

fellow fields

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Rural Roots

In an increasingly climate-conscious, plant-based society, the identity of rural New Zealand sits at a crossroads. Having rural roots myself, I felt compelled to focus my creative skills on helping Kiwi farmers take back their social license to farm by shifting towards more regenerative farming practices.



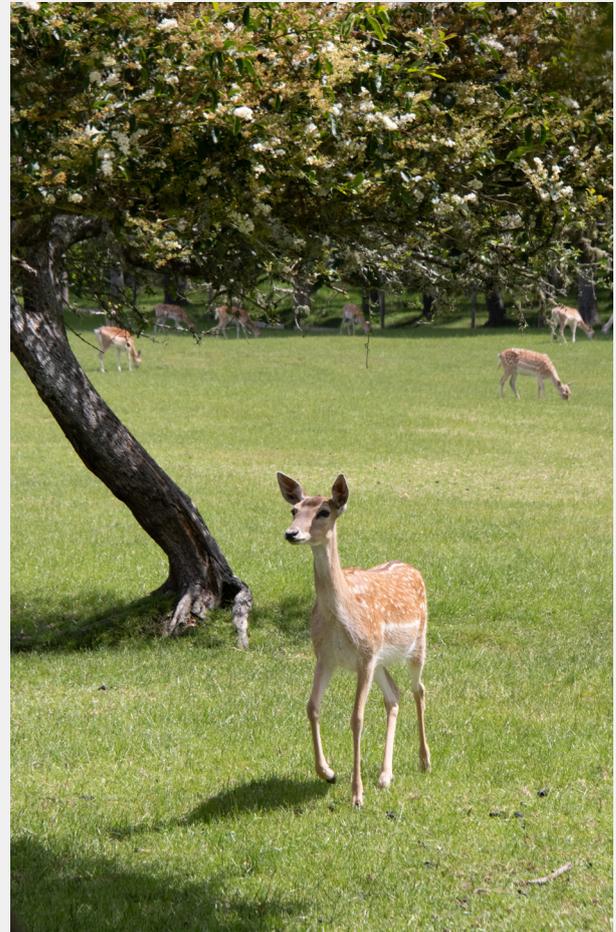
Regenerative Agriculture

'Regen ag' is a symbiotic approach to farming that seeks to restore soil fertility, biodiversity, water retention and cleanliness, and soil carbon. The climate crisis, coupled with the environmental effects of intensive farming, is driving the movement.

There is currently a transition period happening on New Zealand farms where the next generation are taking over traditional systems. The target audience of my project encompasses both this next generation of Kiwi farmers who are starting to question the highly extractive nature of conventional methods, as well as farmers that have already embraced regen ag.

Farming regeneratively goes against the conventional ideas of on-farm health, success and progress that are deeply embedded in New Zealand farming culture. Consequently, fear of stigma and having to shift social groups can prevent farmers from becoming regenerative.

Restoring our soils health is crucial to sustaining food production, restoring biodiversity, improving our waterways and sequestering carbon from the atmosphere.



Intention

In a time where rural mental health is at a tipping point and farmers are painted as climate change villains, I wanted use the power of design to empower the farmers on the frontline of New Zealand's fight against climate change. The aim of my research was to investigate how I can support Kiwi farmers' on their regenerative journeys using interactive design. The goal was to ease the sense of intimidation and help farmers embrace a regenerative mindset to re-evaluate their idea of health, progress and success on their farms.

How can I support social re the next generation of rura regeneratively through inte



**Resilience among
Kiwis farming
Interactive design?**

Research Question

Theory Review

My research journey began with reviewing academic articles to gain contextual knowledge about a typical regenerative journey.

Can regen ag be transformational for New Zealand agriculture?

This report discusses how becoming regenerative goes beyond changing on-farm practices, it requires farmers to take on a regenerative mindset that challenges traditional ideas of farm health, progress and success (Seymour, 2021). These shifting values of success have created a social stigma associated with regenerative agriculture that can lead to feelings of isolation within their rural communities. The research participants referenced how they use a mix of data science and lived experience from other regenerative farmers to support their decision-making on farm. This influenced my research on the mindset piece and finding a way to support social resilience through enhancing farmers access to lived-experience learnings.

A Regenerative Journey

Seymour (2021) summarises her findings into a short fictional comic that illustrates the experience of a farmer taking on a regenerative lifestyle. The story highlights the difficulties associated with being the first in a community to farm differently. This conveys how crucial forming relationships with like-minded farmers is in pursuit of becoming regenerative. This led me to focus my project around supporting farmers embracing this new way of thinking, being and doing.

Co-designing an App for and with Farmers

This study showed that farmers adoption of smartphone apps can relieve stress, improve time management and enhance ones sense of empowerment. As apps can impact farmers interactions with their farms, I was aware my interactive output should avoid interfering with the hands-on learning process and enhanced attentiveness required for becoming regenerative. Kenny and Regan (2021) also highlighted that harnessing the expertise of farmers and industry stakeholders is key to developing digital farming innovations – I carried this out throughout the entire design process.

This selection of literature played a pivotal role in the refinement of my research question.

Speculative Design for Eco-centric Innovation

Applying a speculative realism lens to my project allowed me to critically look at the shortcomings of technology in the regenerative space. Regen ag is inherently low tech and about embracing natural processes. Rao (2019) influenced my approach in that my interactive output should serve to enhance the peer-to-peer learning process, not distract with a high-tech, expensive solution.

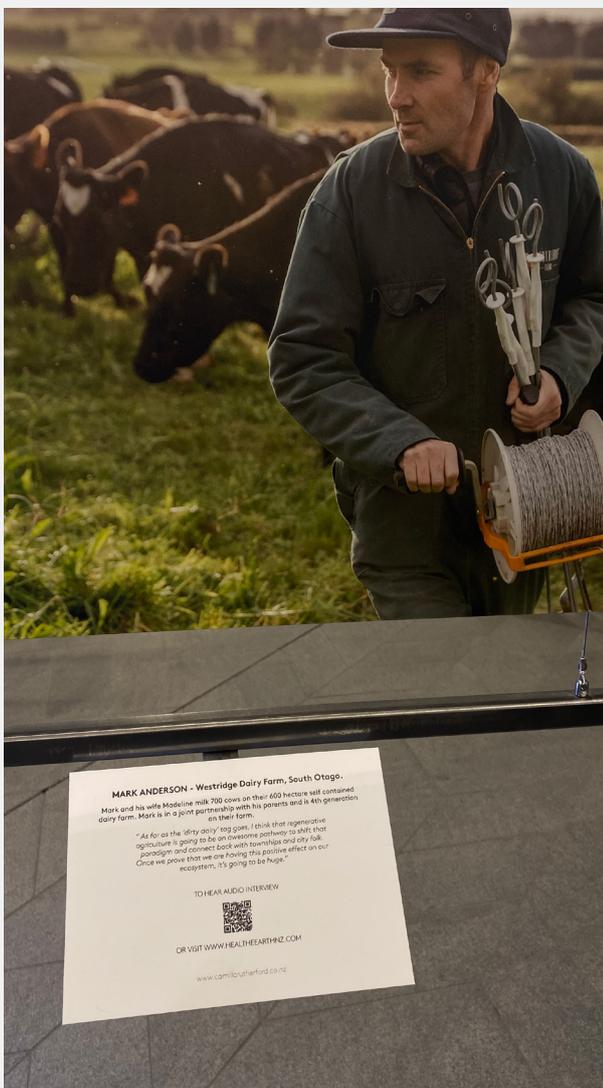
Field Review



Heal the Earth Exhibition

Camilla Rutherford captures the experiences of New Zealand's regenerative farmers through a narrated photography exhibition. Rutherford's storytelling documents farmers shifted sense of relationship with nature and redefined role as climate heroes, pioneers, and change makers tending to the living world. Being engaged with a regenerative mindset is found to have positive effect on farmers well-being as it reignites a sense of on-farm creativity and responsibility. The interactive element of scanning the QR codes and listening to the farmers interview excerpts was emotionally engaging. Rutherford's interactive exhibition served my user research as well as influenced my early ideation of mediums.





“People who live in cities crave the opportunity to spend time outdoors and farmers have that privilege every day. For a lot of farmers it doesn’t feel like a privilege as they’ve become slaves to the system and this is one way of decoupling yourself from that and bringing the joy back into agriculture.”

– Simon Osbourne, Regen Farmer

The faces leading the underground revolution in New Zealand.

Market Analysis



Calm The Farm

The Calm the Farm marketplace aims to connect Kiwi farmers with financial and advisory support to de-risk the transition to regenerative land practices. The platform reports the environmental and economic milestones of 5 case studies to inspire the audiences move to regen ag. The case study videos showcase the outcomes of regen farms, rather than focusing on the progress throughout the regenerative journey. This platform only connects farmers to advisors, so there is a gap for a platform dedicated to peer-to-peer support.



Soilmentor

Soilmentor is a web and mobile app available in New Zealand that helps farmers record and monitor soil health progress. Users can GPS map soil testing locations and biodiversity observations to measure how the landscape is regenerating. After trialling this product, I discovered the app served as a digital diary for quantifiable data and measurements, rather than offering educative content for users. For many farmers, the less quantifiable or physical aspects of farm life are also considered becoming regenerative, like feeling change in terms of animals demeanor, soil, and self. These findings directed my research around helping farmers embrace a regenerative mindset as Seymour highlighted.

I conducted market research to understand what was already in the digital space getting farmers onboard the regenerative movement.



Quorum Sense

Quorum Sense is a network led by farmers to share knowledge and ideas about regenerative farming practices. They host a Facebook group, webinars, podcasts and field days to help farmers connect and learn from other farmers. With 3.7K members, the Facebook group is often saturated with academics re-sharing posts or members discussing unrelated topics, leading to poor engagement from farmers. Observing this community revealed there was a need for a dedicated platform for sharing learnings. Although academics offer valuable insights, I realised I needed to prioritise farmer-to-farmer needs in the UX design as that learning style resonates with them most.

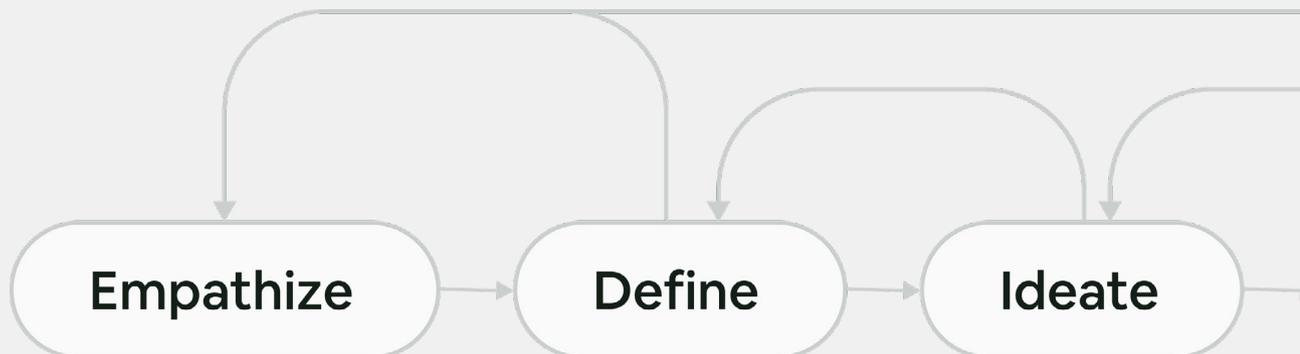


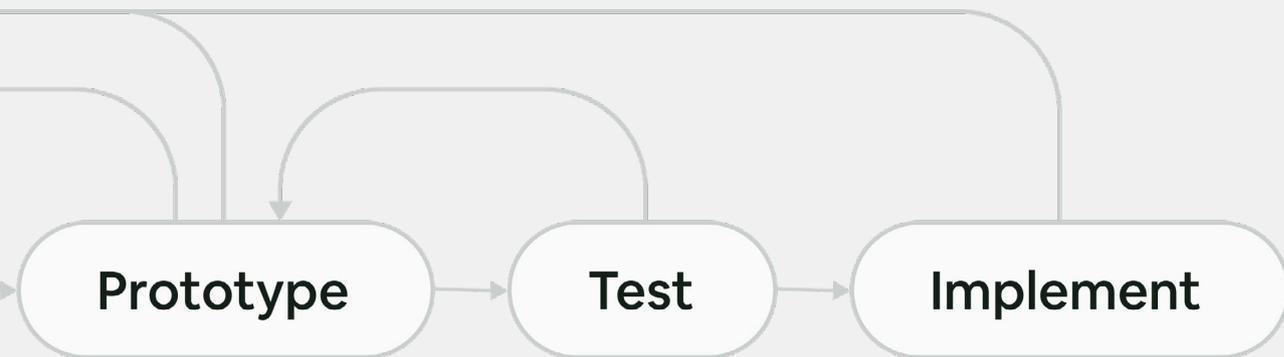
Country Calendar: The Regeneration Game

In April 2020, Country Calendar aired “The Regeneration Game” featuring Linnburn Station. The drone shots of sunflower fields captured the imagination of farmers around the country. The episode sparked national conversation and controversy around this different way of farming. Since then, “Regen Ag” has become a buzzword in the farming industry. As one of New Zealand TV’s highest-rating shows, the traction this episode received demonstrates the effectiveness of real-life case studies in informing and influencing change within the agricultural sector.

Design Thinking

My inquiry was led by a design thinking methodology to understand the problem and how to tackle it from a human-centred, iterative process.





Timeline



Initial exploration

My user research uncovered that traditional farmers struggle to look beyond a traditional way of viewing the land. My initial research question was:

"How can traditional Kiwi farmers realise their regenerative mindsets to embrace diversity through interactive design?"

Initial prototyping

I ideated various mediums in which traditional farmers could experience a regenerative mindset. Testing these concepts revealed real-life case studies and footage speaks to my target audience the most.



Week 01 - 04

User Flow.

Watching a demo on a nearby farm.



Step. 1

The user can begin their search from home screen. The user can click the search bar and filter the farms by scale, operation, terrain or location. The user can select a farm by their plot on the map.

Step. 2

The user is presented with plots on the farm and can click into the field stories.

Step. 3

The user can watch the field day video and scroll through visual data of progress shots in chronological order.

Step. 4

The user can view the discussion forum. The user writes a question and the login modal appears.

Online field day

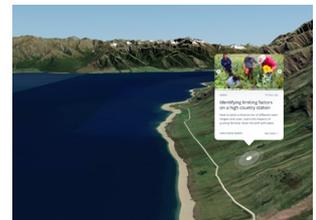
I reflected on my farms lived experience and discovered lockdown interfered with a pivotal part of a regenerative learning journey; attending field days to form connections and share learnings.

I hypothesized the way to support farmers in their transition was to bring this experience online:

"How can I support social resilience among the next generation of Kiwi farmers in the regenerative agriculture movement through interactive design?"

Web-based platform

Combining the key features of a field day and the needs of my personas I prototyped a web-based field day around the concept of interactive story mapping. I experimented with different types of map styles with Mapbox and ArcGIS.



Week 05 - 08



Share the regeneration story of the land from your pocket

Shifting to an app

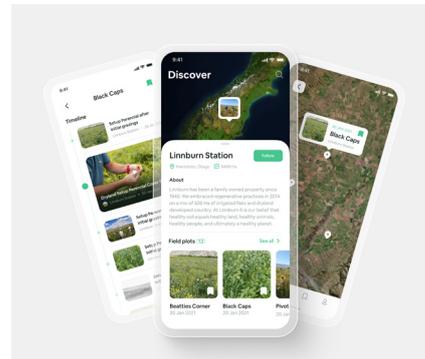
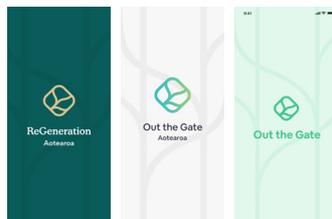
After testing the web-based platform with clear scenarios, I shifted medium to a mobile app to benefit farmers active lifestyle.

The proposed solution is a crowd sourcing app that facilitates the direct sharing of knowledge between regenerative farmers.

Production

A site map was created using Overflow. The user flows and app were wireframed in Figma.

My projects overarching brand went through several variations as I experimented with user interface styles and refined my target audience.

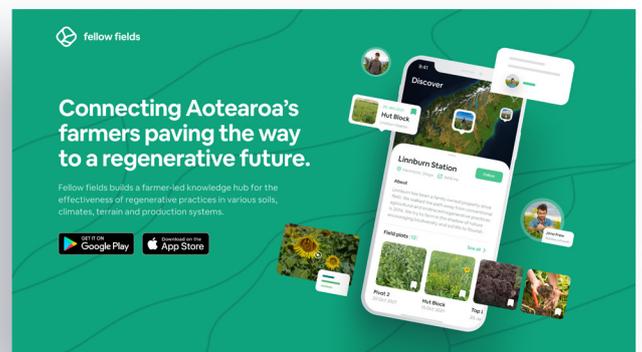


Prototyping

I designed and prototyped the app in Figma. User testing sessions were conducted using Figma mirror.

Wrapping up

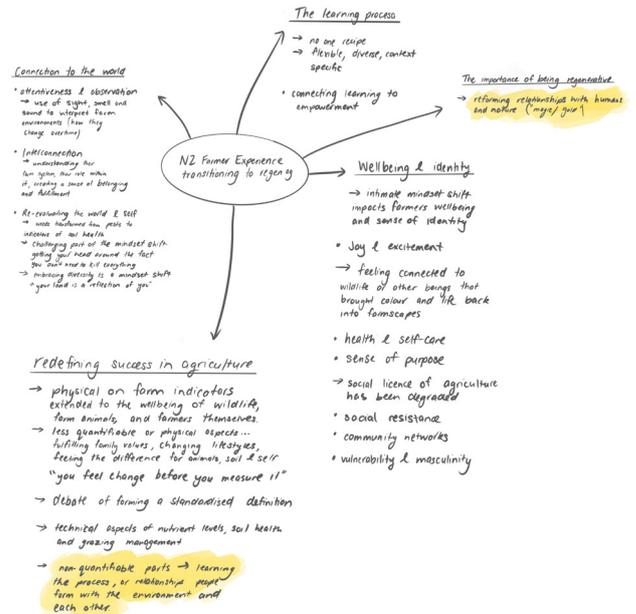
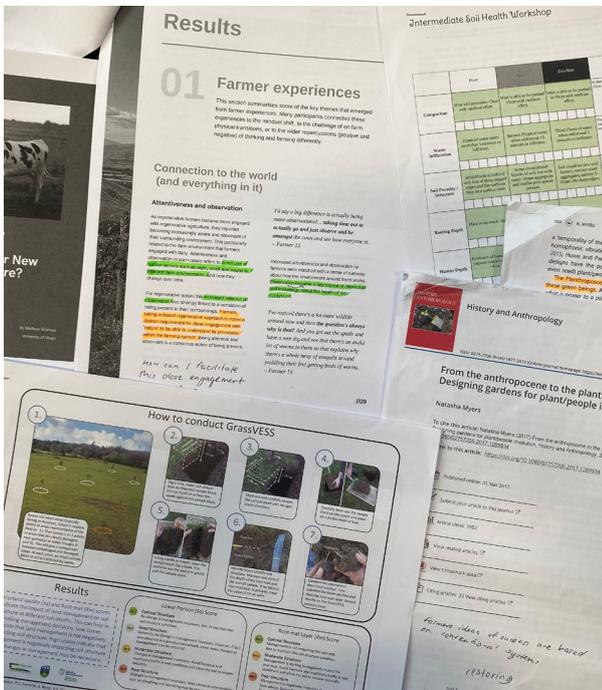
Mockups were created using Figma, Rotato Adobe Photoshop and Premiere Pro.



Demystifying the Unknown

My user research involved semi-structured interviews, lived experience journaling, competitor analysis, observations and casual conversations.





My design thinking approach started with various UX methods to research the problem space and understand farmers regenerative experiences. I began my research journey with wider questions to understand farmers attitudes, challenges and the mediums that would appeal to them:

- What are farmers attitudes towards regen ag?
- How do kiwi farmers learn about regen ag?
- What are the challenges farmers face during the transition?
- What visual communication styles and mediums would resonate with Kiwi farmers?

Academic Reading

Reviewing academic articles and journals helped me gain contextual knowledge about a typical regenerative journey. My processed involved mind mapping my findings into themes.

Competitive Analysis

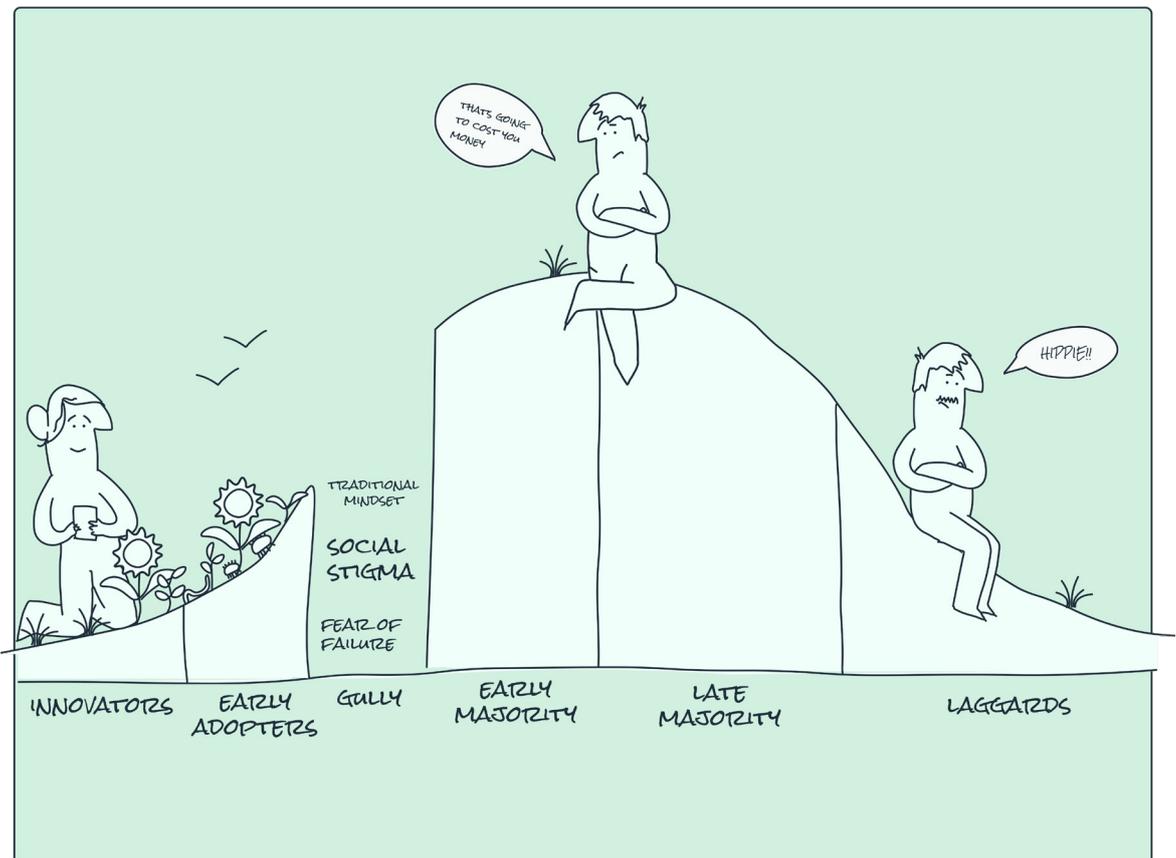
I conducted a competitive analysis to identify gaps in the market for digital products supporting farmers shift to regen ag.

Observation Research

I observed my dad's behaviour on our farm and listened as he explained his tasks to identify pain points and opportunities.

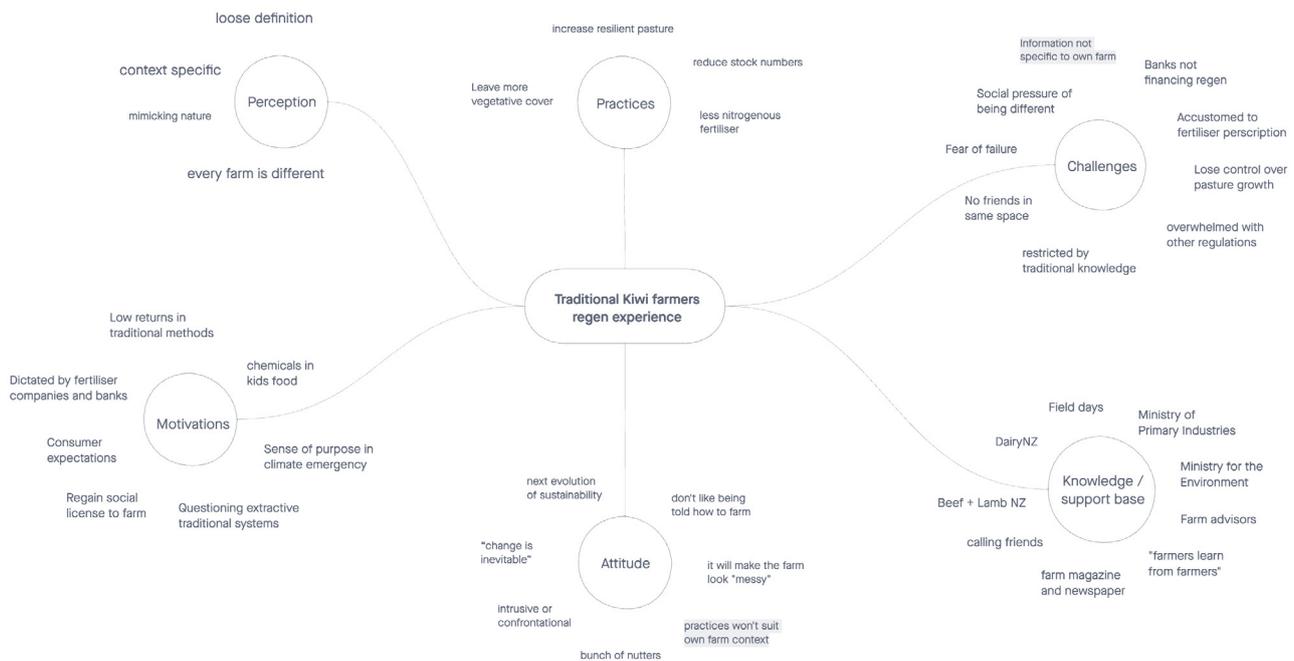
The Discovery

My research journey explored what was stopping farmers from crossing the 'gully' and using UX/UI design to help them take the leap.



Semi-structured interviews with regen coaches, regen suppliers, transitioning farmers and traditional farmers allowed me to focus on user needs. I discovered farmer-to-farmer learning is key support base for making decisions. The problem is, many of these farmers don't have friends taking on regen ag. Social pressure of being different, driven by a fear of judgement, is a key challenge in farmers regenerative transition. The other key hurdle is that they don't see regen case studies specific to their own farm, so they think it won't fit in with their own context.

My way of making connections involved mind mapping themes from the interview excerpts to work towards a meaningful and actionable problem statement:



Lack of decision-making support

“Farmers are notorious for calling at 8 o’clock at night and talking to me or their friends.. they do that to be able to get knowledge **to be able to make that decision to take that risk**”
 – *Regen Ag Supplier*

“In the deer industry, we believe **farmers learn from farmers** better than anything else. SO other industries they try and use farm advisors and stuff like that”
 – *Transitioning Farmer*

Fear of being different

“The big problem we have right now is it’s seen as being different – **its social pressure of being different**”
 – *Regen Ag Supplier*

"When I saw it being first published in New Zealand I found it quite... I just thought **bunch of nutters..** they’re just overthinking it."
 – *Transitioning Regen Farmer*

Limited relatable case studies

"I’d heard of it [regen ag] but I thought it **wasn’t** something that **would really fit with where we live**"
 – *Transitioning Farmer*

"I want to see the paddocks throughout the seasons... it might not work up here"
 – *Traditional Farmer*

Personas

The define phase included a reflection on my primary research findings and the development of user personas.



Jared Sidey

38 year old
Sheep & Beef Farmer
Lincoln B.Agri.Sci
South Canterbury

Biography

The Sidey's fifth generation traditional sheep and beef station recently shifted hands to Mark. Mark recognises consumer expectations are shifting and he wants to keep his social license to farm. Mark has started adopting regenerative practices but he is finding the transition difficult, especially with extra pressure to succeed from his father and peers.

Pain Points

- Can't attend regen field days due to farm responsibilities and covid.
- Doesn't have friends to help with regenerative decision making.
- Isolated due to social stigma of regenerative agriculture.
- Decision making restricted by traditional knowledge.

Needs

- Revisit the same land to understand the regenerative process.
- Connect with other farmers and talk through decisions.
- Context specific case studies to learn how to apply regenerative systems to his own farms.
- Get in-tune with eco-system and recognise regenerative progress.

Goals

- Take back financial independence from fertiliser companies.
- Regain social license to farm and sense of purpose as a solution to climate change.
- Increase resilience of his pasture to extreme weather events caused by climate change.



Jess Anderson

35 year old
Dairy Farmer
Palmerston North Massey
Manawatū

Biography

Jess and her husband are leading the change with their regenerative dairy farm. They are passionate about sharing the practice. They are the go-to knowledge source for field days and regen practices. Their son was diagnosed with an auto-immune disease which took them down a path of healthy living. They have been farming regeneratively for 5 years now.

Goals

- Share knowledge to spread the practice
- Sustain farm for generations to come
- Produce food with greater nutritional integrity

Pain Points

- Has a large collection of footage to share with other farmers.
- Swamped with calls and emails about how they manage their farm.
- Can't host field days all time time.

Needs

- A way to host field days online.
- Talk through decisions with other farmers.
- Organise content to document and share their regenerative journey.

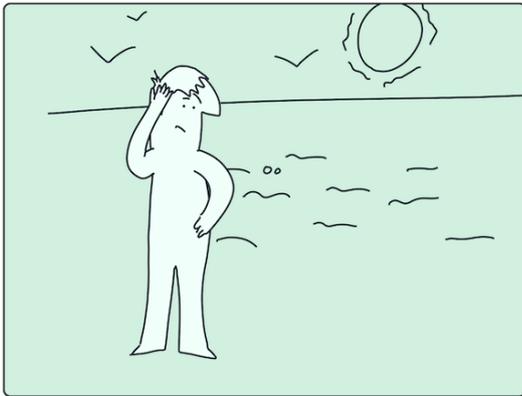
2 distinct personas emerged based on my interview findings. I referred to the needs and pain points of the users throughout the design process.

Current State User Journey



Persona: Mark Sidey

User story: Mark is a fifth generation sheep and beef farmer fr



Mark has started questioning the conventional farming methods that have left him struggling financially and mentally. The productivity of Marks pasture is starting to decline and he has seen no returns from last years fertiliser inputs.



Mark has seen alot about regenerative agriculture in the media recently. He recognises consumer expectations are shifting and he wants to maintain his social license to farm.



Mark has no friends in the regenerative farming community and is anxious about entering the market. Mark joins a regenerative farming community and has to scroll through pages of information that fits with his values.



Mark is used to making informed decisions with his friends over the phone. He was keen to learn more about regen practices at a field day, but he is unable to attend due to covid-19 restrictions and farming responsibilities.



Neighbouring farmers laugh at Mark and his father is constantly challenging his decisions. He feels a great deal of self-doubt and personal pressure to succeed.

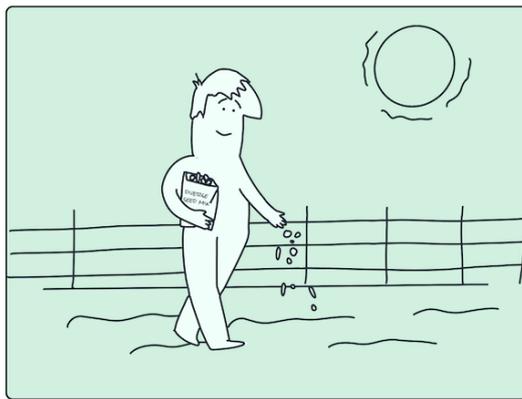


Mark watches some case studies and finds they don't show the full decomposition process. He just wants to see the decomposition process and who has dealt with similar issues.

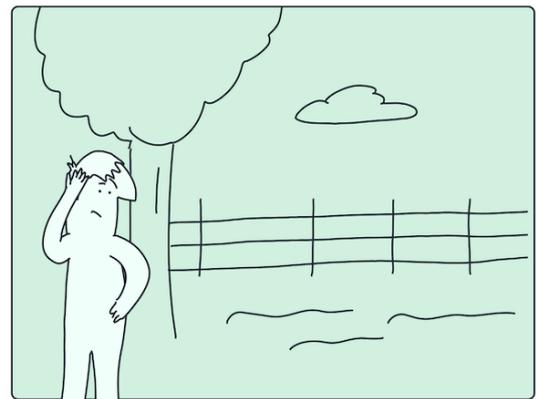
from South Canterbury starting his regenerative agriculture journey.



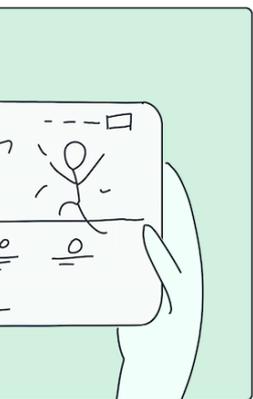
...the regenerative space
...er the unknown.
...ng facebook group. He
...es of posts to find any
...in his own context.



Remaining optimistic, Mark decides to give it a go and plants a set up diverse seed mix on a small block of his paddock.



Mark is struggling to see any change on his farm. He is so used to conventional methods and receiving a perscription from fertiliser advisors. He doesn't understand what his ecosystem needs.



...e studies online, but he
...e regenerative
...o see the
...and talk to someone
...ar problems.



"DON'T KNOW IF I CAN DO THIS... MAYBE I'LL QUIT TILL NEXT YEATZ."

Mark can no longer handle the social pressure of being different. The farm can't afford to risk anymore money. He is considering giving up...

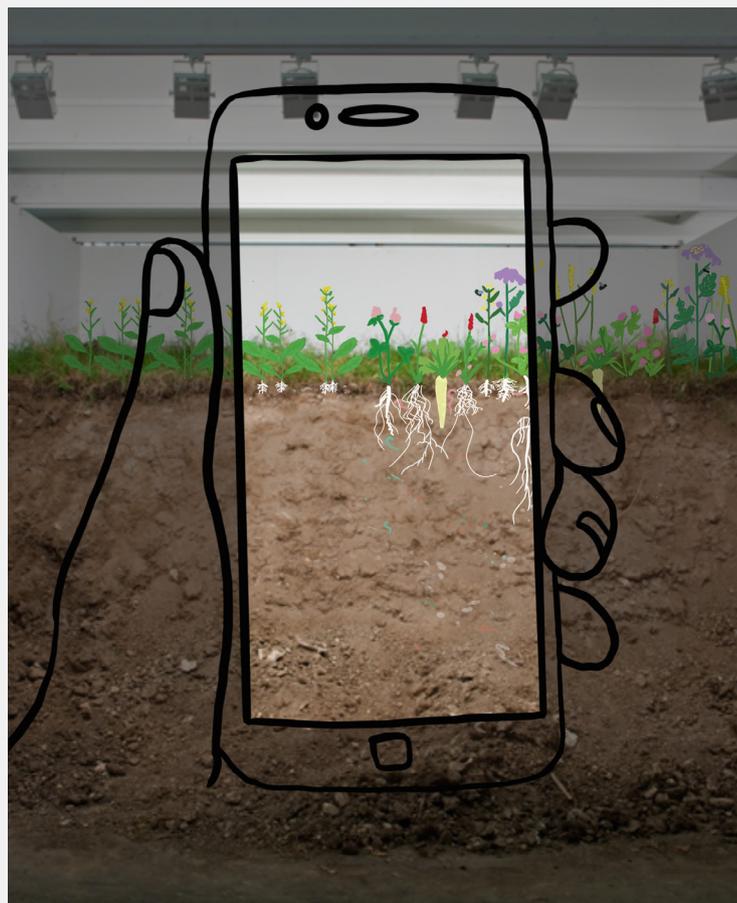


Mark starts looking for another way...



As illustrated in the user storyboard, traditional farmers aren't in-tune with the natural eco-system functions. A regenerative mindset is all about re-framing the way you look at the land and embracing diversity so I visualised installation concepts in which farmers could experience a regenerative way of viewing the land. Around this time, the Covid-19 situation grew worse and I couldn't prototype or test these technologies from my bubble so I moved on.

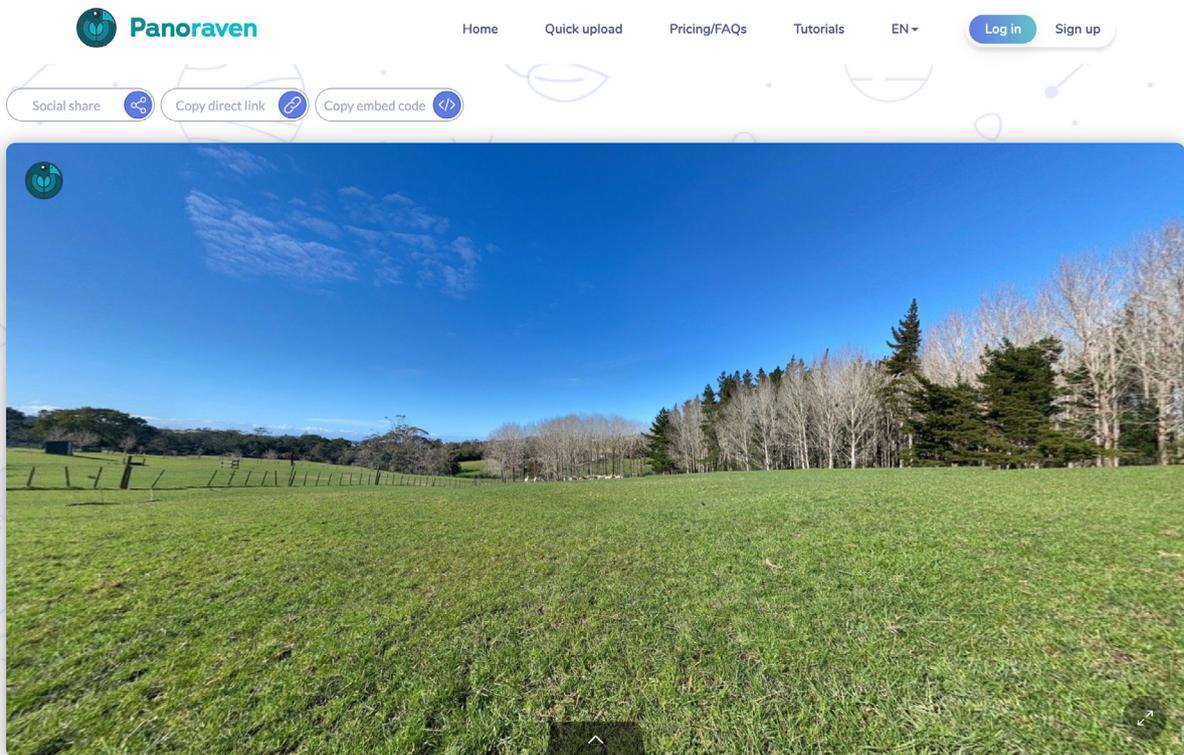
Interactive Installation



The idea behind these interactive installations, intended were to bring the soil ecosystem to life to reveal what biodiversity is doing under the surface.

360° Farm Experience

Another concept I experimented with was a 360° online experience that immerses farmers in the daily life of a regenerative farm. I used the Google Street View 360° tool and Panoraven to test this concept on my Dad. He indicated farmers would have little interest in navigating this experience and that he prefers consuming edited content like Country Calendar episodes. He wanted to see the regenerative process of a paddock throughout time, such as animals grazing and cover crops growth throughout the year.



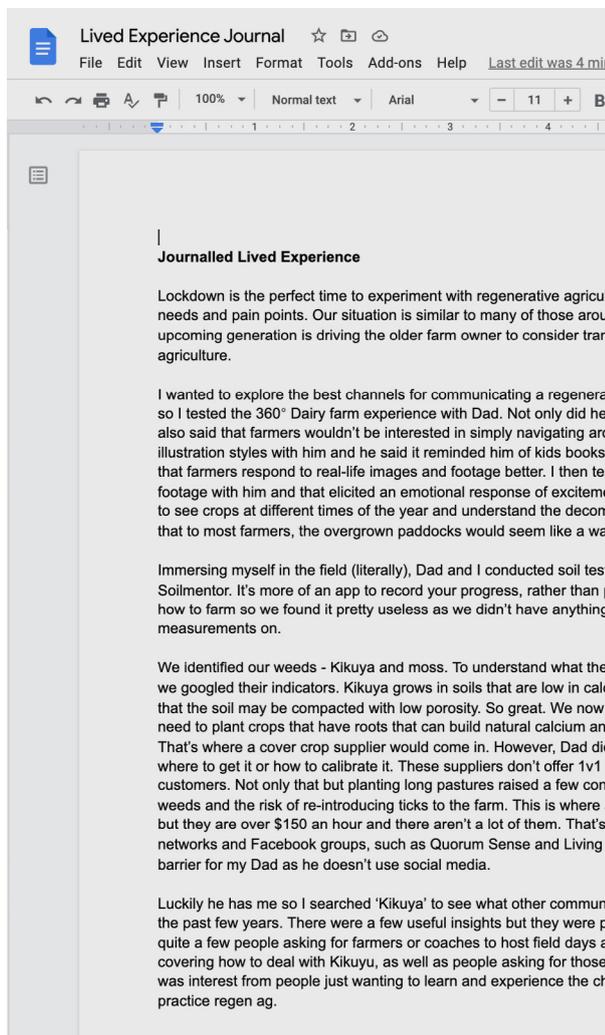
The key takeaway from testing these concepts on my Dad was that real footage from case studies resonates with farmers the most.



I edited a fly-through video with footage supplied by Linnburn Station. The emotional response from testing it indicated I was on the right track.

Turning point

Reflecting on our own farm’s journey through lived experience journaling was a crucial turning point.



Lived Experience

Journaling our own farm’s journey over lockdown was a breakthrough in my project where I realised my Dad needed to see how similar farms had implemented regen ag into their own systems. We planned on attending a field day up north, however, this wasn't possible due to lockdown. As I discovered during my interviews, farmer-to-farmer learning is key to making decisions and most Kiwi farmers like my Dad don't have peers in the regen space. A key problem is accessing lived experience knowledge, especially when not all farmers use facebook or can attend field days due to covid restrictions, location, or farm responsibilities.



Field days are central to the regenerative learning process and forming a support base with like-minded people.

Online Field day Platform

- Showcases different farms at different times of the year.
- documents changes
- customised field journey
- return to same farms to see how they've solved problems
- Live examples of successes & failures... amplify stories
- brings field day online
 - during covid lockdowns

Filter by:

- years transitioning
- Location
- Terrain
- Land features
- climate
- Type of farm
- Limiting factors - weeds, resource concern
- diagnostics
- management techniques - cover crops



Inspiration

- Farm4Life - recent knowledge hub
- Silverkin farms] branding
- Nga Tahu farms] branding
- Fieldays Online 2020 - virtual symposium
- Future Farm] farm case study platform
- Calm the farm] farm case study platform

- Document/collect data based on the successes & examples → amplify the stories
- Problem → farmers have to scroll through networks to find information relevant to them + field days canceled
- allow farmers to compare sharing insight key to spreading the practice
- Challenges stigma of being different → support journey through community

Strengths

- addresses stigma of being different → helps them cross the chasm
- Comfort in taking first steps
- Show case what farmers are doing, how they're solving problems
- provides farmers easy access to relevant case studies / example farms
- builds sense of community
- solves problem of sifting through networks for info
- Brings key learning online

Opportunities

- Opportunity to show banks, policy makers, farmers, consumers, townies possibilities of regen ag → processes
- Position NZ as Regenerative!!! = premium products
- collaboration with knowledgeable stakeholders.
- Sponsorship/partnership with regen suppliers

Weaknesses

- Not the same Question & discussion e.g. comparing experiences
- Farmers not wanting to publicise their farm
- Limited coding knowledge

Threats

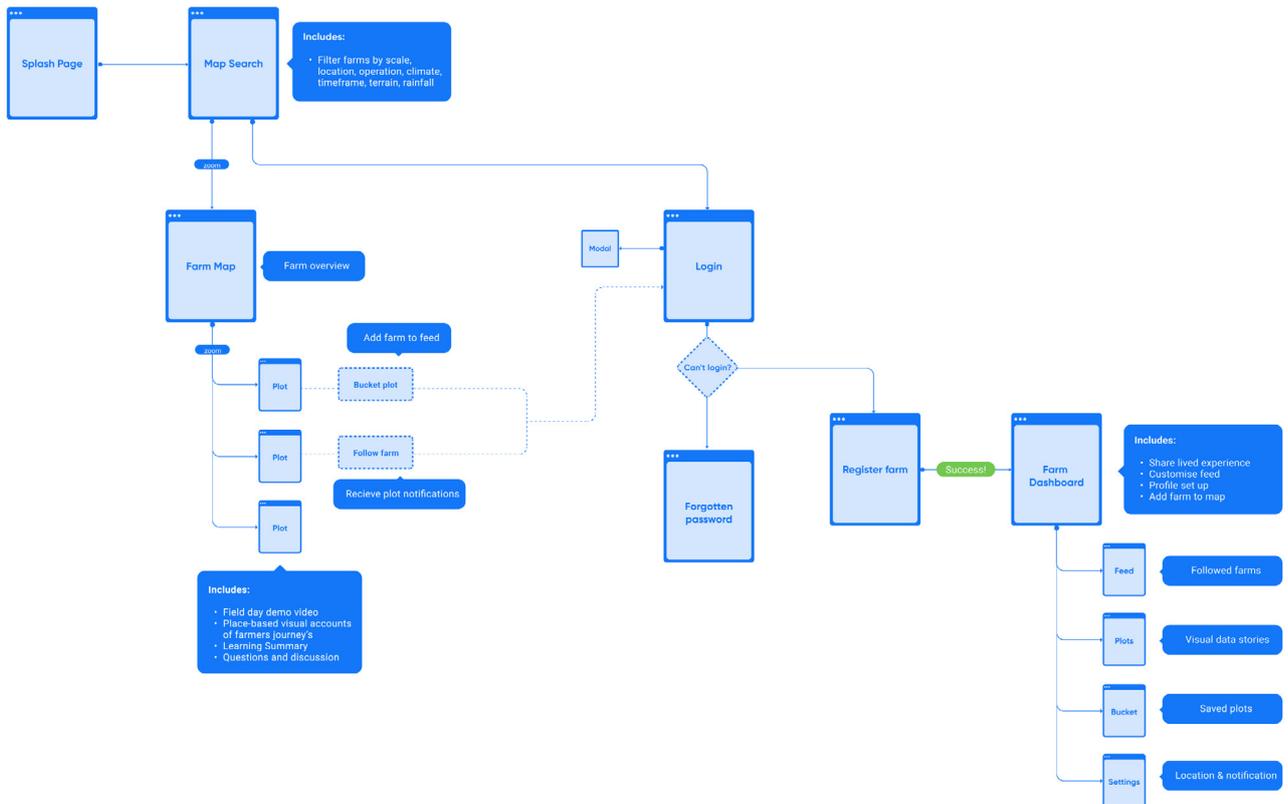
- open source platform concerns
- Negative press on regen?
- Large traditional companies influence on press
- Permission to use content
- Lockdown

Brainstorming was key to making connections throughout my project.

I started ideating a concept that brings field days online. Field days are about farmers coming together at ground level to share experiences without the fear of being wrong. What's important is that they are a safe place to share ideas, learnings and experiences.

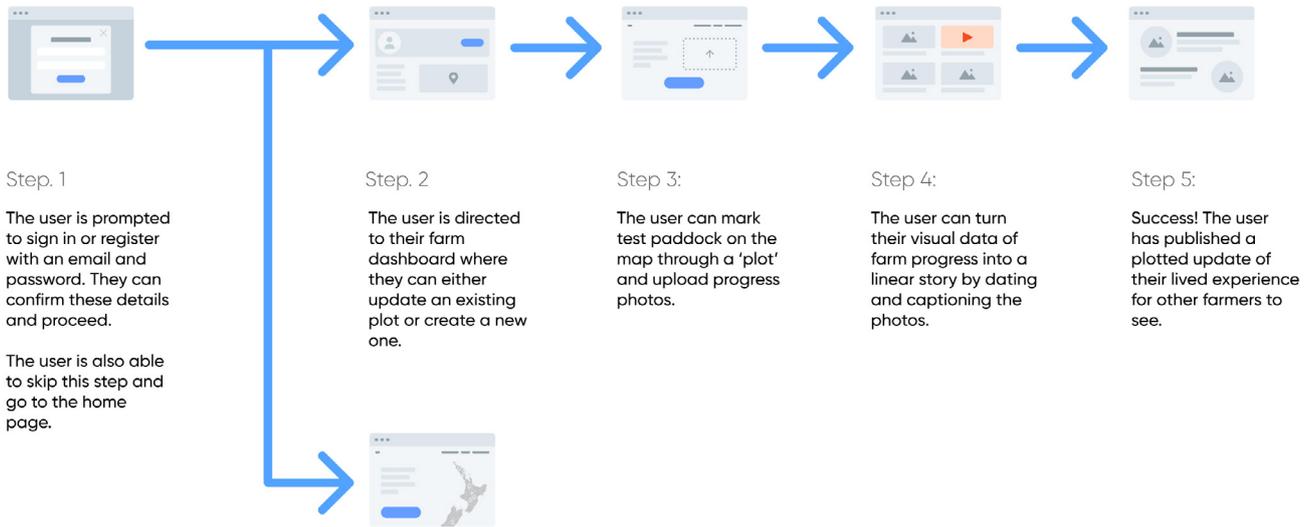
Web-based Site Map

Combing the key features of a field day and my persona needs I mapped out the information architecture for the web-based field day.



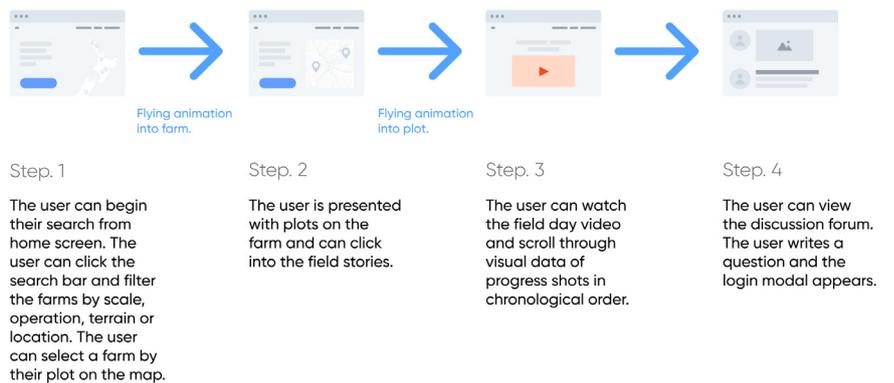
User Flow.

Sharing a field story with plots.



User Flow.

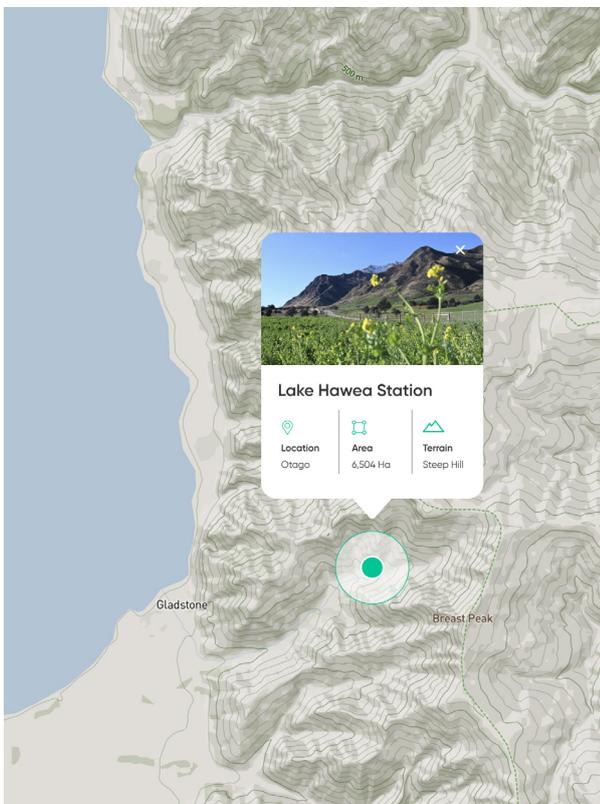
Watching a demo on a nearby farm.



I used blockframing to explore the page layout and present task flows in the early stages of the online field day concept.

Approach

Designing an interface fit for sharing farmers context-specific learnings and experimentations.



Cartographic Storytelling

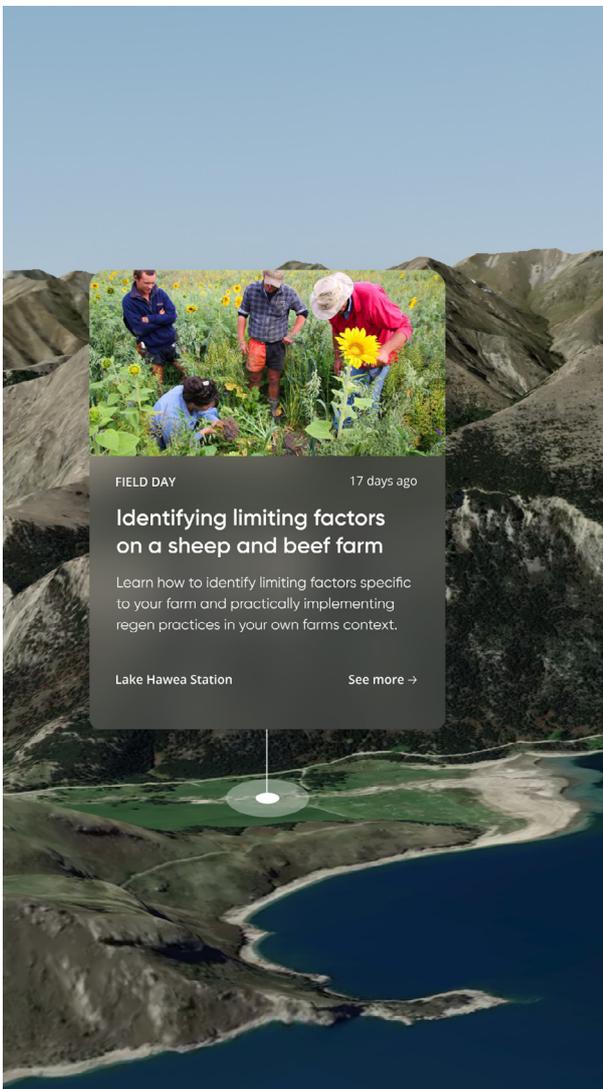
Turning visual data into stories, represented as maps, allows for various interpretations. [5]

Visual Story Mapping

Story maps are a method for documenting and explaining experiences – enhanced by spatial structure.

Social mapping

Social mapping lifts up local knowledge, inviting people to communicate and share their own place-based lived experience.



I researched various techniques in which farmers could directly share their own place-based regenerative journeys. Using maps would allow stories to be more interactive, easier to comprehend and showcase regen ag in different contexts.

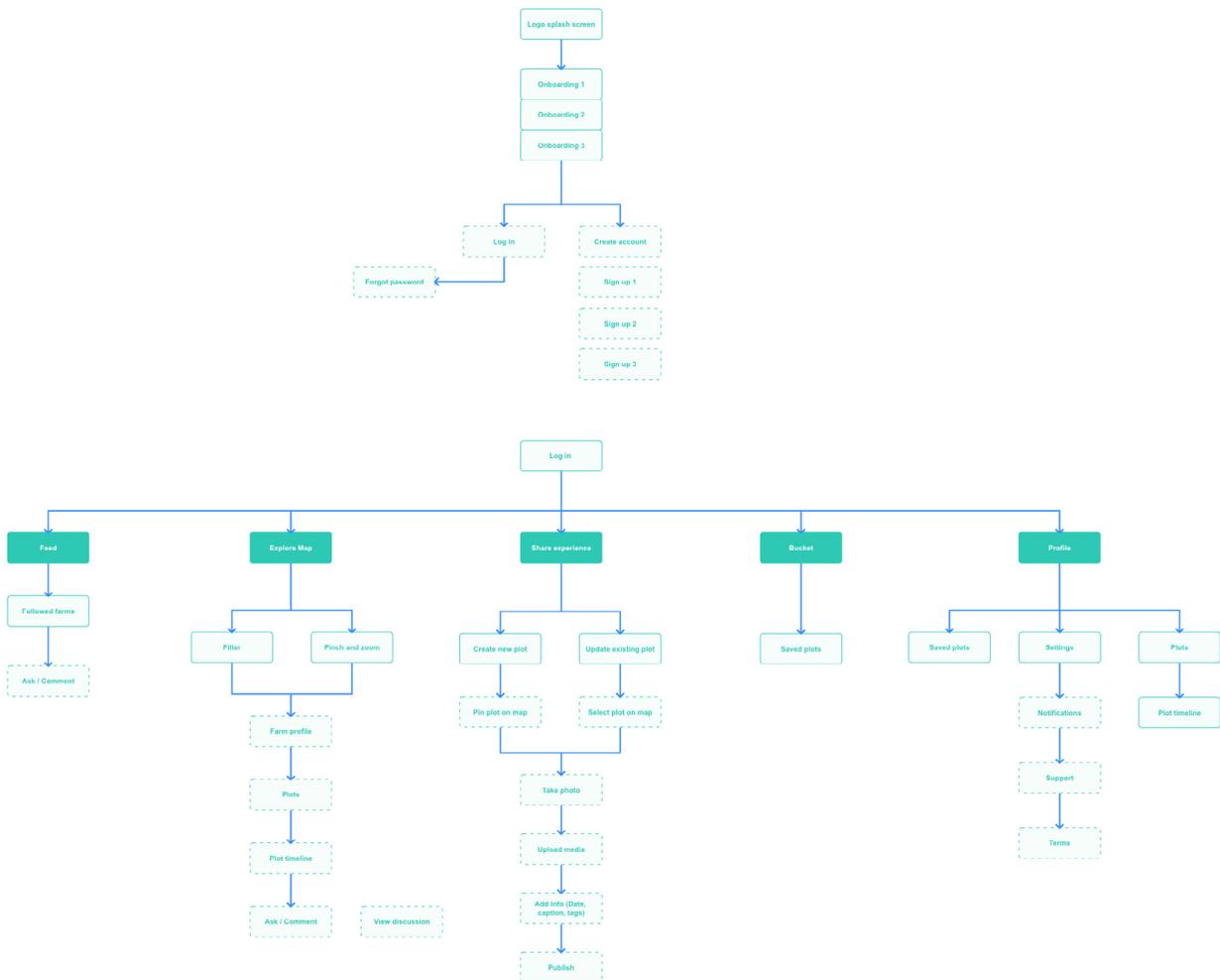
I based the concept around social mapping (essentially crowd sourcing) as a means to lift up the power of local knowledge. The use of satellite maps enables farmers to easily find similar farms and regenerative fields around New Zealand. Feedback from user testing sessions indicated that satellite imagery speaks to my target audience and adds spatial structure to enhance the regenerative place-based storytelling experience.

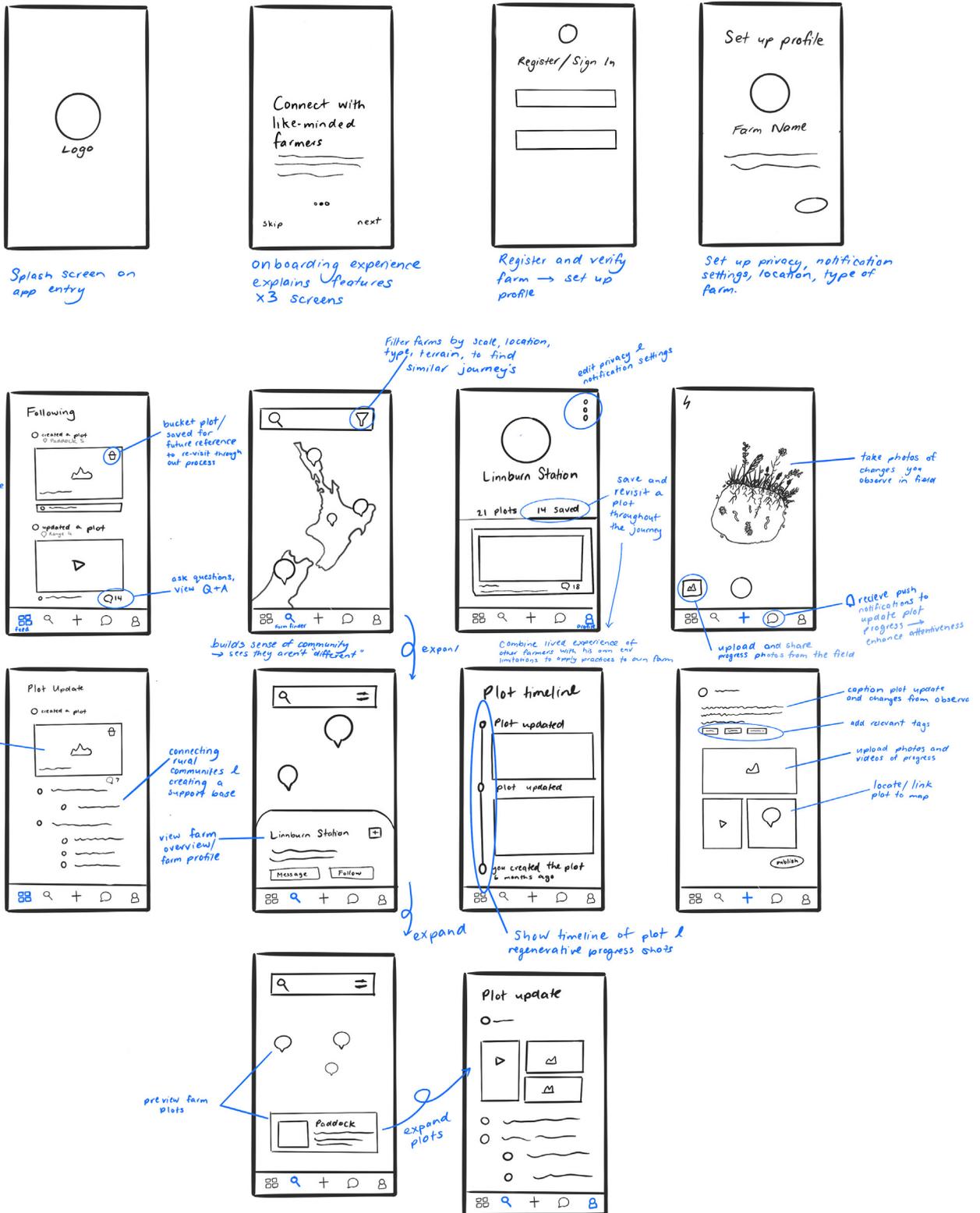
I experimented with different map styles on ARC GIS and Mapbox.

Application User Flow

After testing the web-based platform with clear user scenarios, I decided to shift the medium to an app to benefit the mobile lifestyle of farmers. I drafted a new application flow of the screens around the minimum viable product:

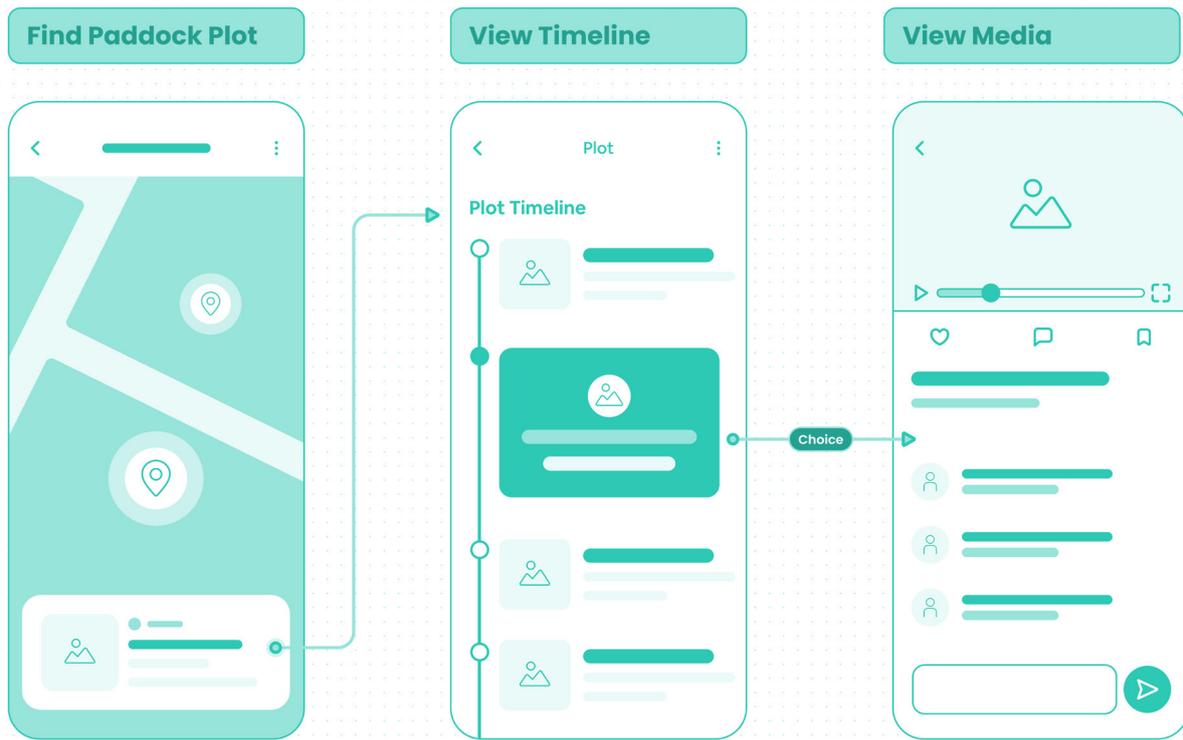
- Share lived experience
- Discuss and ask questions
- Find and follow similar farms
- View the regenerative process
- Save practices to your toolkit
- Document the journey of your farm
- Connecting with other farmers





I sketched the screen based on my persona needs and key features of a field day experience. This enables me to visualise the layout before creating a lo-fi prototype.

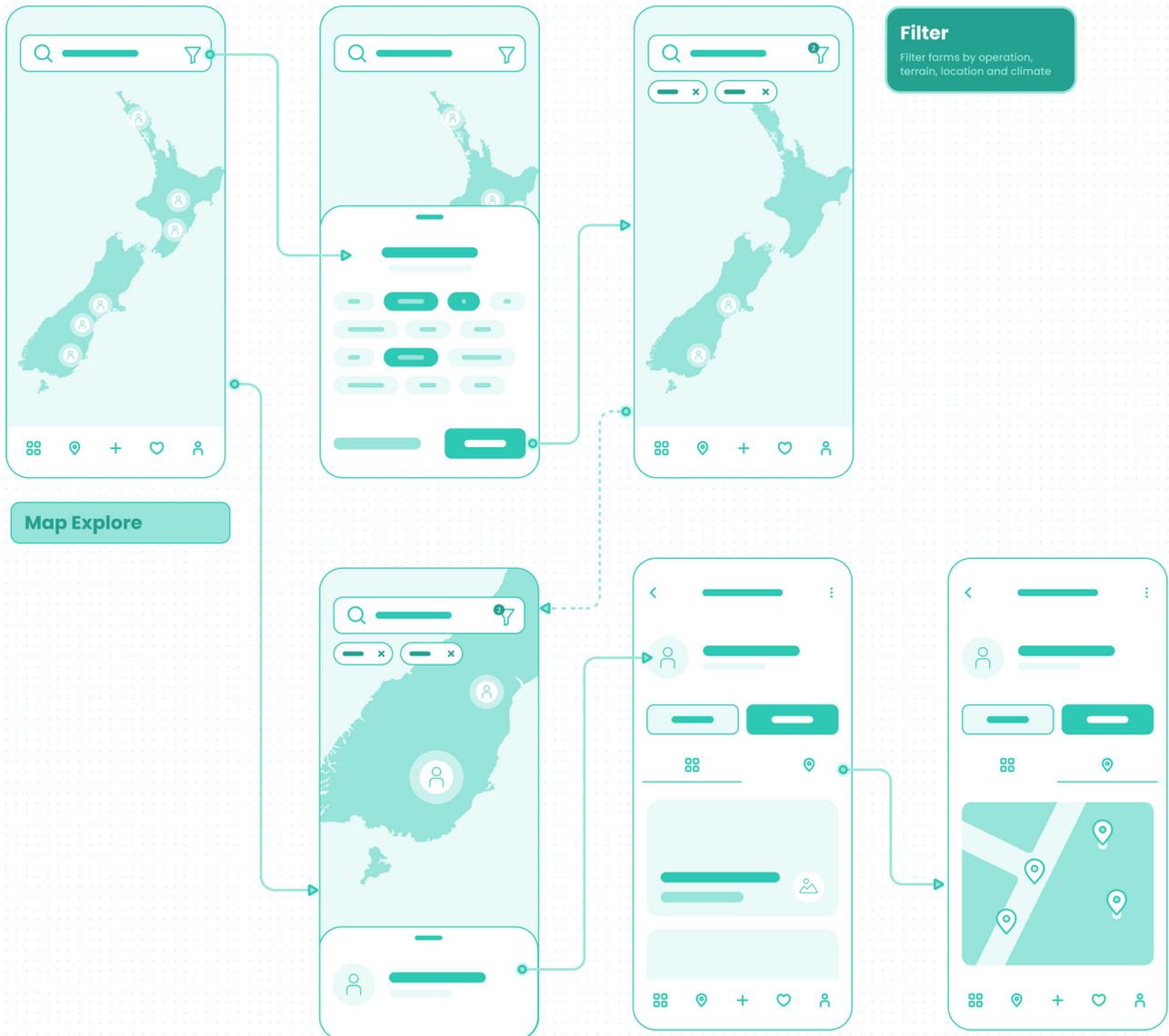
View Regenerative Process



Wireframing

I used Figma to blockframe the visual layout and prototype lo-fi wireframes. Doing this enabled me to test MVP user tasks.

Find Similar Farmer Flow



I created several user flow diagrams to ideate the paths taken by the user to complete a task.

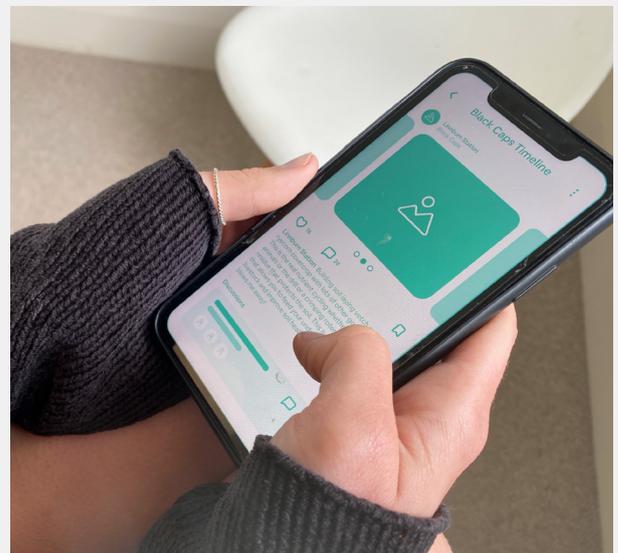
User Testing

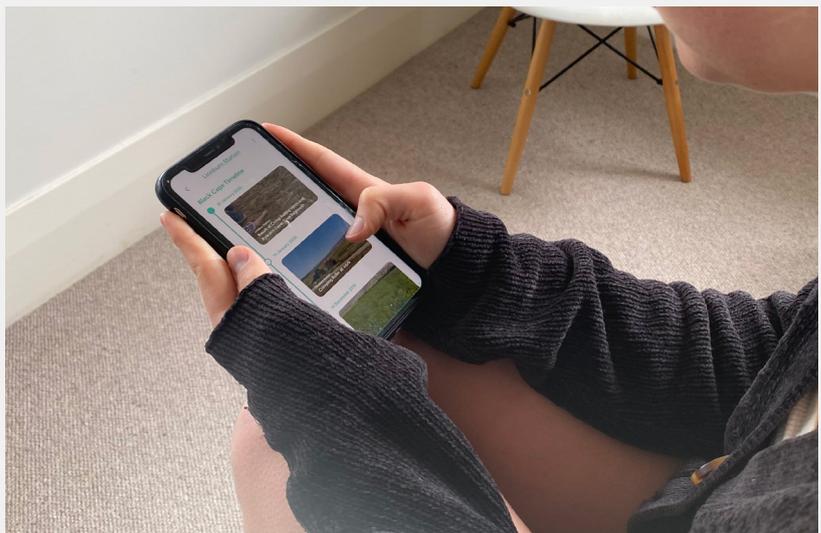
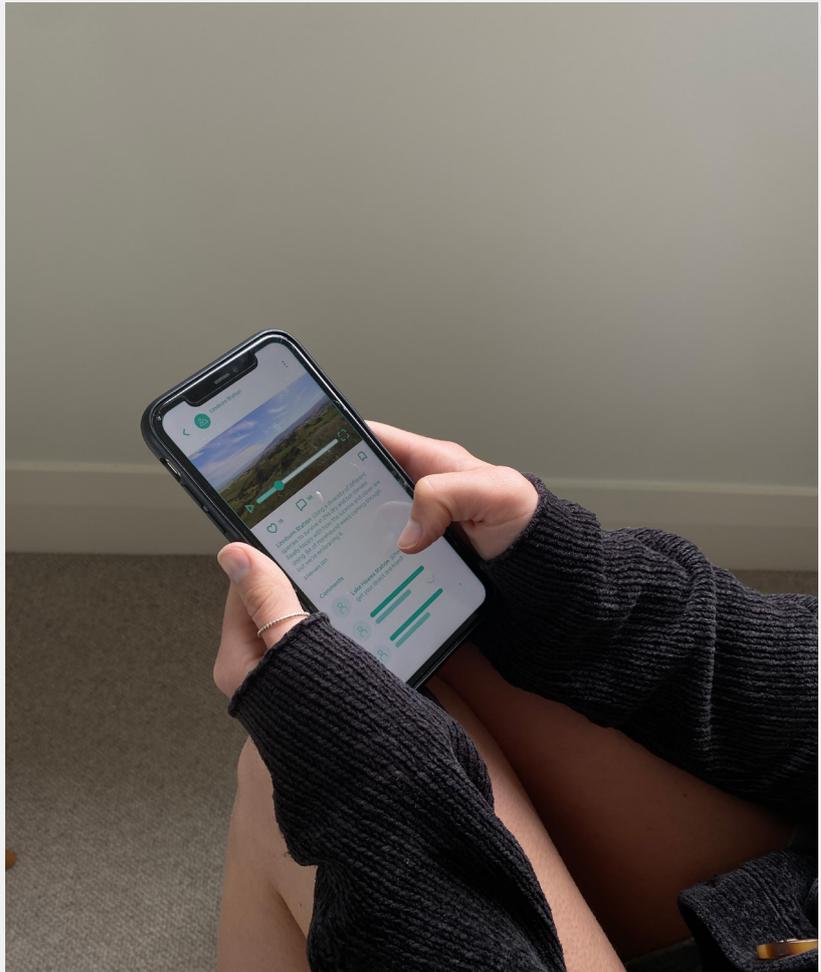


Lo-Fi User testing

I conducted frequent user testing sessions with my flatmate using Figma mirror. Testing the lo-fi prototype revealed that the user flows and iconography were mostly intuitive, following a similar experience to popular social networks. Observing their interactions revealed that:

- The timeline worked well in conveying the regenerative transition of a field
- Filtering by farm was less complicated than filtering by individual fields
- There were too many gestures to find a field – integrating the location of fields into the feed post and timeline could resolve this
- Introducing the idea of a "field plot" in the collateral would aid understanding

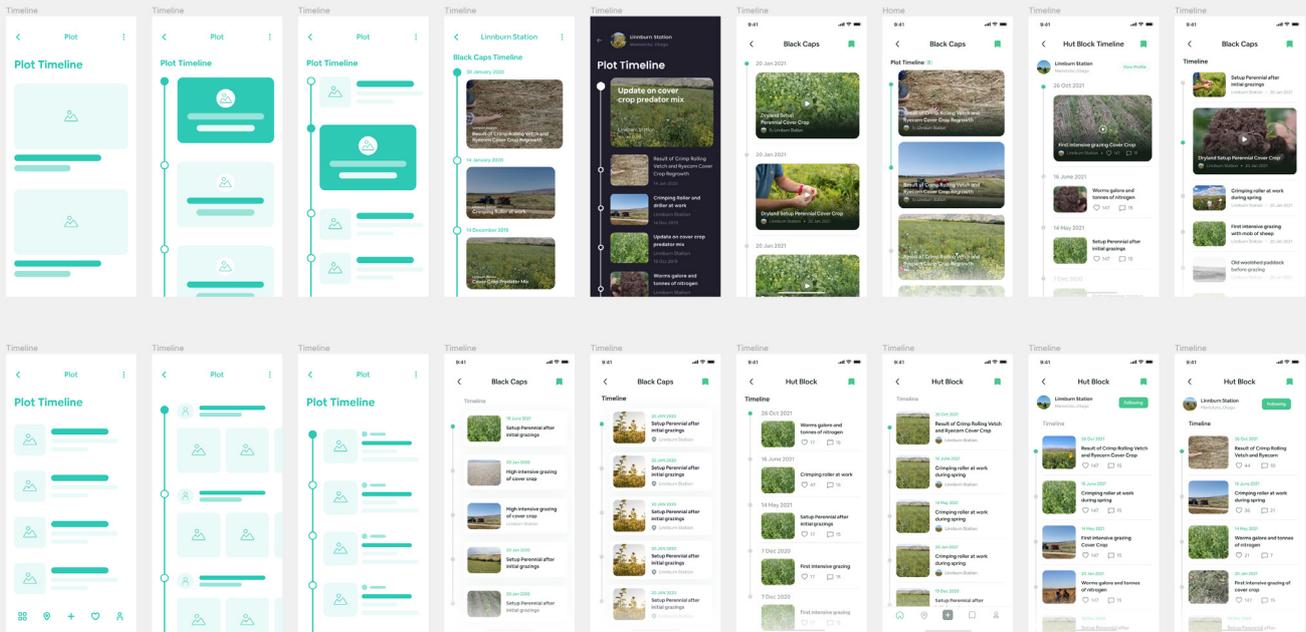




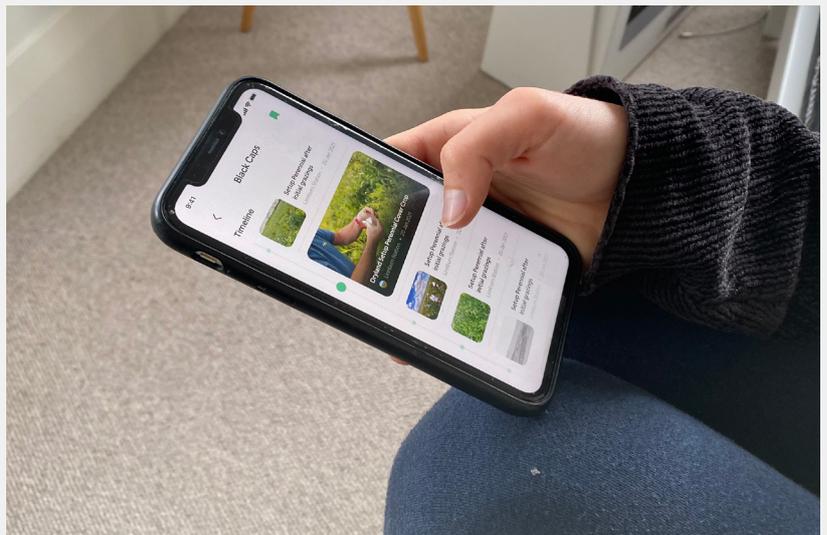
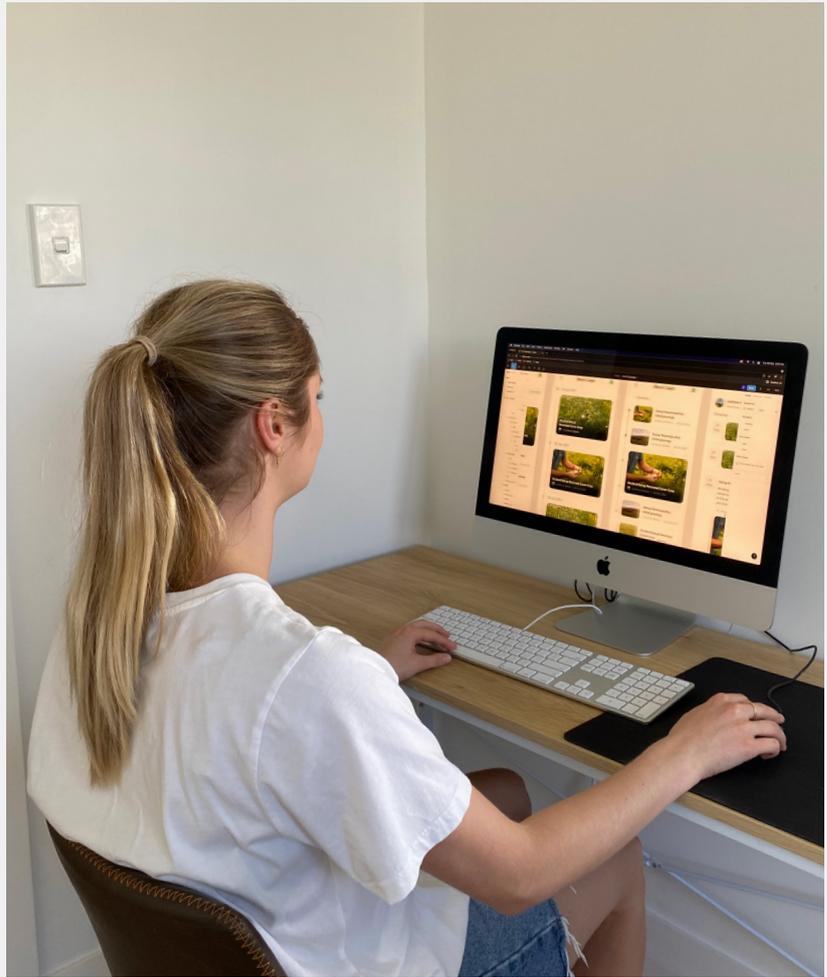
I used Figma mirror to user test my hi-fi prototype with my flatmate and make amendments throughout the entire design process.

Production

Problem solving a way to show the experimental regeneration process of a field.



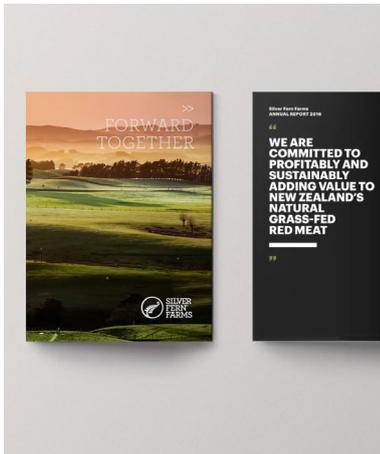
This demonstrates the process I carried out with all the screens. From visualising the content as blockframes to designing the hi-fi prototypes.



Frequent user testing allowed me to refine the timeline experience.

Branding Case Studies

Drawing from industry examples informed the branding of my output.



Silver Fern Farms

Design Works

I looked at the branding of New Zealand's largest meat cooperative. Strong rural imagery is central to their brand. This informed the visual direction of my apps 'campaign' images where I sourced rural, New Zealand centric photographs from the NZ story toolkit.



Ngāi Tahu Farms

Libby & Ben

I referred to a brand refresh for a leading Māori agribusiness that encourages the adoption of sustainable practices.

The topographic illustrations used in Ngāi Tahu's Farming's brand inspired my branding work.



Wao Aotearoa

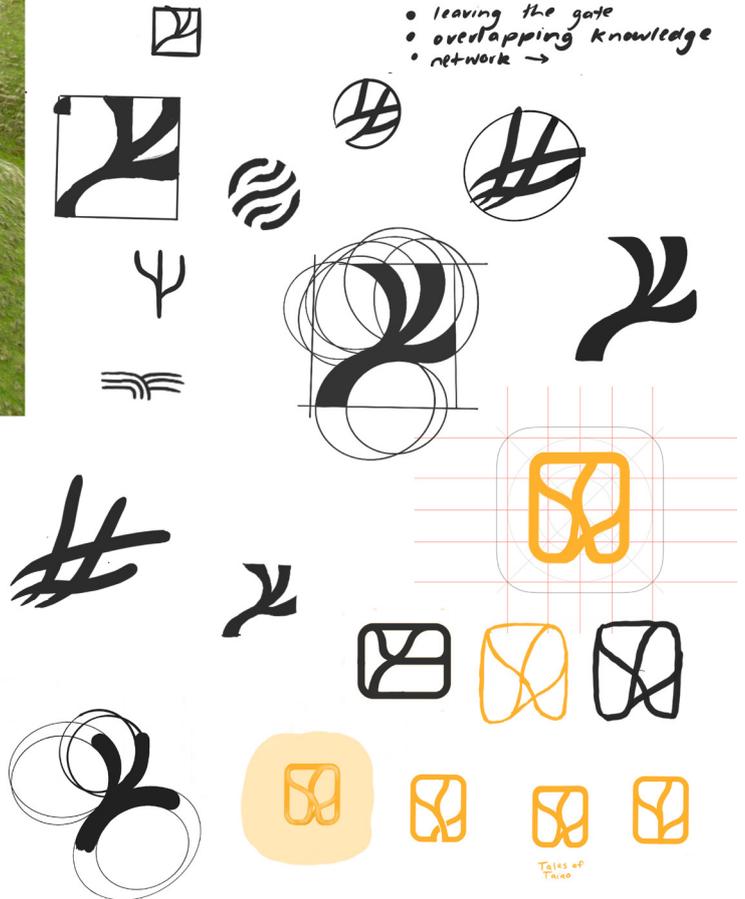
Wao is a non-profit set up to accelerate Aotearoa's community transition towards a regenerative, low carbon future. I was inspired by the branding used for their six-day summit which featured regenerative farming conversations. The contemporary fonts and colour palette reflect this new way of thinking.

Regenerative agriculture is all about mimicking nature in that farmers constantly move animals through pasture, instead of intensive grazing, which leaves tracks through the lush pasture. This natural process inspired my branding experiments and logo development.



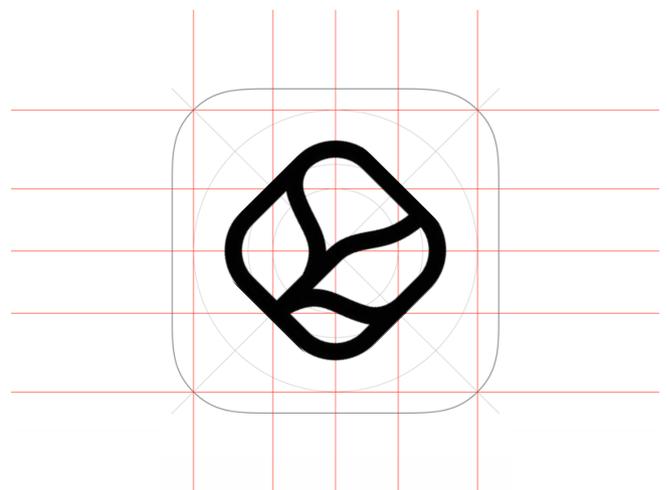
I experimented with topographic illustrations inspired by Ngāi Tahu which inspired my collateral branding.

Visual Direction

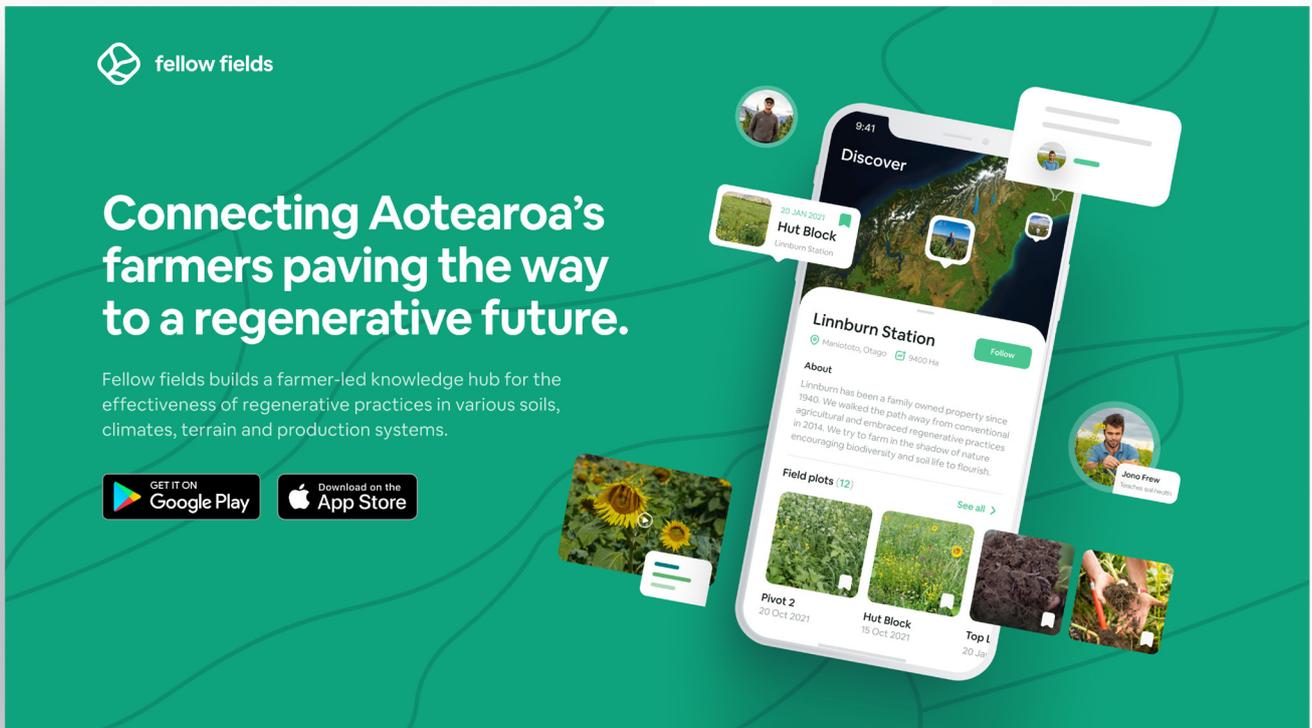
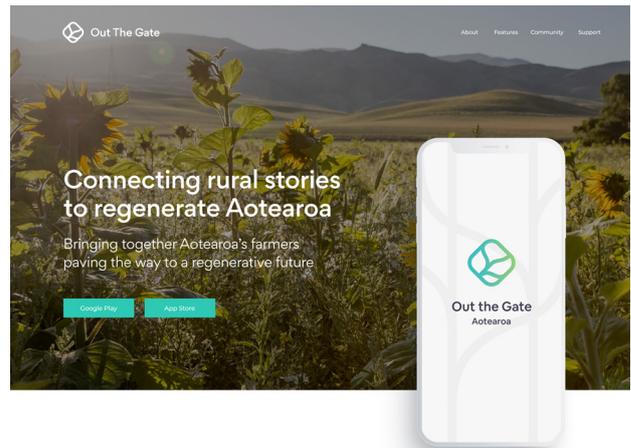


Logo development

- Overlapping knowledge
- A network / community
- Animals tracks through regenerative fields



The overall design aesthetic is designed to speak to the younger generation of farmers. The evolution below encapsulates the branding journey I went on as I refined my target market. Initially, I was trying to capture the old rural identity but I felt it didn't represent the new way of thinking.

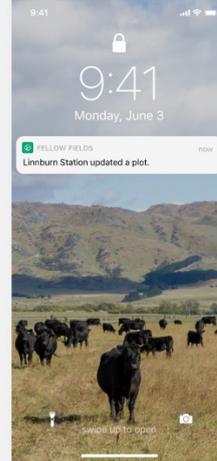


The final name alludes to the fact the app is like an online field day. It also holds personal significance in that Fallowfields is the name of my family's deer farm.

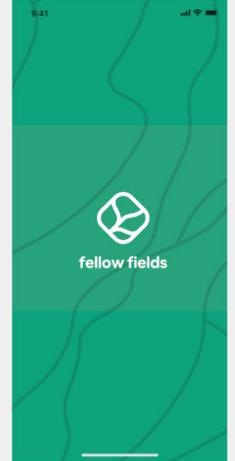
High-fi Prototype

I designed and prototyped the app in Figma. These are the final screens.

Notification



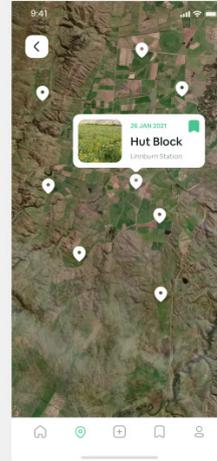
Splash



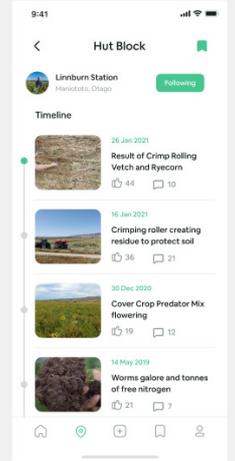
Onbo



Field plot



Timeline



Feed



Camera

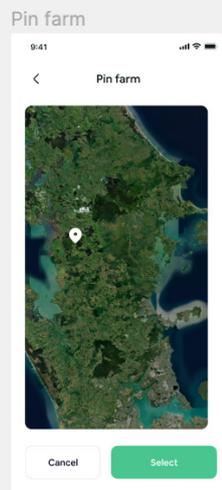
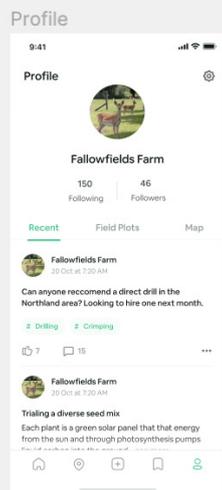
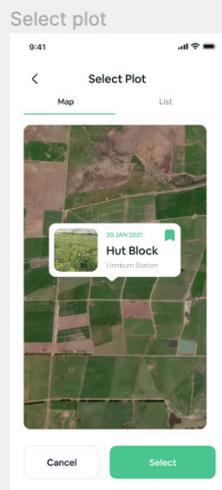
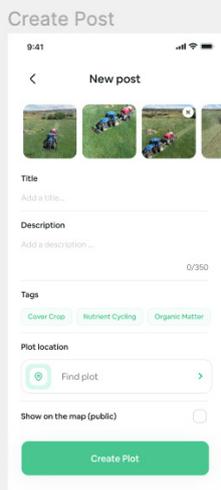
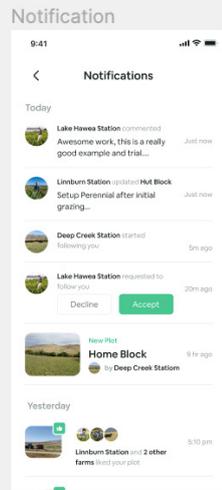
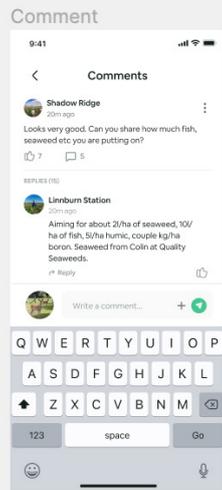
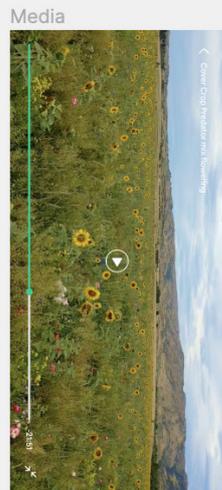
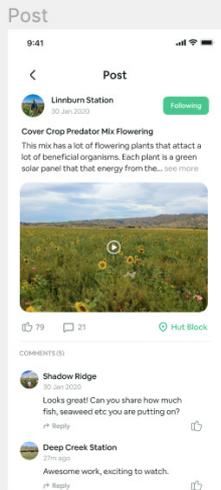
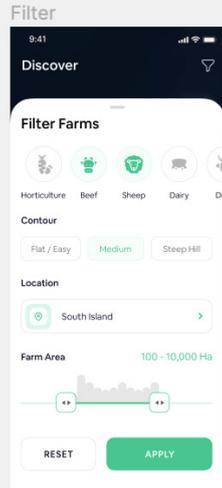
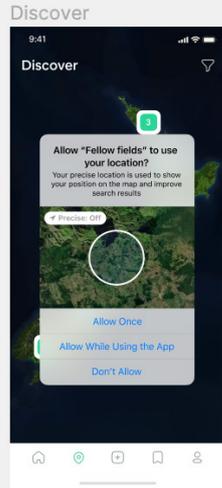
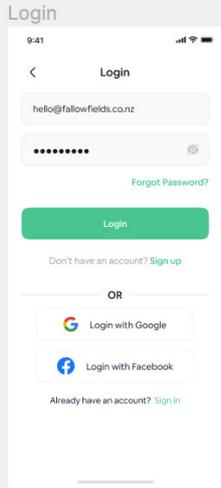


Select Media



Select





User Journey

Storyboarding my personas user journey to demonstrate the emotional response to fellow fields.

Future-State User Journey Storyboard



Persona: Mark Sidey

User story: Mark is a fifth generation sheep and beef farmer from South Canterbury starting his regenerative agriculture journey.



Mark has been seeing a lot about regenerative agriculture in the media recently. He recognises consumer expectations are shifting and he wants to keep his social license to farm.



Mark reads a post in a regenerative facebook group about a new knowledge hub app for sharing regenerative practices. He skims the website for the app features and decides to download it.



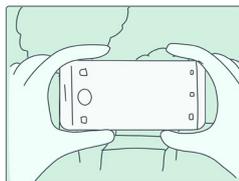
Mark goes through the onboarding process, sets up his farms profile and browses the interface.



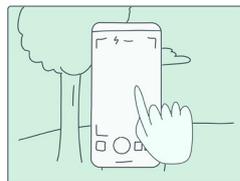
Using the explore feature he filters farms by scale, location and operation. Mark finds a similar Angus beef farm in North Canterbury that has been transitioning for 3 years. He sees they have a plot with similar terrain, climate and are dealing with the same weeds.



Mark is able to view the plot history and understand the regeneration process. He sees that trial and error is part of the process. He asks how long they leave it before grazing and then saves the plot and turns on notifications.



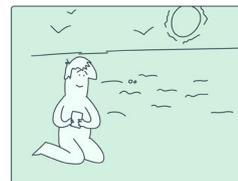
Mark receives a update notification from the farm. He watches how the farmer observes lots of worms in the soil and natural nitrogen nodules on the plant roots. He goes out into the field and tries to observe the same thing.



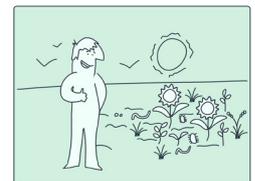
Mark takes photos of his weeds and soil structure and uploads them to a new plot. He receives feedback from another farmer about what the soil needs.



Mark finds a farm in the Manawatu that has adopted a practice he wants to try. Drawing from other farmers successes and failures, Mark creates his own steps and applies the practice to his own system.



Mark feels supported by his online community and feels a re-defined sense of purpose on his regenerative journey. Using a direct drill another farmer recommended, Mark expands his trial plot to a 5 hectares.



Mark feels interconnected with his biodiverse ecosystem, learning how to read the landscape and get in-tune with the ecosystem. Mark starts remaking decisions based on his new regenerative mindset.

Future-State User Journey Storyboard

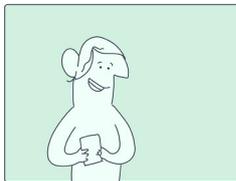


Persona: Jess Anderson

User story: Jess and her husband have been farming regeneratively on their dairy farm in the Manawatu for 5 years.



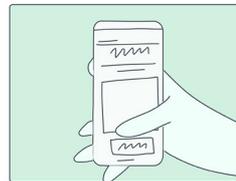
Jess is swamped with calls and emails about regenerative practices. She receives numerous requests from farmers to host field days, but this isn't always possible due to milking schedules and Covid-19 lockdowns.



Jess sees an ad in a farming magazine about a new app for sharing regenerative practices among farmers. She scans the QR code and reads the app features on the website. She is directed to the app store to download it.



Jess goes through the onboarding process and sets up her farms profile. She agrees for her farm to be public in privacy settings - In her eyes, regenerating the land isn't a competition.



Jess has a lot of content from over the years. She plots a paddock on the map, uploads her progress photos, adds tags, write a few lines and publishes.



Jess uses the explore feature and finds a nearby farm in the Manawatu. She follows them as sometimes newbies come in with a fresh set of ideas.



Jess captures how her pasture is thriving without chemical inputs and its resilience to the extreme weather. Jess answers questions whenever she has a spare moment. She knows sharing her insights is key to spreading the practice.



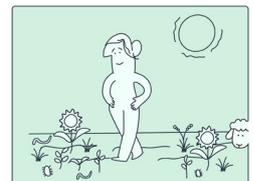
Jess uploads a video of her explaining how she observes progress in the field. She shares the less quantifiable things about being regenerative - such as improved wellbeing of wildlife, animals and herself.



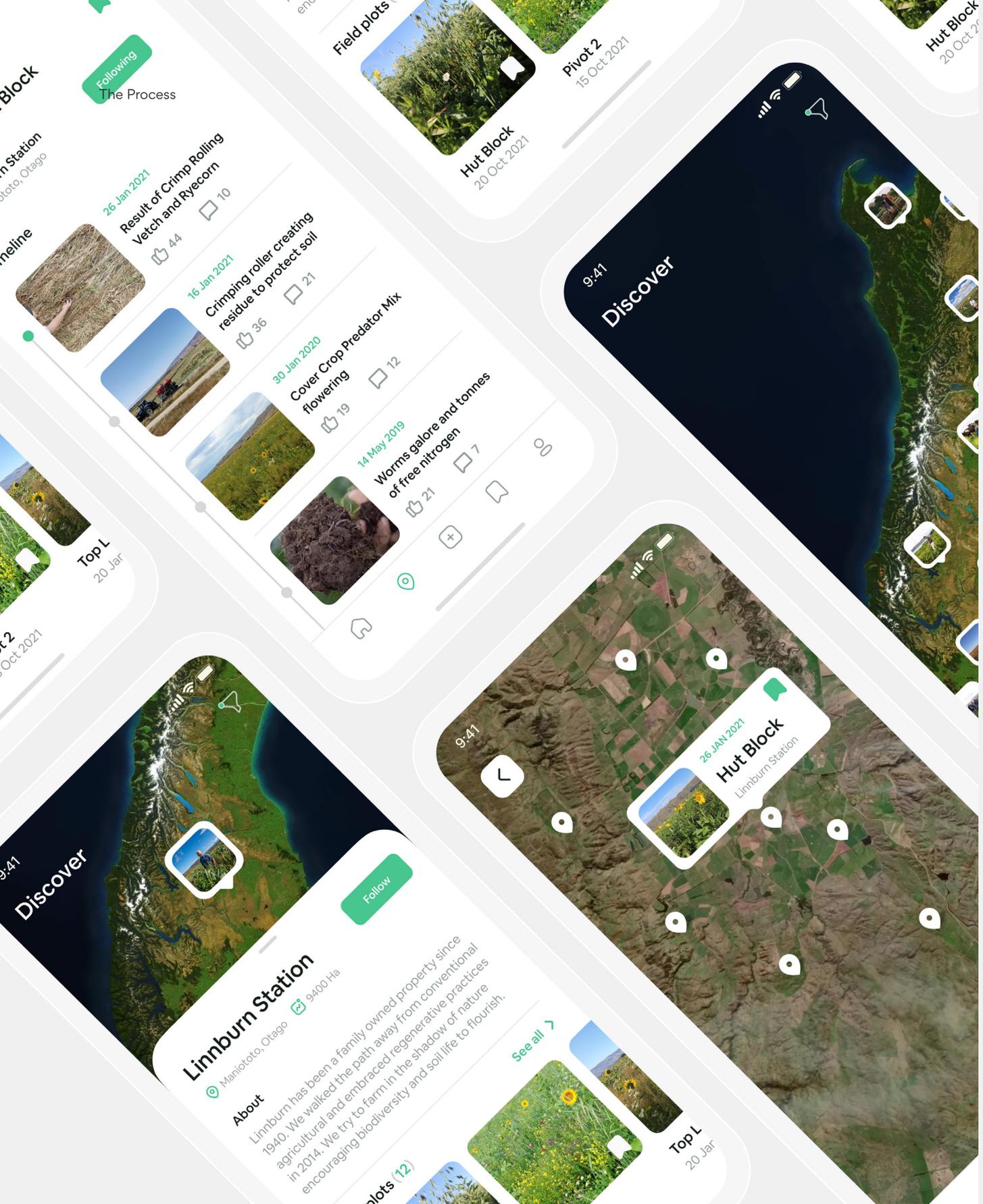
Jess reinforces that its important for farmers to go on their own journey. She is not telling them how to do everything, but offering her own tools based her farms experience.



Jess enjoys contributing in discussions. She shares her ideas and directs her followers towards resources that helped her. She likes seeing the innovation in the regenerative space and how other Kiwi farmers have gotten creative.

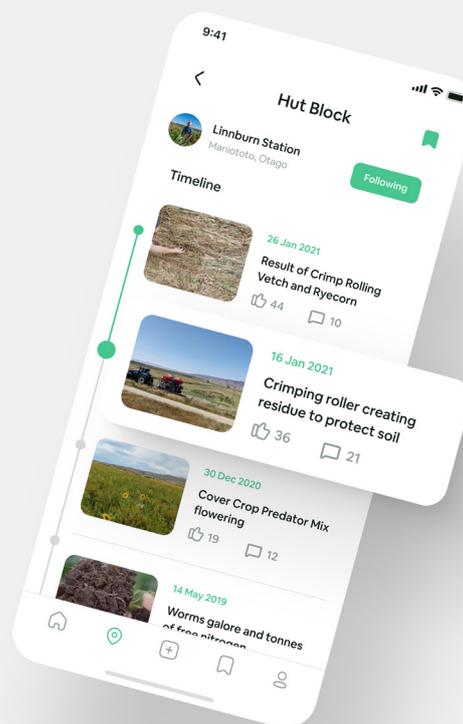


Jess loves supporting her fellow Kiwi farmers through their regenerative journeys. She finds the app an effective way to document her regenerative journey and share the knowledge she has accumulated over the years.



Fellow fields is the first dedicated platform that connects regenerative farmers around New Zealand so they can share knowledge, ideas and support each other on their journeys. The platform sends push notifications to encourage attentiveness and keep farmers up to date with their peers experimentations. Users can easily capture photos of progress in the field and upload directly from their learnings from their overall pockets.

Mockups



Users can view and understand the regeneration process of a field through its timeline.

**"Nature can heal if we give
her the chance" – Gabe Brown**

Beyond the Farm Gate

As creatives, we are uniquely placed to support those on the frontline of the climate crisis and amplify their stories through compelling digital design.

Ultimately, Kiwi farmers moving towards regenerative practices could benefit from a dedicated platform that connects them to a support base of fellow farmers. The nature of the app befits farmers highly active lifestyle and encourages frequent, easy access to a regenerative knowledge hub through their smartphones. The interface has been tested with a sampling of my target audience and the feedback revealed that the concept has merit. This project demonstrates the power of interactive design in fostering connectivity among distant communities to empower positive, community-driven change.

Once travel and gathering restrictions have been lifted post-Covid, Fellow fields could enhance the learning experience of physical field days with attendees using the app to view fields digital timeline during farm tours. Fellow fields has commercialisation potential to integrate sponsored content from regenerative suppliers into the feed, such as diverse seed mixes and direct drill machinery. The platform could also be further developed to include educational modules from regenerative coaches.

The connections I've formed within New Zealand's regenerative farming community throughout my research journey has ignited my passion for user research and a desire to continue using my creative skills in this field.

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