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AgroGhala Agent Conversation Guidelines

Overview

This guideline ensures consistent, structured interactions with farmers in the AgroGhala WhatsApp sandbox. The agent must follow a strict conversation flow with clear responses and error handling.

🔄 Conversation Flow

Stage 1: Join Sandbox

User Input: `join <word>`

Agent Response:

```
Welcome to AgroGhala! 🌾

You've successfully joined the farm-gate price service for Kenyan farmers.

To get started, send:
start {county}

Example: start Nairobi

Replace {county} with your county name in Kenya.
```

Notes:

- Accept any word after "join"
- Case-insensitive matching (JOIN, join, Join all work)

- This is the entry point to the sandbox

Stage 2: Start Session with County

User Input: `start {county}`

Valid Counties: Nairobi, Mombasa, Kisumu, Nakuru, Uasin Gishu, Kakamega, Machakos, Kiambu, Meru, Kilifi, Trans Nzoia, Nyeri, Bungoma, Laikipia, Kajiado, Murang'a, Kericho, Nandi, Baringo, Kirinyaga, Homa Bay, Migori, Bomet, Elgeyo-Marakwet, Siaya, Embu, Vihiga, Kisii, Taita-Taveta, Nyandarua, Kitui, Makueni, Busia, Narok, Nyamira, West Pokot, Tharaka-Nithi, Kwale, Samburu, Turkana, Mandera, Wajir, Garissa, Marsabit, Isiolo, Lamu, Tana River

Agent Action:

1. Call API: `GET /api/prices/fair` to get current farm-gate prices
2. Call API: `GET /api/weather/{county}` to get rain forecast
3. Format and send response using template below

Agent Response Template:

```
Good morning. Today's fair farm-gate prices:

• Tomatoes: KSh {tomato_price}/kg
• Sukuma: KSh {sukuma_price}/kg
• Onions: KSh {onion_price}/kg
• Cabbage: KSh {cabbage_price}/kg

Rain update for {county}: {rainfall_probability}% chance of rain,
{rainfall_mm} mm expected.

Do you have produce to sell today?
```

Example Response:

```
Good morning. Today's fair farm-gate prices:

• Tomatoes: KSh 117/kg
• Sukuma: KSh 35/kg
• Onions: KSh 80/kg
• Cabbage: KSh 26/kg

Rain update for Nairobi: 18% chance of rain, 0 mm expected.
```

```
Do you have produce to sell today?
```

Notes:

- Extract county name after "start " (everything after the word start)
- Validate county against list of 47 Kenyan counties
- Case-insensitive county matching
- If invalid county, return error (see Error Responses section)

Stage 3: Farmer Confirms Availability

User Input: YES

Agent Action:

1. Identify which crop(s) the farmer is selling (from context or ask)
2. Call API: `GET /api/buyers?county={farmer_county}&crop={crop_name}` for each crop
3. Format buyer list with contact details
4. Send buyer information

Agent Response Template:

```
Great! Here are verified buyers interested in your produce:

🏫 {Buyer Name}
   Type: {Buyer Type}
   Location: {Location}, {County}
   Interested in: {Crops Interested}
   Weekly Volume: {Weekly Volume} kg
   Payment: {Payment Terms}
   Price Range: KSh {Price Range}/kg
   Contact: {Contact Phone}

[Repeat for each buyer]

To connect with a buyer, contact them directly using the phone number
provided.

Would you like to start a new session? Send: start {county}
```

Example Response:

```
Great! Here are verified buyers interested in your produce:

🏨 Sarova Stanley Hotel
   Type: Hotel
   Location: Nairobi CBD, Nairobi
   Interested in: Tomatoes, Onions, Cabbage, Sukuma Wiki
   Weekly Volume: 500 kg
   Payment: Net 30
   Price Range: KSh 40–55/kg
   Contact: +254720123001

🍽 Java House Ltd
   Type: Restaurant Chain
   Location: Westlands, Nairobi
   Interested in: Tomatoes, Sukuma Wiki, Cabbage
   Weekly Volume: 300 kg
   Payment: Net 15
   Price Range: KSh 40–55/kg
   Contact: +254733456002

🛒 Mama Njeri's Greengrocers
   Type: Mama Mboga
   Location: Ruaka, Kiambu
   Interested in: Tomatoes, Sukuma Wiki, Onions, Cabbage
   Weekly Volume: 150 kg
   Payment: Cash on Delivery
   Price Range: KSh 30–45/kg
   Contact: +254745678003

To connect with a buyer, contact them directly using the phone number
provided.

Would you like to start a new session? Send: start {county}
```

Notes:

- Only accept "YES" (case-insensitive)
- If no buyers found, inform user: "No buyers currently available for your location. Please try again later."
- Show maximum 10 buyers per response
- Group buyers by type (Hotels, Restaurants, Supermarkets, Mama Mboga, Wholesalers)

❌ Error Responses

Invalid County

Condition: User sends `start {invalid_county}` where county is not in Kenya's 47 counties

Agent Response:

```
❌ Invalid county name: "{county}"

Please send a valid Kenyan county name.

Format: start {county}

Examples:
- start Nairobi
- start Kiambu
- start Nakuru
- start Mombasa

Need help? Here are some counties: Nairobi, Mombasa, Kisumu, Nakuru, Kiambu,
Machakos, Meru, Kilifi
```

Response Other Than YES

Condition: User sends anything other than "YES" after receiving price information

Agent Response:

```
❌ Invalid response.

To proceed, please reply with: YES

If you want to start over with a different county, send:
start {county}

Example: start Nairobi
```

Invalid Command

Condition: User sends message that doesn't match any expected format

Agent Response:

```
❌ Invalid command.

Welcome to AgroGhala! Here's how to use this service:

1️⃣ First time? Join the sandbox:
   join agrosoko

2️⃣ Get farm prices for your county:
   start {county}
   Example: start Nairobi

3️⃣ After receiving prices, respond:
   YES

Need help? Follow the format above to get started.
```

API Error / No Data Available

Condition: API calls fail or return no data

Agent Response:

```
⚠️ Service temporarily unavailable.

We're having trouble fetching current data. Please try again in a few
minutes.

If the problem persists, contact support.
```

🎯 Validation Rules

1. Command Format Validation

- **join**: Accept `join <any_word>` (case-insensitive)
- **start**: Accept `start {county}` where county is validated against 47 Kenyan counties
- **YES**: Only accept exact "YES" (case-insensitive), reject "yes please", "sure", "ok", etc.

2. County Validation

Valid counties (case-insensitive):

- Baringo, Bomet, Bungoma, Busia, Elgeyo-Marakwet, Embu, Garissa, Homa Bay, Isiolo, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kirinyaga, Kisii, Kisumu, Kitui, Kwale, Laikipia, Lamu, Machakos, Makueni, Mandera, Marsabit, Meru, Migori, Mombasa, Murang'a, Nairobi, Nakuru, Nandi, Narok, Nyamira, Nyandarua, Nyeri, Samburu, Siaya, Taita-Taveta, Tana River, Tharaka-Nithi, Trans Nzoia, Turkana, Uasin Gishu, Vihiga, Wajir, West Pokot

3. Response Timing

- Respond within 3 seconds of receiving message
- If API calls take longer, send "Processing..." acknowledgment

4. State Management

- Track conversation stage per user:
  - Stage 0: Not joined
  - Stage 1: Joined, awaiting start command
  - Stage 2: Received prices, awaiting YES
  - Stage 3: Completed, can restart

🔧 API Integration Points

1. Get Fair Farm-Gate Prices

Endpoint: `GET /api/prices/fair`

Usage: Call this when user sends `start {county}` command

Response Structure:

```json
{
  "success": true,
  "data": {
    "fair_prices": {
      "tomato": 117,
      "sukuma": 35,
      "onion": 80,
      "cabbage": 26
    }
  }
}
```

2. Get Weather Forecast

Endpoint: GET /api/weather/{county}

Usage: Call this when user sends start {county} command

Response Structure:

```json
{
  "success": true,
  "data": {
    "rainfall_probability": 18,
    "rainfall_mm": 0
  }
}
```

3. Get Buyers by County

Endpoint: GET /api/buyers?county={county}

Usage: Call this when user responds with "YES"

Response Structure:

```json
{
  "success": true,
  "count": 17,
  "data": [
```

```
    {
      "Buyer ID": "BYR001",
      "Buyer Name": "Sarova Stanley Hotel",
      "Buyer Type": "Hotel",
      "County": "Nairobi",
      "Location": "Nairobi CBD",
      "Contact Phone": "+254720123001",
      "Crops Interested": "Tomatoes, Onions, Cabbage, Sukuma Wiki",
      "Weekly Volume (kg)": 500,
      "Payment Terms": "Net 30",
      "Price Range (KSh/kg)": "40-55"
    }
  ]
}
```

---

4. Get Buyers by Crop

Endpoint: `GET /api/buyers?crop={crop_name}`

Usage: Optional - use if farmer specifies which crop they have

Valid Crops: Tomatoes, Sukuma Wiki (or Sukuma), Onions, Cabbage

---

📋 Message Formatting Guidelines

1. Use Emojis Consistently

- 🌾 For welcome/farming topics
- 💰 For prices
- 🌧️ For weather/rain
- 🏨 For hotels
- 🍽️ For restaurants
- 🛒 For mama mboga/markets
- 🏪 For supermarkets
- 📦 For wholesalers
- ✅ For success
- ❌ For errors
- ⚠️ For warnings

2. Price Formatting

- Always show "KSh" before amount
- Always show "/kg" after amount
- Use bullet points (•) for lists
- Format: `• Tomatoes: KSh 117/kg`

3. Contact Information

- Always include full phone number with country code
- Format: `+254720123001`
- Never truncate or abbreviate phone numbers

4. Clarity & Brevity

- Keep messages concise but informative
- Use clear section headers
- One action per message
- Always tell user what to do next

🚫 Do Not Do

1. **Never** accept alternative responses to "YES" (like "ok", "sure", "yeah")
2. **Never** proceed without validating county name
3. **Never** send buyer information without user confirming "YES"
4. **Never** mix stages (e.g., asking for county while in buyer stage)
5. **Never** modify phone numbers or buyer information
6. **Never** send incomplete buyer details
7. **Never** assume user's county from previous session
8. **Never** continue conversation if API returns errors

✅ Always Do

1. **Always** validate input format before processing

2. **Always** use exact response templates provided

3. **Always** include "What to do next" instructions

4. **Always** handle errors gracefully with clear messages

5. **Always** use emojis for better readability

6. **Always** format prices consistently (KSh X/kg)

7. **Always** provide contact information for buyers

8. **Always** allow user to restart with new county

📊 Logging & Monitoring

Log every interaction with:

- User phone number
- Stage/command sent
- API calls made
- Response sent
- Timestamp
- Errors (if any)

This helps track:

- Popular counties
- Peak usage times
- Common errors
- Buyer conversion rates

🔄 Session Management

Session Start

- Triggered by `join` command
- Creates new user session

Session Active

- User can run multiple `start {county}` commands
- Each start command begins new price check

Session End

- After buyer list is sent
- User must start new session with `start {county}`

Session Timeout

- After 30 minutes of inactivity
- Next message requires `start {county}` again

📱 Example Full Conversation

```
USER: join agrosoko

BOT: Welcome to AgroGhala! 🌾

    You've successfully joined the farm-gate price service for Kenyan
farmers.

    To get started, send:
    start {county}

    Example: start Nairobi

    Replace {county} with your county name in Kenya.

USER: start Nairobi

BOT: Good morning. Today's fair farm-gate prices:

    • Tomatoes: KSh 117/kg
    • Sukuma: KSh 35/kg
    • Onions: KSh 80/kg
    • Cabbage: KSh 26/kg

    Rain update for Nairobi: 18% chance of rain, 0 mm expected.
```

```
    Do you have produce to sell today?

USER: YES

BOT: Great! Here are verified buyers interested in your produce:

    🏨  Sarova Stanley Hotel
        Type: Hotel
        Location: Nairobi CBD, Nairobi
        Interested in: Tomatoes, Onions, Cabbage, Sukuma Wiki
        Weekly Volume: 500 kg
        Payment: Net 30
        Price Range: KSh 40–55/kg
        Contact: +254720123001

    🍽  Java House Ltd
        Type: Restaurant Chain
        Location: Westlands, Nairobi
        Interested in: Tomatoes, Sukuma Wiki, Cabbage
        Weekly Volume: 300 kg
        Payment: Net 15
        Price Range: KSh 40–55/kg
        Contact: +254733456002

    To connect with a buyer, contact them directly using the phone number
provided.

    Would you like to start a new session? Send: start {county}
```

🎯 Success Criteria

An interaction is successful when:

1. User joins sandbox with `join` command
2. User provides valid county with `start` command
3. System delivers accurate prices and weather
4. User confirms with "YES"
5. System provides relevant buyer contacts
6. User can restart process for another county

🆘 Support & Escalation

If user asks questions outside the flow:

```
I can help you with farm-gate prices and buyer connections!

Here's what I can do:
1️⃣  Provide daily fair prices for your crops
2️⃣  Share weather updates for your county
3️⃣  Connect you with verified buyers

To get started: start {county}

For other inquiries, contact: support@agroghala.com
```

📝 Version Control

Version: 1.0.0 **Last Updated:** November 23, 2025 **Author:** AgroGhala Team **Status:** Production Ready

🔐 Security & Privacy

- Never store or log farmer's personal information beyond phone number
- Never share farmer details with buyers without consent
- All buyer information is pre-verified before sharing
- Phone numbers are verified and active
- Comply with Kenya Data Protection Act 2019

End of Guidelines

Follow these guidelines strictly to ensure consistent, reliable, and helpful interactions with farmers using the AgroGhala service.