



Visual Logic

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
software 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



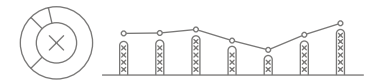
Farm Management

- > 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.

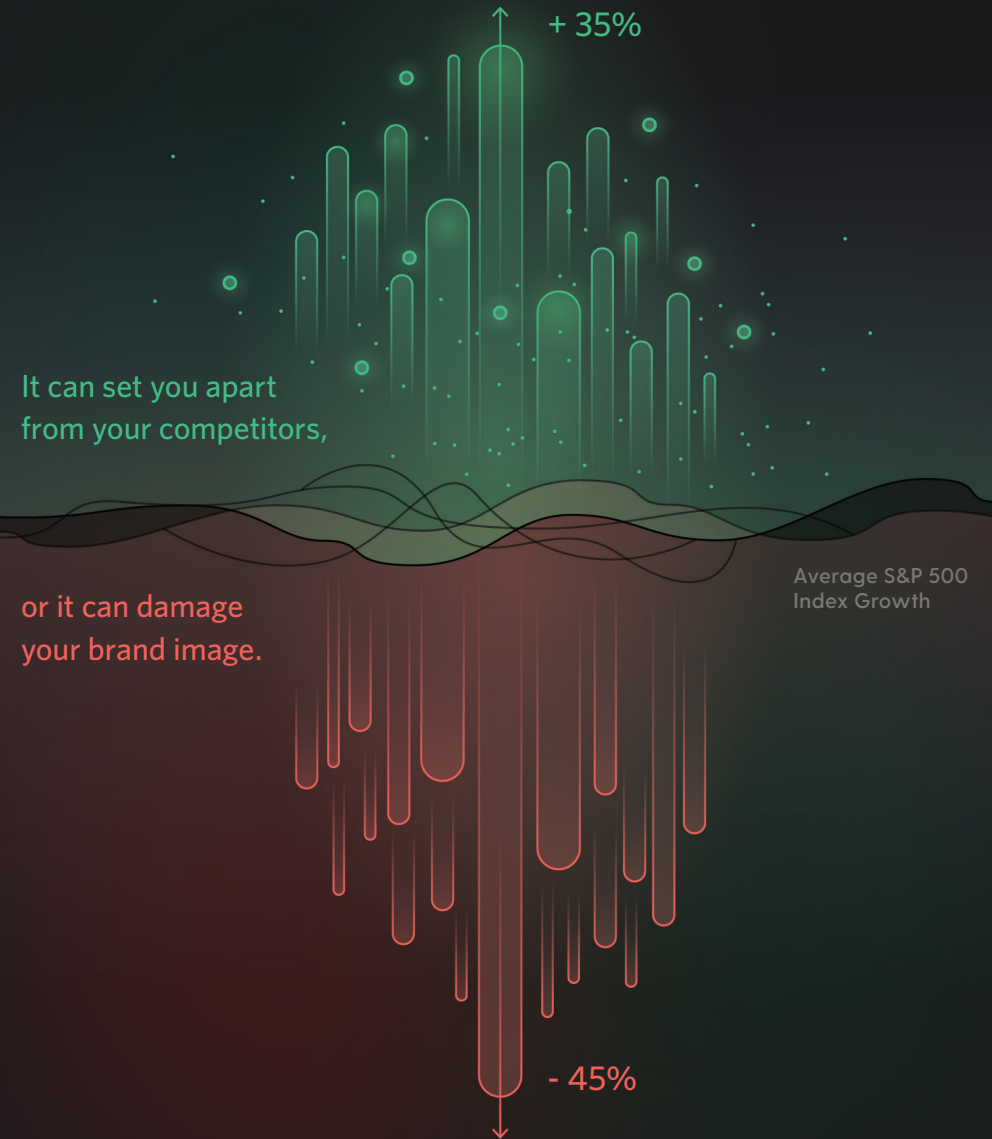


Your leaders expect you to beat the competition.

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.

A great user experience is a powerful advantage.



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.



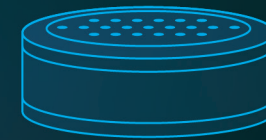
Disruption is here.

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

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?

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

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



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.

Call Us

1.319.226.3022

Email Us

contact@vlgux.com

Learn More

vlgux.com





WHAT YOU SHOULD KNOW

UX STRATEGY

Features-Parents

- Alerts- drop off pick up
- Alternat...
- Real Time...
- Input S... as Absent

Featu

- Go...
- P...



CREATE A MEANINGFUL EXPERIENCE®

 Visual Logic