School of Computing

SRM IST, Kattankulathur – 603 203

Course Code: 21CSC303J

Course Name: Software Engineering and Project Management

Experiment No	3
Title of Experiment	To identify a software project, craft a precise problem statement, and create a product vision document
Name of the candidate	Devansh Verma
Team Members	Rudransh Gupta, Saksham Uniyal
Register Number	RA2211032010051
Date of Experiment	29-01-2025

Mark Split Up

S.No	Description	Maximum Mark	Mark Obtained
1	Exercise	5	
2	Viva	5	
	Total	**10**	

Staff Signature with date

Aim

To identify a software project, craft a precise problem statement, and create a product vision document.

Team Members:

S. No	Register No	Name	Role
1	RA2211032010055	Saksham Uniyal	Product owner
2	RA2211032010049	Rudransh Gupta	Scrum Master
3	RA2211032010051	Devansh Verma	Developer

Project Title: AgriFarmer Store

Problem Statement: Farmers often struggle with limited market access, low profit margins, and reliance on intermediaries who take a significant share of their earnings. Traditional agricultural supply chains involve multiple middlemen, leading to increased prices for consumers and reduced income for farmers. Consumers, on the other hand, face challenges in sourcing fresh and high-quality farm produce at reasonable prices. The lack of direct farmer-to-consumer platforms results in inefficiencies, unfair pricing, and decreased transparency in transactions. Agrifarmer Store addresses these issues by providing a digital platform where farmers can sell their products directly to consumers, ensuring fair pricing, increased earnings, and a transparent supply chain. By removing unnecessary intermediaries, the platform fosters a sustainable and equitable agricultural economy that benefits both farmers and consumers alike.

Product Vision Document

Agrifarmer Store is an online marketplace designed to empower farmers by enabling them to sell their products directly to consumers, eliminating middlemen and maximizing their profits while ensuring consumers receive fresh, high-quality produce at fair prices.

1. Audience

- **Primary Audience:** Farmers seeking direct access to consumers to sell their agricultural products and consumers looking to purchase fresh, farm-to-table produce at competitive prices.

- **Secondary Audience:** Administrators providing support to farmers for registration and technical assistance. Logistics and delivery partners facilitating the transportation of goods.

2. Needs

- **Primary Needs:** A user-friendly platform for farmers to list and manage their products. A seamless transaction system ensuring secure payments for both farmers and consumers. A direct communication channel between farmers and consumers for inquiries and bulk orders. An accessible support system to assist farmers in registration and technical issues.

- **Secondary Needs:** Marketing and visibility tools help farmers reach a wider audience. Logistics support ensures efficient delivery solutions. Trust and credibility mechanisms, such as product reviews and ratings, enhance reliability.

3. Products

- **Core Product:** An e-commerce web portal allows farmers to list their agricultural products and sell directly to consumers.

- **Additional Features:** A secure payment gateway facilitates hassle-free transactions. Farmer and consumer profiles enhance trust and engagement. An admin support system assists farmers with registration and platform navigation. Search and filter options help consumers find the best products quickly.

4. Values

- **Core Values:** Empowerment supports farmers by giving them direct market access. Fair Trade ensures equitable pricing without middlemen. Transparency provides a clear and trustworthy marketplace for buyers and sellers. Accessibility makes the platform easy to use for farmers with limited technical skills. Sustainability encourages direct farm-to-table transactions to promote local agriculture.

- **Differentiators:** A dedicated farmer support system ensures easy onboarding and troubleshooting. A direct-to-consumer marketplace focuses solely on agricultural products. Secure and fair pricing mechanisms maximize benefits for farmers. Integration of logistics support assists in product delivery. Community-building features foster farmer-consumer engagement and provide educational resources.

5. Vision Statement

To create a transparent, fair, and sustainable online marketplace that directly connects farmers with consumers. This fosters a thriving agricultural economy while ensuring fresh and affordable produce for all.