Summary

The operational director needs a solution to control and to forecast the health of the cattle on the farms.

Storyline

The operational director is interested in knowing the health status of the cattle on the farms in order to prevent and to reduce the loss of animals by disease. He, the farm manager and the veterinary staff needs to be notified as soon as possible if there are animals with symptoms of any disease. For example, if any animal presents changes of temperature or changes heart rate, these changes are symptoms of infections. It is required take actions to solve the infection and to protect the healthy animals, in order to minimize the impact over the cattle of the farm.
Name: Alejandro

Job Title: Operational Director

Background:
- 40 years old, married, Master on Business Administration
- 15 years working experience, Operational manage
- Manage 20 managers and 10 farms
- Good communication and team work skills

Job Responsibilities
Main tasks and frequency
- Oversee daily logistics operations
- Oversee daily farms operations
- Oversee daily cattle status
- Handle significant risk operations
- Handle significant cattle issues
- Handle significant farms issues
- Manage logistics and farms managers
- Sponsor of projects to improve operations and automation

Needs
- Reduce non value add activities
- Real time insight of cattle, farms and logistic chain
- Better collaborative cross processes

Main Goals

- Improve and increase the production of godsos
- Improve the quality of the goods
- Reduce the loss of animals by disease
- Maximize the resources of the farms
- Improve the logistic chain and time performance

Pain Points
- Significant loss of animals by disease
- Late insights of cattle healthy
- Excessive time is spent on non value add activities to prepare KPIs of farms and cattle

Competencies

Casual user
Proactive
Work in team
Global focus
Innovative

Power user
Reactive
Lone fighter
Local focus
Conservative
Alejandro, the Operational Director

- Need to have a quick overview of the status of animals health so that he can perform the actions to prevent, solve and separate the animals with symptoms.

- Need to have a quick overview of the heatmap of zones of the farm by status of animals health so that he can perform the quarantine of the critical zones.

- Need to have a symptoms alert with automatic warning to the farms managers and the veterinary staff so he can to monitor the advance of the actions or solutions.

- Need to have a health patterns on base to the farms and the weather so that he can to take actions over the care of the cattle.

- Need to have a health patterns on base to the locations of the farms and their areas so that he can take actions over the locations of the farms or their inside zones.
<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The operational director, Alejandro, is looking through the cattle productivity in each farm. • The cattle of one farm have productivity below average.</td>
<td>• Why is that farm not have good cattle productivity? • The statistics and dashboard are not real time information. • The farm manager will to inform about the causes and the actions to solve the loss of cattle productivity. • The most common cause is cattle sick.</td>
<td>😊</td>
<td>• Cattle productivity statistics. • Cattle inventory statistics.</td>
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<tr>
<td>• Alejandro sends a email to the farm manager in order to ask which are the causes of the loss of cattle productivity.</td>
<td>• The farm manager receives the email and forwards it to the farmers chief and veterinary chief. • The most common cause is cattle sick. • We need a solution that help us in order to detect an animal with symptoms before it be sick.</td>
<td>😞</td>
<td>• Inventory statistics. • Cattle Health Status. • Farm productivity statistics.</td>
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<tr>
<td>• The chief of farmers and the chief of veterinary analyze the causes and define the solutions.</td>
<td>• How we can to know that an animal have symptoms before it be sick.</td>
<td>😞</td>
<td>• Inventory statistics of the farm. • Farm Health Status. • Farm productivity statistics.</td>
</tr>
<tr>
<td>• The chief of farmers and the chief of veterinary staff prepare a quick plan to diagnose and heal the sick animals.</td>
<td>• We need to assign all resources of the farms near in order to identify as soon as possible all the sick animals.</td>
<td>😞</td>
<td>• Last health status statistics, are not real time information. • More recent diagnostics. • Daily report of the farmers and the veterinary staff.</td>
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<td>• The director and the manager are notified about the cause and the solution of the problem.</td>
<td>• The solution is a reactive action and it is not preventive action. Must be preventive.</td>
<td>😞</td>
<td>• Inventory statistics. • Most recent diagnostics.</td>
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<td>• Farmers and Veterinary staff realize the diagnostic, treatment and isolate of the animals sick.</td>
<td></td>
<td>😞</td>
<td>• Equipment and staff responsible to diagnose and isolate sick animals.</td>
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</tbody>
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APP (FIORI)

This prototype is available for navigate on BUILD.ME
Location HEATMAP

Livestock | Good | Sick | Quarantine
5,000 | 4,750 | 250 | 0