firefinch software development

SRUC

CASE STUDY

How Firefinch developed a user-friendly and flexible app to transform livestock health management

Rapidly identify product market fit with collaborative design and development

Summary

The Scottish Rural College (SRUC) approached Firefinch to help update an existing platform aimed at helping farmers and veterinarians plan and manage their livestock. Firefinch worked closely with SRUC to define the project scope to incorporate all requirements and move to a more unified architechture and workflow that better suited the product vision. Firefinch then continued to develop a web app against an evolving product specification, collaborating with numerous stakeholders to identify key attributes and ensure optimal product market fit for multiple end users. The end result was HerdPlan, an intuitive, flexible, and user-friendly web app that enables farmers and veterinarians to collaborate seamlessly with support teams, resulting in streamlined livestock health management and improved decision-making.

- Developed a scalable and flexible web app tailored to the unique needs of an industry against evolving product specification.
- Required enhanced collaboration between multiple stakeholders.
- Provided strategic guidance to define project scope and requirements to ensure product market fit.

Results

STREAMLINED PRODUCT DEVELOPMENT

HELPED SUPPORT COLLABORATION

USER SATISFACTION

About SRUC

- The Scottish Rural College (SRUC) is dedicated to supporting farmers and veterinarians in enhancing animal health, welfare, and production efficiency
- The previous SAHPS platform was only used by a small proportion of farmers and so the SRUC needed an easy to use solution that would improve health planning for the entire Scottish farming community

"We cannot speak highly enough of the role that the Firefinch software development team have played over the course of this project. From the outset, project management, communication and delivery have met and exceeded our expectations. We are delighted with the outcome at this stage."

Dr Foteini Manolaraki

HEALTH PLANNING DEVELOPMENT MANAGER,
SCOTTISH RURAL UNIVERSITY COLLEGE (SRUC)

Our approach

1. Developed a scalable, containerized backend with Spring Boot and a React frontend to support sustainable growth.

2. Streamlined user-facing processes to ensure a simple and intuitive experience for the end-user.

3. Created a customizable form engine, allowing veterinarians to easily build tailored health plans.

4. Implemented an adaptive engine-based approach, responding promptly to user feedback

5. Worked closely with SRUC to align the product with commercial goals and customer needs.

About Firefinch

Software can be a crucial component of your product idea, or the tool that helps you deliver to customers - but it is only part of the product development journey. By understanding the challenges involved in turning your ideas into a commercial reality, Firefinch can be a partner for strategic advice and guidance whilst also providing the expertise to develop software to fulfil your product requirements.

Get in touch

We work closely with our clients to understand their business, providing an experienced and flexible team with bespoke solutions to help you reach commercial success as soon as possible.

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