

Project: CROPCART

OUR TEAM

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a. PROBLEM: In Nigeria, agriculture, which serves as a crucial source of livelihood for a substantial portion of the population, contends with significant challenges in food security and redistribution.

b. GCGO: Agriculture

c. WHY: The problem of food insecurity, marketing, and redistribution affecting large-scale and small-scale farmers in Nigeria is significant and has wide-ranging implications for individuals and societies. This problem matters because it hinders business growth, economic development, and social stability.

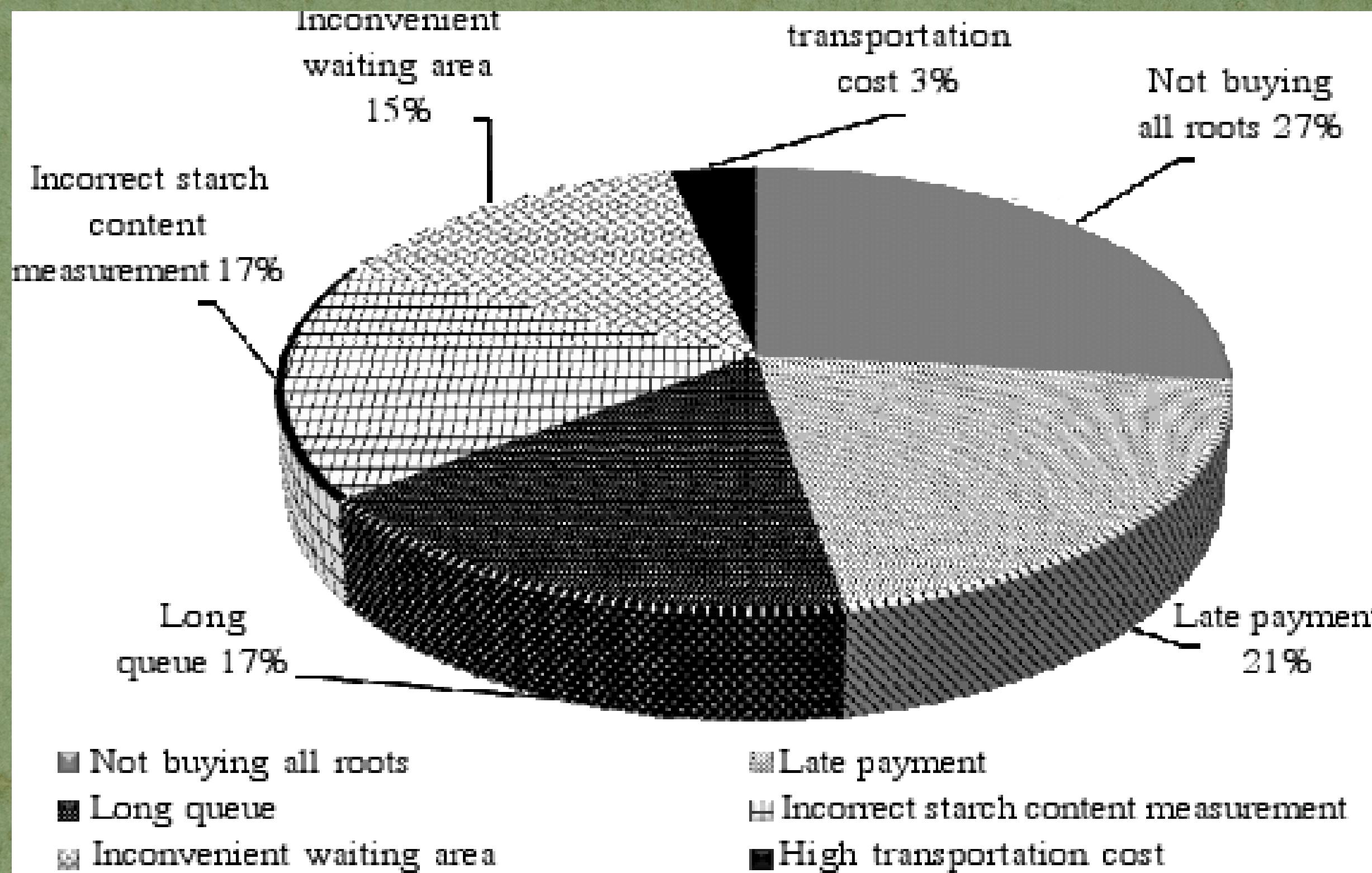
User Persona/ Affected Person

Meet Aisha, a 35-year-old small-scale farmer from Kano State, Nigeria, passionate about sustainable agriculture. Aisha owns a diversified farm with various organic produce such as vegetables, fruits, and herbs. Despite her dedication, she faces challenges connecting with a consistent market for her products.

This not only affects Aisha's business growth and fulfillment but also hampers her overall ability to contribute to the community's progress.

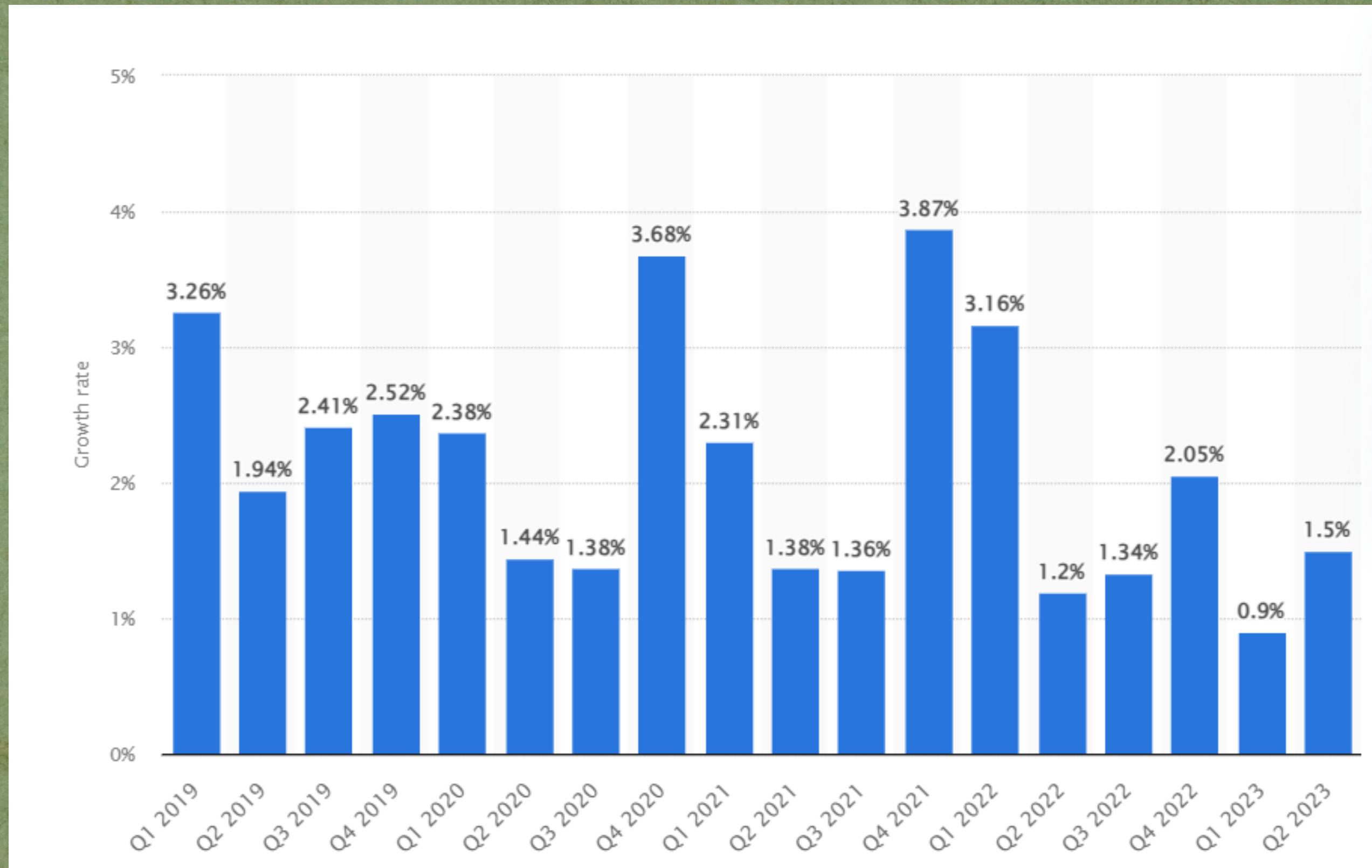


Problem faced by Farmers in Selling Their Produce (Cassava), 2018



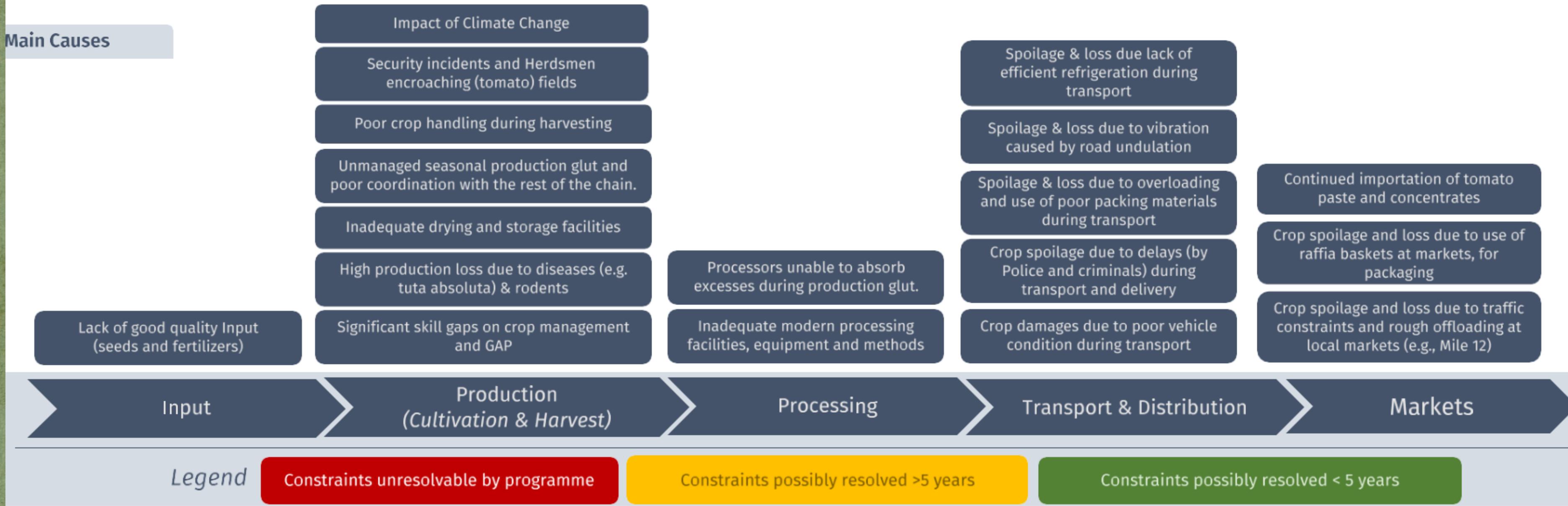
Source: ResearchGate

Crop Production Growth in Nigeria, 2019-2023 (Percentage)



Source: Statista

Main Causes and Constraints of Food Loss in Tomato, Onion and Chili



Source: mapping developed by authors based on input from study participants and literature

Solution:

To Create an E-Commerce app for connecting the farmer to potential buyers.

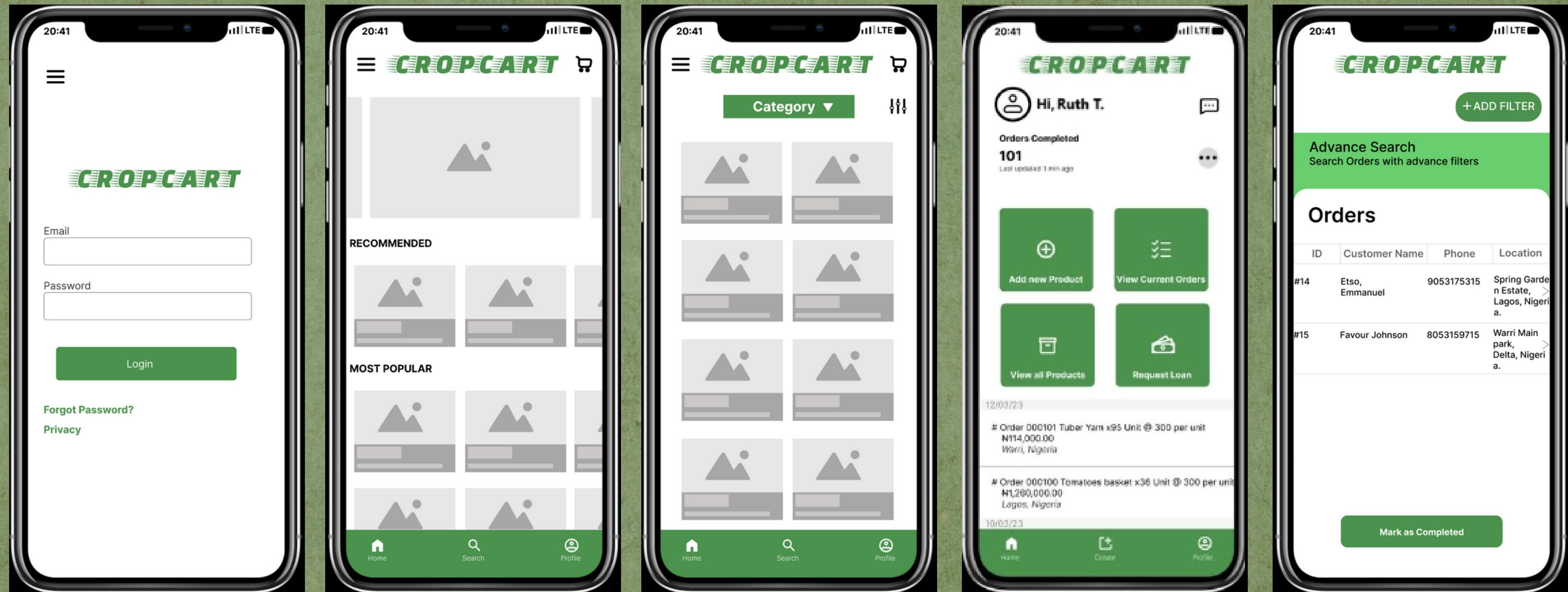
Why the solution was chosen:

The CropCart App was chosen for its holistic approach, effectively resolving multiple agricultural challenges by providing accessible, fresh produce, promoting sustainability, ensuring transparency, fostering trust, and empowering local farming communities.

Why the solution is likely to be effective:

The effectiveness of the CropCart App lies in its comprehensive approach, catering to diverse agricultural demands. By facilitating access to fresh produce, promoting sustainability, ensuring market transparency, and fostering user trust, it aligns with evolving consumer preferences. Its potential to empower farmers and meet consumer needs suggests it can create a robust, sustainable, and mutually beneficial ecosystem within the agricultural market.

App Wireframe



Pain points:

1. My user needs access to fresh and affordable farm produce.
2. My user needs a sustainable market strategy.

Recommendations/changes

Enhance usability, expand features for personalization, ensure accessibility, bolster data security, support multiple languages, foster community engagement, optimize performance, employ targeted marketing, establish partnerships, and utilize data-driven iterations. These changes aim to enrich user experience, expand reach, and fortify the CropCart App's effectiveness in agriculture.

What's next?

Determining the next steps for the CropCart App involves prioritizing the implementation of recommended changes, conducting user testing to validate improvements, and iterating based on feedback. Additionally, strategizing targeted marketing, forging partnerships, and continuously refining the app's features will be key to enhancing user engagement and expanding market reach. Regular monitoring of performance metrics and adapting based on market dynamics will ensure sustained growth and effectiveness within the agricultural sector.

Why?

Implementing changes ensures enhanced user experience, broader market reach, increased trust through data security, competitive edge, community engagement, smooth performance, and potential revenue growth. These actions are pivotal for CropCart's sustained relevance, user satisfaction, and long-term success in the agricultural market.