

Cultivating a Growers' Portal that yields significant user experience improvements

Discover how SunRice partnered with Bourne Digital to develop a portal that offers quick and easy access to key functions that supported the auxiliary business processes to manage their relationship with SunRice.

SunRice Grower's Portal

One of Australia's largest branded food exporters and one of the world's largest rice food companies, SunRice is working with a rice-growing community of more than 600 growers.

SunRice aspired to provide growers with field access to key functions that support their business and improve the symbiotic relationship with their company.

Challenge

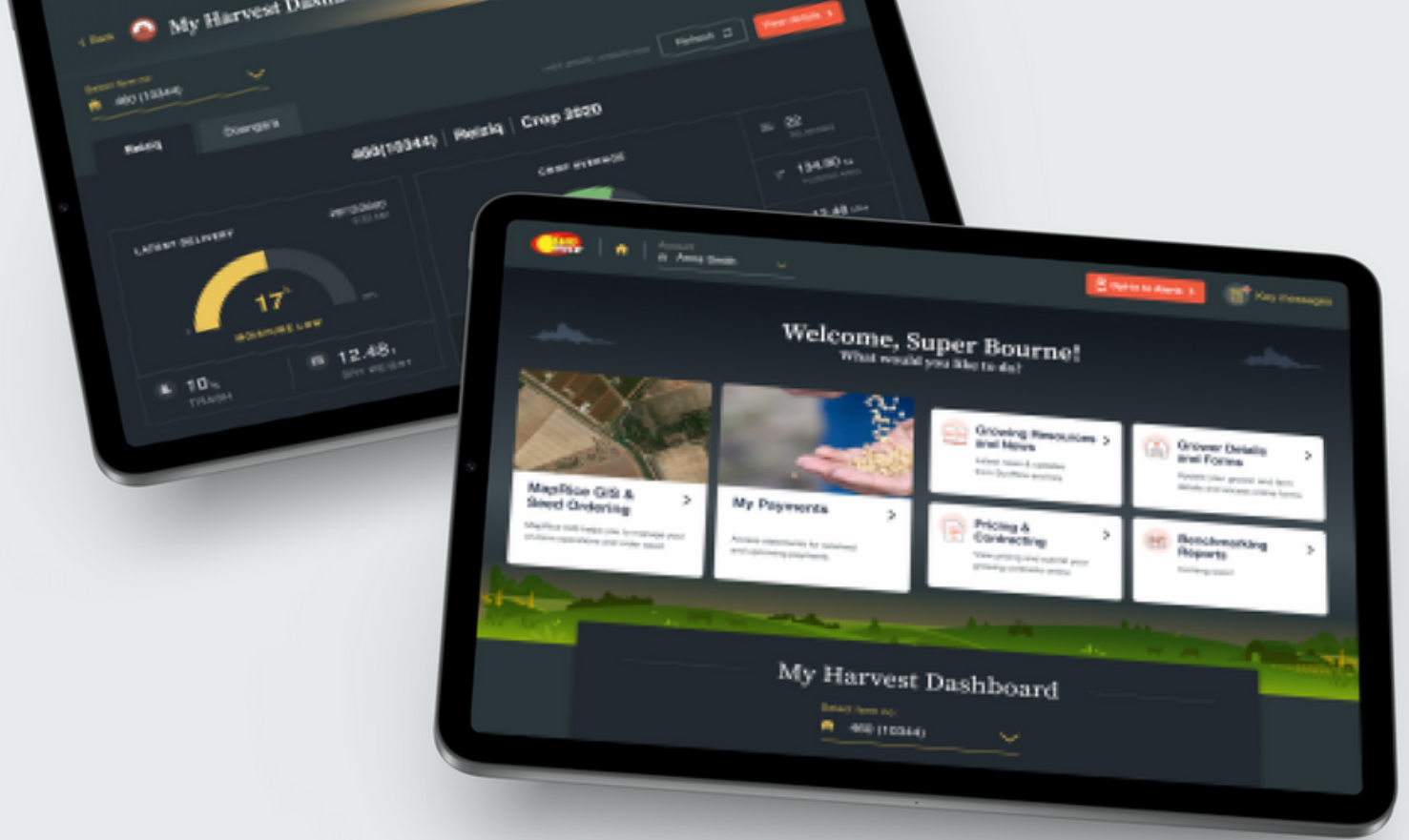
The existing portal was unable to provide growers with quick and easy access to key functions that supported the auxiliary business processes to manage their relationship with SunRice. The portal was not available on mobile devices, in turn preventing growers from performing tasks and viewing information in the field at any point of time. All the administrative resources were required to facilitate key functions such as creating a contract over the phone with no direct access available to the growers'.

Services Used

- User research
- Personas
- Journey mapping (current and future state)
- Ideation/concept definition
- Prototyping
- Usability/user testing
- User stories
- Architecture map
- Build
- Quality assurance

Technology

- SAP BTP
- React.js
- SAP DMS (Document Management Service)
- SAP Workflow Management
- SAP Business Suite



Solution

Leveraging SAP BTP environment and services, the Grower Portal provides an improved digital experience for growers, leveraging BTP's Cloud Portal service. The solution helped streamline access to business data so that growers could execute their business tasks securely and in real-time from any device. Simplified administrative processes and workflows were created by leveraging a streamlined user interface with secure authentication.

Outcome



Harvest dashboard with data visualisation

Displaying harvest moisture, trash, and dry weight helped growers make important decisions to manage harvest



Quick links to critical information

My Payments tile allowed growers to view all their received and upcoming payments.



Receive instant notifications

Opt-in harvest delivery and other alerts also helped keep growers informed, giving them instant notification of delivery receipt.



Mobile Device Friendly

Growers no longer need to wait to access the data on their desktop, but have all the information and perform tasks from their mobile devices.