Phase 1

Problem Understanding & Industry Analysis

1. Requirement Gathering

Goal: Understand what each stakeholder needs from the system.

- **Farmers:**
  - Easy onboarding to list their produce.
  - Update crop availability & prices.
  - Get instant notification when a buyer places an order.
- **Buyers (wholesalers, retailers, restaurants):**
  - Browse available produce with real-time stock levels.
  - Place orders quickly and track status.
  - Receive freight cost estimates and delivery status updates.
- **Logistics Coordinators / Transporters:**
  - Get daily pickup schedules automatically.
  - Track shipments and delivery confirmations.
  - Monitor payment and freight invoices.
- **Market Administrators:**
  - Dashboard to monitor total sales, farmer performance, and stock levels.
  - Manage users, permissions, and disputes.

2. Stakeholder Analysis

Goal: Identify roles and responsibilities in the ecosystem.

Primary Stakeholders:

- **Farmers** → Supply crops, update availability and prices.
- **Buyers** → Purchase produce and arrange deliveries.
- **Logistics Coordinators** → Handle transport and ensure timely delivery.

Secondary Stakeholders:

- **Market Administrators** → Oversee operations, compliance, and reporting.
- **Finance Teams** → Manage payments and commissions.
- **Salesforce Admins / Developers** → Build and maintain the CRM.
- **Third-Party API Providers** (Freight, SMS) → Provide integrations for real-time data.

3. Business Process Mapping

Goal: Understand how things are done today vs. how Salesforce can improve it.

Current Process (Manual):

- Farmers list produce via phone calls or WhatsApp groups.
- Buyers call multiple farmers for prices.
- Logistics arranged manually — no tracking.
- Payment disputes due to missing records.

Proposed Process (Salesforce Enabled):

- Farmers onboard themselves and list produce in Salesforce (Produce__c).
- Buyers view produce and place orders via a Salesforce Experience Cloud portal.
- Flows auto-update stock and notify farmers.
- Logistics coordinator receives automatic pickup schedules.
- Dashboards for real-time visibility of orders, revenue, and delivery times.

4. Industry-Specific Use Case Analysis

Goal: Benchmark against best practices in AgriTech & Supply Chain**.**

Traceability:

- Modern supply chains demand full traceability from farm to shelf.
- Solution → Salesforce data model to record source farmer, location, and transport details.

Price Transparency:

- Marketplaces like eNAM in India show real-time prices.
- Solution → Real-time dashboards and price fields accessible to buyers.

Delivery Optimization:

- AgriTech startups are using AI to predict demand and route deliveries.
- Solution → Apex Batch jobs + integrations to optimize logistics scheduling.

Buyer Confidence:

- Verified farmer profiles & ratings improve trust.
- Solution → Experience Cloud pages with verified Farmer badges and produce quality notes.

5. AppExchange Exploration

Goal: Identify existing Salesforce apps to reduce development effort.

Potential Apps:

- **Agri Management Apps** → For farm/produce management.
- **Inventory or Warehouse Management Apps** → To integrate stock control.
- **Logistics / Freight Connectors** → For truck scheduling and shipment tracking.
- **Payment Gateway Apps** → To enable online payments directly from orders.
- **SMS/WhatsApp Notification Apps** → For instant alerts to farmers and buyers.