



COWSEVA

HCI Group-11
Project group-2



TEAM MEMBERS:


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Harshit Gautam (2022208)

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Hemanth Dindigallu (2022212)



PROBLEM STATEMENT

- Many smaller organizations like Gaushalas do not get sufficient funds for their cause due to a lack of resources. Many people who want to donate to these causes do not trust the authenticity of these organizations online.
- The reach of these organizations is very less as people don't know where the different gaushalas are situated. The numbers of Desi Cows is decreasing due to lack of reach to their gaushalas.
- Desi Cows give us A2 milk which doesn't have any side effects in contradiction to A1 milk from jersey cows which we get nowadays in packaged form.

BACKGROUND OF PROBLEM AND MOTIVATION

- Recently ,there was lumpy virus which was spread among the cows in which around 1 lakh cows died. Those gaushalas which had a good reach got the donations from the people but the others didn't, and suffered a huge loss due to the dying of cows.

- At this point of time the authenticity of A2 milk which is purely desi cow's milk is not known to people. All desi cows are present in gaushalas these days. All the packaged milk we get is A1 milk(which we get from the jersey cows) which have some side effects as compared to A2 milk(which have no side effects or disadvantages) , like Studies have shown that consuming A1 milk could negatively affect the immunohormonal system, and contribute to type 1 diabetes or heart disease.
- And Nowadays the number of Desi Cows are decreasing very fast due to the lack of resources and reach of these gaushalas. So, with the increasing reach of these gaushalas, the reach of the A2 milk will also increase and this will help in controlling the deaths of desi cows.

SCOPE

- 1.It will register the gaushalas with the mandatory document proofs, like, Aadhar card of the owner, License of the gaushala on the name of the owner and other details of the gaushala like number of cows, number of caretakers etc. .
- 2.The donors on this platform will have the option to choose the gaushala they want to donate to and the page will show them the information of that gaushala like address, contact information, number of cows etc.

3. Donors will have ample choices to donate like Fodder, Leftover vegetable or fruit wastes, Money in cash or Online etc.

4. They will get the permanent receipt as the proof of payment or the proof of donation even.

5. Users will get the option to get the A2 milk deliver at their doorstep.



REQUIREMENT GATHERING



STAKEHOLDERS

Gaushala Owners

They will play the most important role as all the features and functions of the app and website will be linked to them. They will have to register on the website for recognition with required ID Proof and Documents without which they will not be allowed to register as the main motive of our project is to be “authentic”. They will add their contact address and target for the donations. They will hand over A2 milk in bottles to the delivery agents (to be addressed later in this section only). It will be their choice to add their branding to maintain cost from their end also. They will have the option to declare emergency from their side in an emergency situation so that required donations can reach them in as little time as possible.

Logistics Company

This company will play the middle man role between the gaushalas and the donors or customers as they will provide the accommodation for transporting the donated items and the milk from one place to the destination. These services will be provided to both of the above stakeholders and they will help in smooth work of the system as whole.

Donors and Customers

They are as important as Gaushala owners in this project as they will have the feature to donate to their desired Gaushala (The amount of donations at that time will be shown to donors). They will have the option to donate in the form of money, medications and fodder. They will also have the option to order A2 milk from the gaushala nearest to them (this will be restricted to nearest gaushalas only except in some unavoidable conditions). Also there will be a feature to repeat or schedule orders for every day for making this as a hassle free process. After orders they will be able to provide feedback upon the delivery experience. After donation they will be provided with the receipt of anything they donate for the proof.



SURVEY RESULTS

Links to survey's result

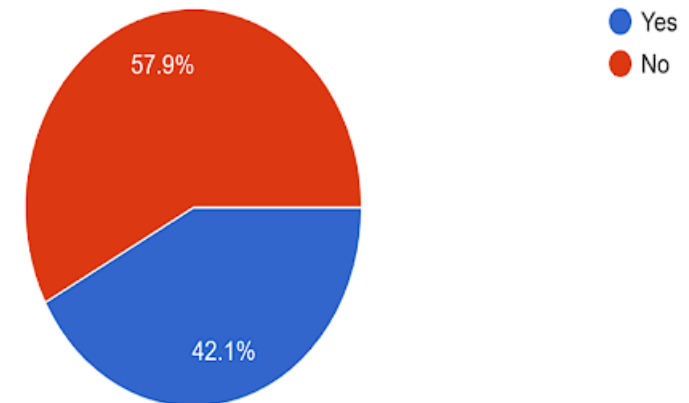
- [Spreadsheet](#)

Timestamp	Your Name :	Do you know about Gaus	Will you donate to Gaush	In which form you would
12/24/2022 13:40:32	Harshit Gupta	No	Yes	Money, Medication, Fodd
12/24/2022 13:52:31	Aryan Singh	No	Maybe	Money, Fodder (including
12/24/2022 13:56:52	Ashu Kumar Jha	No	Yes	Money, Fodder (including
12/24/2022 13:58:28	Rohan Indora	Yes		
12/24/2022 14:01:28	Rohan Shiwaliya	No	Yes	Money, Medication, Fodd
12/24/2022 14:01:39	Agraney Tripathi	No	Yes	Medication, Fodder (inclu
12/24/2022 14:02:01	Pravar	Yes		
12/24/2022 14:11:04	Mayank	Yes		
12/24/2022 14:12:14	Harshit Gautam	No	Yes	Money, Medication, Fodd
12/24/2022 14:15:48	Aakansha	No	Yes	Money, Medication
12/24/2022 14:15:49	Nishant Yadav	Yes		
12/24/2022 14:17:41	Dheeraj	No	Yes	Money, Medication, Fodd
12/24/2022 14:39:24	Sujal Soni	Yes		
12/24/2022 15:09:34	Rohan	Yes		
12/24/2022 15:16:11	Pragesh Dixit	Yes		
12/24/2022 15:16:19	Alok Kumar	No	Maybe	Money
12/24/2022 15:16:41	Lovely professional	No	Maybe	Money, Medication, Fodd
12/24/2022 15:27:55	Srishti pandey	No	Yes	Money

- [Graphs](#)

Do you know about Gaushalas nearby or any of them in your state?

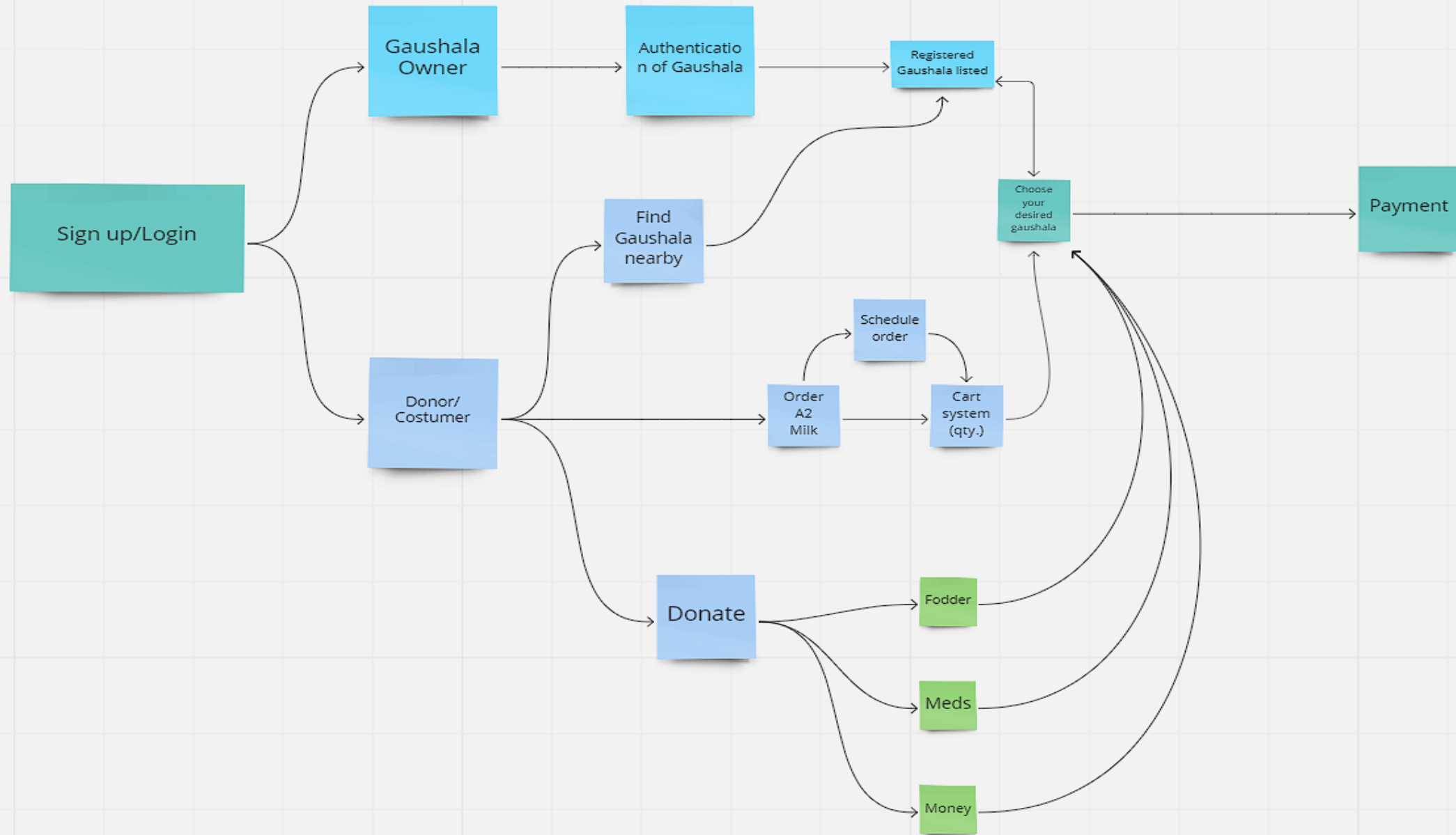
19 responses





USE-CASE DIAGRAM

[Link to Diagram](#)





PERSONAS

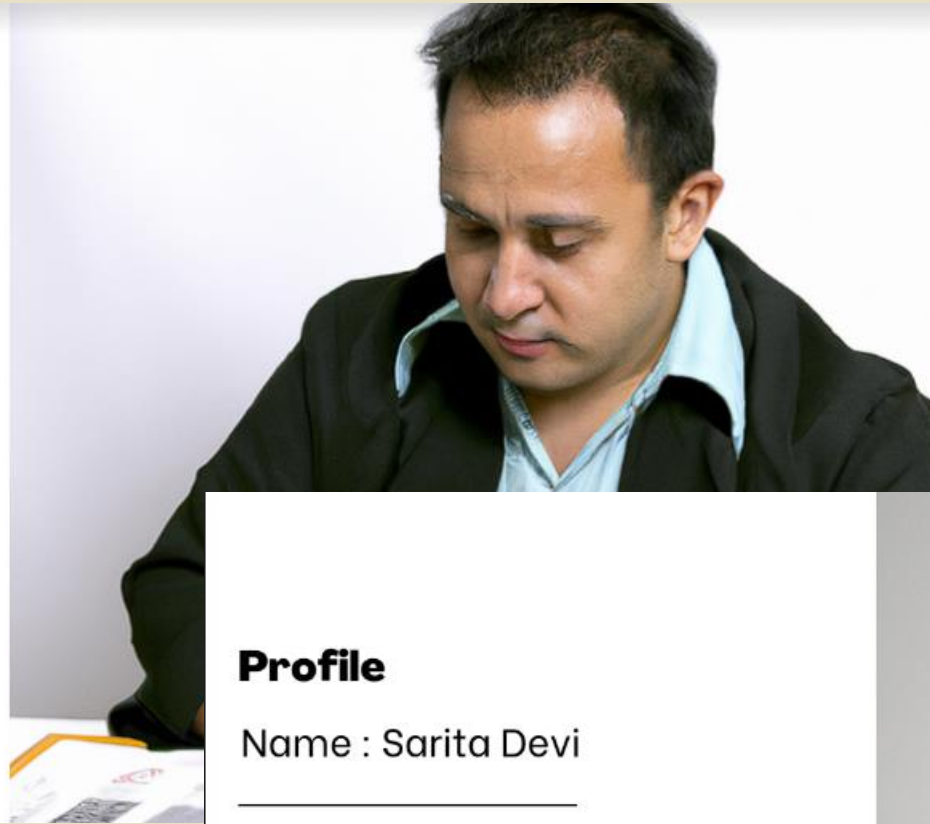
[Link to Personas](#)

Profile

Name : Arnav Mathur

Age, Location : 35(M), U.P.

Occupation : Staff Finance




Profile

Name : Sarita Devi

Age, Location : 43(F), Rajasthan

Occupation : A Small
Gaushala Owner





EMPATHY MAPPING

[Link to Empathy Map](#)

THINKS

Getting
A2 milk
at home

Issues with
authenticity
of gaushalas
listed already

Loss due
to death
of cows

getting
collapse
due to lack
of reach

Lack of
medications
at time of
viral infection

FEELS

busy
schedule

bad about
cows died

nothing to
do in
emergency
situation

of having a
large scale
recognition

people are
unaware
about A2
milk

Donations
are not as
expected

DOES

Managing
Finance of
a company

Managing
gaushala
overall

travel a lot
to get to
gaushala

distributing
A2 milk in
nearby
areas

tying up
with local
medicine
distributor

SAYS

Gaushala
is very far
away

people
don't know
about us

delivery
charges are
very high

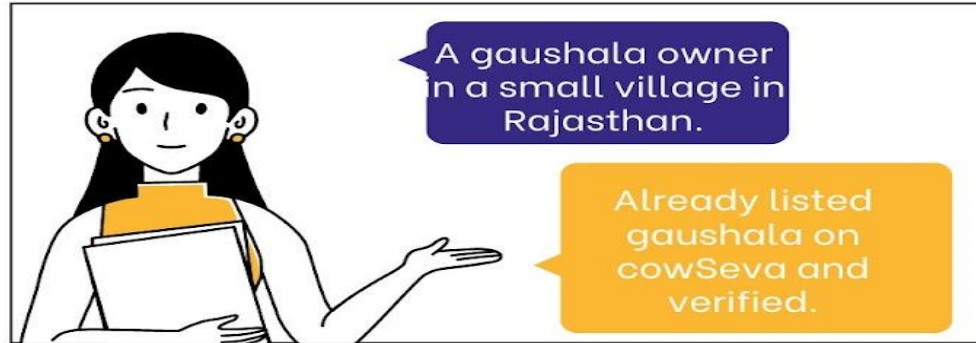
wants to
schedule
the daily
order

managing
finance at time
of crisis is very
difficult



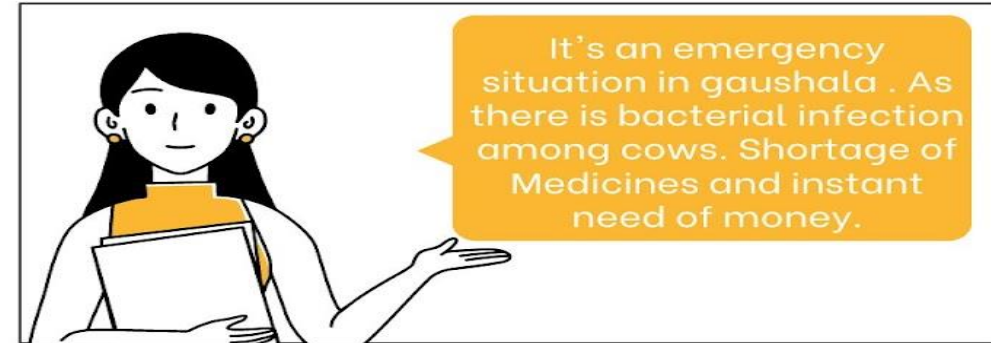
SCENARIO

COWSEVA



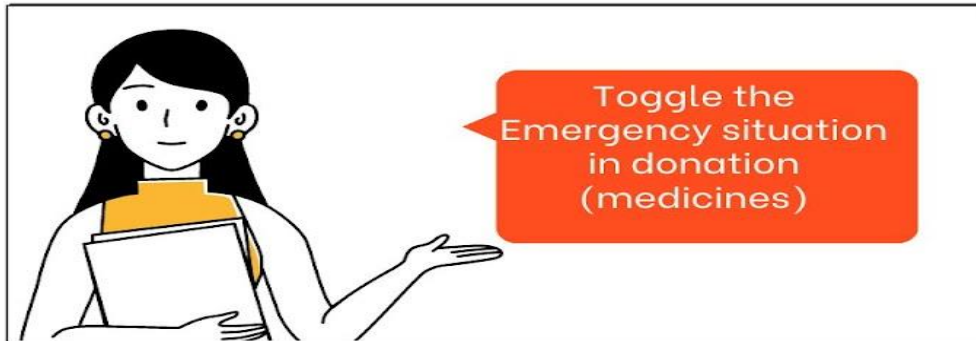
SARITA DEVI

Gaushala owner in a small village.



EMERGENCY SITUATION

Got an medical emergency in gaushala. Bacterial infection.



MARK IN COWSEVA

Declare emergency in cowSeva.



RECIEVES DONATION



PROBLEM UNDERSTANDING

The proposed project will help all the gaushalas and the donors in the way that donors and customers will be able to donate to these gaushalas(especially small ones) in the form of money, medications or fodder. It will be convenient for many of the users as they will not have to find the needy gaushalas as their status will be shown at the time of donation and also nowadays people have busy schedules so they cannot travel to places far away, so this will help in managing time. They will also be able to make orders of A2 Milk from their home only. Gaushala owners face problems when there is viral infection in the cows so this will help them in declaring emergency situations and not getting affected with loss so much.

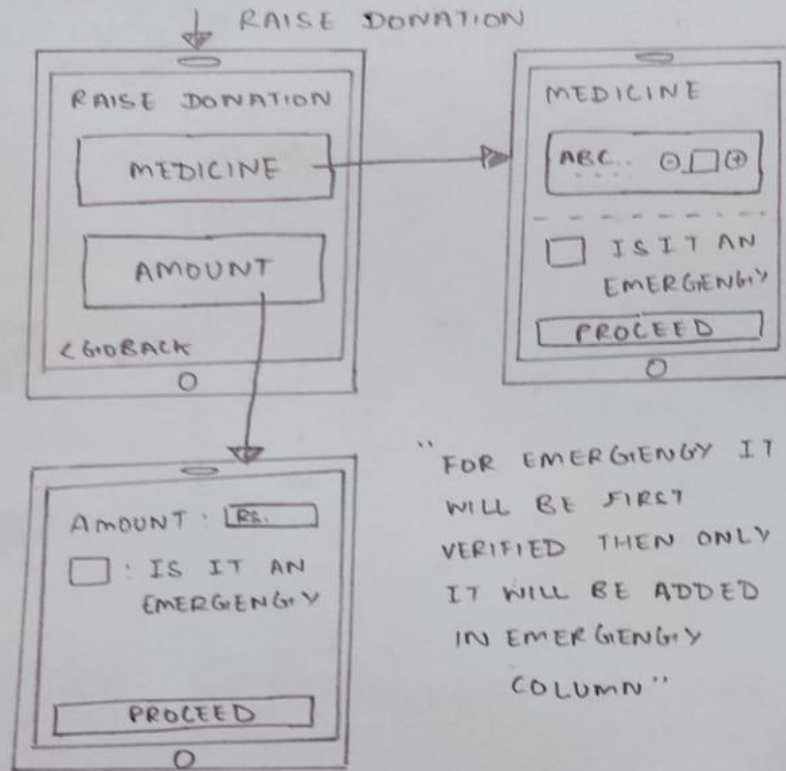
The authentication of gaushalas will be based on the documents submitted by them like Gaushala License, Aadhar card of the owner of gaushala and then there will be verification survey from our team.

It's targeted users will be the small gaushalas' owners, willing donors-who want to donate to the gaushalas, people who want to get authentic A2 milk directly from the gaushalas and the people who don't know about the A2 milk as it will create awareness about the advantages of the A2 milk over A1 milk.

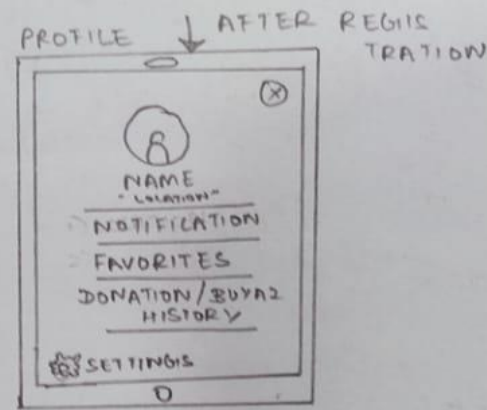
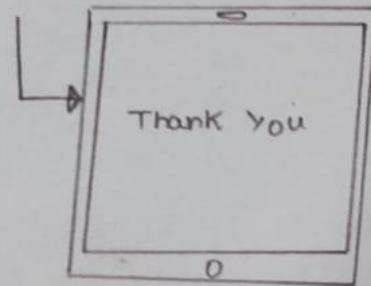


LO-FI DESIGN

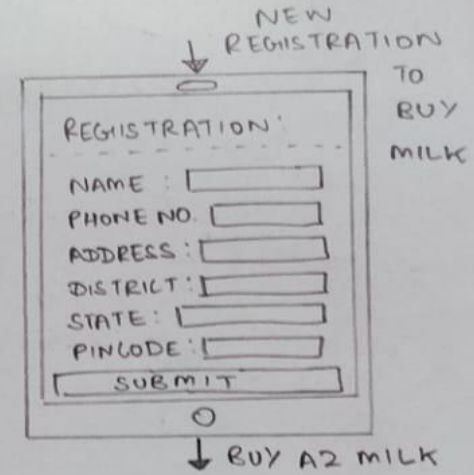
[illegible]



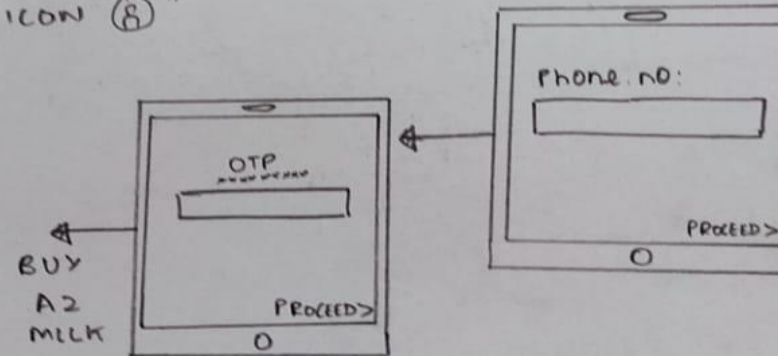
AFTER PAYMENT GATEWAY AND SUCCESSFUL DONATION



"PROFILE CAN BE ACCESSED FROM THE HOME SCREEN FROM THE ICON"



IF ALREADY REGISTERED





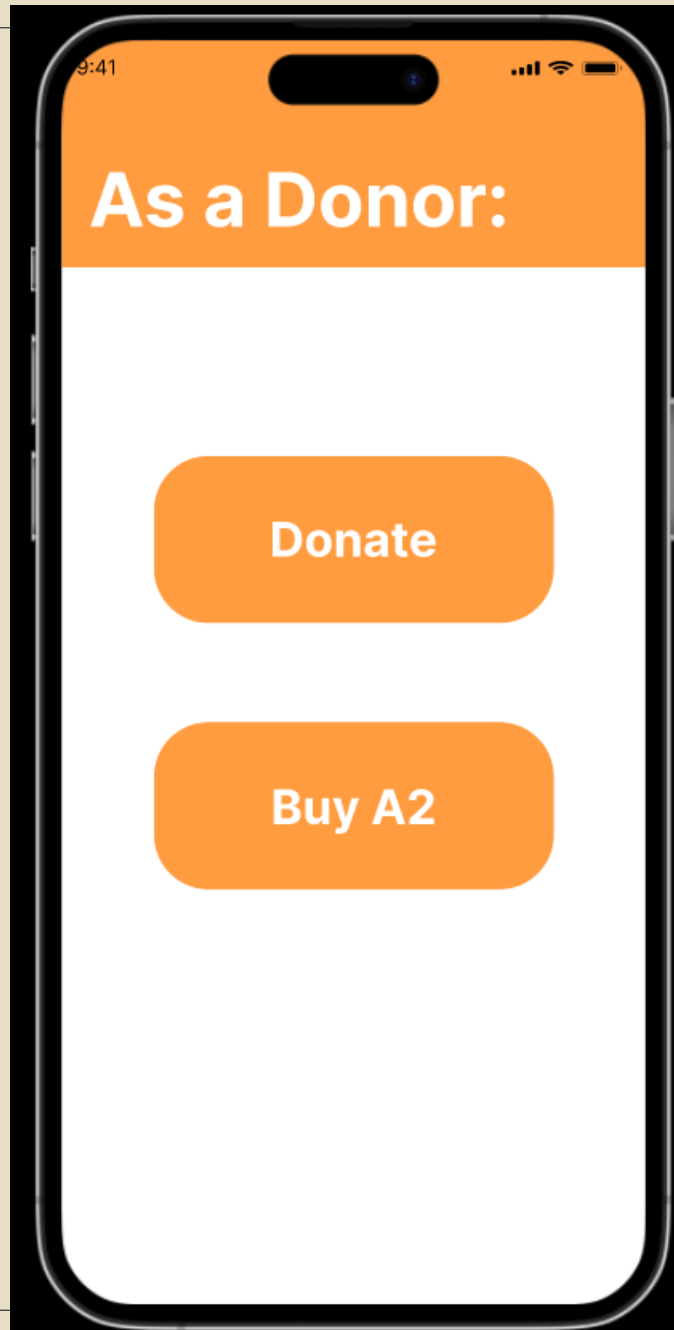
HI-FI PROTOTYPE DESIGN

[Link to Prototype](#)

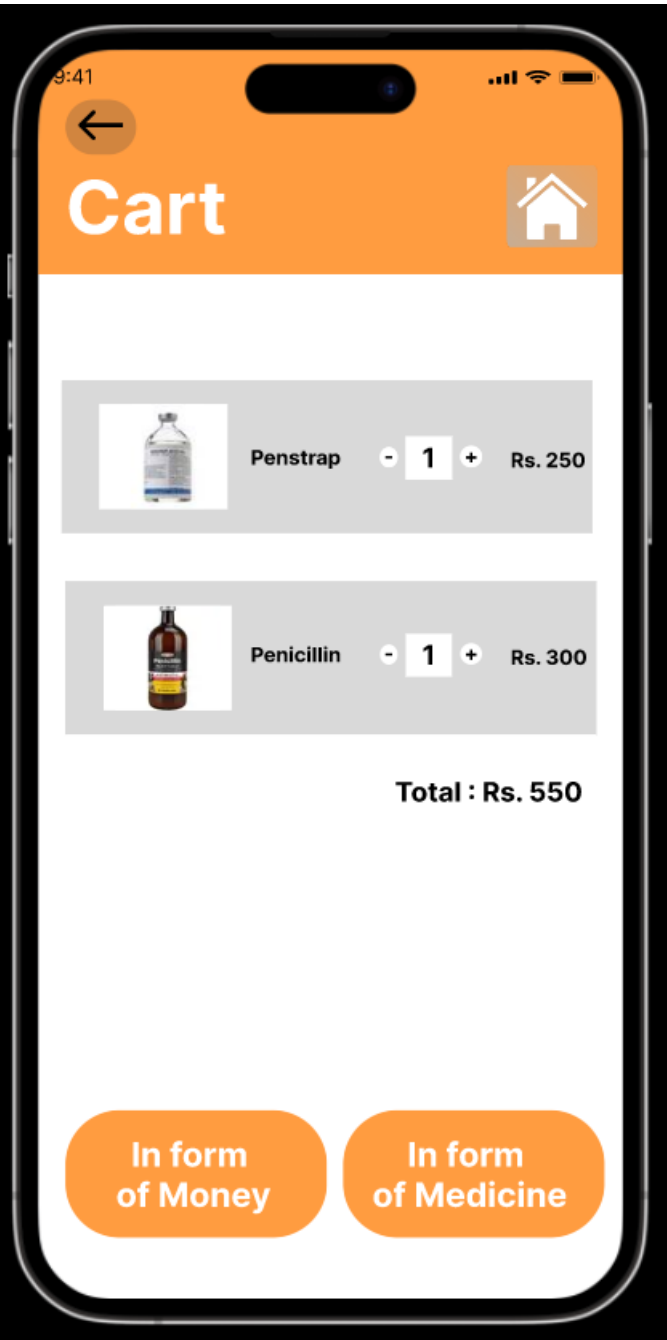
[Link to Website \(github\)](#)



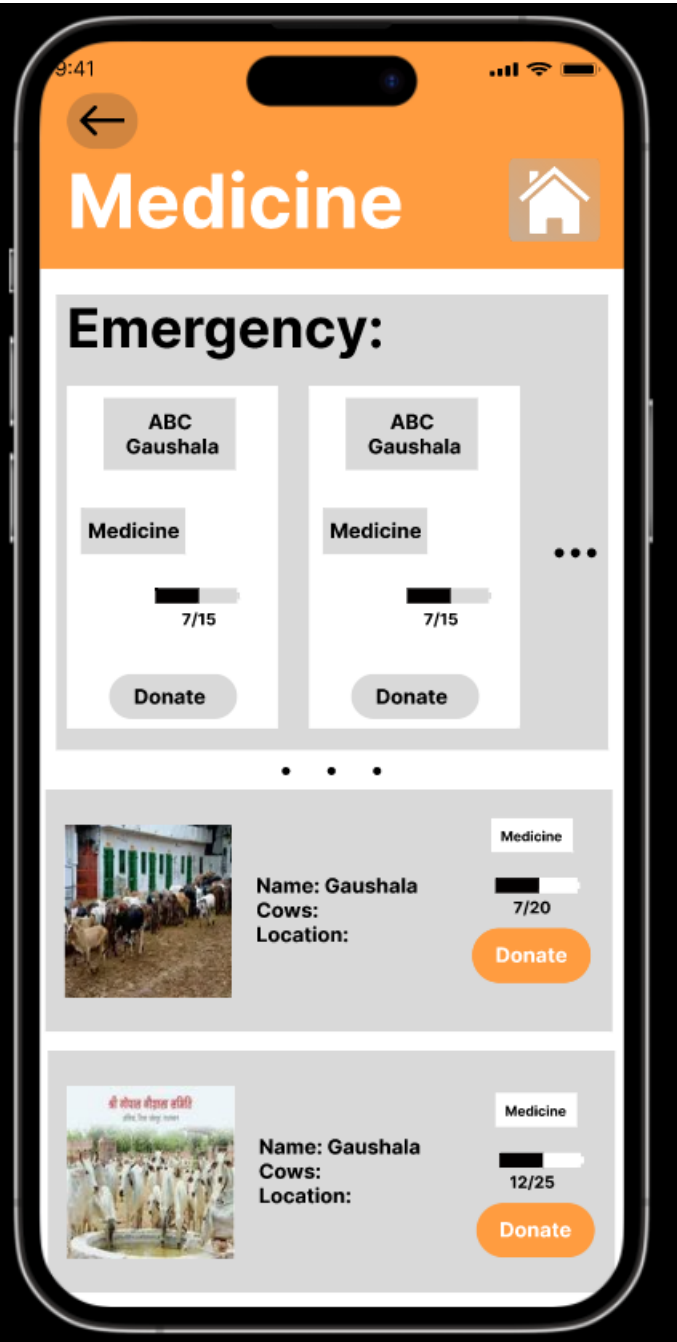
App have features for both donors and gaushala owners so it first register you as a donor or gaushala



Choosing Donor option will let you register as a customer cum donor for gaushalas in the way that it allows people to buy A2 milk from their desired gaushalas



In donation of medicine section you can either donate directly the medicine by scheduling a pickup in the app or you can buy some sort of medicines in form of money for the (in this way the money donated by you will be used to buy medicines and giving them to gaushalas



The Emergency Column in donation tabs show the gaushalas in some kind of emergency situation so that they can get the required resources on time

9:41

←

Registration:

Name:

Phone no:

Address:

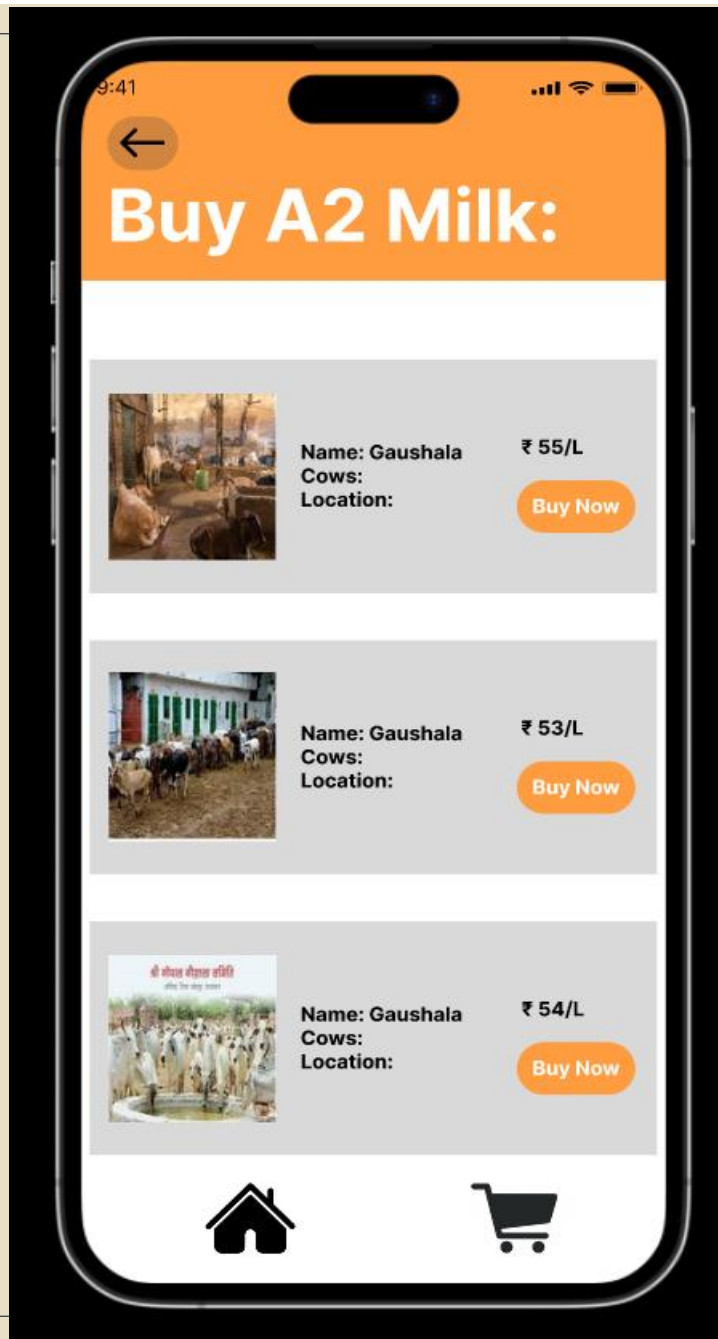
District:

State:

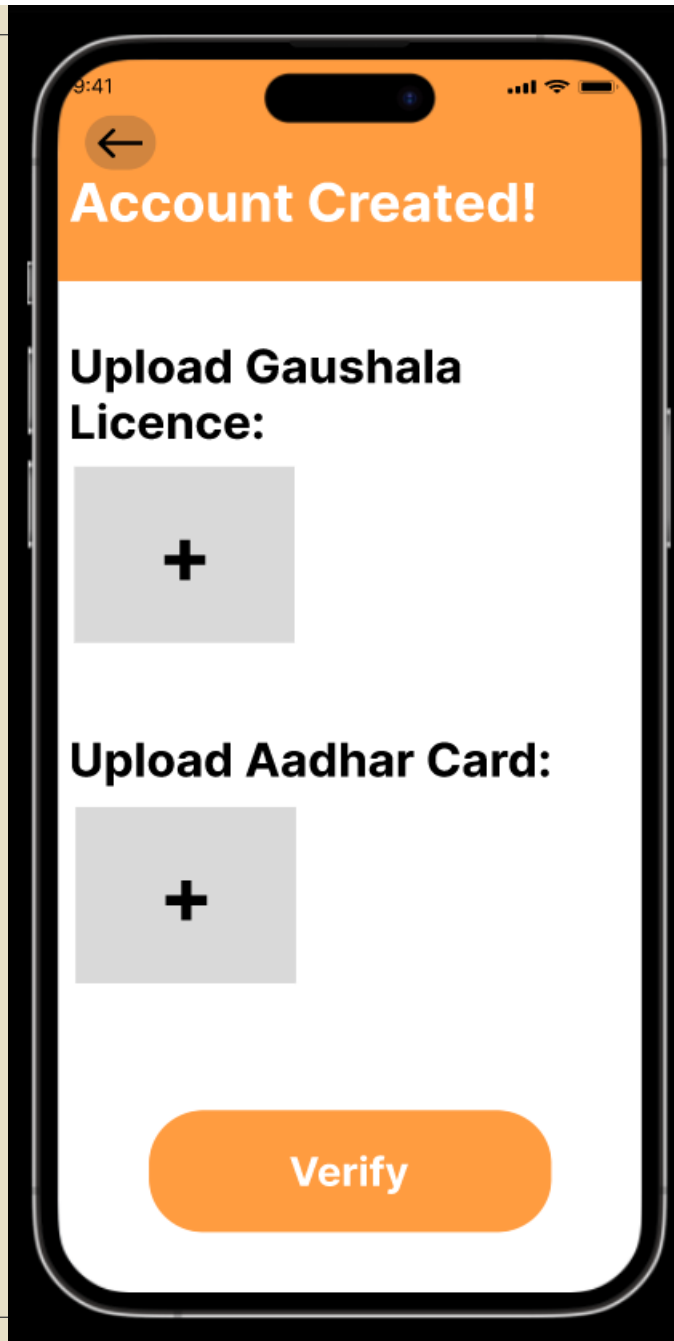
Pincode:

Submit

For buying milk the user must have to register which is not a compulsion for donation



Customers can see the variation in prices of the milk from different gaushalas and see what type of cows are present in that gaushala. Hence they can order from their desired gaushala



When chosen Gaushala option in the home screen

It will ask important documents for maintain authenticity

Glimpse Of Website

cowSewa

[Contact](#)

[About Us](#)

"गावो विश्वस्य मातरः"

"Gaavo Vishwasya Matara" (गावो विश्वस्य मातरः) which means Cow is the Mother of whole universe. Therefore, it is the duty of everyone to serve and protect the Mother Cow.

[Donate](#)

[As Gaushala](#)



How Authentic our Recipients?



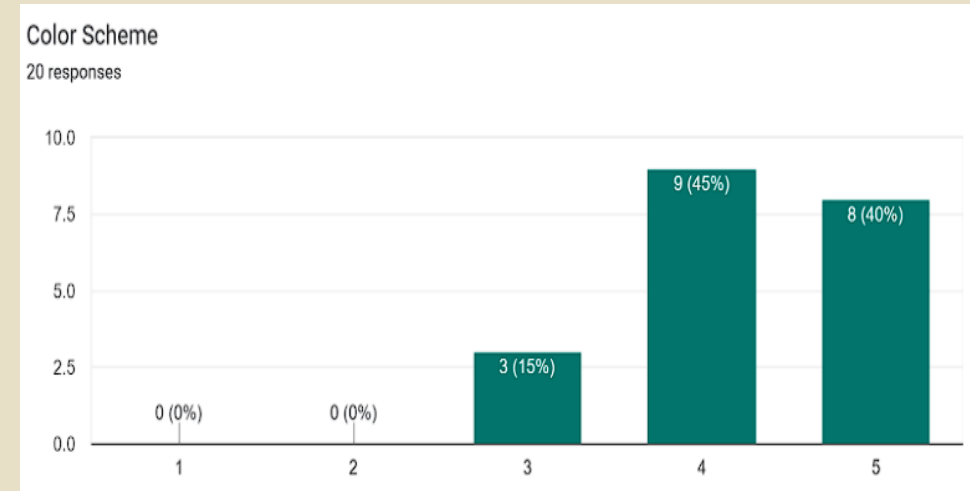
USER EVALUATION

Link to Evaluation Result

- [Spreadsheet](#)

Timestamp	Name	Color Scheme	Navigation(Back buttons	Components placements Sin
1/15/2023 15:54:13	Abhay Kohli		5	5
1/15/2023 16:12:49	Rohan Indora		4	2
1/15/2023 16:31:49	Abbas Murtaza		5	5
1/15/2023 17:07:00	Himanshu Singh		3	3
1/15/2023 17:10:59	Ashu		4	3
1/15/2023 17:21:54	tushar agrawal		4	4
1/15/2023 18:57:13	Savita		5	5
1/15/2023 18:58:22	Naman		4	5
1/15/2023 19:01:00	Sandip		4	4
1/15/2023 19:39:44	Daksh		3	4
1/15/2023 20:59:07	LAKSHAY KUMAR		5	4
1/15/2023 21:17:31	Hemanth Dindigallu		4	4
1/15/2023 21:19:00	Harshit		4	5
1/15/2023 21:22:40	Harshit Gautam		5	2
1/15/2023 21:30:50	SANKALP		5	5
1/15/2023 21:55:03	Rohan		5	2
1/15/2023 21:55:40	Mayank		4	2
1/15/2023 22:05:44	Harsh rajput		3	4
1/15/2023 22:06:45	Ayush Kumar		5	5
1/15/2023 22:24:52	Kartikeya Malik		4	4

- [Graphs](#)





LEARNINGS AND REFLECTIONS

Acc. to HCI Perspective

- It played a major role in learning about the designs, that how to make them interactive and user friendly.
- Cognitive Load: We have made the app to minimal to reduce the cognitive load as low as possible.
- Fitt's Law: The buttons in app are sized and placed in a way that they are easily reachable and user can easily target the button.
- Hick's Law: The choices in the app are kept less in number.
- And many other laws have been followed in the cognitive aspects of design.
- The app is made accessible to donors, customers of A2 milk and the gaushala owner's. (this increases the users)
- Design Principles like Visibility, Consistency, Affordance are justified but feedback and constraints are somewhat less as compared to others. So we can add some constraints in the ap to make it follow this principle

After Surveys (Acc. to Users)

- The colour scheme is appropriate and attractive according to the functionality of prototype.
- Navigation back buttons were correctly placed (consistency).
- Users also approved that there is less cognitive load.
- Some responses were there about the more simple pages of the app (pages are very simple), Buttons can be made small , they are large in size.
- The main point came into focus when in the survey we got many responses for adding the home button which was missing before and then we added it at while maintaining consistency.