



Trends and Issues in UX/UI for Mobile

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Kuehlhorn, and Ryan Harter



AGRIBLE

Tim Kuehlhorn

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- Big data solutions for Agriculture
- iOS and Android Enterprise app design and development
- CUDO Board Member

Morning Farm Report

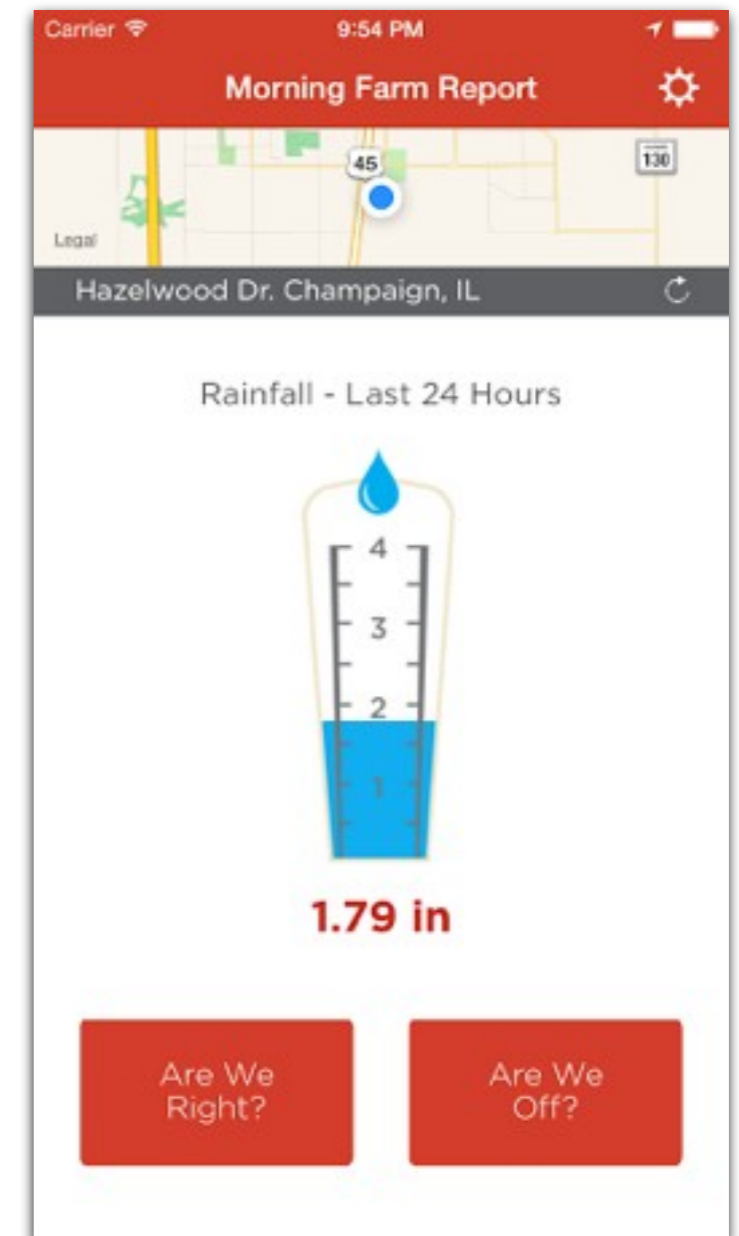
- Big data technology applied to individual farmers' fields
- Personalized daily reports with actionable insights (responsive email!)
- Mobile web strategy with native app expansion potential





Pocket Rain Gauge

- Very simple app that demonstrates our core technology in a useful way
- Modeled off of real world activities
- Introduces users to our Morning Farm Report platform
- Builds a relationship with the customer through feedback



Melinda Miller

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Topics: User stories, observing and interviewing, ideating, sketching, usability testing



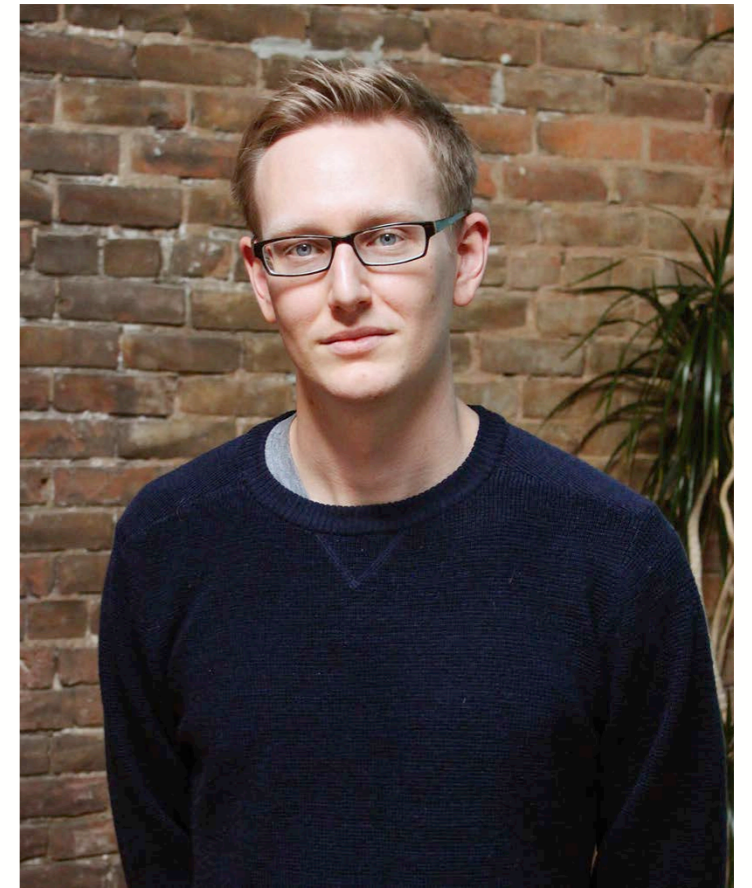
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Topics: Sketching , prototyping,
ideating

