

A photograph of an elderly farmer in a blue checkered shirt and tan overalls, smiling and carrying a large red mesh bag full of red and yellow apples on his back. He is standing in an orchard with a red tractor visible in the background. The image has a dark blue overlay.

Zuci helped improve employee productivity by 78% by  
**CRAFTING THE PERFECT USER EXPERIENCE FOR THE ON-FIELD  
STAFF FOR AN INTERNATIONAL PLANT SCIENCE COMPANY**

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CASE STUDY

## A UI/UX DESIGN CASE STUDY



A focused hybrid rice, cotton, millet, mustard, and vegetable seed technology and breeding company dedicated to providing superior seed solutions by harnessing technology and innovation, wanted us to redesign their on-field staff application. This was aimed to provide a seamless communication between field staff, and their respective team leads to optimize and improve employee productivity and farm yield in India & overseas.

## PROBLEM STATEMENT

The client is a plant science company engaged in research, production, and marketing hybrid seeds to provide superior seed solutions by harnessing technology and innovation to help and support farmers with the best seeds and technology that makes agriculture sustainable.

With a significant number of farmers and agricultural lands, serving every farmer with customized seed solutions and technical service solutions with the existing web application was challenging in order to track individual on-field staff and team's performance across different metrics.

To overcome this challenge, the client aspired to redesign the application used by the field staff and team leads to support new business flows from the ground up to increase efficiency and productivity, and was on the lookout for a design development team for end-to-end UI/UX redesign.

## BUSINESS GOALS



Complete application redesign to meet new business and user needs



Track individual and team's performance across different metrics



Quick turnarounds, lesser friction for field staff & team leads



Great responsive designs across all platforms & applications



Ease-of-use, scalability, and cost-effectiveness

## SOLUTION



Zuci Systems initiated this project by understanding the client's requirements and immediate need for a powerful, intuitive application for on-field staff to optimize & increase productivity, resulting in improved farm yields.

Understanding the immediate need, our team of highly experienced UI/UX design engineers rapidly performed a strategic analysis of existing UX design. This helped to quickly freeze the new information architecture for a progressive web application solution by rethinking navigational patterns to provide all necessary information to the user at all times.

After developing the information architecture, the design team divided the new application dashboard into clear sections that fulfilled different goals like an individual visit, group meeting, sample distribution, and sample to sale to keep track of employees' key performance metrics. The application was made responsive across multiple browsers and devices and was successfully delivered to the client in 2 months.

## HOW ZUCI SYSTEMS HELPED?



Requirements gathering and research of old application interface and processes, and provided a detailed report highlighting actionable insights



Defined different color themes and icons for clearly denoting high priority ticket type in one glance



Defined the UI/UX design strategy by providing low fidelity wireframes for alternative flows



Held weekly sprint design meeting with stakeholders to discuss the progress and iterations to incorporate new ideas and even new business goals



Designed and delivered logo, GUI specifications, description of system behavior, and high-fidelity interactive prototype with over 100 screens (generated into HTML)



Handed over the prototype, branding guidelines and provided a walkthrough to the stakeholders and founding team



Ongoing support to the customer with workshops and Q&A sessions

## BUSINESS OUTCOME

**4x**

faster average page load time

**3x**

faster processes

**40%**

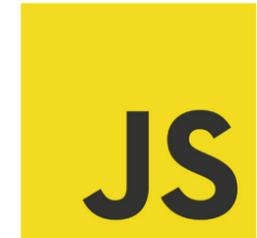
decrease in clicks and data collection

**78%**

increase in employee productivity

ROI realized in **4 months**

TECH STACK





ARE YOU READY TO WOW YOUR CUSTOMER WITH EXTRAORDINARY  
USER EXPERIENCES AND STRIKING DESIGNS?

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