CROPZY

Ui/Ux Case Study

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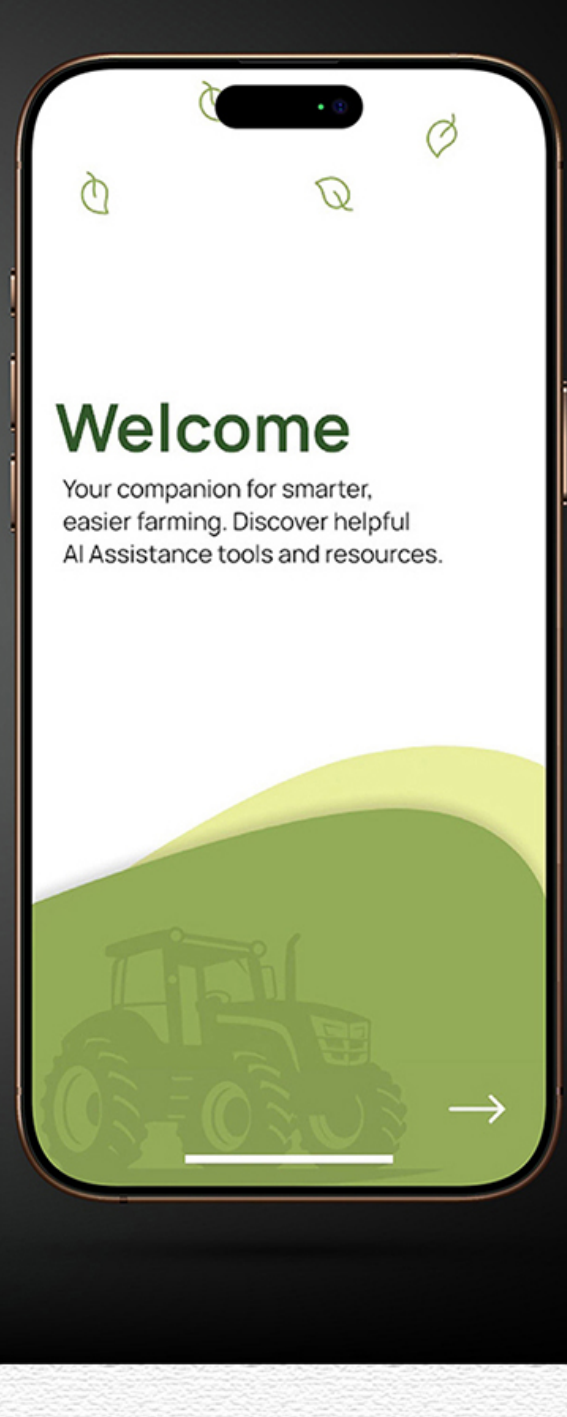
INTRODUCTION

Project Overview

Cropzy is a mobile application designed to help Indian farmers make better crop decisions using weather intelligence, crop management, disease detection, and real-time expert support—all in local languages with voice assistance.

The goal was to create a simple, trustworthy, and farmer-friendly experience for users who may not be tech-savvy but rely heavily on timely agricultural guidance.



Welcome

Your companion for smarter, easier farming. Discover helpful AI Assistance tools and resources.

PROBLEM & SOLUTION

The Problem

Indian farmers face multiple challenges:

- Unpredictable weather conditions
- Crop diseases and pest attacks
- Limited access to agricultural experts
- Complex apps that are hard to understand
- Language and literacy barriers

The Solution

Design a single platform that:

- Speaks the farmer's language
- Uses voice-first interactions
- Gives actionable advice, not just data
- Works well even for first-time smartphone users

GOALS & SUCCESS METRICS

Primary Goals

- Simplify complex agricultural data
- Reduce crop loss due to weather & disease
- Enable quick access to verified agri experts
- Build trust through clarity and consistency

Success Metrics

- Reduced time to understand alerts
- Higher engagement with weather & crop modules
- Increased expert consultations
- Positive feedback from farmers

MY ROLE & TIMELINE

Role: UI/UX Designer

Responsibilities:

User research & flows

Wireframing & visual design

Interaction & accessibility design

Voice-first UX planning

Duration:

6 weeks (concept → final UI)

Tools Used:

Adobe XD, Adobe Illustrator, Adobe Photoshop

RESEARCH, INSIGHTS & IDEATION

Target Audience

- Small & medium Indian farmers
- Age group: 25–55
- Semi-literate / vernacular users
- Android-first users

Key Insights

- Farmers prefer voice over text
- Visual cues work better than long explanations
- Alerts must be clear, direct, and urgent
- Trust increases when real experts are visible

Key UX Decisions:

- Language selection at onboarding
- Voice toggle on every critical screen
- Large touch targets & simple layouts
- Color-coded alerts (green / yellow / red)

USER PERSONA

Core User

Name: Ramesh Patel
Age: 42
Location: Rural Maharashtra
Land Holding: 3 acres
Education: 8th standard
Phone Type: Low to mid-range Android
Internet: 4G but unstable

Goals

- Know if it will rain today
- Avoid crop loss
- Identify crop disease quickly
- Get simple daily guidance

Pain Points

- Hard to understand English apps
- Too much reading in agriculture apps
- Confusing dashboards
- Wrong timing of spray/fertilizer

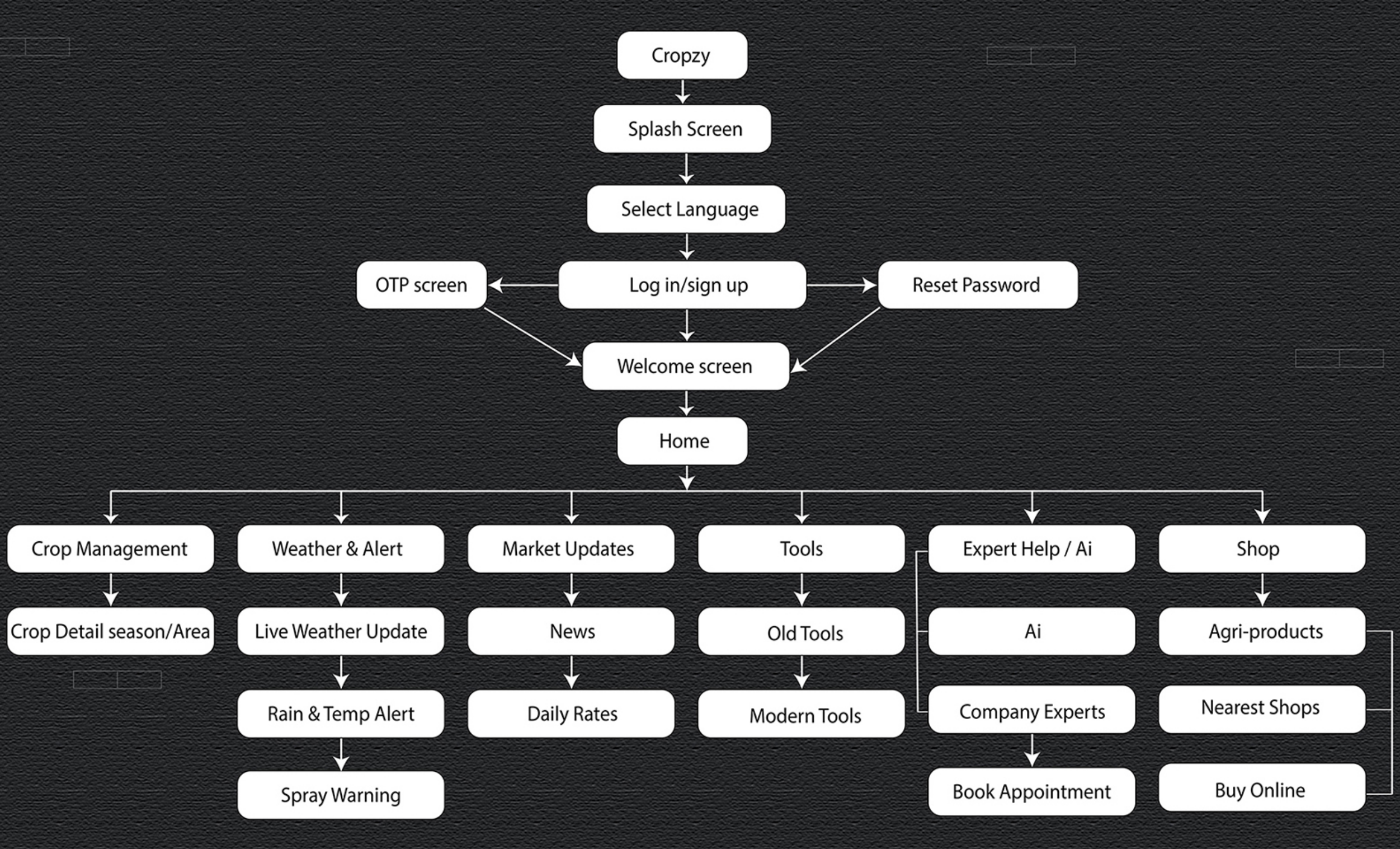
Tech Behavior

- Uses WhatsApp & YouTube
- Prefers audio over reading
- Clicks big buttons only
- Avoids complex settings

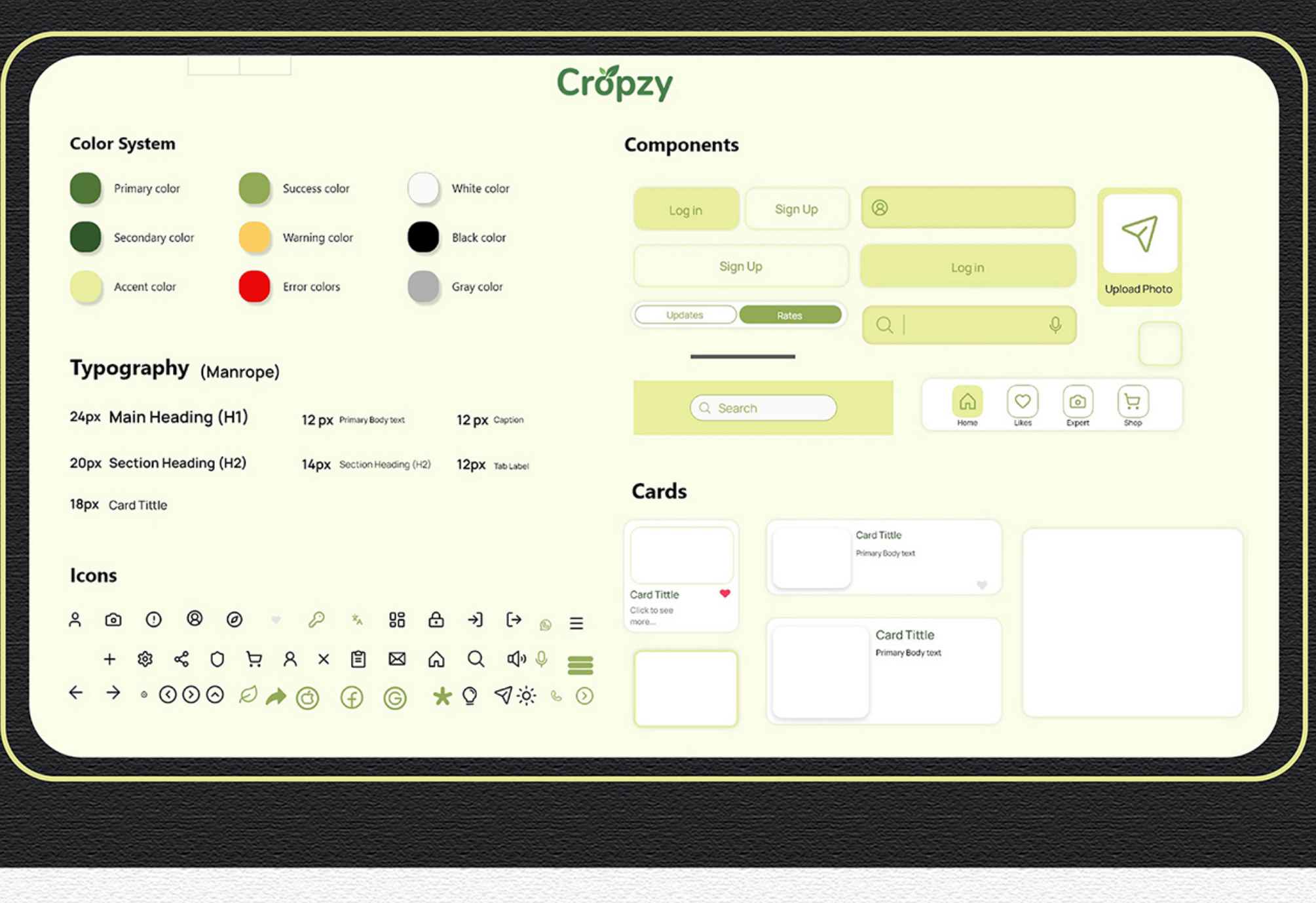
Language Behavior

- Selects local language on first screen
- Still prefers short text
- Understands better when app speaks

FLOW CHART



DESIGN SYSTEM



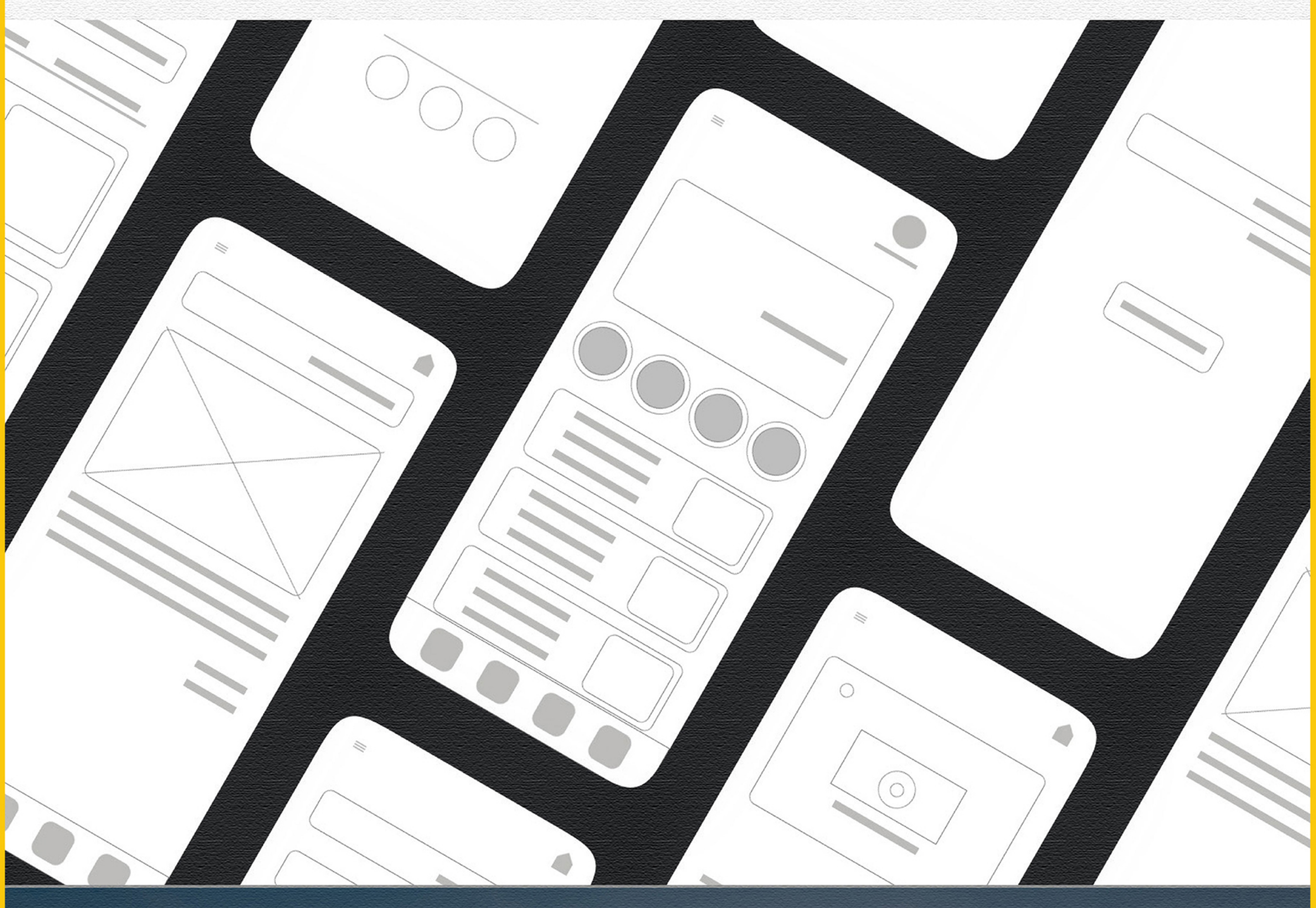
DESIGN PROCESS

Low-Fidelity Wireframe

1.Started with low-fidelity wireframe

2.Focused on thumb-friendly navigation

3.Reduced cognitive load per screen



Language Selection

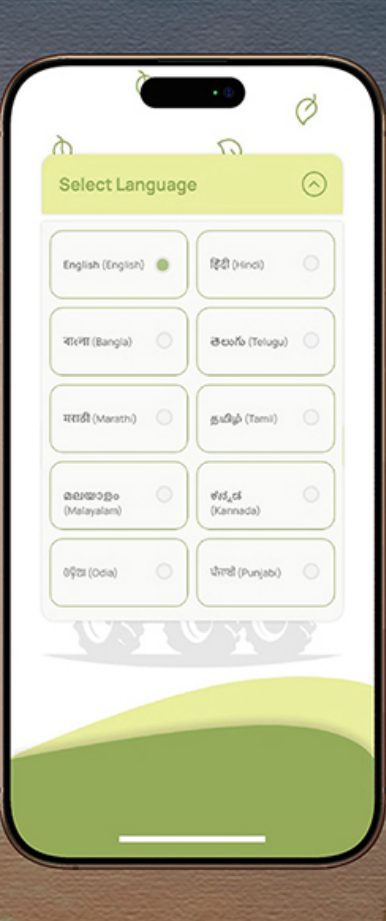
Select preferred regional language at the start

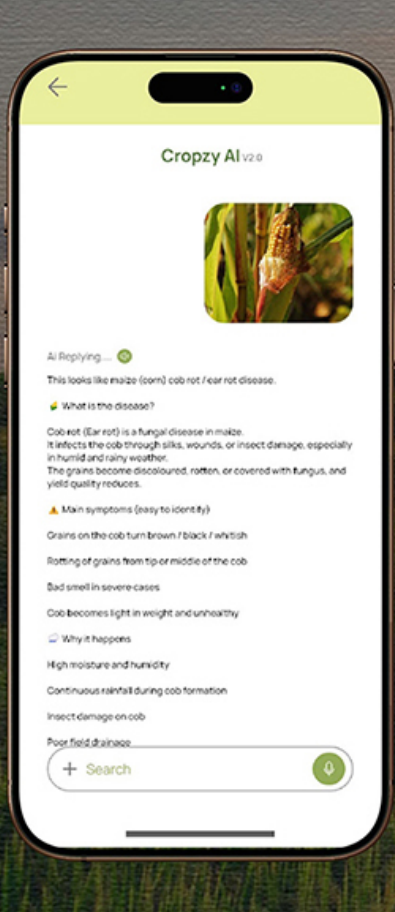
Complete app experience in chosen language

Clear and easy-to-understand content

Improves accessibility and user comfort

Ensures inclusive experience for farmers across India





Cropzy AI Assistant

Cropzy already includes Cropzy AI, a smart assistant that helps farmers by:

Uploading photos of diseased crops

Detecting possible crop diseases and deficiencies

Suggesting relevant products (fertilizers, PGRs, IPM, soil conditioners)

Recommending the nearest agri shop based on the farmer's location

This feature bridges the gap between problem identification → solution → purchase, all in one flow.

Direct Expert Calling

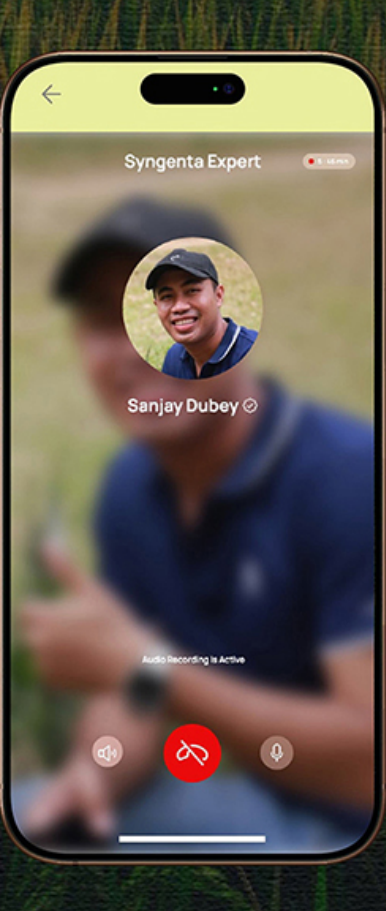
Cropzy allows farmers to:

Directly call or message verified experts from different agri companies

Connect with real sales executives and crop doctors

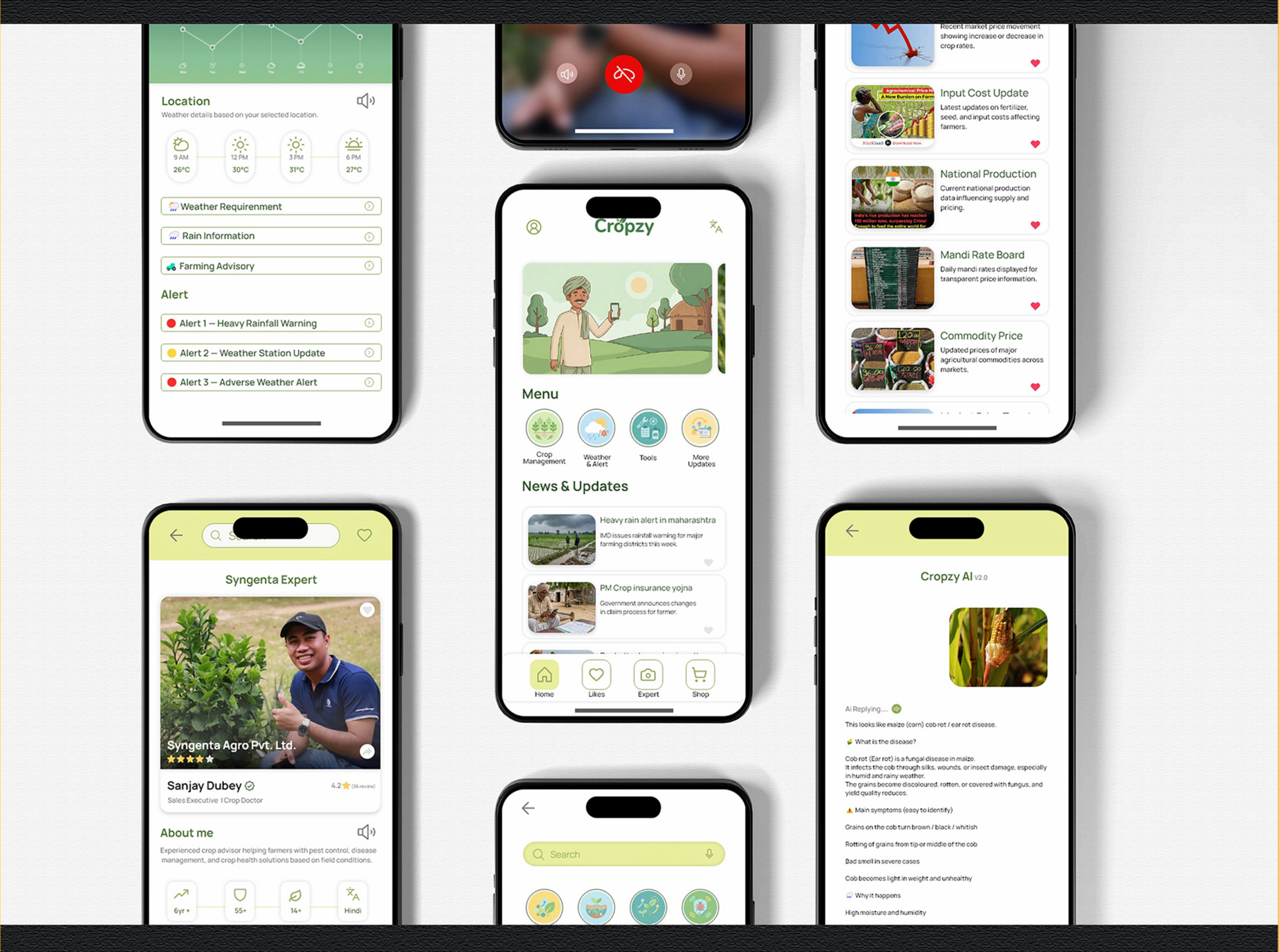
Get trusted, brand-backed advice instead of generic suggestions

This builds credibility and trust, which is critical in agriculture.



UI DESIGN

High-Fidelity Mock-up



USABILITY TESTING & IMPROVEMENTS

Testing Method

- Informal testing with farmers
- Feedback from agri student

Key Changes Made

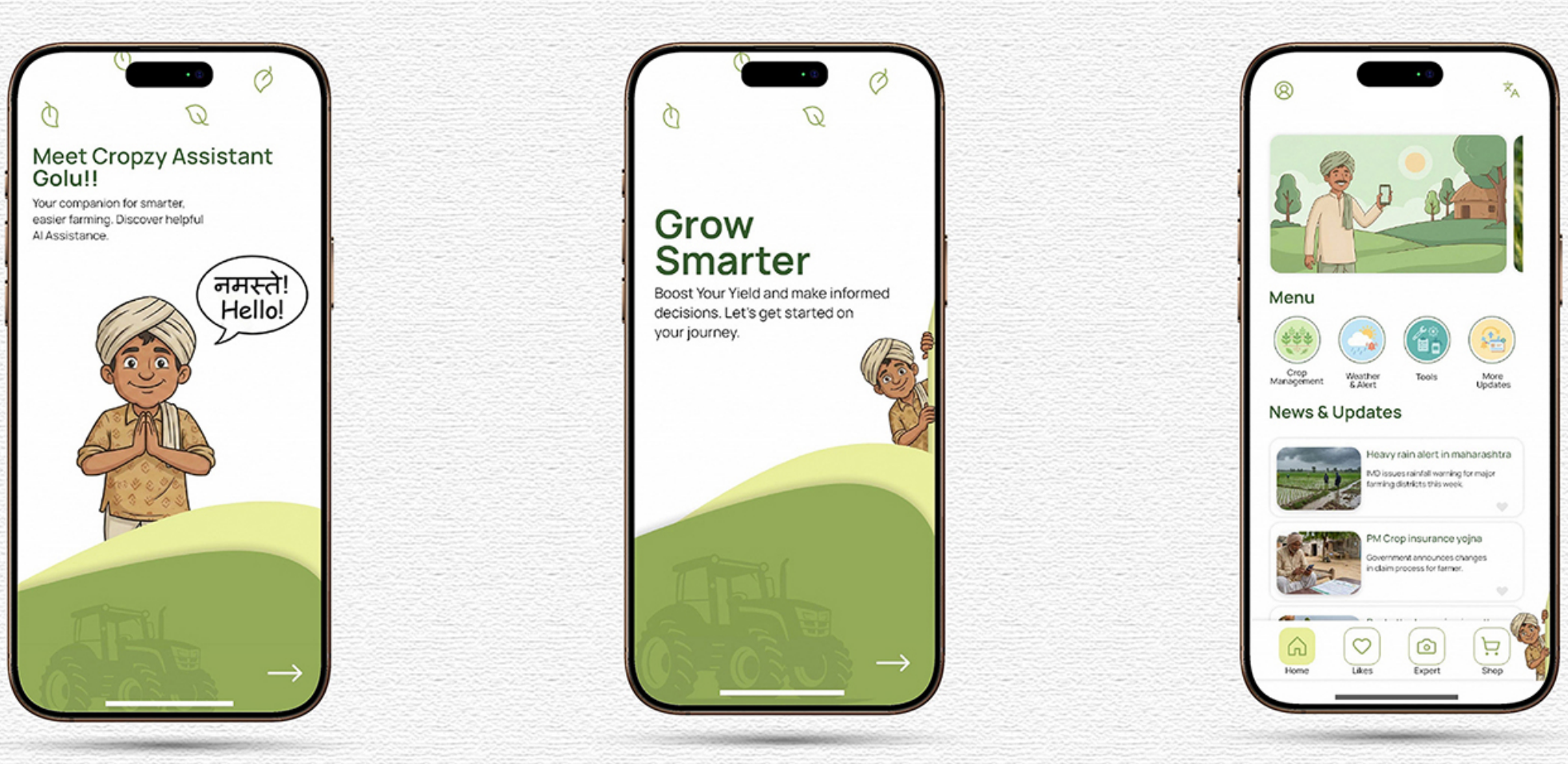
- Increased font size
- Added icons beside text
- Simplified expert profiles
- Clear CTA buttons (Call / Voice)

Outcome & Impact

- More readable and usable UI
- Faster understanding of alerts
- Increased confidence in app usage
- Strong foundation for real-world deployment

FUTURE SCOPE

In the future, Cropzy will introduce **Golu**, a voice assistant that delivers simple weather, crop, and disease guidance in the farmer's chosen language to make farming decisions easier and more accessible.


Meet Cropzy Assistant Golu!!
Your companion for smarter, easier farming. Discover helpful AI Assistance.
नमस्ते! Hello!
Grow Smarter
Boost Your Yield and make informed decisions. Let's get started on your journey.
Menu
News & Updates

Cropzy is designed as a scalable agri-ecosystem, not just a utility app. Based on farmer needs and early design validation, the following enhancements are planned and partially implemented.

Thank you

frameboxx 2.0®
Indore animation | visual effects
Premier Academy for Media & Creative Arts

CROPZ MOBILE APPLICATION CASE STUDY
NAME:- TANMAY DAVE - SOFTWARE:- ADOBE XD