

# **iPHONE APPS: CORN NITROGEN FERTILIZER RATE CALCULATOR AND NITROGEN FERTILIZER PRICE COMPARISON CALCULATOR**

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## **Background**

As communications technology advances, there is a need for Extension to deliver information and decision-making tools that leverage these new technologies to engage existing and new clientele groups in new ways. Smart technologies allow access to pertinent information on-the-go and out in the field, right when it's needed.

## **Objectives**

The objective was to translate two current decision making tools that use paper and spreadsheet delivery into apps that run on iPhones and iPads.

## **Results and Discussion**

Wisconsin's corn N rate guidelines were translated into the Corn N Rate Calculator app (Figure 1). While a N fertilizer price comparison spreadsheet was translated into the N Fertilizer Price Comparison app (Figure 2). These apps are freestanding tools that do not require an internet connection once they have been loaded onto the device.

The apps have been well received. There has been a combined total of over 900 downloads from mid-July to mid-October, 2011. Downloads have occurred in Europe, Australia, and Asia; with the greatest number of downloads coming from the United States and Canada. As of mid-October, we are averaging 10 downloads per day. Verbal feedback suggests the users find the interface easy to use. By using the iTunes store, the app is automatically linked to similar apps and suggested to users who were searching for something else, but may find our apps useful.

## **Conclusions**

With the initial positive reception of the apps, we will continue to identify and translate tools to help our clients make better use of University of Wisconsin research-based guidelines both on-the-go and in the field. We will also strive to discover new ways to deliver information using smart technologies as they continue to evolve.

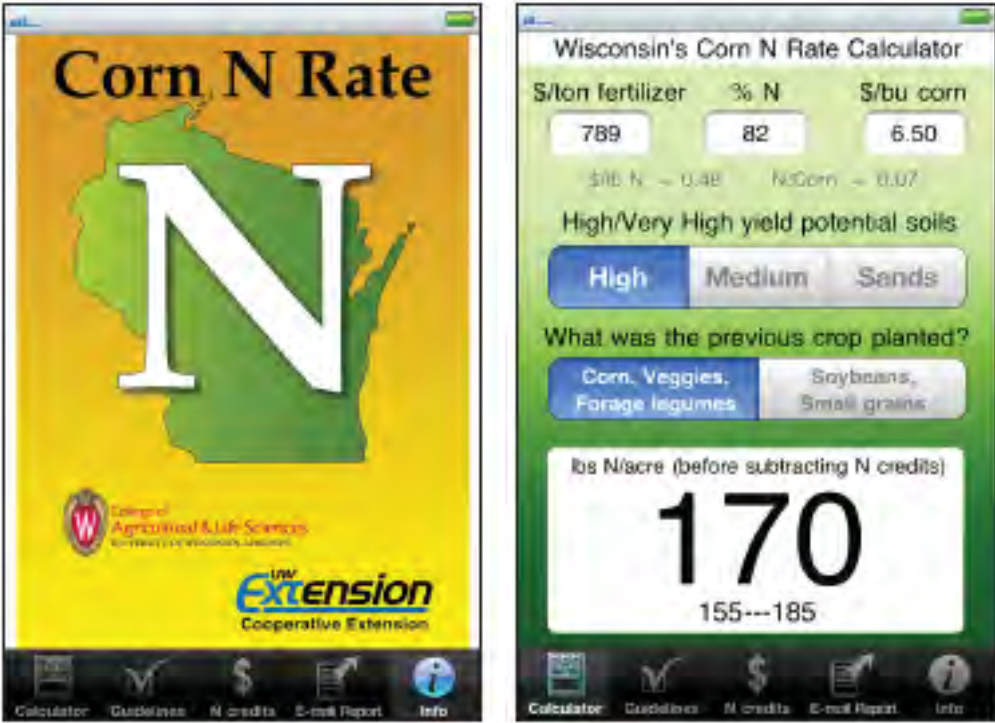


Figure 1. Corn N rate app home screen and data entry/response screen.

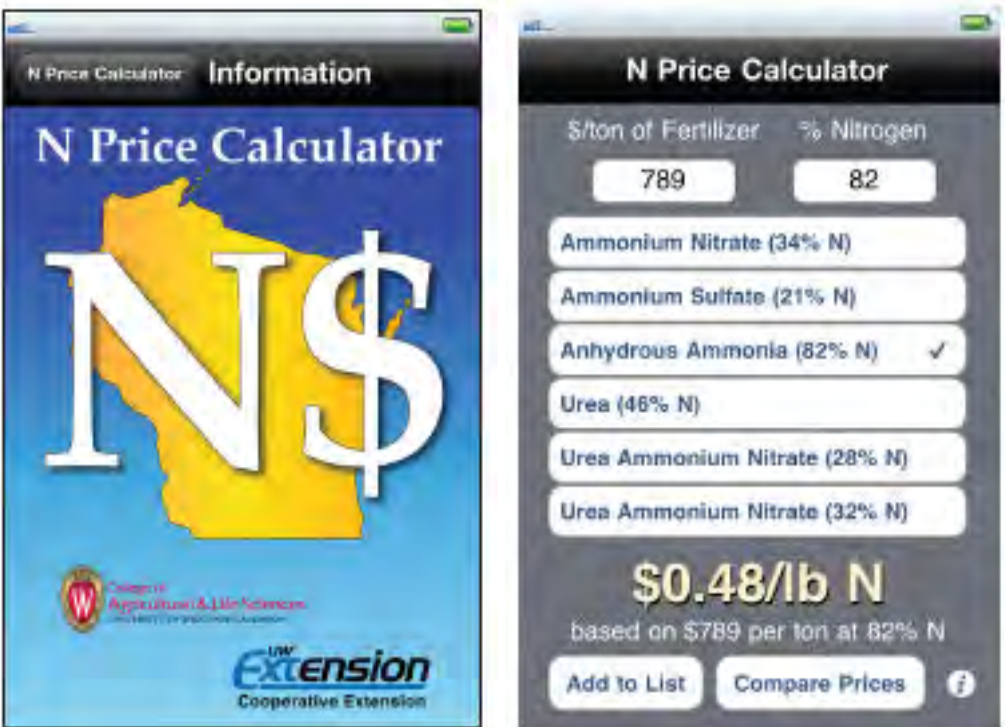


Figure 2. N fertilizer price app home screen and data entry/response screen.

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