

TEAM BITSG INFERNO



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FOR ANVESHAN 2021 CASE STUDY COMPETITION BY
IIM LUCKNOW IN ASSOCIATION WITH BIGHAAT.COM

PROBLEM STATEMENTS

ACCESSIBILITY AND USER
FRIENDLINESS OF THE WEBSITE

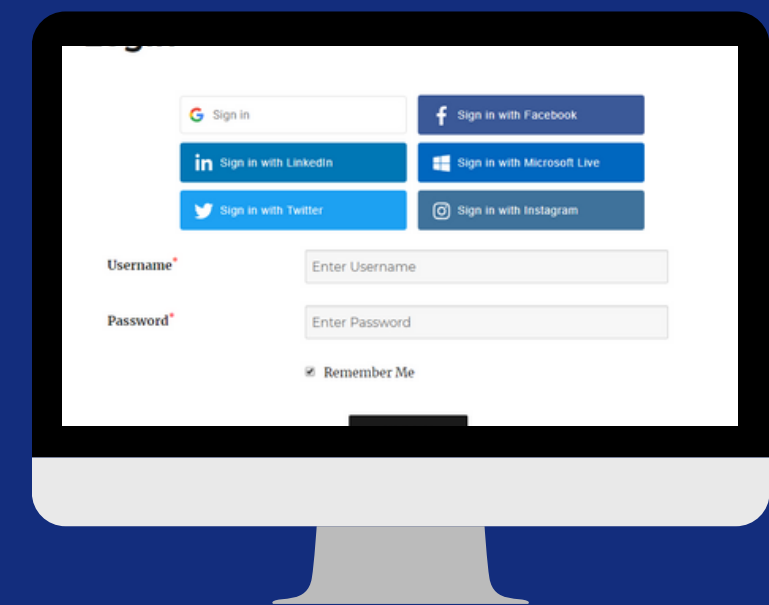
NEED OF ADVISORY DUE TO LACK OF
AWARENESS REGARDING THE USE OF
WEBSITE AND MODERN
AGRICULTURAL TECHNIQUES.

UNAWARE ABOUT THE WEBSITE

**BASIS: ANALYSIS OF WEBSITE AND CHALLENGES FACED
BY FARMERS**

Mitigations For Accessibility And User Friendly

- ENABLING CUSTOMERS TO VIEW THE WEBSITE IN VERNACULAR LANGUAGES IMPROVES CUSTOMER EXPERIENCE .
- THE LOGIN PROCESS CAN BE EASED BY PROVIDING SIMPLE METHODS USING VARIOUS APIS.
- LIGHTNING-FAST SHOPPING EXPERIENCE BY GIVING THEM QUICK LOADING PAGES. AN EFFICIENT CONTENT DELIVERY NETWORK (CDN) ENSURES 100% AVAILABILITY ON THE INTERNET WHILE YOUR WEBSITE PERFORMS UP TO ITS TRUE POTENTIAL.



Mitigations for Advisory



A METHODE BY WHICH THE FARMERS CAN SEND THEIR SOIL SAMPLE TO BE TESTED



A PANEL OF EXPERTS WHO CAN GUIDE THE CUSTOMERS WITH THE NECESSARY GOODS TO BE PURCHASED BY REVIEWING THE SOIL SAMPLE OR PHOTOS AND OTHER DETAILS OF THE FARM.

A FEATURE IN THE WEBSITE WHERE THE USERS CAN CHAT WITH THE TECHNICIANS ABOUT THEIR DOUBTS.

A LIST OF CONTACTS WHOM THE CUSTOMERS CAN CALL/VIDEO CALL TO HELP IN INSTALLATION AND USAGE OF MACHINERY.

A REPRESENTATIVE FROM THE FARMER COMMUNITY IN A REGION CAN BE RECRUITED AS THE COMPANIES AGENT WHO CAN HELP THE CUSTOMERS IN THE LOCALITY TO ORDER THE PRODUCTS.

Mitigations for Promotion of the Website

PROMOTION

- CAN PROMOTE THE WEBSITES WITH THE HELP OF SOCIAL MEDIA INFLUENCERS, LOCAL LEADERS, POSTERS/BANNERS IN MANDIS, ORGANIZE WEBINARS AND EVENTS, AND CONSTANTLY ENGAGE THE CONSUMERS WITH PUSH NOTIFICATIONS WITH PERSONALIZED DEALS AND OFFERS
- A BROCHURE WITH EACH DELIVERY PERSONALIZES THE BUSINESS. THERE IS A HUGE POSSIBILITY THAT PEOPLE WILL BUY ANOTHER PRODUCT FROM THE SAME WEBSITE



INCREASING REACH

- SEO(SEARCH ENGINE OPTIMISATION) DEFINITELY HELPS TO ENHANCE A BRAND'S REACH
- GO WHERE YOUR CUSTOMERS ARE. REACH NEW MARKETS AND SELL TO A LARGER AUDIENCE BASE BY OFFERING DELIVERIES ANYWHERE, EVERYWHERE BY SPLITTING IT BETWEEN VARIOUS LOGISTICS PARTNERS.
- CAN ALSO PROVIDE A PLATFORM TO SELL SECOND-HAND MACHINERY. THE PLATFORM COULD BE COST-FREE BUT WILL DEFINITELY PROVIDE A PROPER OPPORTUNITY TO MAKE THE BOND WITH A NEW OR LOST CUSTOMER.