCE

The farm manager knows that his business will be paid by live weight. however a great amount of income will come from bonus or incentives to decrease mortality, feed waste and time the birds are reared to achieve their weight. He also knows tha his biggest cost are the feed, electricity anreapitrs and farm labor.



PAIN POINTS

Stubbornness
 Chuck seems to be set in his ways. Though he is open to assistance, he seems to side of what he knows and is comfotable with. How might we show him that we support Chuck without invalidating his experience?

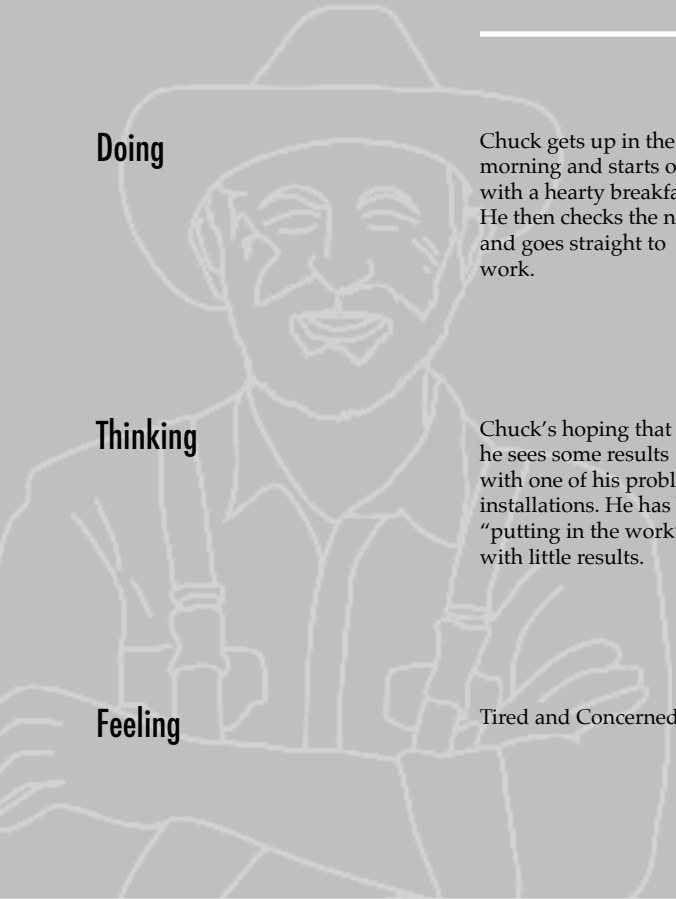
Anxiety
 Chuck has been relying on the same strategies for years with different levels of success. The fear of failure and desire for consistency will open the door for Red Rooster to step in and qualm these potential fears. It will be important to create an image that creates a sense of comfort and trust with the clients

High Tech
 Chuck shows a frustration when it comes to technology. He doesn't quite see how it could apply to his life or why he would need to bother with it. This will be a wall that we will have to cross with certain customers.

INSIGHTS

Comfort
 The Customer doesn't always need to know how the product works, he/she just needs to know that it works. There will be an increased interest in testimonials a less of a focus on technological jargon. This would also work in helping calm anxiety. We need to come from a human angle, highlighting Dr. Flores as a person that can help, rather than another business suit

Assistance
 These customers understand their jobs, so our goal will be to show that our service amplifies their own capabilities rather then telling them how to do their job.



Set-up

Check Animals

Address Issues

Makes Orders

Organize for Next Flock

Doing

Chuck gets up in the morning and starts off with a hearty breakfast. He then checks the news and goes straight to work.

Chuck checks the animals for the day. He checks the installations for any problems and makes sure chickens are healthy

Chuck finds that the chickens are not growing as big as they did last year in one specific house and wonders why. However he continues on with his day

Chuck orders his feed, medication, etc. the same as he usually does. At this point, the ordering process is habitual.

Chuck cleans the animals and and does similiar chores. At the end he estimates profits and counts the costs. Based on the estimate of his best flocks, it looks like he is at a loss this year.

Thinking

Chuck's hoping that he sees some results with one of his problem installations. He has been "putting in the work" with little results.

At this point of the day Chuck is his daily motions and his mind is a bit off in imagination.

He hates that this flock is so much smaller than it should be, but to him this just part of the job so he just has to deal with it

Chuck doesn't put much thought into this part of the day.

He hates that he puts so much work into his craft and seems to be punished for it. He feels like he was dealt a bad hand.

Feeling

Tired and Concerned

Bored

Agitated and Stubborn

Bored

Frustrated

Opportunities

In the beginning of the day, Farmers are likely to check news content. What sources are Farmers likely to check and how can we use these formats for marketing?

The site could be addressed from a installation perspective. The farmers know the birds and the basics. Use this to build our language.

We can assist the customer by best addressing this situation and inserting Red Rooster assistance at this phase of the day.

This opens an avenue for further marketing for Red Rooster as a service. How can we look into purchasing habits to address a need?

Ultimately Red Rooster is about saving money for the customer by providing a data extrapolation. We should prioritize this aspect of the product.

Set-up

Check Animals

Address Issues

Makes Orders

Organize for Next Flock

Doing

Chuck gets up in the morning and starts off with a hearty breakfast. He then checks the news and goes straight to work.

Chuck checks the animals for the day. He checks the installations for any problems and makes sure chickens are healthy

After talking with Red Rooster, Chuck realizes that the issue with his smaller flock is in how it is ventilated. He didn't notice because it was the last flock he visited each day.

Along with his normal orders, Chuck orders a new ventalation system recommended by Red Rooster. In a week he starts to see improvements in the flock size.

Chuck receives prediction models from Red Rooster that help him improve the cost efficiency of future flock managment.

Thinking

Chuck's hoping that he sees some results with one of his problem installations. He has been "putting in the work" with little results.

At this point of the day Chuck is his daily motions and his mind is a bit off in imagination.

Chuck feels stupid that he didn't think of that before but is thankful for the assistance Red Rooster has provided.

When ordering the vents, Chuck doesn't know how he feels about it, but what he heard made sense. There is a sense of excitement to having his issue finally solved.

Chuck enjoys that Red Rooster talks his language and seems to have the same passion for birds.

Feeling

Tired

Bored

Grateful

Apphensive but Excited

Impressed

Touchpoints

We want to empower the customer and not belittle them. How the information is presented is just as important as the information itself.

There should be direction in not only what the solution is but what the solution will do in terms of profitability and relief.

The predictive models should include different routes based on what decisions the farmer makes. This will then allow for comparison to the optimal model.



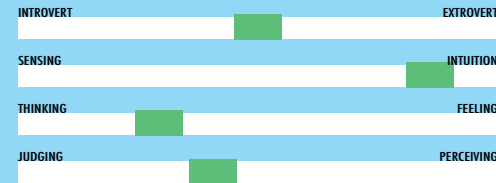
PERSONA 2

DANI SINES

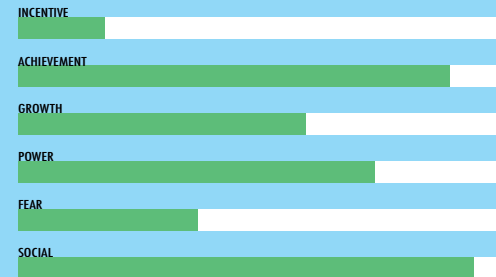
TECHNICAL SERVICE

AGE 32
GENDER FEMALE
INCOME STATUS HIGH INCOME
EDUCATION PHD POULTRY SCIENCE
LOCATION RALEIGH, NC

PERSONALITY



MOTIVATIONS



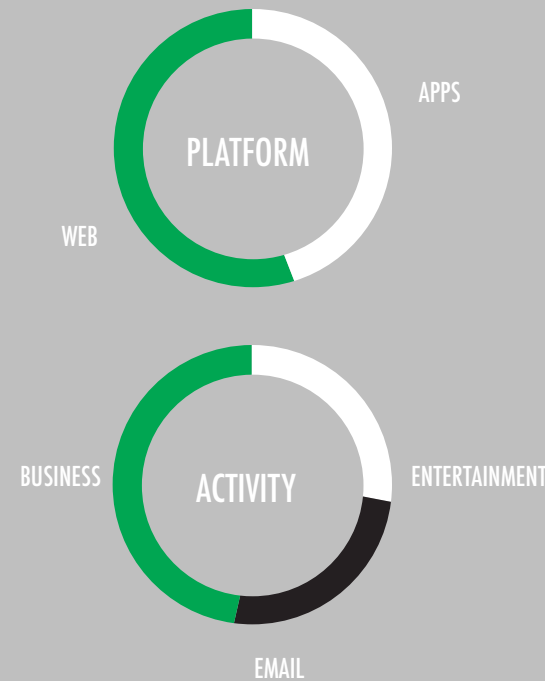
BIO

Dani has worked hard for her Ph.D. and knows how to analyze data statistically. She has been working for allied industry for 5 years travels around the country to provide technical answers to her clients which in most cases also have a Ph.D degree. She relies on the data, research and her availability interpret and communicate the science. She is also part of product development and would like to explore and discover new products that can serve the company she works for. She wishes to have a tool that would allow her to sell more and discover new products with her research projects.

TECHNOLOGY INTERFACE



TECHNOLOGY ACTIVITY



GOALS

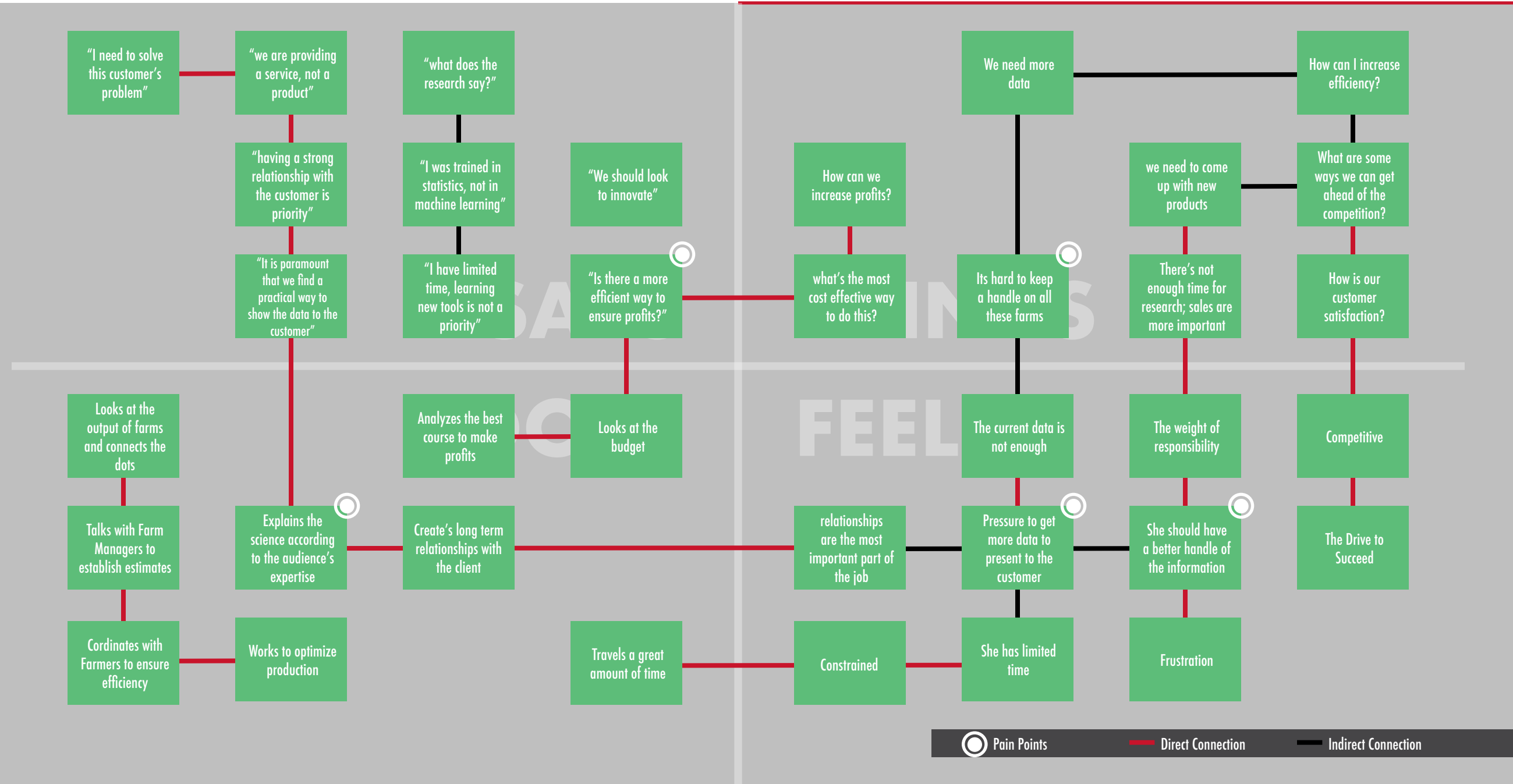
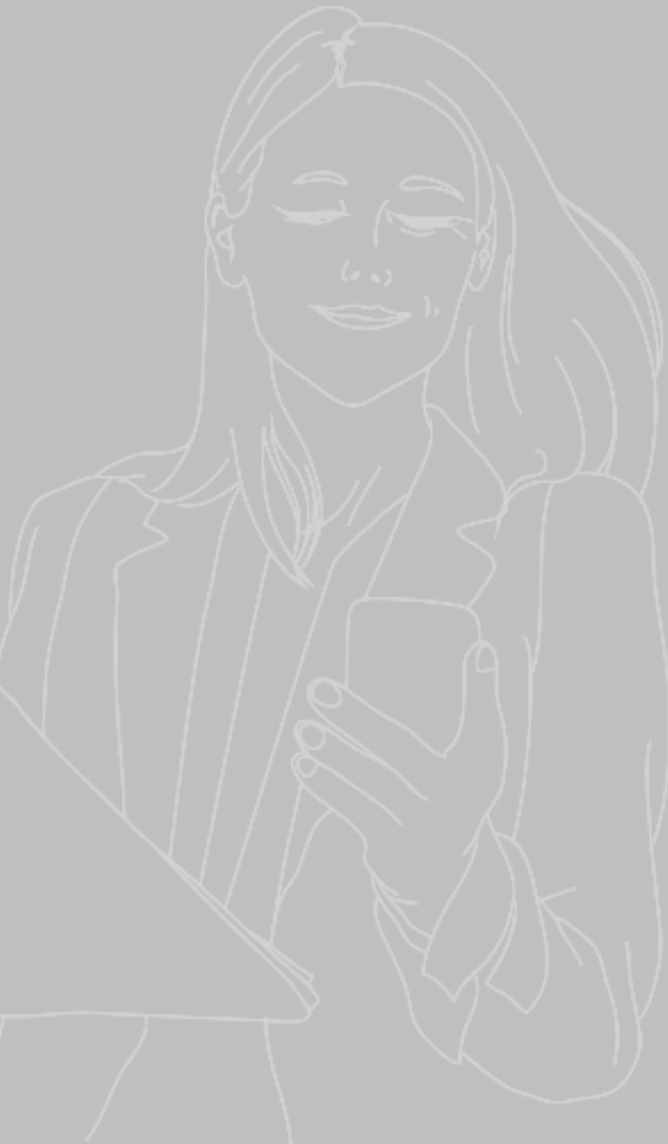
- Create long lasting relationships with costumers
- Have the data to explain how the existing product will increase efficiency
- Design, budget, conduct, and analyze data from products to be sold
- Discover new products

FRUSTRATIONS

She is noticing that there are many factors affecting efficiency and wishes to have more research available for the costumers. She wants to test new products but there is not enough budget in the company for all the research!

MARKET EXPERIENCE

Dani knows that the market is driven by small margins and that her technical research, experience, problem troubleshooting, relationship skills, and overall service is the difference between her company product and a cheaper product from other company. Her service is grounded on data, and the more tools to analyze it the better.



PAIN POINTS

Data Management
 Dani has a lot on her plate. One of her big concerns is that she wants to be more efficient with the data but is unable to attend the data herself due to her current responsibilities, specialty in education, and the sheer amount of data available

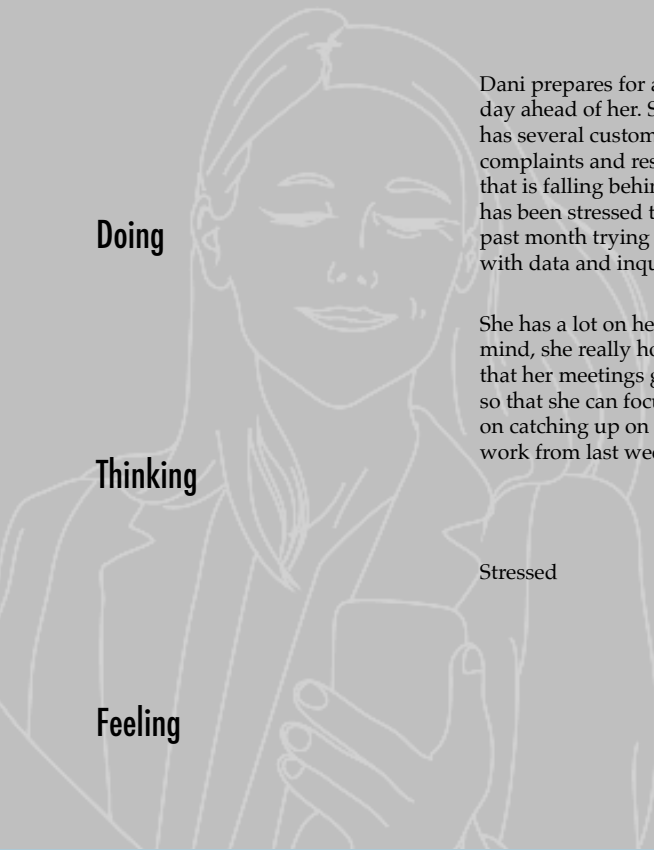
Profits
 Dani wants to maximize profit so when she hires a new hire, she wants to ensure that hire will help increase profits

Ease of Info
 Dani wants to make sure her customers get all the important information. She cares about customer relationships. It is important for her to not only have the data but that it also is in a digestible form.

INSIGHTS

How Information is Presented
 Advertising to Dani is the same as advertising to her customers. Red Rooster has to show that it not only provides a service, but that service is presented in such a way that it is easy for Dani to take and deliver to her customers.

Selling profitability
 There will need to be a focus to advertising that Red Rooster will help the company increase in profits far above the money put into the services of using Red Rooster.



Set-Up

Meet with Customer

Looks for Solutions

Attempt Sell

Research & Data

Dani prepares for a long day ahead of her. She has several customer complaints and research that is falling behind. She has been stressed this past month trying to deal with data and inquiries.

She has a lot on her mind, she really hopes that her meetings go well so that she can focus on catching up on prior work from last week.

Stressed

She meets with several customers and listens to them while taking notes. She notices a trend with some of the issues but doesn't know what the correlation is

This is just the thing Dani didn't want to hear. She already has a lot on her plate without having to consider this extra stresser.

Annoyed

Dani tries to sort through the data but she doesn't have much time to give it a deep dive and the issue seems to have multiple variables.

Dani doesn't know where to start. Her head feels like it is spinning.

Overwhelmed

Dani arranges the data she has to help the salesman make the sale, however due lack of research in the company, the data doesn't explain all the customer's concerns

Dani stares at the document with frustration. This information is not very helpful; she feels like it presents herself in bad light.

Frustrated

The day is drawing to a close and Dani feels overwhelmed with all the new research data that has come in. Her week is booked so she doesn't know how she is going to fit it in her schedule.

Dani is starting to feel burnout because she has too many responsibilities on her plate and not enough time to do the proper research.

Exhausted

Opportunities

In this moment, Dani is likely to check her news feed and emails. This could be an opportunity for marketing.

Dani works from a customer perspective. From this we could present information that is customer friendly so that Dani doesn't feel she has to modify it.

This will be the major point where Red Rooster steps in and addresses the issue at hand.

Again customer relations are important. By providing a customer friendly product, Red Rooster serves Dani on an additional level

Red Rooster is a service that saves the company more time and resources. It'll be important to sell this aspect of the company.

Doing

Thinking

Feeling

Touchpoints

Set-Up

Meet with Customer

Looks for Solutions

Attempt Sell

Research & Data

Dani prepares for a long day ahead of her. She has several customer complaints and research that is falling behind. She has been stressed this past month trying to deal

She has a lot on her mind, she really hopes that her meetings go well so that she can focus on catching up on prior work from last week.

Stressed

She meets with several customers and listens to them while taking notes. She notices a trend with some of the issues and know Red Rooster can help analyze the data with a novel approach.

Dani feels a bit stressed by the situation. She only hopes Red Rooster can provide the assistance she needs.

Stressed but Optimistic

Dani contacts Red Rooster who is able to connect all the variables she is interested in and provide a working solution to customer inquiries.

Dani feels a weight fall off her shoulders. Red Rooster has taken a potentially awful situation and removed it from her plate.

Impressed

She is able to take the available data with solutions given by Red Rooster to provide a more cohesive response and answer to the customer's problem.

Dani is looking forward to presenting her work as she has a strong handle of the situation.

Energized

Dani finds that with partnership with Red Rooster, she now has more time to focus on customer relations and troubleshooting

Dani feels relieved to know that Red Rooster is complimenting her statistical analysis. She is overjoyed that she can rest easy tonight

Relieved and Overjoyed

The marketing here comes from our ability to show that we can answer the customer's concerns.

This is the main solution point for Dani. By providing a solution in this phase, we are able to service many of Dani's additional issues.

This is due to Dani having a product that doesn't service her necessarily but also one that services the customer.

This is created by focusing on partnership over production. Red Rooster should be more than just consultation. There should be a focus on support documentation.

So What's the Takeaway?

Major Points

- Consultation needs to be aided by documentation that is customer friendly
- Red Rooster needs to sale Dr. Karlington as an individual with a focus on communication.
- Color and Design should be bright and friendly
- Red Rooster needs to show that it can increase profit margin
- Need to Consult with Karlington on an end goal.

On the outset, Red Rooster will appear redundant to most customer. The biggest hurdle will be in showing how Red Rooster provides a service that isn't always assessible to the Farm Manager or Service Representative. Because Red Rooster has a focus on looking at the data and extrapolating intelligence, it will be more informed and focused in this response. To advertise this, the website and additional branding information needs to showcase the frustration of typical branding and the solution Red Rooster provides.

Conversely it may be optimal to eventually expand Red Rooster's operations to gathering the raw data as well. This could open up the client base and offer new avenues and sales options for the business. This also fits with current marketing drive so there is no need to rework the brand.

A Comfortable Image

- Red Rooster needs to be friendly but still respectable
- We will want to focus on brighter visuals and a more lively display to sell Red Rooster as breathing company vs a sterile organization
- Brighter colors and illustrations may serve well to sell Red Rooster's image

A Personable Assistant

- A focus on Dr. Karlington as a person over Red Rooster as a corporation will help build a more personalized experience
- It might be important to sell the service as a conversation.
- Consultation needs to be aided by an additional information. There should be a form or documentation that follows Red Rooster's branding.

Ease of Info

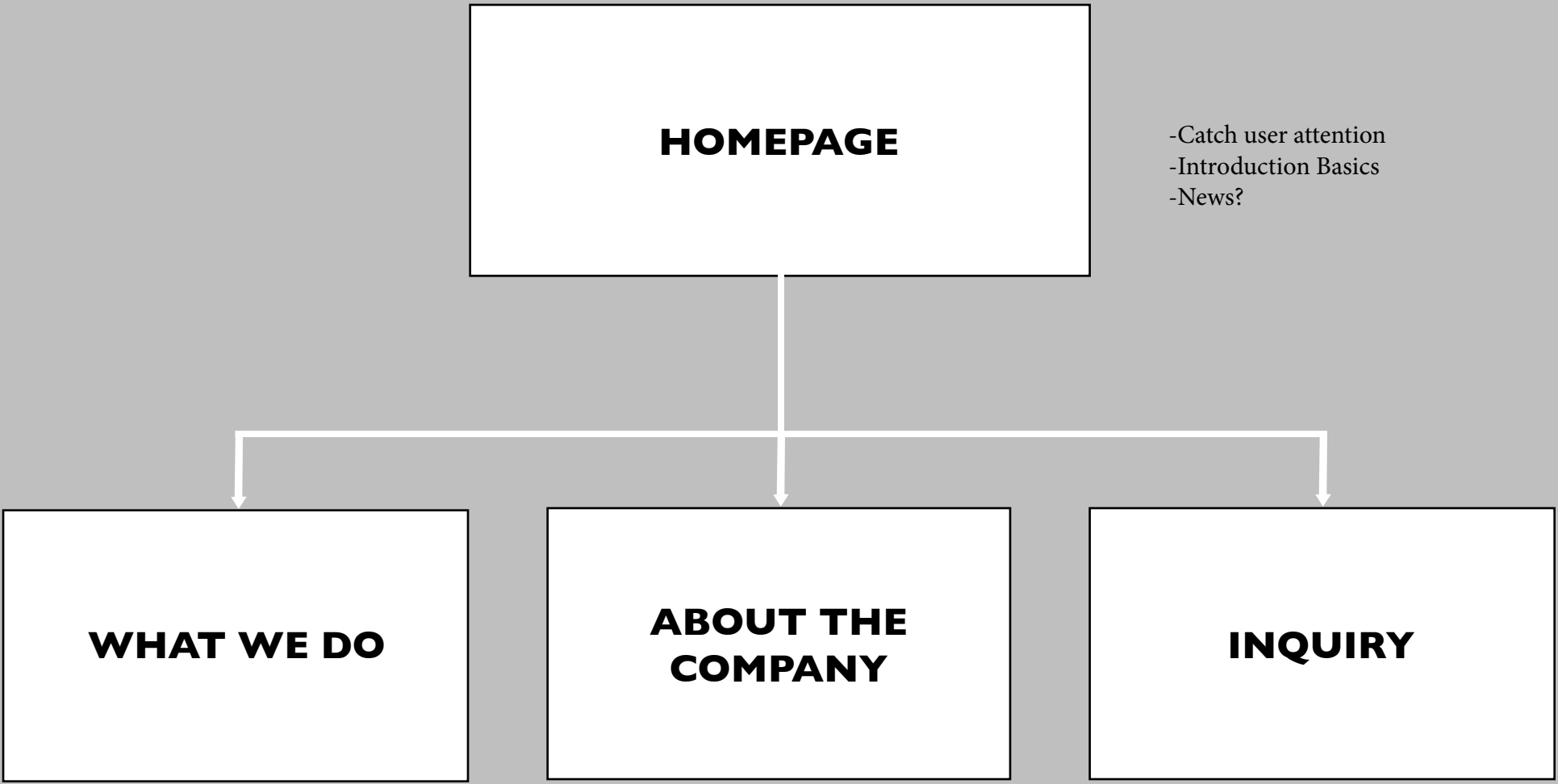
- Information should be presented in an easily digestible form
- The aid of visuals to text will help illustrate complex ideas
- Additional products that can be presented to the customer will help sale Red Rooster as a technical service.

Selling Profits

- A large part of the marketing of Red Rooster is based on future profits.
- The Website needs to showcase profit added by optimization
- Preferably using a graph and gif will help sell this image

WEB DEVELOPMENT

This is currently a work in progress.



- Catch user attention
- Introduction Basics
- News?

HOMEPAGE

WHAT WE DO

ABOUT THE COMPANY

INQUIRY

- Catch user attention
- Introduction Basics
- News?

- Focus on the function of the site.
- Process
- Testimonials

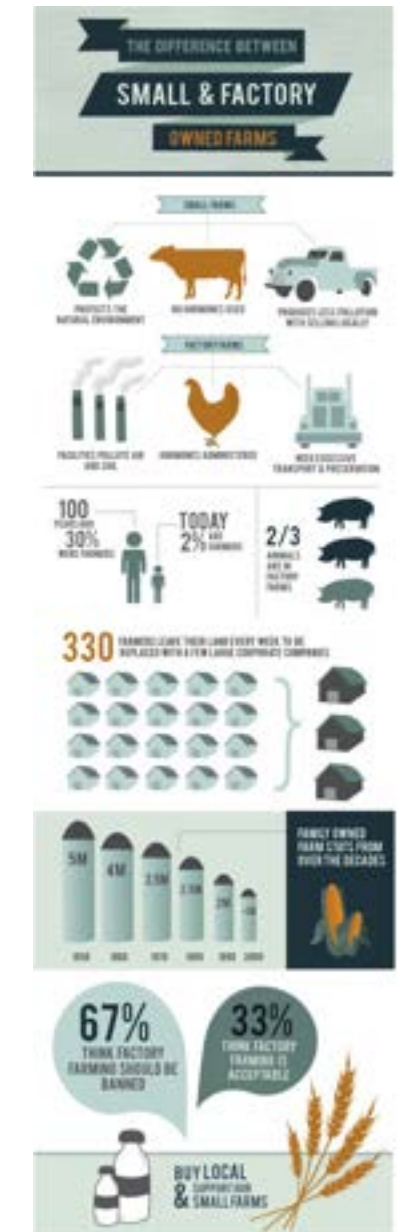
- History
- Who is Karlington
- Mission + Vision

- Contact
- Resource assistance

This is currently a work in progress.

Visual Design Language

For the main design element. I wanted to capture a sense of the sketch imagery from traditional farms, with a watercolor aesthetic that gave a sense of a homely feeling. There still had to be a modern feeling to the design so I consider modern design strategies in the form of infographics and visual techniques.



This is currently a work in progress.

Iconography Language



This is currently a work in progress.

