

We design easy-to-use software with ag companies like yours.

Our user experience process leads to happy, loyal customers.

You've been told to make it easy to use, but getting to easy is hard.

It's hard enough to solve your customers' problems.

You're also expected to consider budgets, technology, competition, and leadership goals.

We understand these challenges because we've been doing human-centered design in agriculture for almost 30 years.

We understand farming is more than the farmer and his land. It's a web of partners, smart equipment, data exchanges, and analysis.

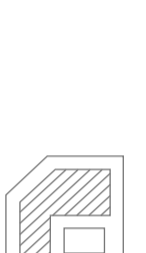
We know about lean, agile, slack channels, MVP, technology stacks, and platforms that drive development.

We excel at frameworks, personas, wireframes, and high-fidelity design. That is our world. Our world brings you happier customers.

We know this because we've been there.

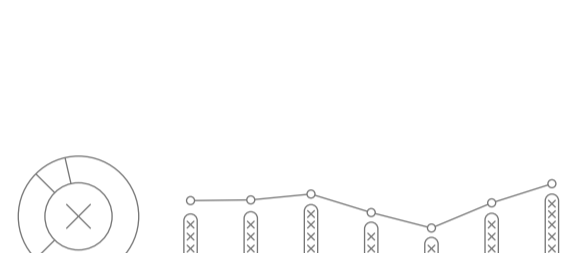
Our experience is wide-ranging; that's how we know the problems are hard.

Here's a short list of projects we've been a part of.



Machine Monitoring

- > Fleet Logistics
- > In-Cab Displays
- > Off-Board Machine Monitoring
- > Robotics & Telematics



Farm Management

- > Relationship Management
- > Work Management
- > Agronomic Planning & Analysis
- > Data Sharing & Ownership Rights



Agronomic Monitoring

- > Field Water Management
- > Field Readiness & Progress
- > Prescription Creation & Delivery
- > Crop Health
- > Work Monitoring



Data Analysis

- > Cloud-to-Cab Data Transferring
- > File/ Data Management & Analysis
- > Big Data Aggregation & Decision Making
- > Third Party Data & Product Integration
- > Soil Texture & Terrain

We've been in those meeting rooms.

Everyone looking at each other, wondering how can we possibly bring drone images and planter layers together in a way that's easy to understand (and under budget and on time).

Our methods can take the panic out of that conversation by providing actionable metrics and insight into customer motivation.

Your leaders expect you to beat the competition.

A great user experience is a powerful advantage.

It can set you apart from your competitors.

or it can damage your brand image.

UX leaders have a 35% HIGHER stock performance than the S&P 500 average.

UX laggards have a 45% LOWER stock performance than the S&P 500 average.

Forrester Perspective: The 2015 Customer Experience ROI Study, Watermark Consulting, pg. 4

Sometimes playing catch-up isn't enough. AgTech investment was a record \$4.6B in 2015. Many companies are capable of great product ideas and solid technical solutions.

The differentiator will be your user experience.

Disruption is here.

How are you going to help your users adapt & thrive?

"Ok, combine, what was my seeding rate at this location?"

"Your seeding rate at this location was 32,300 seeds per acre."



Self-driving cars, grocery stores without cash registers, and talking houses are about to change our world forever.

How will all that technology change agriculture?

How will you stay ahead?

This isn't Sci-Fi anymore.

Visual Logic can help.

We create easy-to-use software with ag companies like yours.

[Click here to begin the conversation.](#)

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