TinyBeaks

Web Media project vcm 3210

BY

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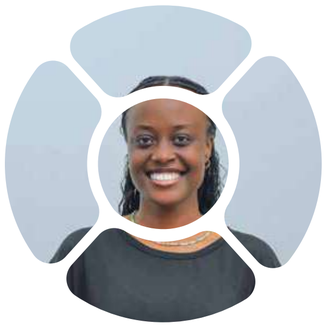

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TinyBeaks

Easy use Easy growth
A poultry monitoring App

01. **Problem** statement

Poultry farmers, especially in early chick rearing stages, often rely on memory, **manual records,** and **informal guidance** to manage critical tasks like feeding, vaccination, and disease monitoring. This leads to missed schedules, poor decision making, and preventable chick mortality. There is a need for a simple, accessible digital solution that supports farmers with timely, accurate guidance to improve chick survival rates and overall farm productivity.

Deliverable

The app will serve as a **digital assistant** for poultry farmers, focusing on the **early** stages of chick development. It will guide users from hatching through the critical growth period, ensuring proper **feeding**, **vaccination**, and **environmental management**. The goal is to reduce **chick mortality**, improve **growth rates**, and simplify farm management.
While smart phones are increasingly accessible, many poultry farmers still rely on memory, handwritten notes, or informal advice to manage vaccination schedules, feeding routines,and disease identification. This often leads to preventable losses.

PERSONAS

LARGE SCALE FARMER

MR. MUKASA ALOYSIUS

Retired Secondary School Teacher

Age; 45 years
Status; Married
Location; Namugongo

BIO

He is a retired secondary school science teacher that lives in Namugongo but carries out his agricultural business in Butambala district where he has a farm with more than 2000 birds.

He owns a smart phone and is on different common social media platforms like tiktok and facebook.

PAIN POINTS

Poor access to veterinary services
Uses notebooks for records
Hard to monitor large numbers of chicks

SMALL SCALE FARMER

MR. KINTU JOSEPH

Banker

Age; 38 years
Status; Married
Location; Ndejje

BIO

He is a banker that carries out poultry farming on a small scale whereby he started a poultry farm with less than 200 birds behind his house in Ndejje which he manage with his wife.

He is tech savvy, owns a smartphone and is active on social media platforms scrolling through the different platforms daily.

PAIN POINTS

Limited experience
Need guidance
Frequently miss schedules

STUDENT FARMER

MR. KYOBE BRIAN

Computer Science Student

Age; 22 years
Status; Single
Location; Mengo

BIO

He is a University student pursuing a Bachelor's degree in computer science whereby he moves to and from school daily.

His interests include Fashion, design, photography, basketball and social media influencing.

He started his farm with less than 100 birds and caresfor them alone after leaving the university everyday.

PAIN POINTS

Forgets schedules
Limited veterinary knowledge
Cannot identify diseases quickly

02. Research and Discovery (Theory)

COMPETITIVE ANALYSIS

EXISTING SOLUTION	WEAKNESS
Whatsapp Groups	No structured farm management
Generic Farming apps	Too complex
Manual Notebooks	Easy to lose records
Vet Clinics	Expensive and inaccessible

Whereas
TINY BEAKS COMBINES:

- AI Assistance
- Vaccination reminders
- Easy UI
- Poultry Focused Features

ALL IN ONE PLATFORM

THEORETICAL FRAMEWORK

Human Computer Interaction (HCI) was applied to create:

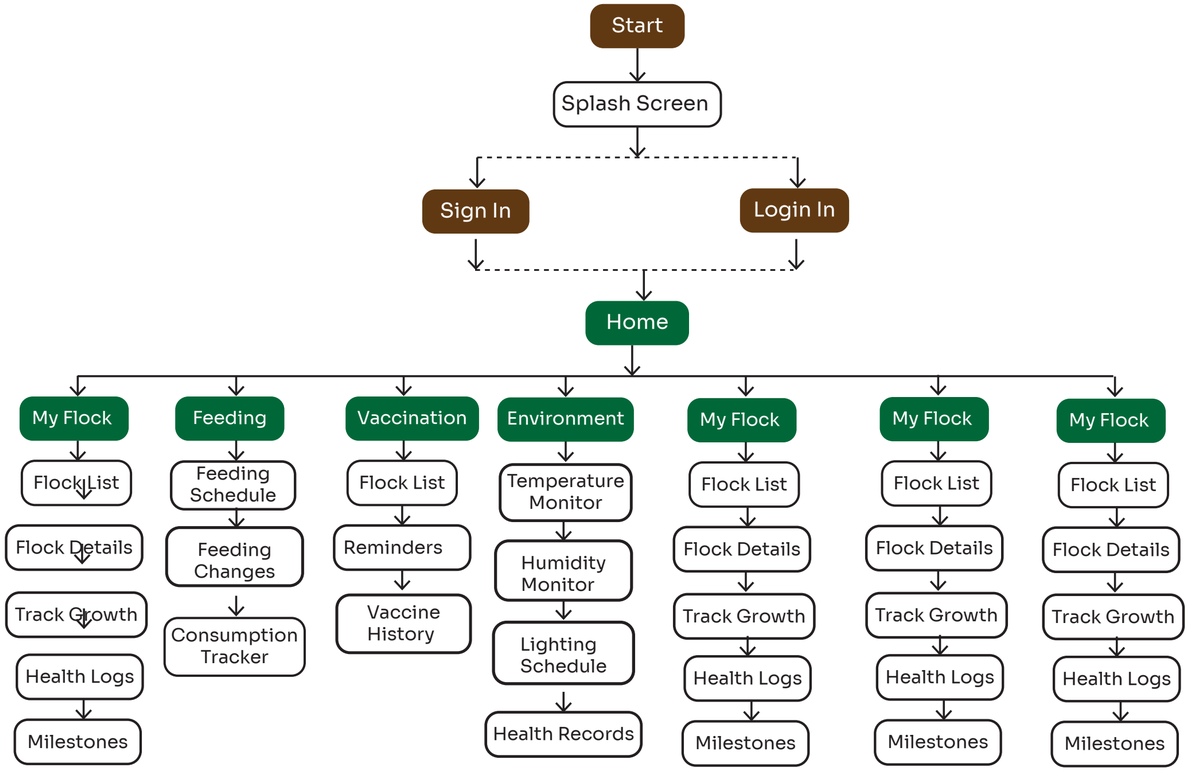
- Easy navigation
- Minimal learning curve
- User-friendly interfaces

Cognitive Load Theory
The app simplifies information using;

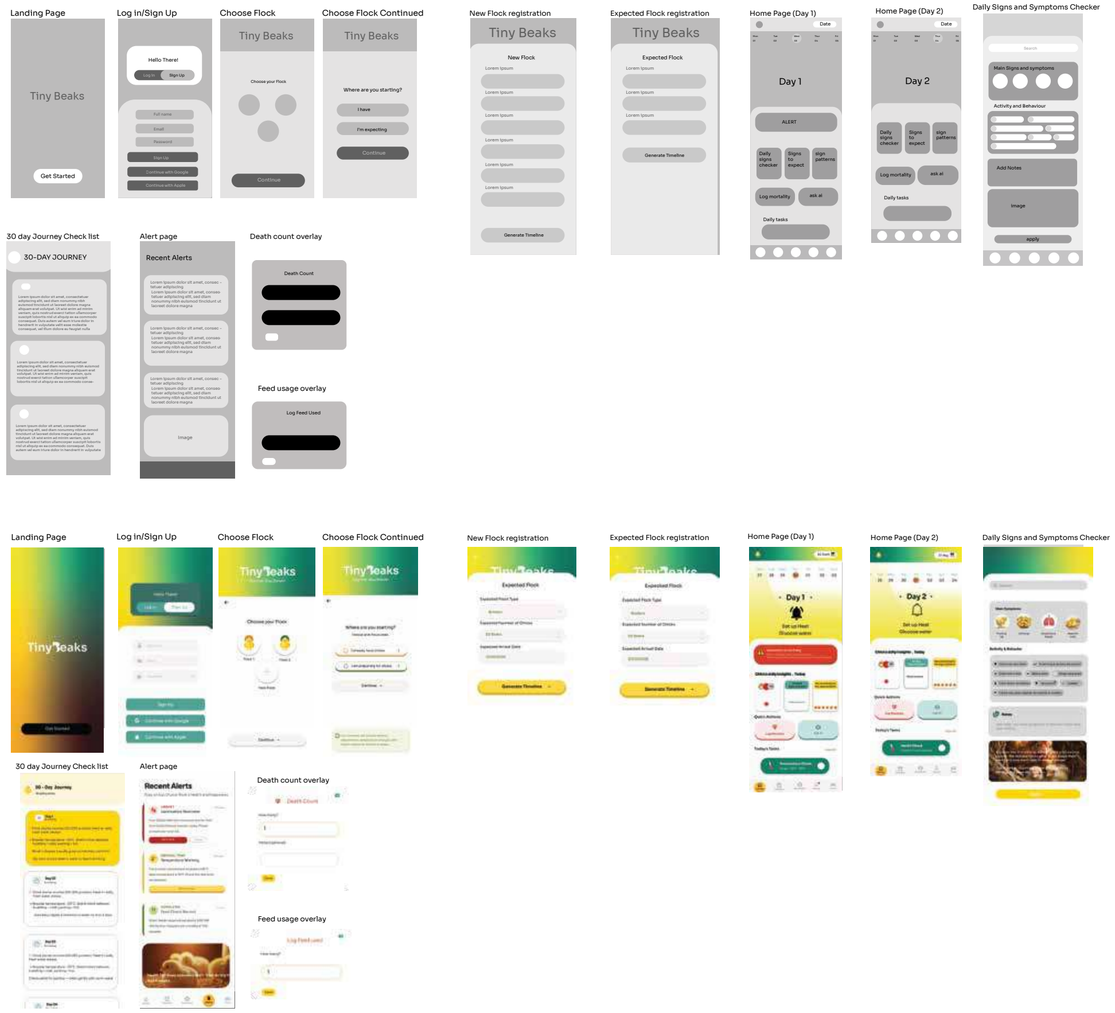
- Icons, Colour coding
- Notifications
- Step by step guidance
- User centered design

03 THE DESIGN PROCESS
VISUAL & LOGICAL

INFORMATION ARCHITECTURE (IA)



WIREFRAMES



IDENTITY & STYLE GUIDE

TYPOGRAPHY

Aa

SORA

Aa Bb Cc Dd Ee Ff Gg
Hh Li Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
123456789

COLOR

3B2416 2AACE2 FCEE21 FFFFFF

ICONOGRAPHY

04. Development & Implementation (The Practical)

1. Tech Stack (Tools & Technologies)

Graphic Assets & Logo Creation

Adobe Illustrator (used for the geometric fusion of the bird, egg, and letter "B" mark).

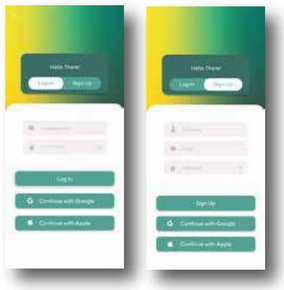
UI/UX Design & Prototyping

Figma was used to build your high-fidelity
TinyBeaks screens, layout grids, and interactive components)

2. Responsive Breakpoints

Mobile View.

The Webste view on the mobile phone. The view keeps consistent according to any version wether android or apple



Tablet & Desktop Views.

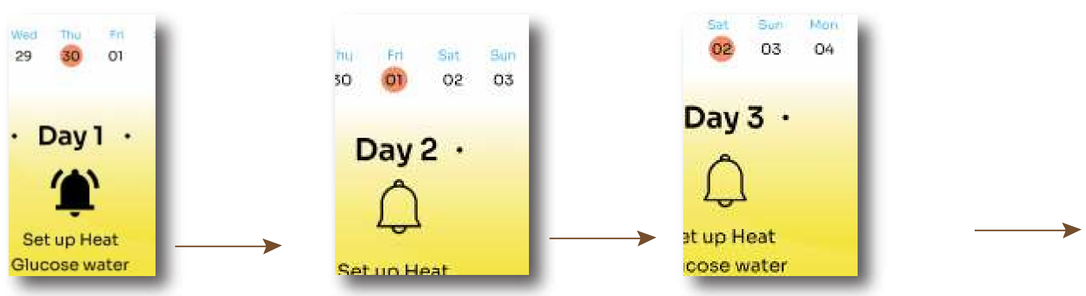
The view for the desktop can not fit the screen because, the app was ment only for **Smart Phones**

3. Interactive Features

The login button turns to white on tapping while the same interaction still goes for the sign up button, from light green to white

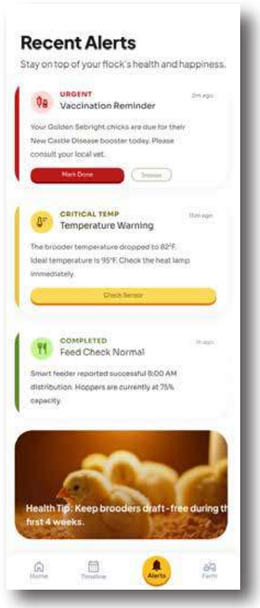
While on tap , the time lin epage pops up detailing all you have to know about the timeline schedule for your chicken care

Generate Timeline →



While on the scrolling to the left while on the timeline page , the information changes from day 1 to day 2, then to day 3.....

05. User Testing & Iteration



User Struggle

During user testing sessions, poultry farmers noted that while they valued interacting with fellow farmers to discuss chicken health and monitoring, they faced a critical gap.

They could not get immediate, real-time help during urgent situations (e.g., sudden disease symptoms or incubator temperature failures) if other farmers were offline.

Design Refinement (The Solution).

To bridge this critical user experience gap, we introduced an AI Assistant feature within the app.

This provides farmers with instantaneous, data-driven advice and troubleshooting steps for monitoring their chickens 24/7 without needing to wait for a peer response, significantly lowering user anxiety and cognitive load.

Evidence ("Before vs. After" Snippets)

Component Screen	Before Iteration (Early Testing Feedback)	After Iteration (Final High-Fidelity UI)
Support & Monitoring Interface	**Static Community Forum:** Farmers had to post a question to a peer dashboard and wait indefinitely for feedback on chicken health issues.	**AI Assistant Integration:** Added a persistent, easily accessible smart assistant chat interface that delivers instant veterinary and monitoring advice.

TinyBeaks

Thank you .