**Problem Statement: “Mobile App for Direct Market Access for Farmers”**

Farmers often depend on middlemen to sell crops, reducing their profit. Buyers don’t have direct access to farmers, and there’s no transparent pricing system.

The goal:

* Build a **Salesforce-powered Mobile App** where farmers can list crops and buyers can directly purchase.
* Automate pricing updates, order tracking, and payments.
* Provide dashboards for government/NGOs to track transactions and farmer benefits.

**Key Use Cases (on Salesforce)**

1. **Farmer Onboarding**
   * Farmers register via Mobile App → record created in Salesforce.
   * Approval workflow for KYC (Aadhar/ID validation).
2. **Crop Listing & Inventory Management**
   * Farmers add crop details (type, quantity, price).
   * Data stored in **Custom Object: Crops**.
3. **Buyer Marketplace Access**
   * Buyers log in → browse crops by location/season.
   * Lightning Web Components (LWC) for mobile-friendly marketplace UI.
4. **Order & Payment Processing**
   * Buyers place orders → Salesforce automates order creation.
   * Integration with payment gateway (Razorpay/UPI) using REST API.
5. **Logistics & Delivery Tracking**
   * Integration with third-party logistics (e.g., Delhivery API).
   * Farmers and buyers get SMS/Email updates.
6. **Reports & Dashboards**
   * Govt dashboard: total sales, farmer income growth.
   * Farmer dashboard: sales history, best-selling crops.

**Mapping to Salesforce Project Phases (from your PDF)**

* **Phase 1:** Requirement Gathering – Analyze farmer-to-buyer flow.
* **Phase 2:** Org Setup – Profiles: Farmer, Buyer, Admin, Govt Officer.
* **Phase 3:** Data Model – Objects: Farmer, Buyer, Crop, Order, Payment, Logistics.
* **Phase 4:** Automation – Flows for order confirmation & SMS/email alerts.
* **Phase 5:** Apex Development – Triggers for crop availability & pricing logic.
* **Phase 6:** UI – Mobile App with **LWC + Salesforce Mobile App**.
* **Phase 7:** Integration – Payment APIs, Logistics APIs.
* **Phase 8:** Data Management – Import initial farmer records.
* **Phase 9:** Reporting – Dashboards for sales, income growth.
* **Phase 10:** Demo & Handoff.