

THE CROP THAT FELL.

REAL
FARMERS
REAL
PROBLEMS
BETTER
SOLUTIONS

*When the field went flat,
the farmer went down.*

PEOPLE
IDEAS
DESIGN
FOR A
BETTER
TOMORROW

*Same
Fields.
New
Questions.*

A SMALL OBSERVATION
CAN LEAD TO A BIGGER
TOMORROW.



WATCH FIRST

OBSERVE
UNDERSTAND
PEOPLE
DESIGN
BETTER
FARMS

Before fixing the tool, I watched the movement.

1 THE FIELD

After the storm, the crop was still there.
Just not where it was supposed to be.



2 FINDING THE CROP

Nothing sits
on top.



3 LIFTING BY HAND

REACH

GRAB

LIFT

HOLD

CUT



4 AGAIN

A few steps later...
the same again.



Every bundle starts
from the ground.

BEND
↓
FIND
↓
GRAB
↓
LIFT
↓
CUT
↓
REPEAT

THE PROBLEM WASN'T
THE CUT.
IT WAS THE LIFT.

SAME FIELDS.
REAL PEOPLE.
BIGGER SOLUTIONS.

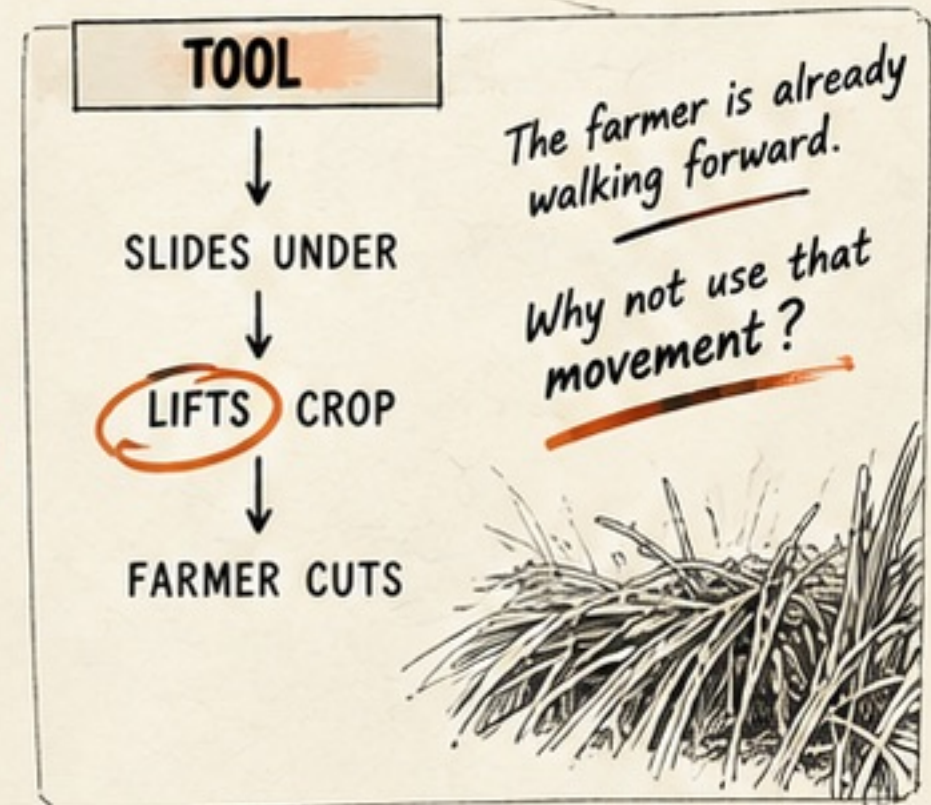
THEN I ASKED A DIFFERENT QUESTION.

SAME
FIELDS.
NEW
QUESTIONS.
BETTER
SOLUTIONS.

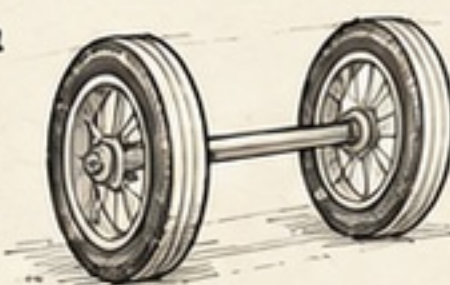
Why should the farmer lift the crop?



DON'T MAKE THE FARMER GO DOWN. MAKE THE CROP COME UP.

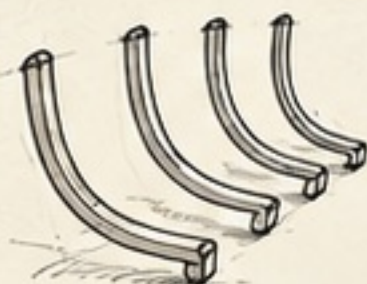


A simple idea to explore...



Two wheels (for forward motion)

+



Curved lifting fingers (to go under the crop)

+



Simple crop cradle (to lift and hold)



DESIGN PRINCIPLE:

USE FORWARD MOTION TO CREATE THE LIFT.

SO I MADE THE CROP COME UP.

SAME
FIELDS.
NEW
SOLUTIONS.

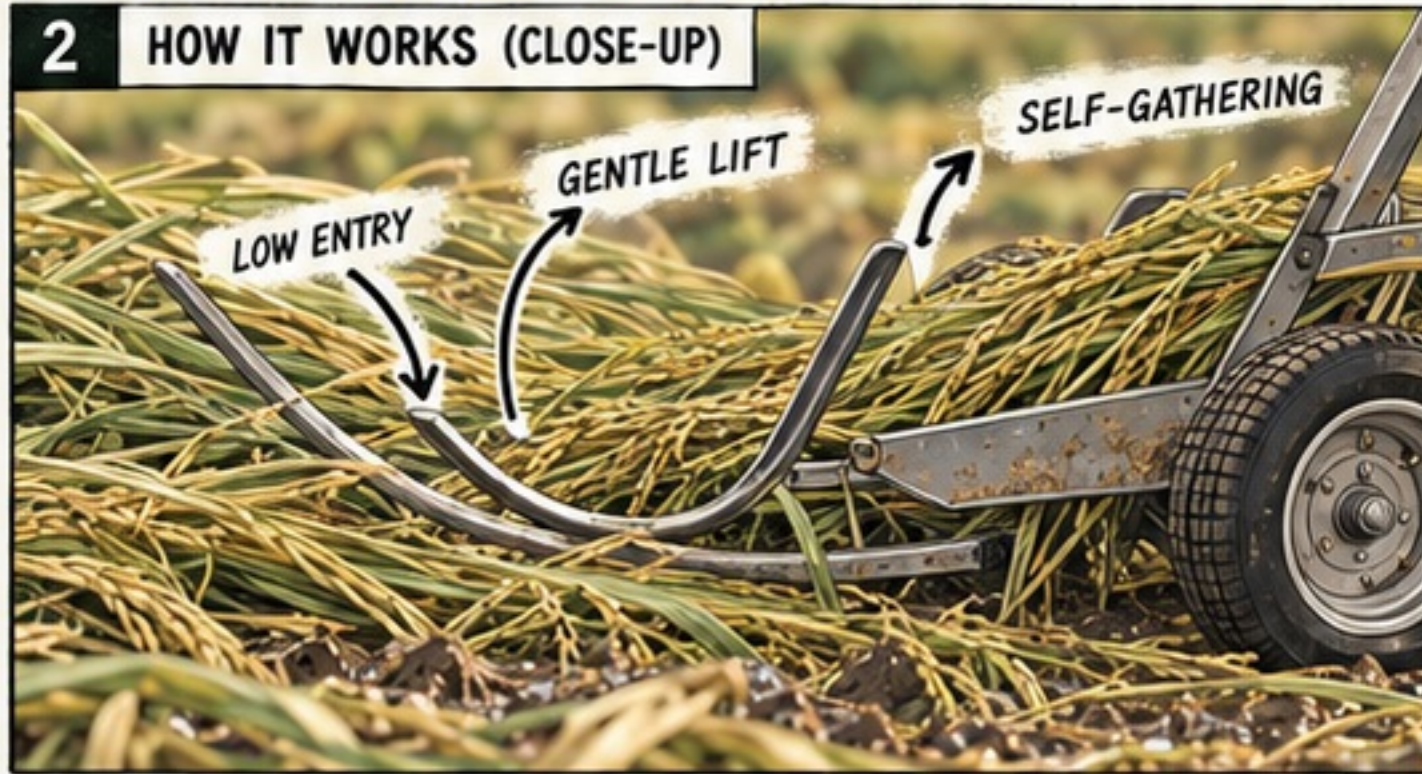
Small ideas
for a stronger
tomorrow.

LODGE-LIFT — a simple way to raise fallen crop before cutting.

The forward push
slides under the crop,
lifts it up and gathers it
for easy cutting.



2 HOW IT WORKS (CLOSE-UP)



3 READY TO CUT



4 SIMPLE. RUGGED. PRACTICAL.



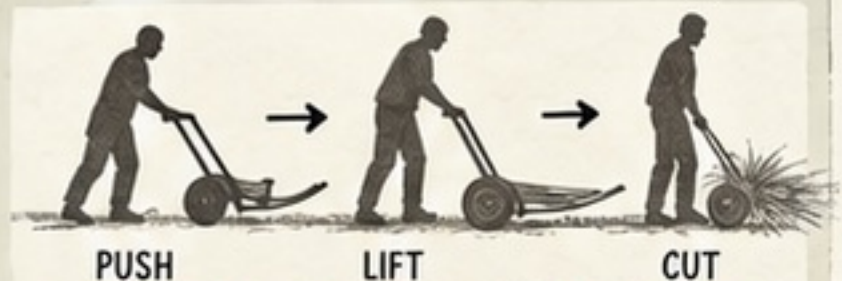
**THE TOOL DOES
THE BENDING.**

**THE FORWARD PUSH
CREATES THE LIFT.**

THE OLD WORKFLOW:



THE NEW WORKFLOW:



**THE TOOL DOES
THE BENDING.**

THE SAME FIELD. A DIFFERENT POSTURE.

Lodge-Lift turns a ground-level task into a standing workflow.

SAME
PEOPLE.
SAME FIELDS.
A SIMPLE
CHANGE.
A BIGGER
TOMORROW.

*Sometimes the
simplest mechanism
changes the entire
posture of the job.*

BEFORE

FIND THE CROP.

GROUND

CUTTING HEIGHT

AFTER

BRING THE CROP UP.



THE OLD WORKFLOW (ON THE GROUND)



THE NEW WORKFLOW (STANDING)



**THE FARMER
DIDN'T NEED
A BETTER SICKLE.
HE NEEDED
THE CROP
TO COME UP.**

