KEEPER solutions

Good Agriculture

Client Case Study: Reimagining Farmer Onboarding: How Keeper's Design Sprint Transformed Good Agriculture's Client Experience

Overview

Good Agriculture, a US-based Fintech innovator, serves as a trusted financial partner for farmers, providing streamlined access to grants, financing solutions, and marketing support. Keeper Solutions conducted a multi-week design sprint led by our senior Product Designer and Technical Architect to reimagine and optimize their farmer onboarding experience.

Challenges and Pain Points

Time-Consuming Onboarding

- The onboarding phase required collecting financial documents from farmers, which was often a lengthy process.
- Farmers with disorganized financial records incurred a sign-up fee due to the additional effort needed to organize their accounts.
- Subscription tiers varied based on the number of accounts managed.

Personalized Customer Experience:

- Good Agriculture wanted to include tailored solutions, personalized advice, and customized content for their clients.

Manual Bookkeeping Burden

- Bookkeeping was largely manual, placing a heavy workload on the account managers.
- Collecting and organizing financial documents was inefficient, with many farmers submitting receipts in a disorganized manner (e.g., shoebox storage).

Fragmented Tools & Communication

- The process relied on multiple tools like Google Sheets for onboarding, email for communication, and spreadsheets for financial reporting.This fragmentation led to inefficiencies, miscommunication, and increased manual work.

Solutions Implemented

Redesigned Onboarding Process

- Introduced a streamlined multi-step form to simplify document submission.
- Implemented a transparent pricing estimator to provide upfront clarity on costs.

Farmer-Focused Dashboard

- Developed an intuitive dashboard to give farmers quick visibility into their business performance.
- Provided AI-powered assistance and direct messaging capabilities to connect with account managers efficiently.

Receipt Management System ('Shoebox' Feature)

- Enabled quick receipt uploads and organization, reducing manual workload for account managers.

Our Process

Design Sprint Approach

Conducted a structured design sprint over several weeks with focused workshops.

User Research & Persona Development

Created detailed personas for farmers and account managers to understand their needs.

User Journey Mapping

Mapped out the current user journey to identify inefficiencies and opportunities for improvement.

Prototyping

Built low- and mid-fidelity prototypes to test concepts.

Feedback

Collected feedback from users to refine and enhance the solution.

Outcome & Impact

Optimized Onboarding:

Reduced complexity while ensuring all necessary information was captured efficiently.

Engaging, User-Friendly Interface:

Delivered a high-fidelity prototype that met farmers' financial management needs.

Enhanced Workflow & Productivity:

Streamlined processes led to significant time savings for account managers and improved document organization for farmers.

"Working with Keeper Solutions has been an outstanding experience. Their team quickly understood our goals and seamlessly became an extension of our own. Their technical expertise and genuine partnership helped us bring our vision for Good Agriculture to life efficiently and effectively."

Alex Edquist
Founder and CEO

Stephen Walsh
Founder and CEO

+353-61-544-147

Stephen@keepersolutions.com