Rein Dairy is a dairy company in Germany that produces dairy product such as Milk, Butter, Cheese and others. They own many cattle farm in different parts of Germany that account around 25,000 dairy cows. One of the many challenges that the Herd Managers face is to monitor the health of the cattle on a daily basis.

Herd Manager, along with Farm assistant, has to carry out day-to-day tasks such as feeding, milk harvesting, cattle shed management, pasture management, animal health and environment management. On an average, each farm has 600 to 800 cows and it becomes a cumbersome process to track the health of cattle on regular basis.

Rein Dairy has decided to leverage SAP Leonardo for their cattle management. Each cow will have a biosensor that will send realtime data on the Cattle's health to Leonardo. From the data received from the sensors, Farm Managers or Herd Managers can get insight on health of the cattle and get real time data like geo-tracking of cattle. A notification needs to be sent to the Doctor in case of sickness.

**Segmentation:**
Many dairy companies are trying to digitize their end-to-end business process. Dairy management includes various stages such as procurement of feed, cattle management, storage, transportation, production (Milk, Cheese, Butter, etc.) and biogas generation.

**Targeting:**
One of the important stages of dairy management is cattle management where the focus is more on the health of cattle. Proper care and diet for the cattle helps in keeping them healthy thereby resulting in good quality milk.

**Positioning:**
We help the herd managers to monitor and track the health of the cattle by providing real time data such as heart rate, body temperature, fodder intake, etc.
Persona

John Keller
Herd Manager

“I like to have a pragmatic approach to cattle management and I care more about the cattle’s health”

About

• 32 Married, 7 years of Cattle Management experience
• Born in a farmer’s family, I have grown seeing cultivation, farm, cattle etc.
• Being a herd manager, I need to take care of the cattle, dairy shed and the environment

Responsibilities

• I work with Farm Assistant to carry on daily tasks such as feeding, milk harvesting, etc.
• I am responsible for running of dairy shed
• I overlook pasture management and cattle’s health
• I place order for the cattle fodder

Main Goals

• Timely feeding of cattle
• Monitor the health of cattle
• Overlook the health of sick animal
• Keep track of fodder stock

Needs

• I need to regularly check the cattle’s health
• I need to overlook the diet plan of sick animals
• I need to monitor milk harvesting
• I need to place order when there is a shortage of feed

Pain Points

• Difficult to monitor the health of all cows on a daily basis
• Maintaining health record of each animal is cumbersome...
Point of View

As a __________ Herd Manager

I need a way to __________ keep record of the health of cattle and update them regularly

so that __________ I can monitor the health of cattle which in turn helps in harvesting good quality milk

. 
# UX Journey: Feeding the cattle and health check

| ACTIONS               | > Enter the cattle shed  
> Monitor feeding of the cattle | > Begin Milk Harvesting | > Check the cattle health | > Verify and update the cattle record | > Check the diet for sick cow | > Monitor other day-to-day activities |
<table>
<thead>
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<tbody>
<tr>
<td>MINDSET</td>
<td>“Time to feed the cattle...”</td>
<td>“Let’s start milk harvesting”</td>
<td>“Aahh...checking health of each cow takes so long”</td>
<td>“Need to update the cattle record!!”</td>
<td>“Searching the record.....and still searching”</td>
<td>“Oh my god...I only have very less time for other activities!!”</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
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</tbody>
</table>
| TOUCH POINTS          | > Cattle Shed  
> Cattle  
> Fodder | > Milk harvesting machine  
> Cattle | > Cattle | > Cattle Records | >Cattle Records |                                      |
Prototype

Link: https://standard.build.me/prototype-editors/api/public/v1/snapshots/36a7efea21729680e1f7686/artifacts/latest/index.html#/home

Home

Achim Farm

Anna

Bessie

Lucy

Husky

Husky

Husky
### Cattle Card (Data Tab)

**Anna**

- **HOL-10011-67**
- **Holstein Cow**
- **Sensor Active**: Yes
- **Connected**: Yes
- **On**: Yes
- **Weight**: 568 Kg
- **Age**: 9 Years
- **Pubic Rate**: 59 per minute
- **Fodder Intake**: Data available
- **Dr. Eric Scaaf**: Notification
- **Weekly Health Checkup**: Jul 02, 2017

### Cattle Card (Record Tab)

**Anna**

- **HOL-10011-67**
- **Holstein Cow**
- **Sensor Active**: Yes
- **Connected**: Yes
- **On**: Yes
- **Weight**: 568 Kg
- **Age**: 9 Years

**Data** | **Description**
--- | ---
17 Jun, 2017 | Fodder Feed
26 April, 2016 | Milk Feed
Cattle Card *(Notify button)*

Cattle Card *(Geo-position button)*