



Social
Complexity and
Systems
Thinking

Group - 14 presents,

HOPCOMS - A case study

- Ashwini Baje
- Amitha Chinthakunta
- Shaikh Fahed
- Fauzan Azhim
- Manas Gupta

Date:
April 27, 2022



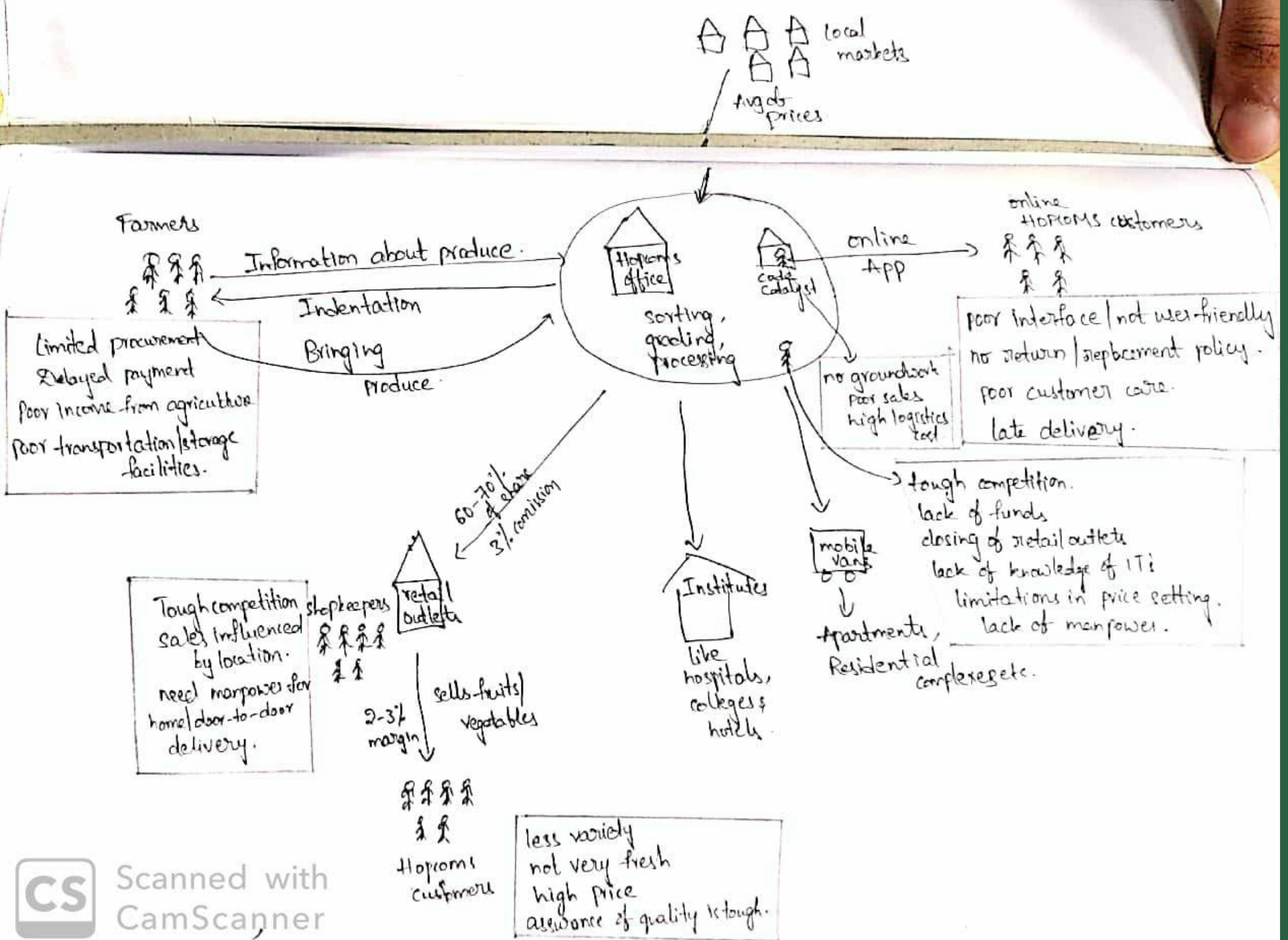
CONTENT OVERVIEW

- 1 / Introduction
- 2 / Understanding the problematic situation (Methodology)
- 3 / Expressing the problematic situation (Rich Picture)
- 4 / Root definition and mnemonic.
- 5 / Preparing activity model diagram
- 6 / User interface sample

METHODOLOGY

Methods	Source/sample	Number of respondents
Online Survey	Residents of Bangalore	29
Analysis of Apps Reviews	Playstore and Appstore	58
Interview	Farmer	1
	HOPCOMS Employee running retail outlet	1
	HOPCOMS Officers/Managers	3
	HOPCOMS customers	5
Literature review		

RICH PICTURE



Perspective of Stakeholders

Farmers

- Want the credit, and subsidize inputs
- Want the fair prices and immediate payment
- Don't want wastage



Shopkeepers

- Want to increase the sale,
- Want a good supply of fresh quality product in a precise number of quantity (so no waste and no out of stock)



Customer

- Want a fresh quality in an affordable price
- Want a good customer care
- Easy access and home delivery system



HOPCOMS

- Increasing sales/customer and profit
- A budget friendly solution
- Re-use existing storage and manpower



BATWAVE

Root Definition:

An online delivery system that provide higher sales for HOPCOMS whether fair prices for farmers and fresh quality products at affordable price for customer.

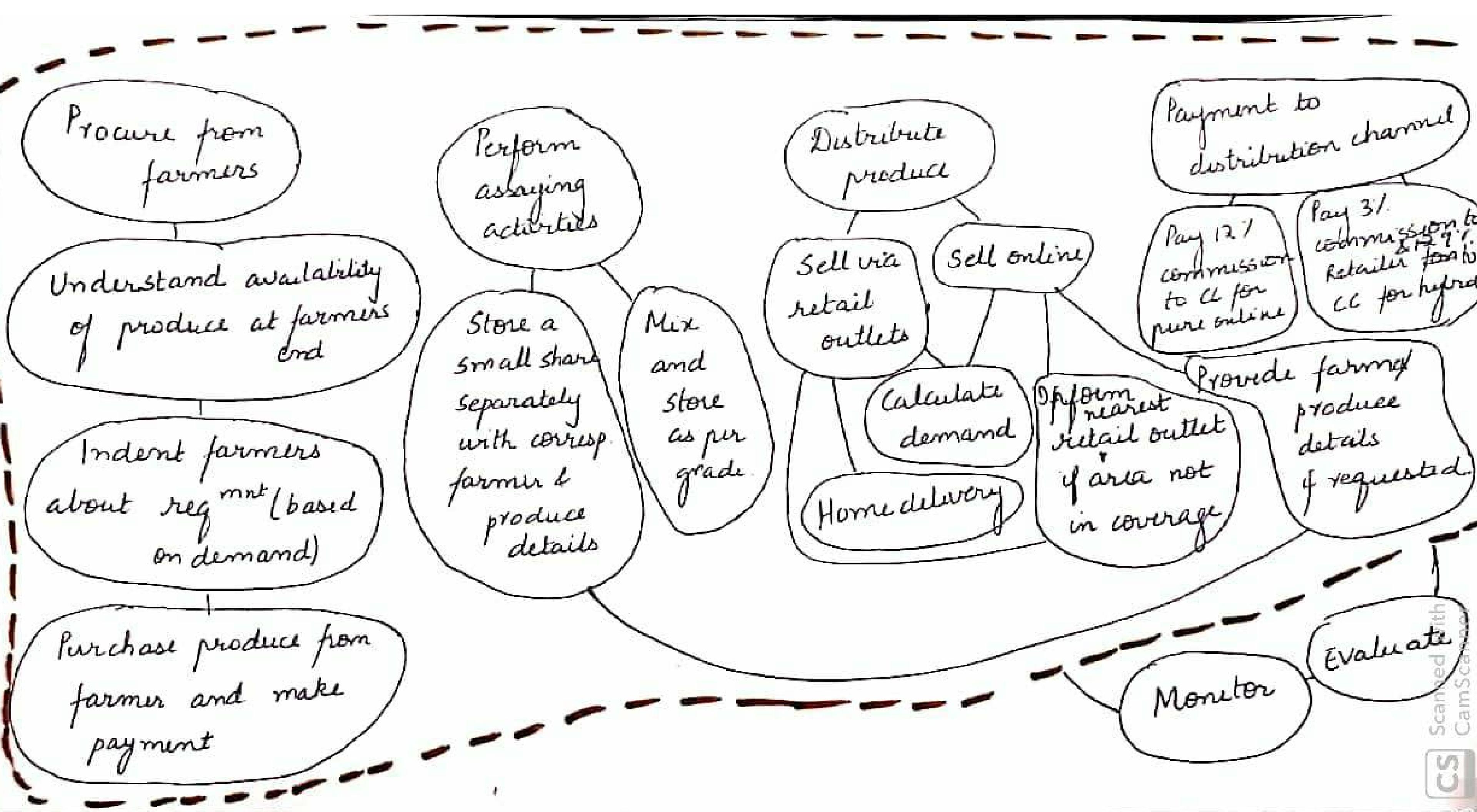
- **B:** Customer, farmers, HOPCOMS Shopkeepers, HOPCOMS
- **A:** HOPCOMS, Shopkeepers, Apps Provider: codecatalist
- **T:** Delivering fresh quality products to customers at affordable prices through online delivery
- **W:** connect farmers with consumers and bring benefits to both
- **O:** HOPCOMS
- **V:** HOPCOMS Shopkeepers.
- **E:**
 - Internal: Human resource, Budget, technologies;
 - External: storage, competition, delivery logistic.

Suggestions

- The New model of distribution
- The new Online Delivery Application

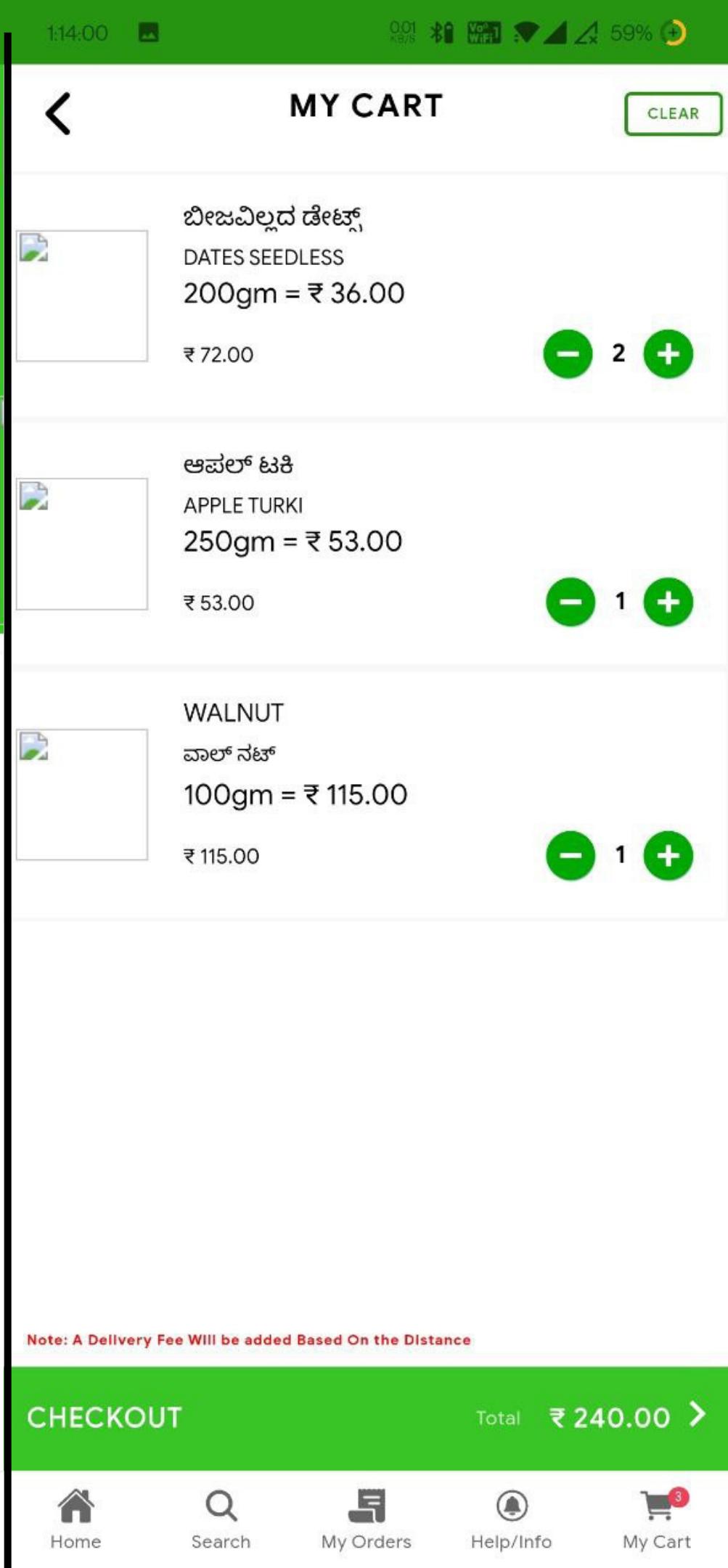
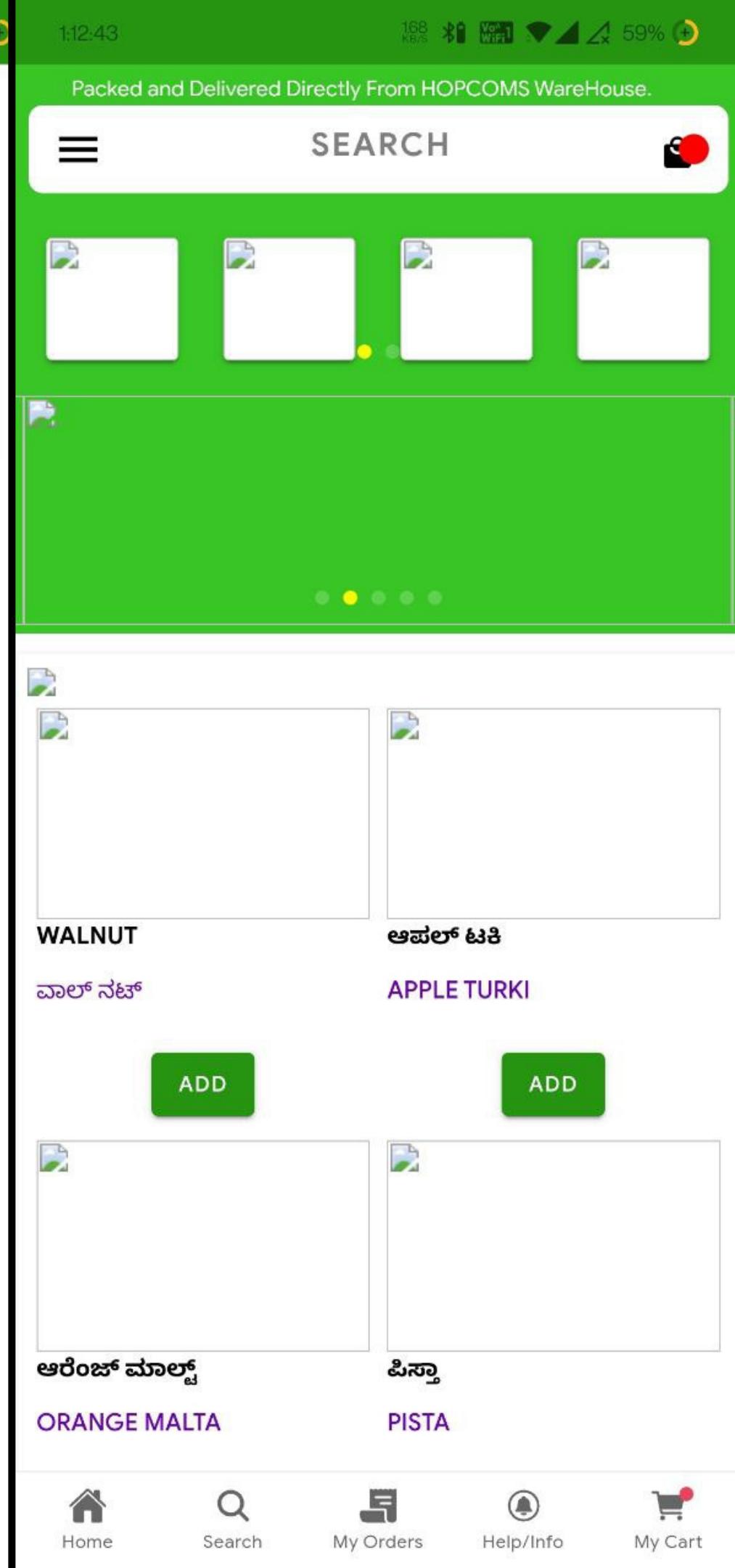
Activity Model Diagram







User
interface
sample



12:43 168 Kbps Vol.1 WiFi 59% +

Packed and Delivered Directly From HOPCOMS WareHouse.

SEARCH

ADD FILTER

- TRACEABLE
- FRESH FRUITS
- VEGETABLES
- DRY FRUITS
- OFFERS

1. Introducing filters and Tracing option.

15:04 168 Kbps Vol.1 WiFi 51%

apple कृषि

APPLE TURKI
Apple
250gm = ₹ 53.00

₹ 53.00
- 1 +
1 X 250gm = ₹ 53.00

TRACE PRODUCT CONTACT FARMER

2. Tracking product and contacting farmer

1:12:07 512 Kbps Vol.1 4G 60%

APPLE TURKI

WaterApple Farms, 6/2A Chandapura, to,
Dommasandra Rd, near RB Super market,
Ramasagara Village, Ramasagara,
Karnataka 560099

Date of harvest	26-04-2022
Date Of Purchase at HOPCOMS	27-04-2022
Grade of Produce	Grade A
Date of Packing	27-04-2022
Best Before	07-05-2022

View on Maps

Untitled Map

Legend

- Biology Lawn
- Central Library
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6
- Feature 7
- Hostel 4
- Masjid

Untitled Map

Legend

- Biology Lawn
- Central Library
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6
- Feature 7
- Hostel 4
- Masjid

3. Tracing Product

4. Farmer Details

KNOW YOUR FARMER

Renukaiah, 47
+91 9441 016739

Owns 10 Acres land.
Grows Mangoes, Tomatoes,
Coconuts and Cucumbers.
Farm Location: Chandapura,
Dommasandra road.



THANK YOU
