



SeedPro Info Architecture

UX Research Readout

October 2022

Enterprise v Commercial: Impact of UX

Commercial Products

- Commercial products provide value in the revenue they generate
- UX drives value in here raising the experiential value of using the product in ways that create user behaviors which are marked by business / product team KPIs

Enterprise / SeedPro

- Usage of SeedPro is compulsory & not dependent on engagement or usability
- Unlike commercial apps, enterprise apss do not “reward” users for engagement or completion of tasks.
- Extra time spent in SeedPro will not result in production gains.

Information Architecture

Definition

- “[The system of] organizing, structuring, and labeling, content in an effective and sustainable way”
- The means by which content is organized so that a user might access and consume it.
- An IA Map is used to plan out a new product or getting an overview of an existing product

Exercises & Mapping

- IA Maps act as a means to safely (re)organize content without disruption to a live product
- Consolidate content into appropriate number of pages for higher success in navigation
- IA Maps can also represent a v2 of a product to help direct agile teams towards long term goals for the product

Production Sphere

Word of Mouth

- SeedPro's enterprise nature means it has a harder time acquiring praise as opposed to commercial products
- The audience is captive w/o alternative options → compulsory use
- Excel as a “competitor” is valued as “superior” despite being a different product with different purpose
- **Information is openly shared between users / plants**
- Friction points in the experience of using SeedPro are naturally highly visible

User POV

- Functionality & feasibility are king: but users only understand the experience they're having with SeedPro, that's what is transparent to all, with no gains to be made, SeedPro's perceived efficacy is based on reducing friction points ie increasing ease of use → **make the experience invisible by refining the IA & cog. load**

UX Data

Heuristic Data

- Navigation
 - See Analysis issue 2
- Headings and Labels
 - Analysis - issue: 4, 10, 27, 29

Contextual Inquiry

- Janelle Boldt demonstration of manual data validation
 - [Data circa 2019]
 - Issue with scale tickets
 - Undoubtedly exists in other areas

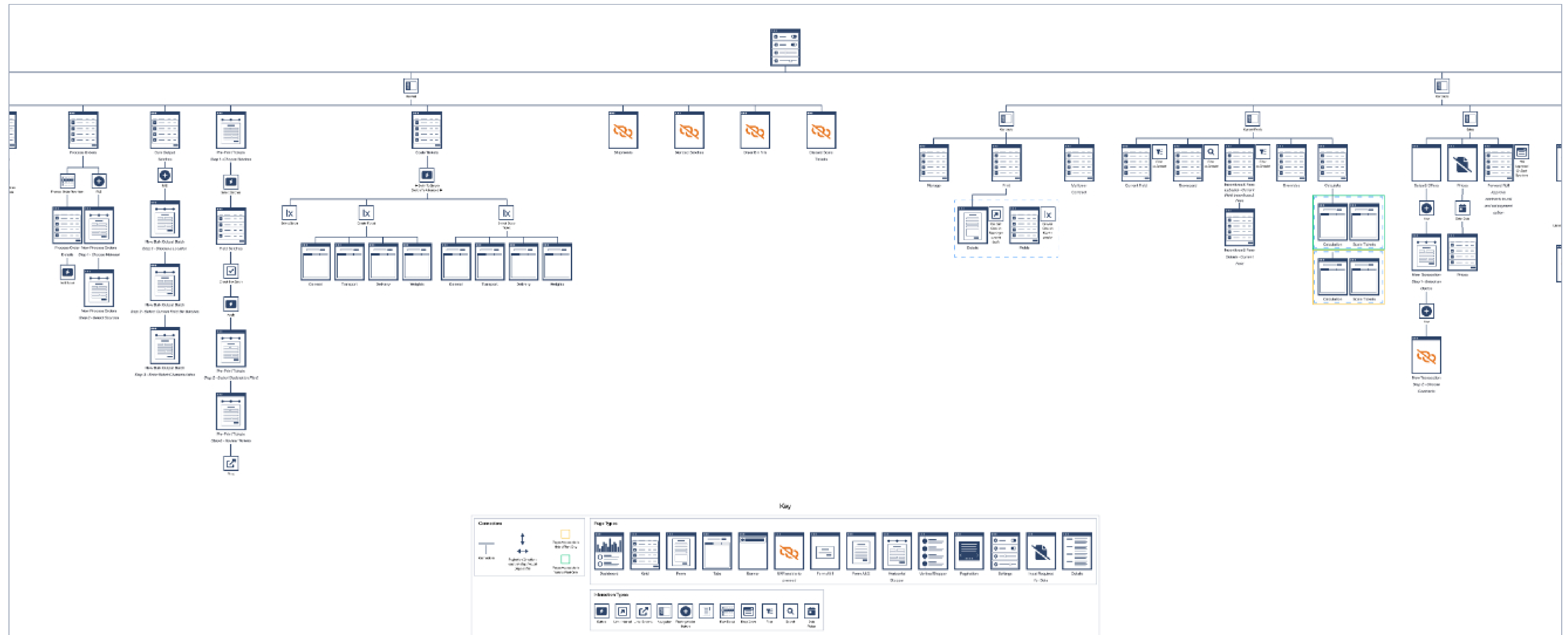
Quotes from Survey Data

- *“need SPSC QUARTERLY training on what soybeans/wheat/corn need to be doing in seed pro or what will be coming and how to do it. use it?”*
- *“Works better than GSFM! Lots of good things in SeedPro. Some of the training documents need cleaned up or organized(title change) better to make then easier to find. ”*

Goals

- Understand SeedPro's current structure of human readable info & the means/paths by which users come to access it
- Increase margins for Field Management by ultimately reducing the number of screens, states, modal & lx types
- Increase margins for Plants by improving onboarding process: time to onboard, retention, hours spent by Sr. staff to onboard seasonal/Jr. staff.
- Refine SeedPro IA to improve: navigation & thereby reduce training time, increase retention, & improve FM maintenance and support costs
- Increase efficiency: reduce time to complete tasks by increasing scanability, competence in navigation, and reducing cognitive load for various user types

SeedPro IA Map



[Click to open full map](#)

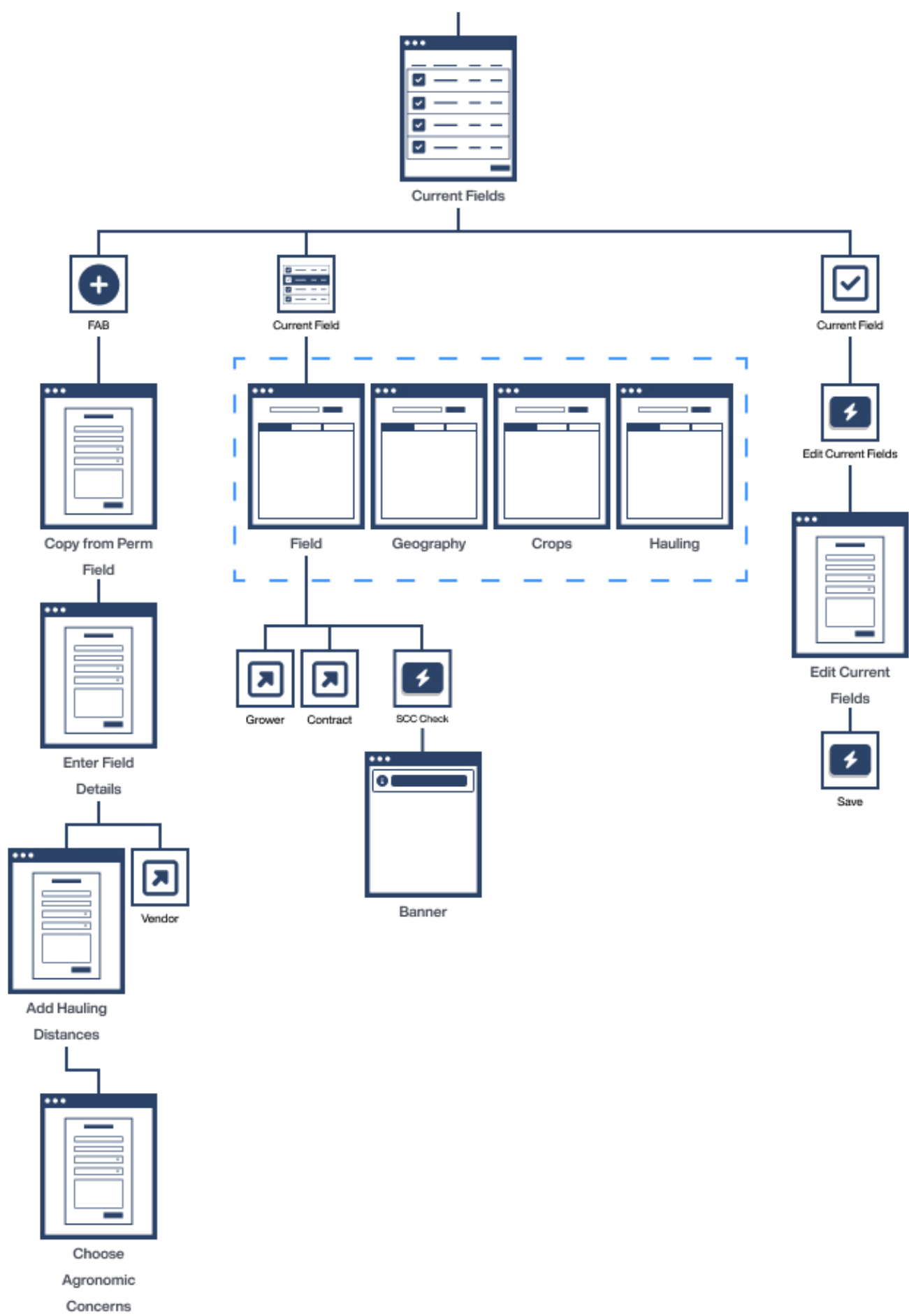
Current Fields (atm)

Issue

- Add Field Flow
 - 4 screens
 - Link takes user off screen
- Add Field Flow
 - 4 screens
 - Link takes user off screen

Complications

- Information is organized but not scannable. This works for some users / others are forced into additional interactions
- Information from other screens takes user away from Current Field screens



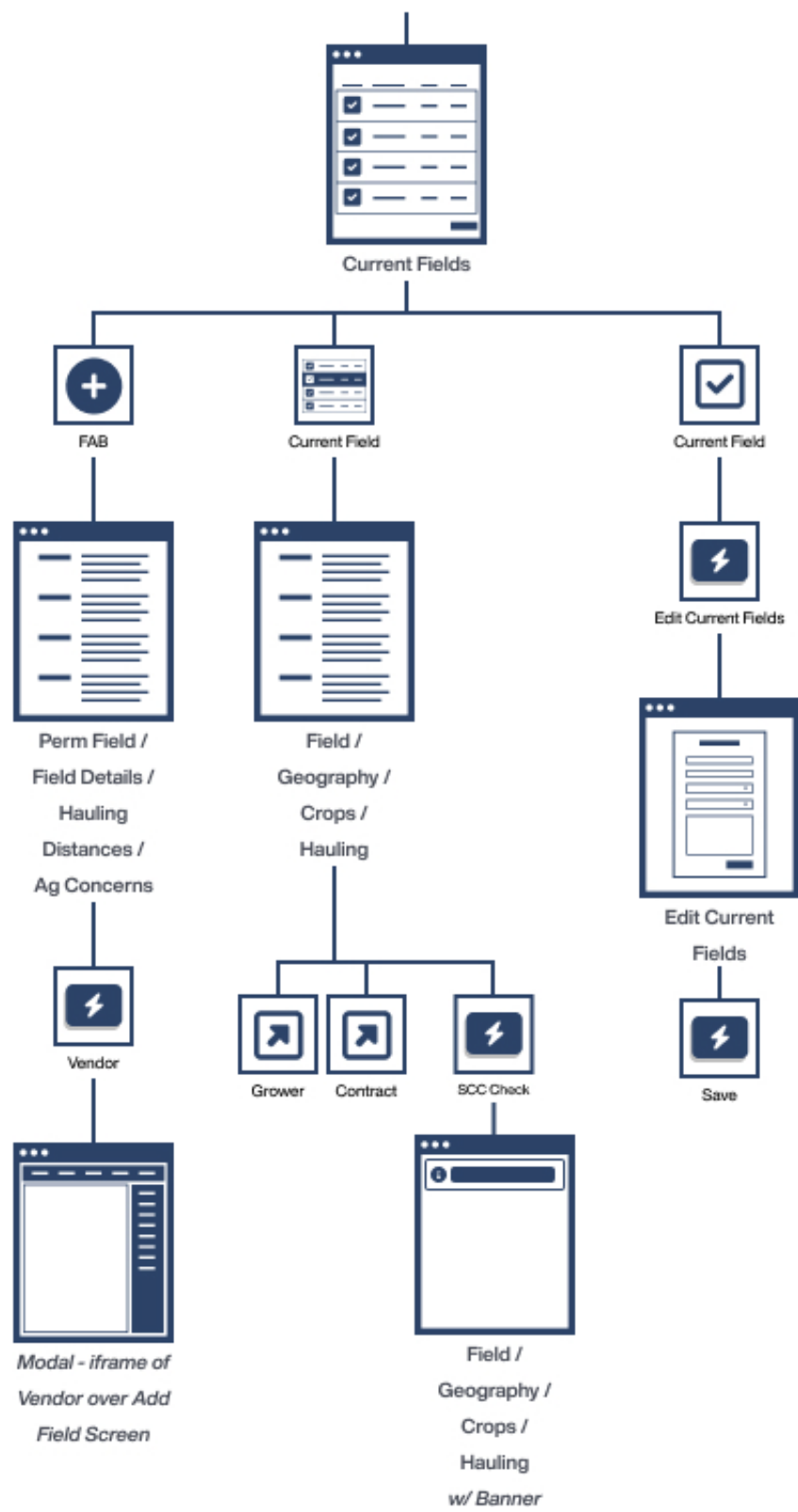
Future State

New Architecture

- Re-organizing the content into larger chunks will reduce unnecessary interactions
- Allows users to scan through information quickly via scroll

Potential Solution

- In page navigation
 - re-imagines tabbed approach satisfying those who scan through info in large amounts
 - Also benefits users who prefer structured division of info facilitated by interactions
- Example



Cleaning Up the Arch

Tabs, Modals, and Excess Interaction

In the IA audit 12 sections utilize tabs

Nearly every screen has a modal. These modals vary widely and increase (not decrease) the cognitive load for the user

Where possible steppers should be removed, or reworked where constraints exist, to reduce interactions and increase scannability. The same goes for menus that employ slide outs rather than being a part of the form on the page.

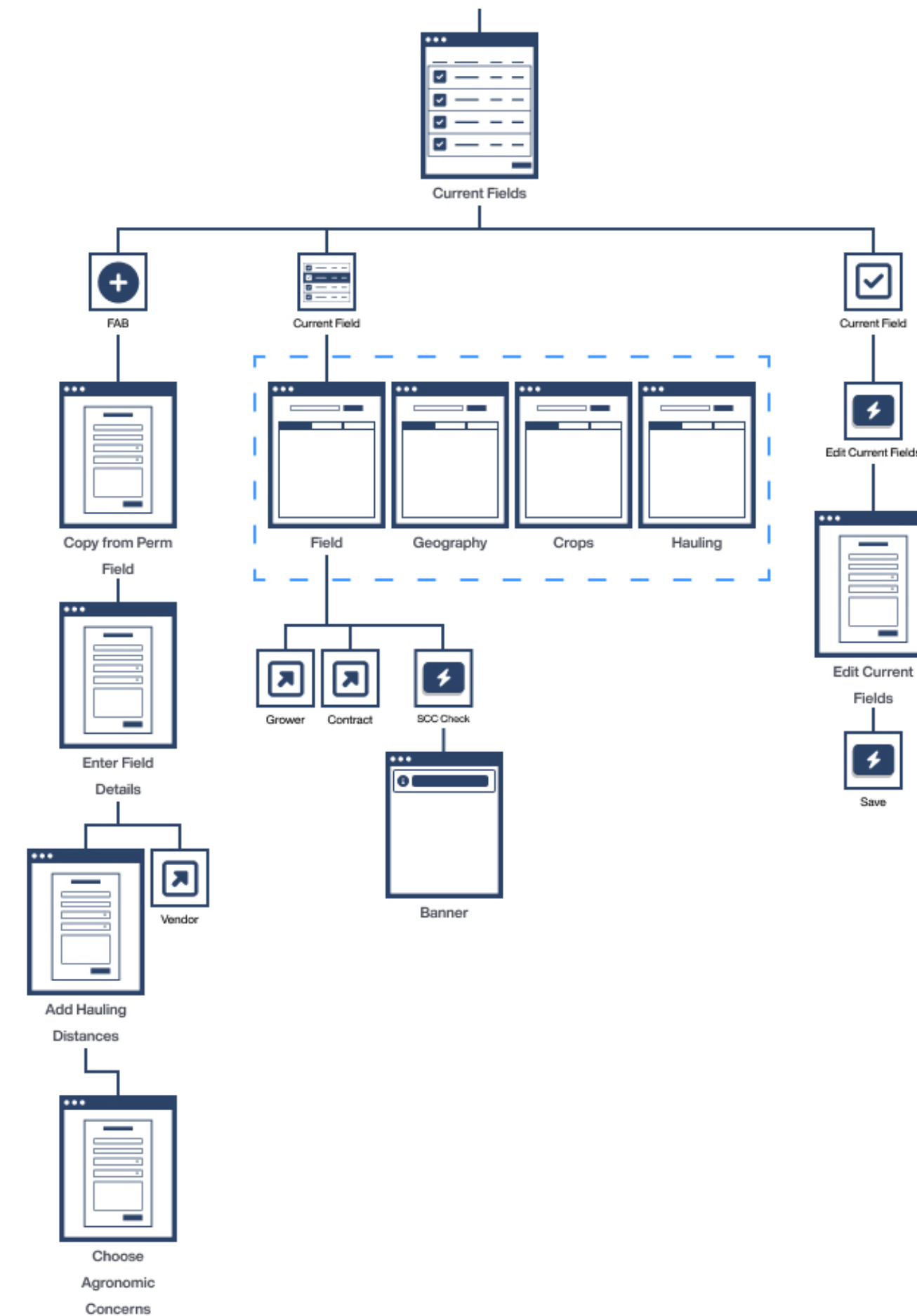
Modals can be used to bring in information from another page without transporting the user off the current page which can lead to choosing between 2 unhappy paths.

See Heuristics Issue 5

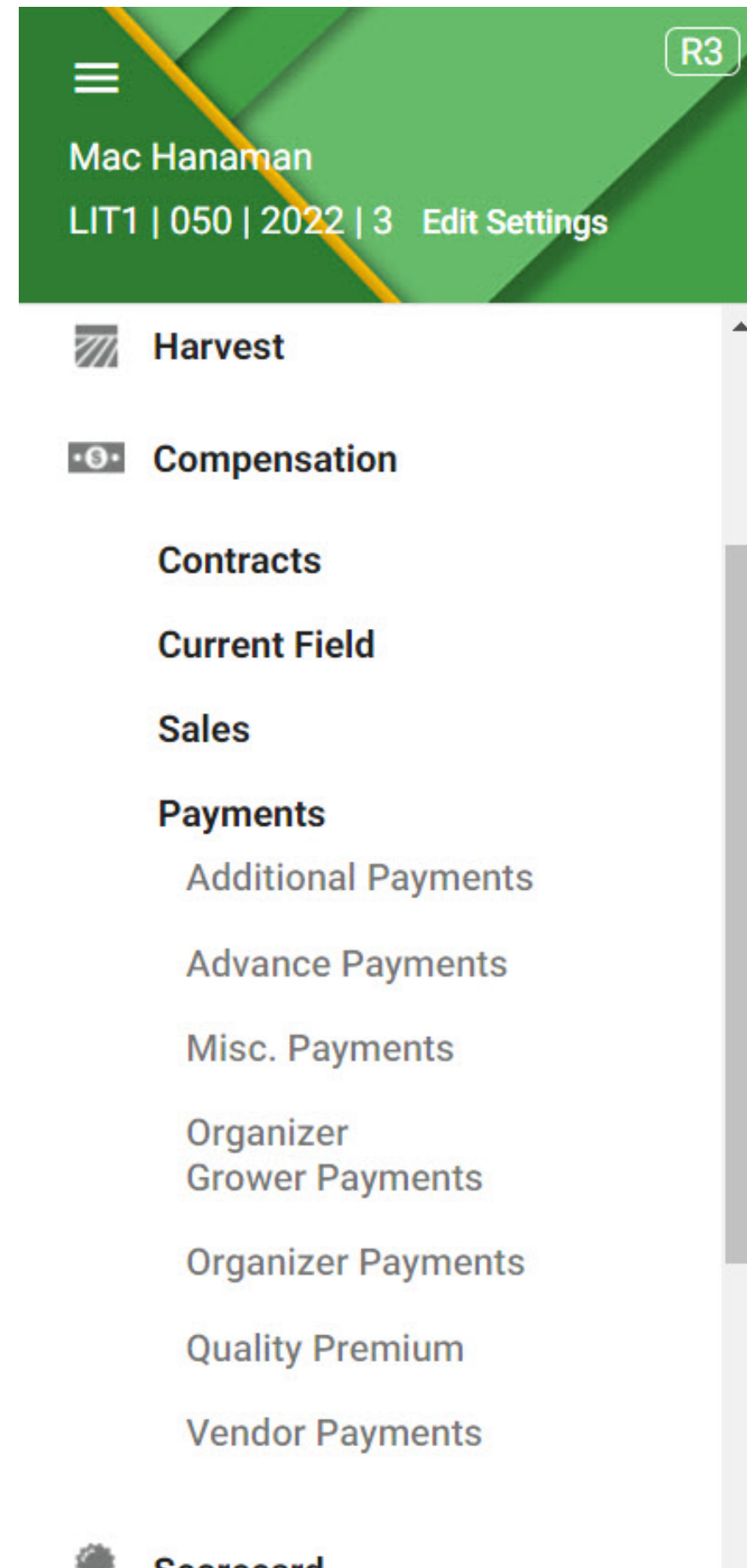
Challenges & Caveats

In some cases, information must be divided between steps or various screen states.

In all cases, concepting for a solution should be attempted and viability vs feasibility should be measured



Navigation: App Location



Issue

Navigation does not indicate where in SeedPro the user currently is

Complications

This is a best practice across the board. There's little room for argument against the implementation of informative navigation indicators

Some examples: mid task a user must step away from workstation, it's a courtesy to remind the user what page they were on and prevents the need to start over to recall what task / where in the task the user was working.

A user may click a button linking to another screen, in some cases it's not outright clear where that link has lead to.

New users are especially vulnerable to "getting lost" in SeedPro. This leads to engaging Sr. personnel for assistance in recognition of app location. Reduce the number of mystifying interactions to improve succesful retention in training.

Navigation: App Location

Example

This is a sample design system for Corteva products, specifically SeedPro

Advantages

Orienting the user gives instant context (and clarity) as to the purpose of the link

Reduce the need for H1 level labeling where interactions are in place (especially for mobile / tablet)

Activates recognition over recall in cases where the user requires such help

Keeps new users informed to there app location thereby reducing redundancy and increasing Seed Production / Seed Pro literacy

SeedPRO

Master Data / Global / Material Group Setup

REH1 | 010 | 2019 | 3

JD

Material Group Setup

Add

Display: [Grid Icon] [List Icon]

Search Material Group

MATERIAL GROUP	MATERIAL NAME	COMMODITY CODE	ACTIVE STATUS	PARENT STATUS	VARIETAL STATUS	GLOBAL SEED UOM
010	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
012A	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
016	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
012A	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
016	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
012A	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
016	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
012A	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
016	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—
018	Grain Sorghum	ABC	ACTIVE	Not Parent	Not Varietal	—

MATERIAL GROUP 016

LOREM IPSUM 1

HARVEST TRIMESTER

First

Second

Third

START YEAR OFFSET

0

START DATE

AUG 01

END YEAR OFFSET

0

END DATE

AUG 01

Update

Delete

LOREM IPSUM 2

ADD NEW LOREM IPSUM

Home

Planning

Field Activities

Harvest

Compensation

Scorecard

Plant

Reports

Master Data

Admin

Feature Flag Admin

CORTEVA

agriscience