GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Industrial Design (Open Design School)

DESIGN ENGINEERING

CONTINUOUS ASSESSMENT CARD

COLLEGE NAME: VISHWAKARMA GOVERNMENT ENGINEERING COLLEGE	
COLLEGE CODE: 017	
SUBJECT NAME: DESIGN ENGINEERING 2A	
SUBJECT CODE: 3150001	SEMESTER: 5th
BRANCH: COMPUTER ENGINEERING	ACADEMIC YEAR: 2020-21

TEAM NAME:	TEAM ID: 250524
PROJECT TITLE/DOMAIN: AGRIFY	

SR. NO.	TEAM MEMBER'S NAME	ENROLLMENT NO.
1	190173107007	CHAUHAN AAYUSH B
2	190173107008	CHAVDA ADITYA A
3	190173107014	PANCHAL MIHIR H
4	190173107019	SAINI NIRAV N
INTERNAL GUIDE NAME: Prof. RAHUL SHAH		
INTERNAL GUIDE SIGN:		

Head of Department   College Seal

MONTHLY ASSESSMENT - I (Observation, Empathy and Define Phase)
(DATE : 05 / 07 / 2020)

1. Why students/team have taken above mentioned domain? (Please specify the reason)
   (Note: For more content or information, one may attach additional pages to this card.)
   Farmers are said to be the pride of our country, India. Food is one of the basic necessities that a person requires in order to sustain life, and food is produce by farmer; thus, farmers plays very important role in the lives of everyone. So, when it comes to injustice with the pride of the nation, we as engineers need to stand up and come up with some solutions that will fight against that injustice!

2. How frequently student team has gone for observation on field, mention with date, place, time etc.? Which are the key observations that they have noticed?
   Due to the current covid-19 situation, we were unable to go out on field for the observations, but we tried our best to get as much authentic and real world understanding as we could. But in all the interaction with some farmers in our touch and the research that we have done on the internet, we observed that the main gap is created by the commission agents, causing lesser value received by farmers and higher values paid by end consumer.

3. A. How many interactions/interviews team members have done?
   We have spent hours and hours doing research on the internet to compensate the lack of in-person interaction. We have also managed to acquire time of some local farmers to get real world insights from the real farmers.

   B. Who are the user and various stakeholders on domain? Describe their persona (Name, age, occupation/education, roles and responsibility etc.)
   The most important stakeholder is farmer, others are: dealers, commission agents, APMC, FPO, also end consumers, i.e. layman.

   C. List out the questions asked by team while having observation and interview?
   We asked questions like: where do the farmers go for selling their crops; to whom do they sell; generally, what does the rate they get; how the price for the crop is decided; are the farmers always satisfied by the price that they get; when does a farmer actually gets paid; what are the various difficulties faced during transportation; how much profit is the end earned by the farmer?.

4. What is something special/random/unusual (i.e. activity, environment, interaction, object or user) team have observed at the domain? Please elaborate the conditions with photographs if available.

   Again, due to the current covid-19 situation, we were unable to visit the field and capture photographers, but we were able to manage telephonic conversation with some local farmers. We are informed that the APMC markets gets stuffed with crowd of farmers with their produce and the commission agents, very early in the morning – like 3 or 4 am. Then the auction begins and so does the rush of selling farm produce at faster speed and better price. The tradeoff is between time and price, the later to try to sell the lower the price you will get, and the earlier you sell the higher the doubt/risk of selling at not the optimum price arise.

5. Enlist any five major problems observed by your team in the respective domain. Mention any one for which you have empathize user the most and which might become your problem statement. Give reasons of selection of particular problem/issue based on empathy.

   1) Entire process is offline, so transportation cost; cost of land; fear of crops being not sold;
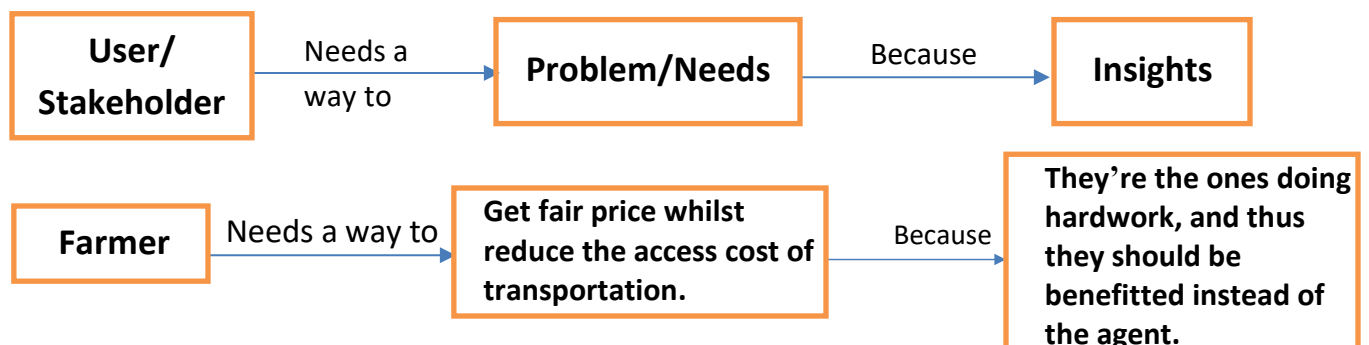
   2) The monopoly is of commission agents, harming both the farmers and the end consumer, while earning freely with doing much work.

   3) Lack of price transparency or demand awareness.

   4) There is always a tradeoff between time and money when the farmer wants to sell his produce. Longer wait may result into produce not being sold.

   5) At the end, farmer starves because of being profited insufficiently (or not at all), and the end-consumer pays much higher than the price paid to the farmer for his/her produce.

6. Define your "PROBLEM DEFINITION" for the project as per below format. Which might be refine till end of Ideation phase if you wish.

User/ Stakeholder	Needs a way to	Problem/Needs	Because	Insights
Farmer	Needs a way to	Get fair price whilst reduce the access cost of transportation.	Because	They're the ones doing hardwork, and thus they should be benefitted instead of the agent.

SUGESTIONS BY INTERNAL GUIDE:

AEIOU CANVAS SUGGESTIONS:
EMPATHY CANVAS SUGGESTIONS:
MIND MAPPING SUGGESTIONS:
GENERAL SUGESTIONS:
Overall Mark (Out of 05):

GUIDE SIGNATURE:
Date: