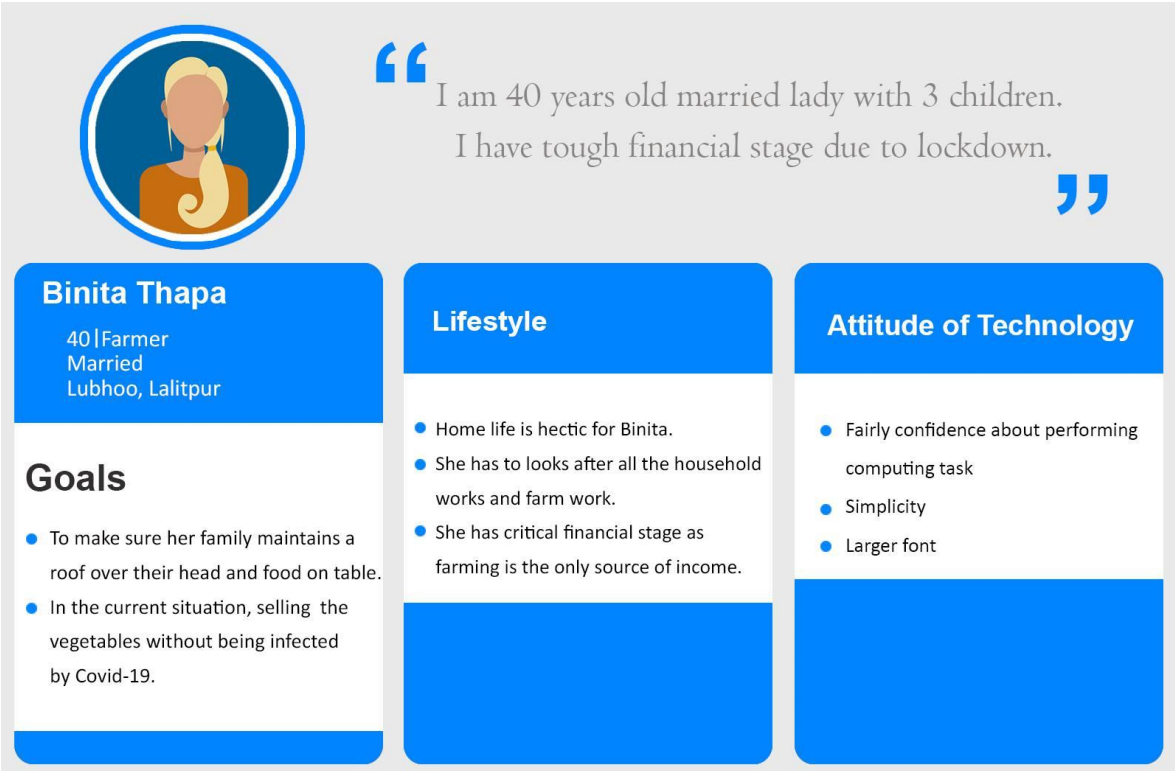


Assignment 2.1

Problem Statement:

- The drastic fall in price of vegetable along with risk of Covid-19.

User Persona



A user persona card for Binita Thapa. At the top left is a circular icon of a woman with blonde hair in a ponytail, wearing an orange top. To the right of the icon is a quote in grey text: "I am 40 years old married lady with 3 children. I have tough financial stage due to lockdown." The quote is enclosed in large blue quotation marks. Below the quote are three blue rectangular boxes with white text. The first box on the left contains the name 'Binita Thapa' and her details: '40 | Farmer', 'Married', and 'Lubhoo, Lalitpur'. Below this box is a section titled 'Goals' with two bullet points. The middle box is titled 'Lifestyle' and contains two bullet points. The right box is titled 'Attitude of Technology' and contains three bullet points. The bottom of each of these three boxes is a solid blue bar.

Binita Thapa
40 | Farmer
Married
Lubhoo, Lalitpur

Goals

- To make sure her family maintains a roof over their head and food on table.
- In the current situation, selling the vegetables without being infected by Covid-19.

Lifestyle

- Home life is hectic for Binita.
- She has to look after all the household works and farm work.
- She has critical financial stage as farming is the only source of income.

Attitude of Technology

- Fairly confident about performing computing task
- Simplicity
- Larger font



“ My wife and I have been having a difficult time selling products due to Covid-19. We wish there were better options to sell our products. ”

Ram Bahadur Pokhrel

57 | Animal husbandry
Married
Dadhathok, Lubhoo

Goals

- To sell his product well for good economic status.
- To fulfill basic daily needs.

Lifestyle

- He has tough day to day life during lockdown.
- He looks after all the animal and his wife works as cleaner in mall.
- In the current time, he is bearing loss on his dairy products.
- He delivers milk from door to door every morning.

Attitude of Technology

- Medium self-confidence in performing computing task
- Prefers clear navigation
- Social Connectivity



“ My business recently downsized and left me with unstable economic status due to less consumptions of vegetables by customer. I am single mother with children. I need alternative way of selling my goods to customers directly. ”

Radhika Tamang

37 | Tomato Farming
Single
Lubhoo, Lalitpur

Goals

- To provide quality life to her children.
- To provide children the means to gain ducation without the same burden she has.

Lifestyle

- She has a quite hard life as a single parent.
- She works on her tomato farm and partly sew the clothes.
- Financial pressure is severe as she is only earing person at their home

Attitude of Technology

- Fairly familiar with technology.
- Prefers simple account modification.
- Prefers notification about customer enquiry.

Ideate

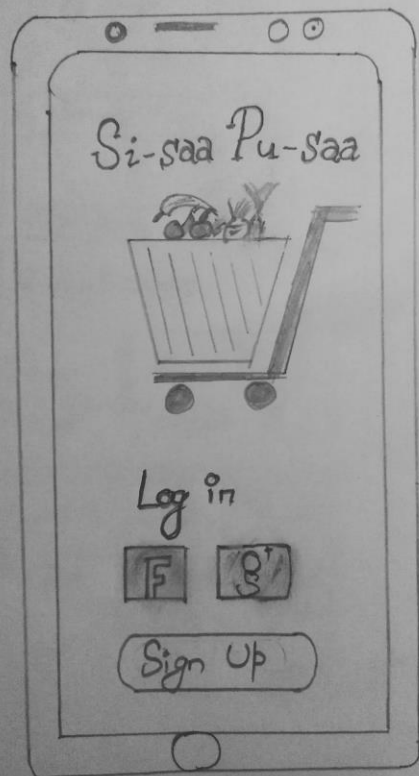
For the above problem the best solution would be online platform.

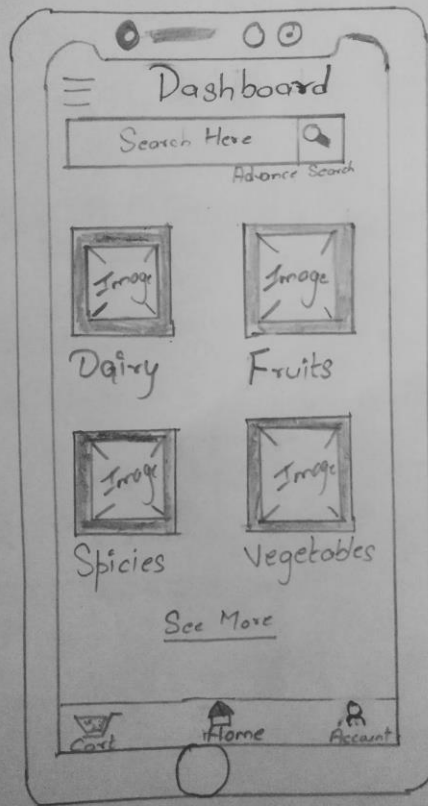
1. The person can sell their product from home without being public among several people.
2. The person won't have to invest on extra physical structure.
3. This allows the people to sell their product directly from farm to customer door step.
4. This will reduce the crowd and prevents the Covid-19 so far.

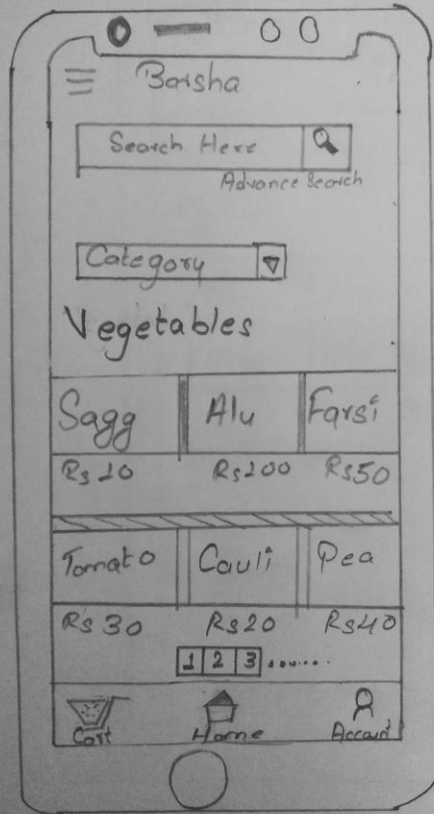
Ideate 2

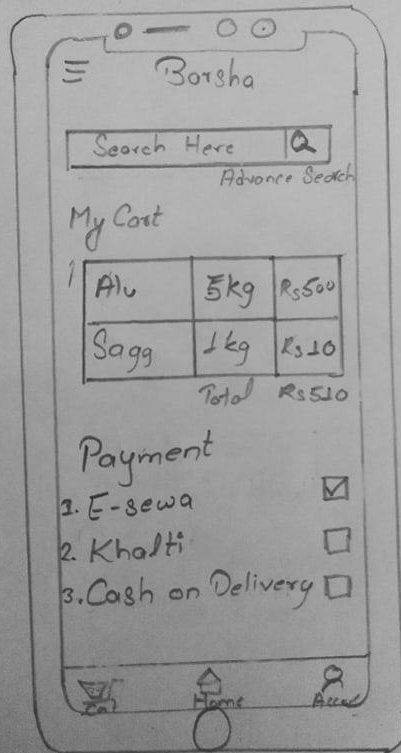
- The product is provided directly from farm to people's door step.
- This online platform will help to work as mediator until crisis of Covid-19. For example: Oyo, it provides the platform for different hotel and services under same roof as per desired place.
- The products will be delivered from nearby location of farm from the customer.
- The main objective is to provide organic and local product at cheap price by maintaining supply chain management.
- It will also encourage people to work within their nation rather than going for foreign employment.
- After the control of Covid-19, we can still run the system online and also establishing the local mart where all the products are only organic and local.
- This will also impact over the economic growth of the nation where import of vegetables, fruits, spices and other food product will be minimized.

Prototype









≡

Binito Thapa

Pending Order

>

Completed Order

>

Cancelled Order

>

Pending Order

☒

Borsha Maharjan

Lubhoo-7

9808312485

Alu	5kg
Sagg	1kg

Paid

☒

Unpaid

☐

Order

Home

Account