The Design and Development of UX/UI in Betagro Livestock Management System in Mobile (BLMS Mobile)

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ABSTRACT

Betagro Public Company Limited has a farm management system, known as the BLMS (Betagro Livestock Management System), which operates through a desktop website. To enhance the efficiency of this system, the development of BLMS Mobile has been initiated to improve the existing BLMS. Currently, farmers are required to record their daily activities related to livestock care , and academic staff then transcribe this information from paper farm logs into the BLMS to verify data accuracy concerning quality and standards.

To streamline processes and increase operational efficiency, the development of the BLMS Mobile application allows farmers to input data directly. Additionally, this application enables academic staff, veterinarians, and other stakeholders to manage materials-related data within the BLMS, such as food and vaccines.

INTRODUCTION

BLMS Mobile is a mobile application designed and developed based on the existing BLMS web system of Betagro Public Company Limited. It serves as a livestock farm management system used across company-owned farms nationwide, as well as contract farms. The application is utilized by farmers, academics, and animal husbandry professionals to streamline workflows and enhance operational efficiency within livestock farms.
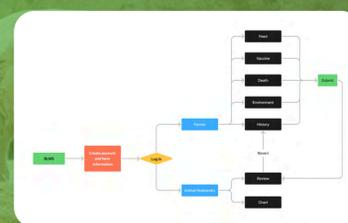

DESIGN PROCESS

Requirements
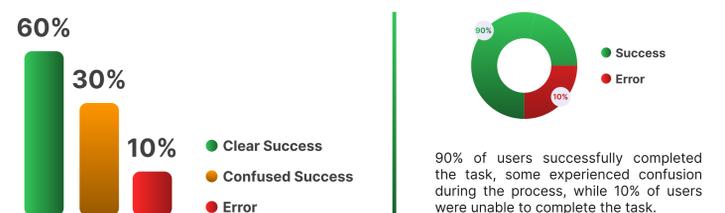- User Interviews
- User Flow Design
- Requirement Documentation

Wireframes
- Create Wireframes
- Cover Multiple Roles
- Wall Review & Feedback

Visual Design
- Full UI Design
- Core Design System
- Real Data Implementation

Prototype
- Link All Interactions
- Cover Key Features
- Design Tasks

Usability Testing
- Visit Real Users
- Test Based on Tasks
- Cover Roles

Report & Insights
- Analyze Collected Data
- Summarize Results
- Final Design Adjustments

TECHNOLOGY & METHODOLOGY

PRELIMINARY DESIGN

Wireframes — Low, High

Visual Design

Userflow

Wall Review

CONCLUSION

60%
30%
10%
- Clear Success
- Confused Success
- Error

90% Success / Error

90% of users successfully completed the task, some experienced confusion during the process, while 10% of users were unable to complete the task.

The BLMS Mobile application is designed for farmers and farm workers in livestock facilities, enabling them to efficiently record daily activities. Tasks are categorized based on livestock types, such as poultry, fish, and swine. Users can also submit this data to academics or animal husbandry experts for review and verification.

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