

THE 20 METRES

SAME
FARMS.
REAL
PROBLEMS.
BETTER
SOLUTIONS.

*The harvest was ready.
The transport wasn't.*

*The vehicle
is there...
But it can't
come here.*

*Observe
Understand
Design
— Aarav*

GOOD
CROPS
HARD WORK
GREAT FOOD

*Same effort.
A longer distance.
A real problem.*

HARVEST

20 METRES

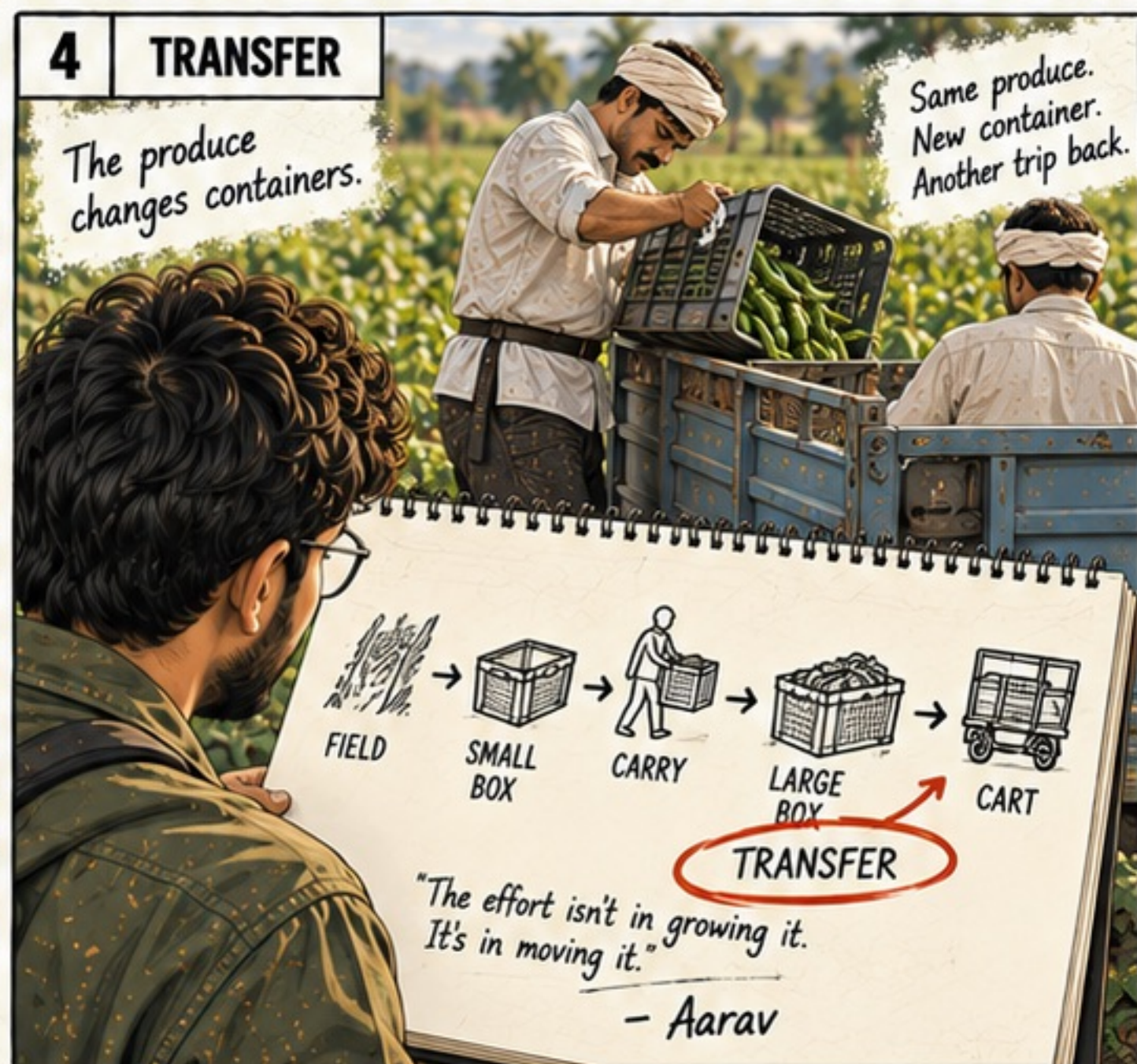
TRANSPORT

IDEAS
FROM
REAL FIELDS.

WATCH FIRST

The cart wasn't the problem.

SAME FARMS.
REAL PROBLEMS.
BETTER SOLUTIONS.



**THE FARMER WASN'T
TRANSPORTING PRODUCE.
HE WAS TRANSPORTING
CONTAINERS.**



THEN I FOLLOWED THE BOX.

*It wasn't the distance.
It was the handoff.*

Same farmers.
Same effort.
A better system is possible.
— Aarav

REAL PROBLEMS
INSPIRE
BETTER
DESIGN.



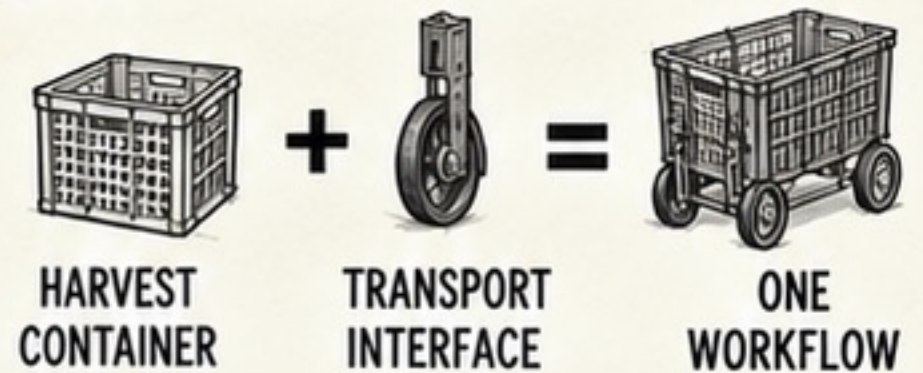
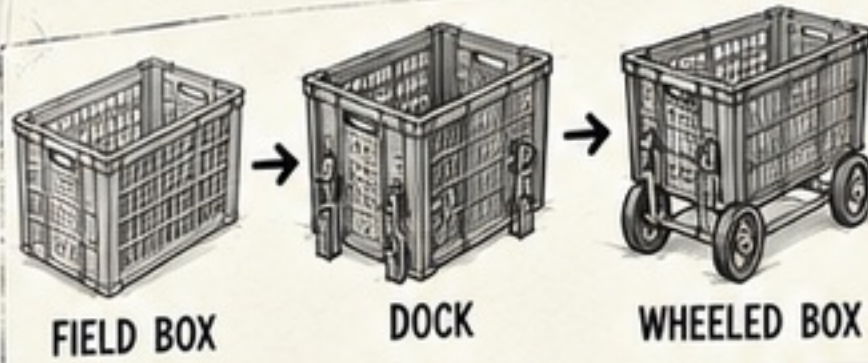
A CLOSER LOOK
AT THE OPPORTUNITY.

SIDE
DOCKING
POINTS
(to connect
with cart)

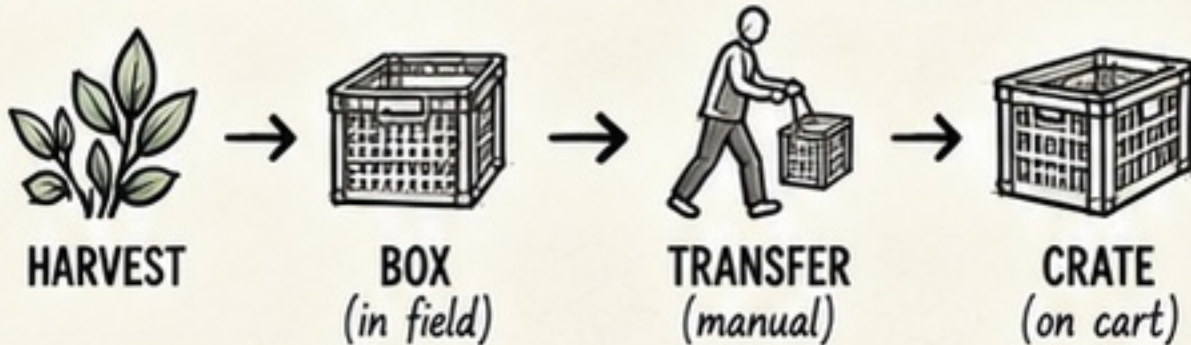
FOLDING /
CLIP-ON WHEELS
(for easy movement)

Same box.
More possibilities.

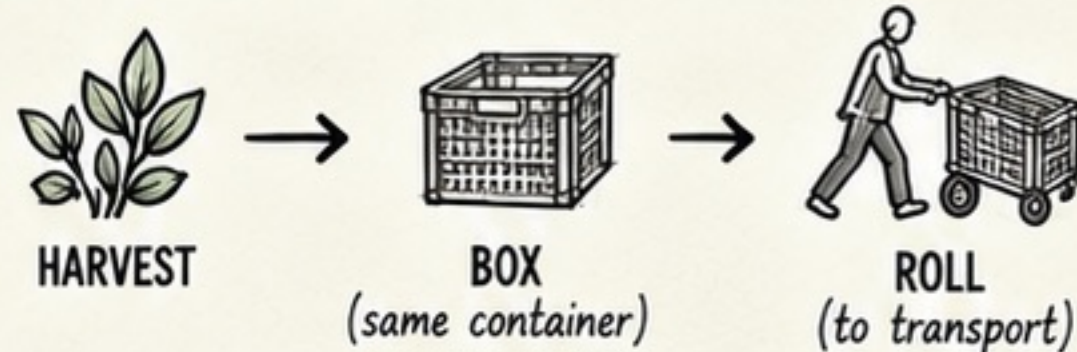
WHAT IF THE HARVEST BOX
COULD DO **BOTH JOBS**?



CURRENT (TODAY)



OPPORTUNITY (TOMORROW)

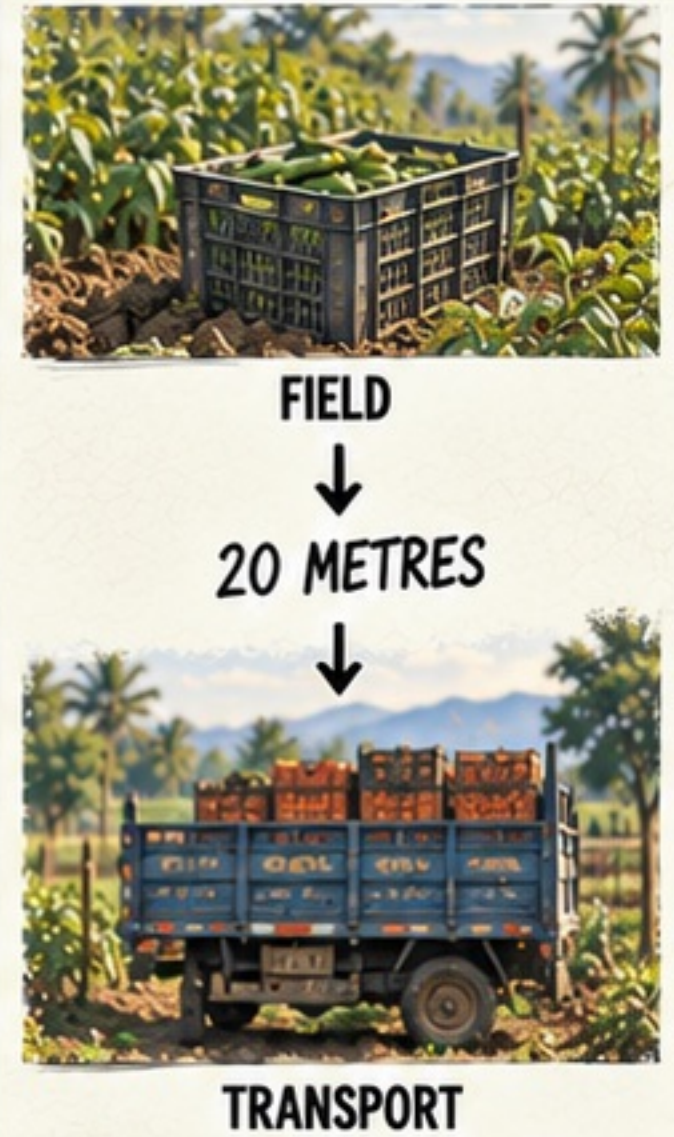


SAME FIELDS.
FEWER HANDOFFS.
BRIGHTER TOMORROWS.

THE JOURNEY TODAY (MULTIPLE HANDOFFS)



WHAT IF IT'S JUST ONE BOX?



WHY CHANGE CONTAINERS?

**DON'T MOVE
THE HARVEST
BETWEEN BOXES.
MOVE THE SAME BOX.**

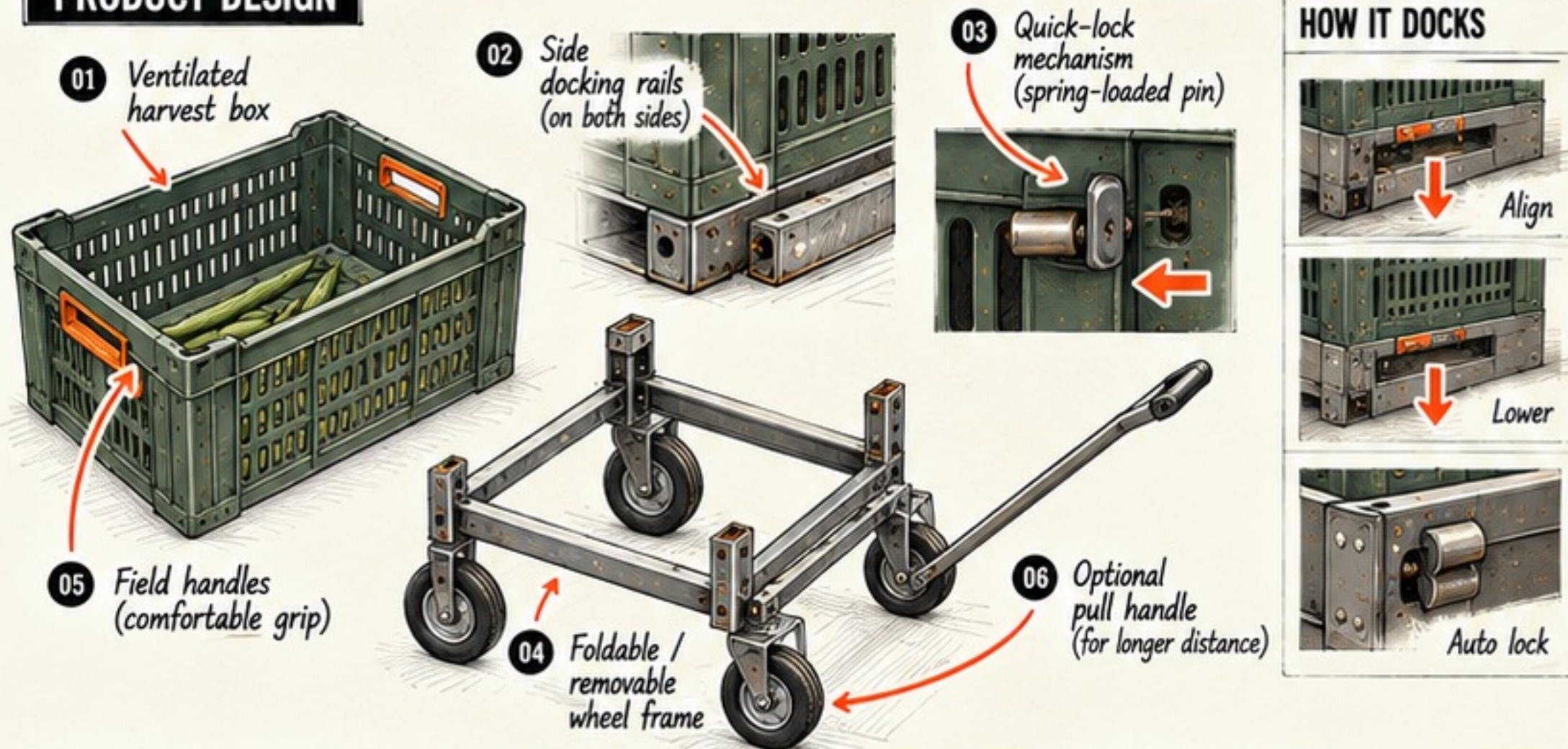
SO I MADE THE BOX DO BOTH.

FIELD DOCK — harvest once. Dock once. Roll away.

SAME FARMS.
REAL SOLUTIONS.
A BRIGHTER TOMORROW.



PRODUCT DESIGN



THE BOX BECAME THE CART.

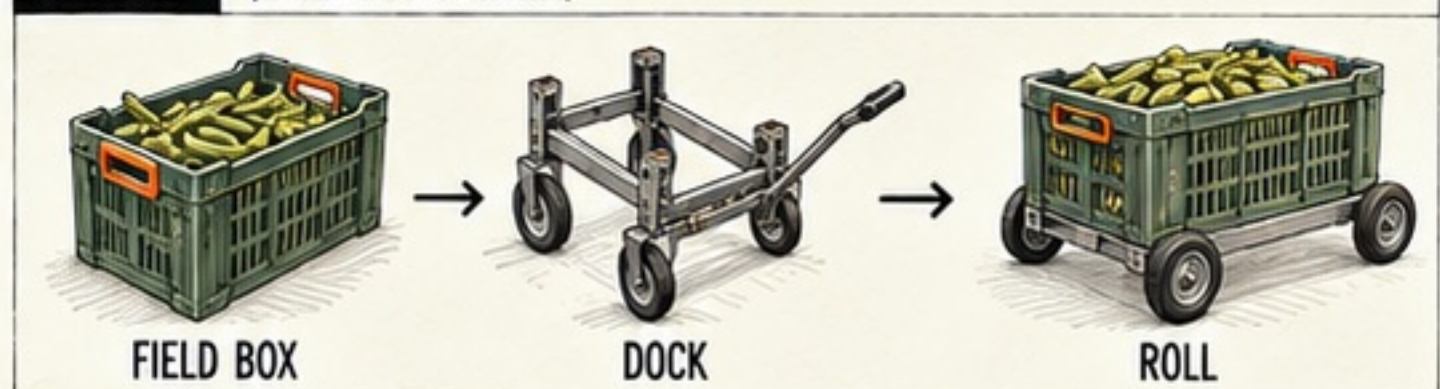
THE TRANSPORT FRAME IS ONLY THE INTERFACE.

Same produce.
Fewer steps.
Happier farmers.

BEFORE (TWO CONTAINERS)



AFTER (ONE CONTAINER)



FIELD DOCK
SOLUTION / 04



OBSERVE



UNDERSTAND



SIMPLIFY



PROTOTYPE



TEST

LESS HANDOFFS.
MORE POSSIBILITIES.

THE HARVEST NEVER CHANGED HANDS.

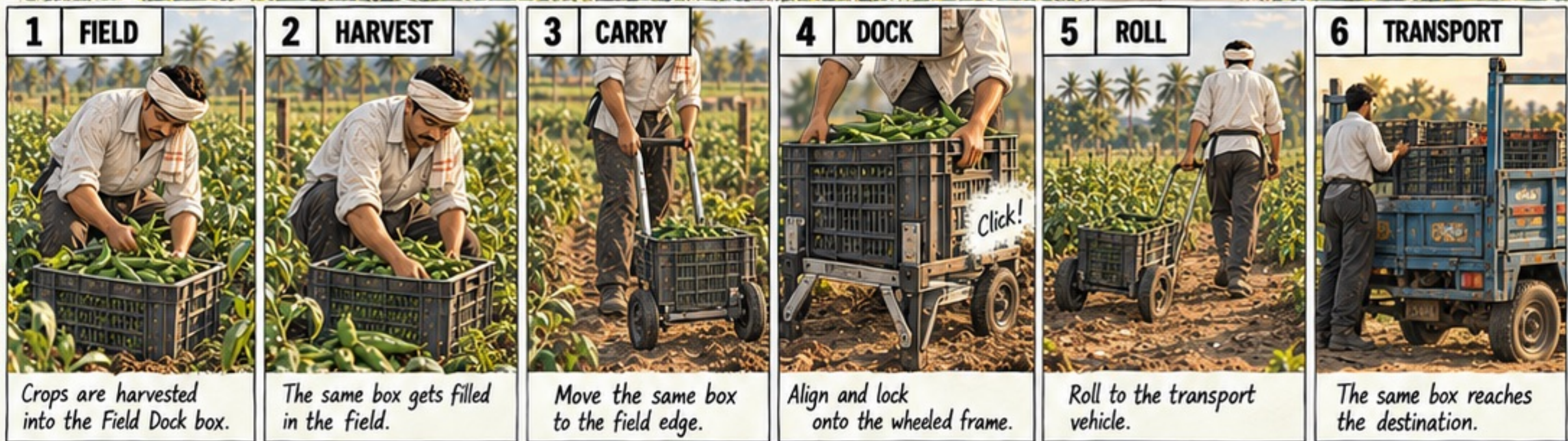
One box. From field to transport.

Sometimes the missing product isn't a new object. It's a better connection between two existing ones.
— Aarav

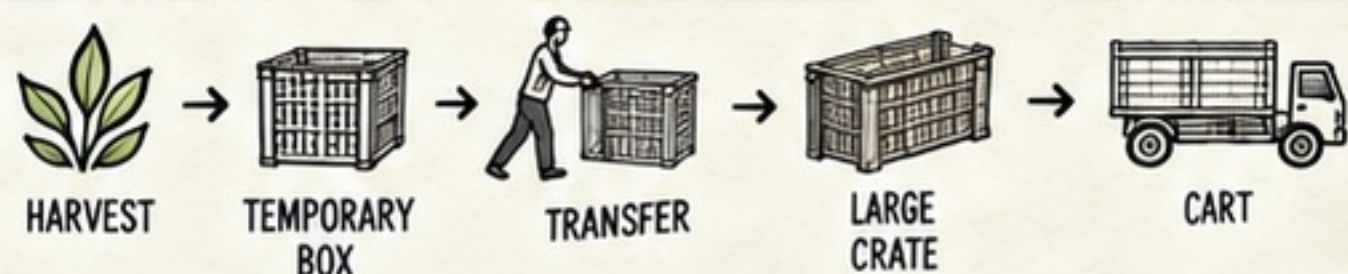
Real Problems. Practical Solutions. For Real Farmers.

ONE BOX. REAL IMPACT.

SAME FARMS. FEWER HASSLES. BRIGHTER TOMORROWS.



BEFORE (MULTIPLE HANDOFFS)



AFTER (ONE CONTINUOUS FLOW)



THE BEST WAY TO MOVE THE HARVEST WAS TO STOP MOVING THE HARVEST BETWEEN BOXES.

THE CONTAINER BECAME PART OF THE TRANSPORT SYSTEM.

KEY FEATURES (SIMPLE. RUGGED. PRACTICAL.)



Same box. Less effort. More time for what matters.

GOOD HARVESTS TRAVEL FURTHER.