

SMARTAGRI

Project presentation



Executive summary

Problem The use of technology in agriculture is on the rise.
Ineffective and synchronous yields
Weak interconnection of agribusiness

Solution A hybrid-app can:
+ Connects parties in Agribusiness
+ Update high-tech agricultural news
+ Find investors

Highlights Investment feature
E-com service
Sharing knowledge forum

Gains & lessons

Experience to work in a short project

Target audience

Gender: All gender
Age: Gen X – Gen Z
Hobbies: Agriculture, Investment.



Agenda

1

Project Implementation

Problem, solution & goal
Brainstorming report

2

Project Timeframe

Task management
Accomplishment

3

Final product

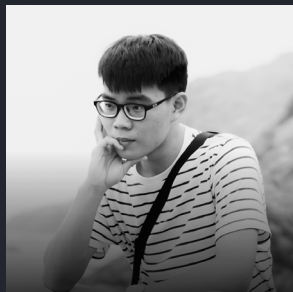
Features
Technical stack
Potential

4

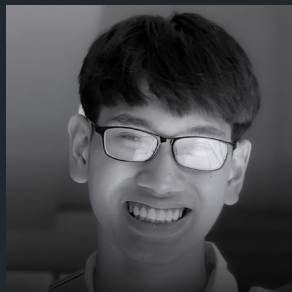
Self-assessment

Quality of works
Level of success of the project
Takeaway experience

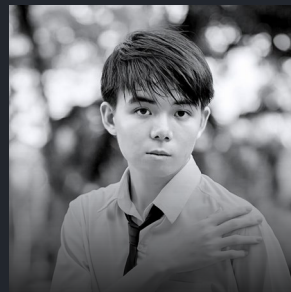
Personnel



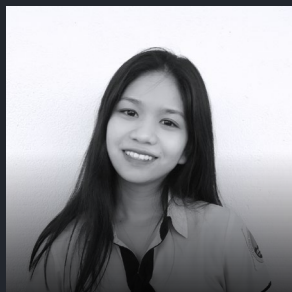
Dang Loc
Project Manager



Phuoc Tung
Product Manager



Vi Khang
Technical Architecturer



Thu Trang
BA, Financial Manager

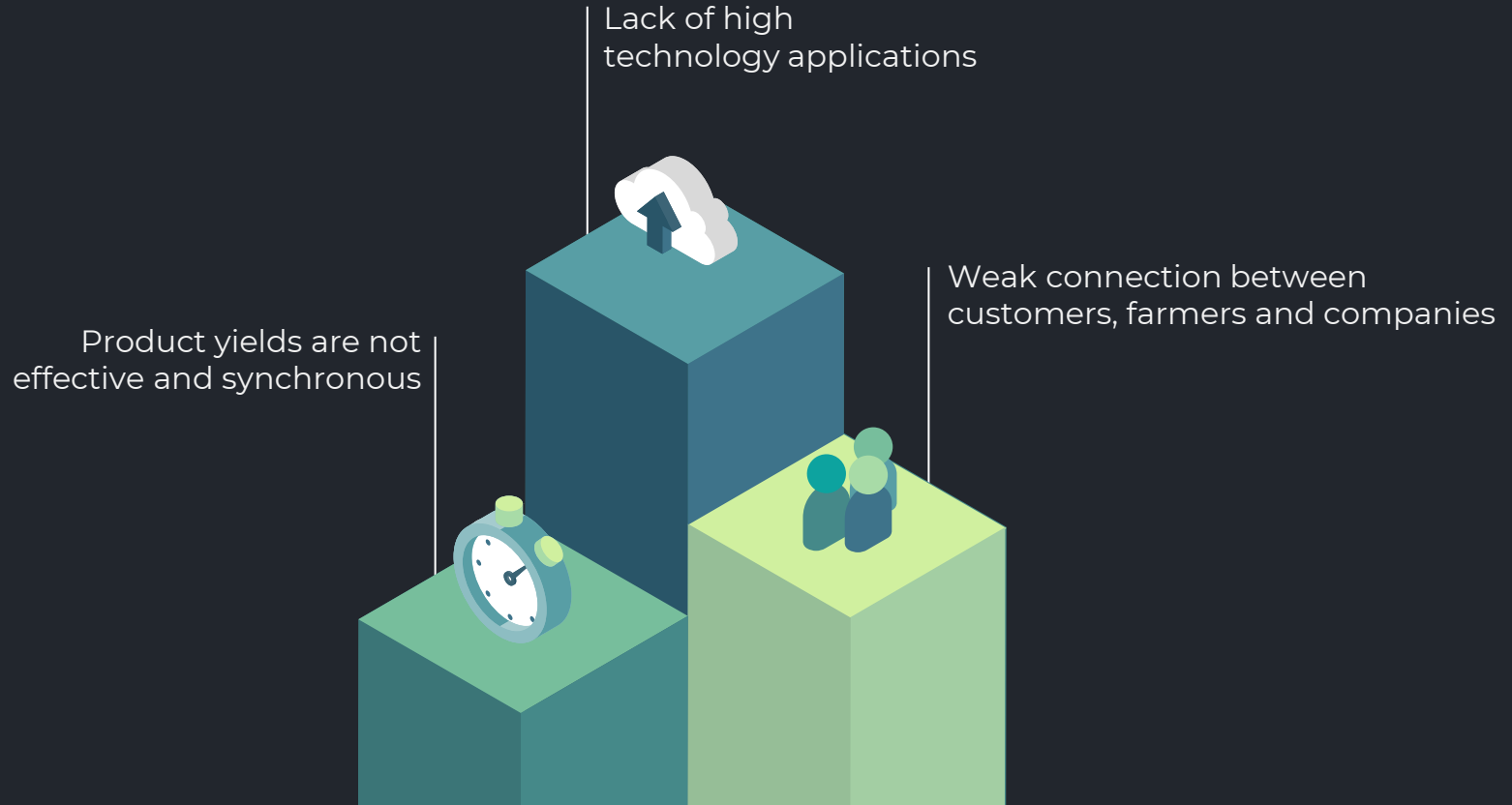


Thanh Hai
Tester



Problem

Project implementation



Idea

Project implementation



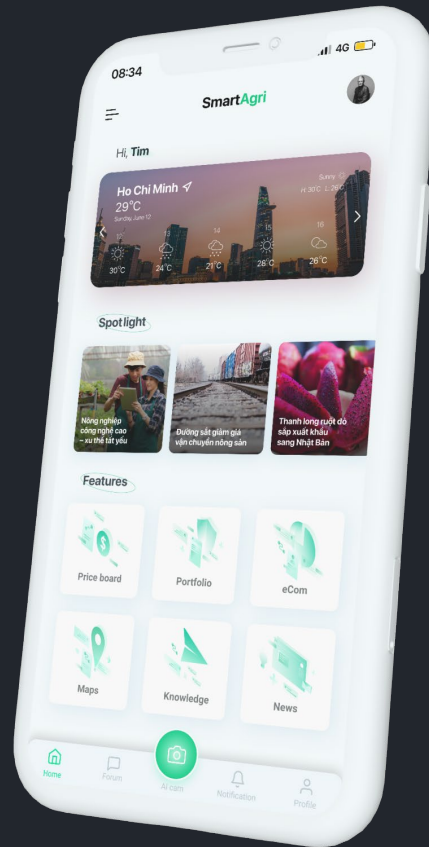
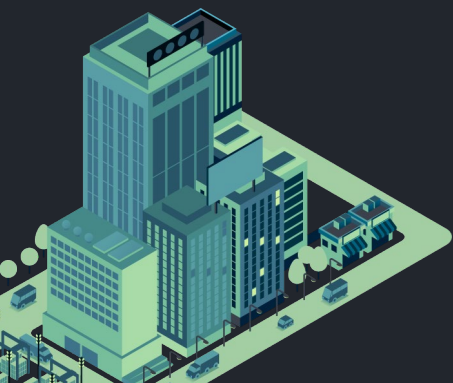
Connects parties
in Agribusiness



Update high-tech
agricultural news



Find investors



Goals

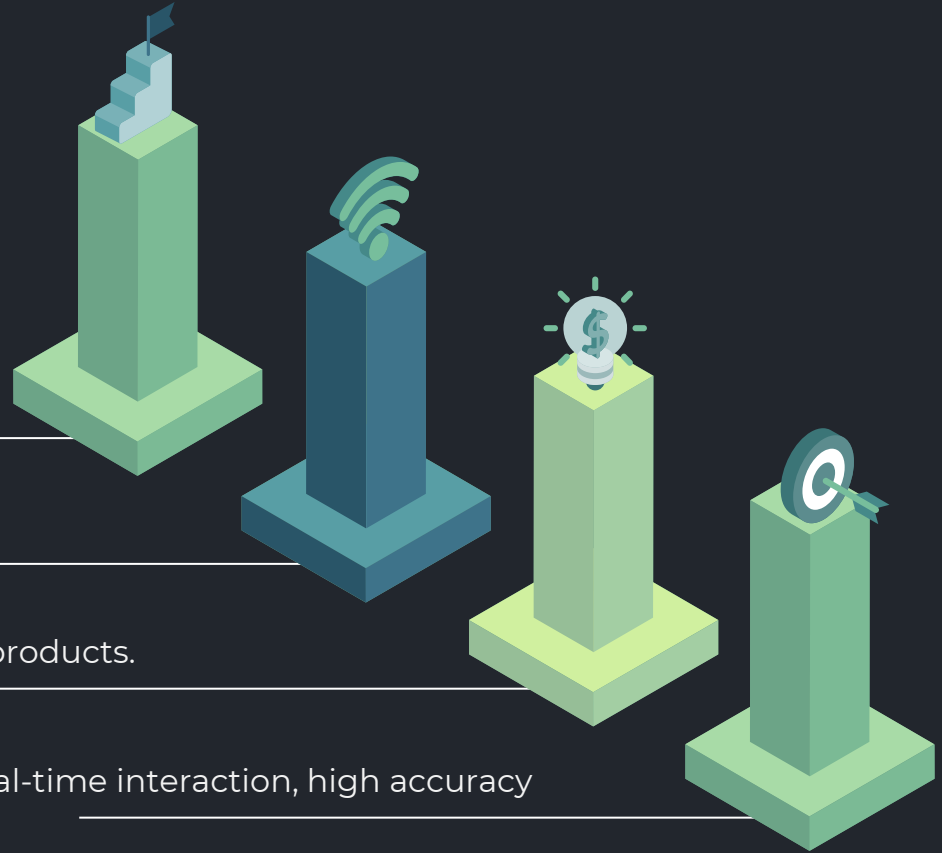
Project scope

1 Optimize productivity and yields.

2 Low prices smart app

3 Synchronizing products.

4 Real-time interaction, high accuracy



Research report

Brainstorming stage

Market need

Agriculture is becoming more technologically advanced

Creating and growing agricultural industries in using high-tech

SWOT analysis

Strengths	Weakness
Agricultural is the key economic sector of Viet Nam. Many tools for data collection, analysis, and statistics.	The need for supply chain partners. High-tech farm can be prey expensive.
Oppounities	Threats
The government promotes technology in agriculture. People tend to buy clean, safe products from food chains.	A diverse range of plants, it is challenging to cover Agriculture's Aging Population Data-theft with consumers and suppliers.

➡ “Make a basic platform but still meet the requirements & the needs of users”

Planning

Brainstorming stage

Target Customer

Gender: All gender
Age: Gen X – Gen Z
Hobbies: Agriculture, Investment.

The farmers
The youngsters
The merchants

Profit model

Investment

Cost of IPO

Cost per exchange

E-Com

Commission from customer

Listed on the market pre-money

Competitors

Delivery



Forum



Finance

Manage working process



Free

Storing data, files, information



Free

Communication



Free

Conduct meeting



Free

UI/UX design



Free

Reference resources, data researching

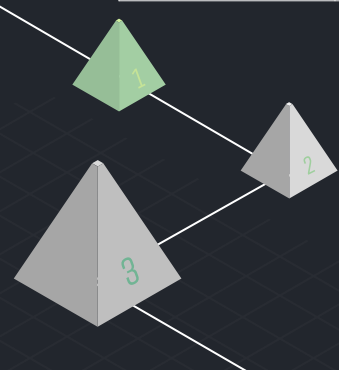


Free



Project timeline

Milestone	Description	Assignee	Begin Date	Target End Date	Completed Date
Phase 1: Kick-start	Research, strategize & plan; Develop ideas	All members	05/11/2021	05/12/2021	05/12/2021
	Assumption of risk	Tùng, Khang, Trang	05/11/2021	05/12/2021	05/12/2021
	Project introduction	All members	05/11/2021	05/12/2021	05/12/2021
	Project proposal	All members	05/13/2021	05/19/2021	05/19/2021



Project timeline

Milestone	Description	Assignee	Begin Date	Target End Date	Completed Date
Phase 2: Run-up	Industry, Market & Business research	All member	05/25/2021	06/06/2021	06/12/2021
	App feature description	Tùng	06/13/2021	06/23/2021	06/20/2021
	Contents	Khang, Trang, Hải	06/22/2021	06/27/2021	06/26/2021
	Target audience	Trang, Hải	06/22/2021	06/25/2021	06/25/2021
	Technical design	Khang	06/27/2021	07/17/2021	07/13/2021
	Visualization UI/UX design & app prototype	Lộc, Tùng	06/27/2021	07/18/2021	07/19/2021

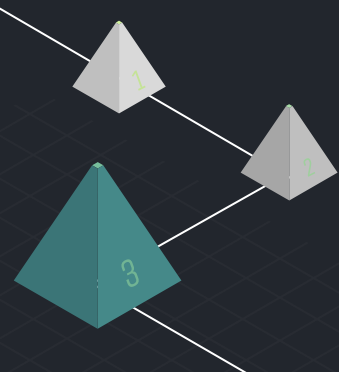
1

2

3

Project timeline

Milestone	Description	Assignee	Begin Date	Target End Date	Completed Date
Phase 3: Closure	Completing paperwork, documentations	Lộc, Tùng, Khang	07/10/2021	07/20/2021	07/20/2021
	Self-assessment of project	Lộc, Trang	07/11/2021	07/18/2021	07/17/2021
	Takeaway experiences	All members	07/18/2021	07/21/2021	07/20/2021



Accomplishment



Successfully developed **agricultural e-com** with synchronized quality, price, and product source.



Created a platform that connects components in the **Agribusiness ecosystem** to motivate delivering farm produce, and optimize supply chain.



Expanded the agricultural **knowledge-sharing community**, follow high-tech agricultural tendencies.



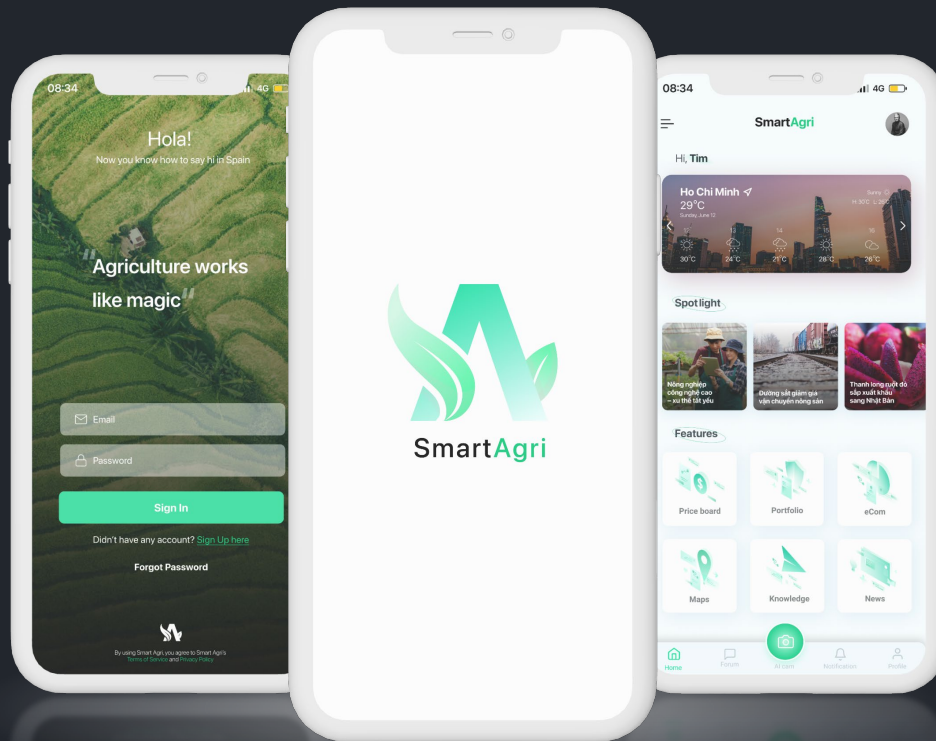
Introduction

Final product

SmartAgri

Offers these services:

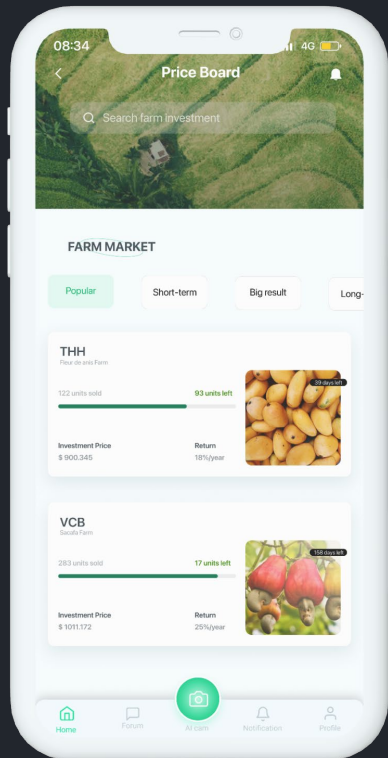
- Online Grocery delivery
- Farm investment service
- News
- Farms map
- Knowledge



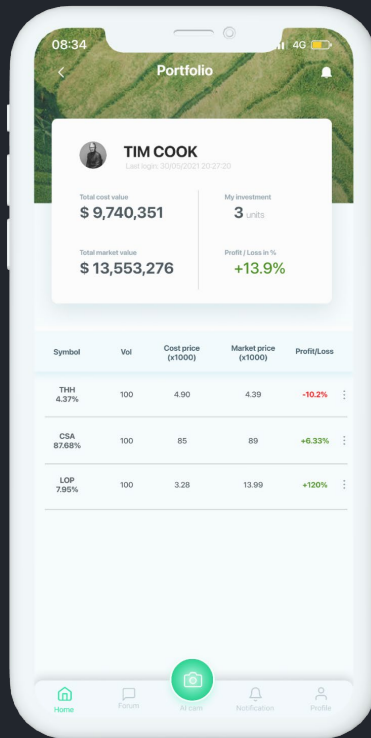
Features

Final product

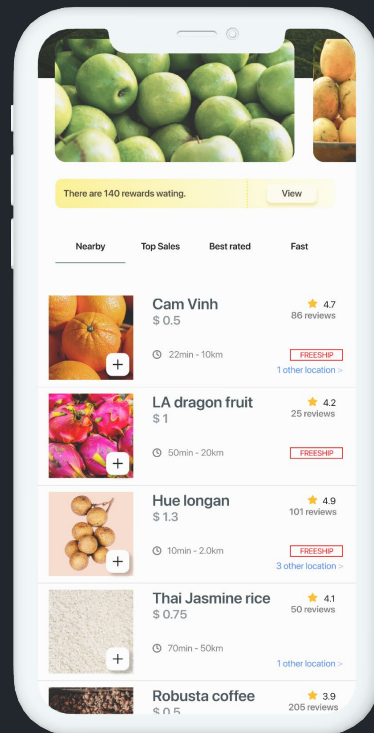
SmartAgri



Priceboard



Portfolio

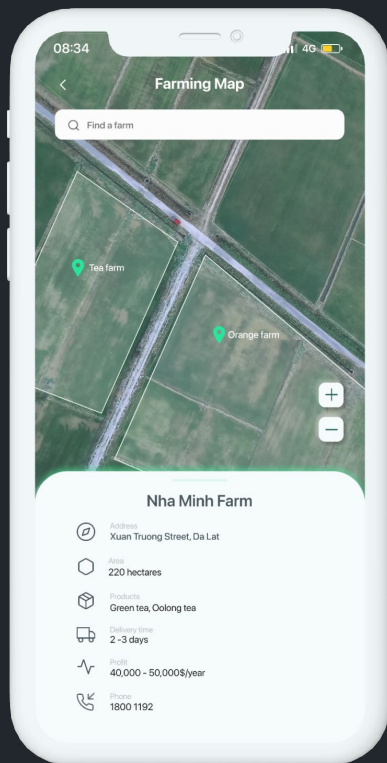


eCom

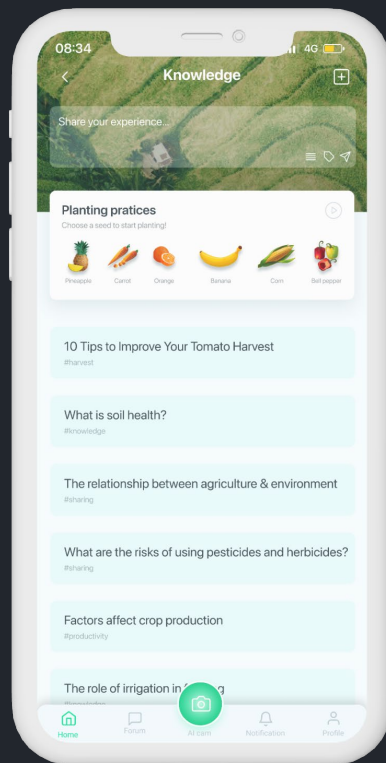
Features

Final product

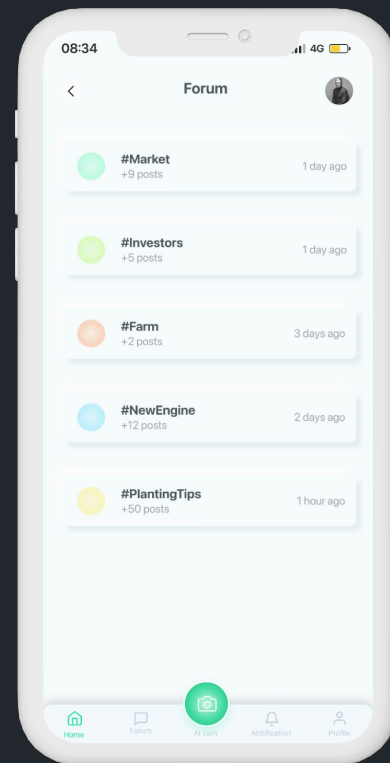
SmartAgri



Farm Map



Knowledge



Sharing forum

Technical stack

Final product



Operating system



Servers



Firestore

Databases; Authentication;
Hosting



Front-end frameworks
(user interface)



DATADOG

Data analytic platform



AI services



Versions control

Risk



Misunderstand
use of features



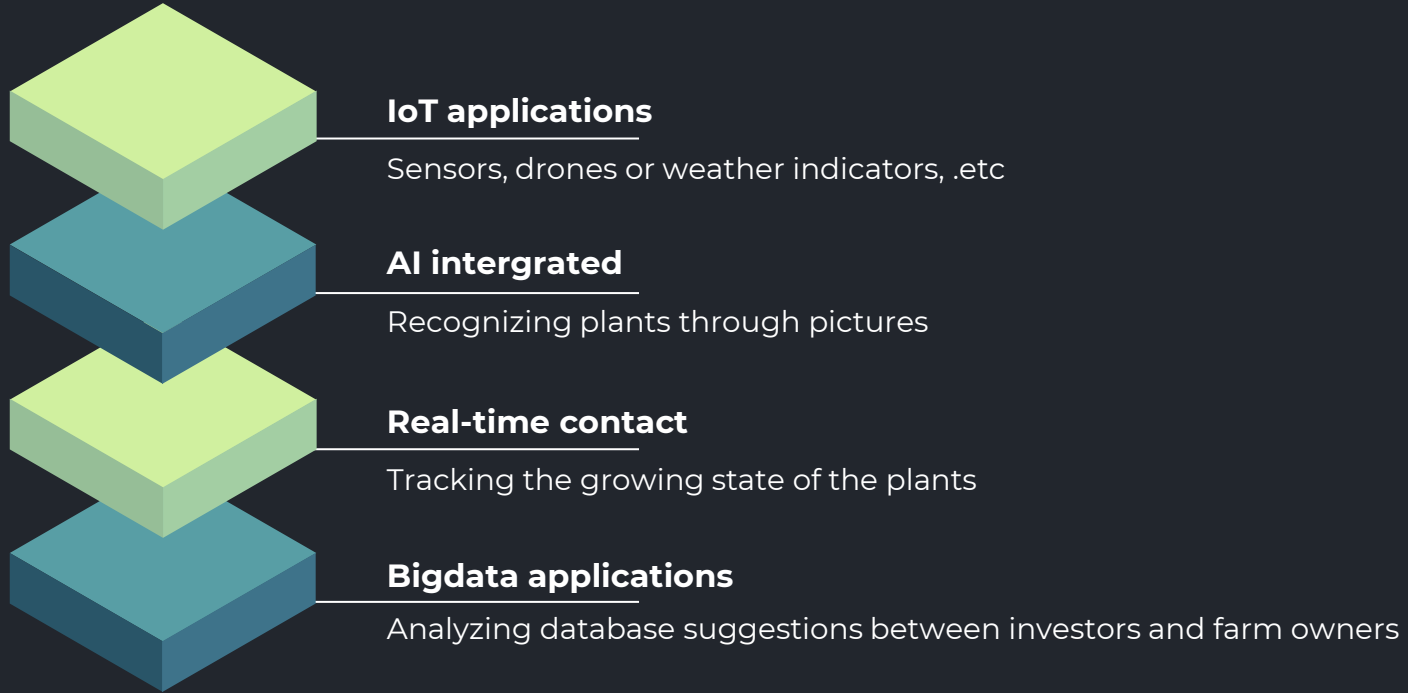
Smart Agri lacks
actual data.



Challenging UX design for
different types of users



Potential



Self-assessment

Project

Task management

95%

Task complete on time

Work sharing

80%

Shared equally

Members help the others
complete tasks

Manpower

Communication

70%

Not really effective

Leadership

Good, work effectively

Problem solving

70%

Everyone is supportive and ready
to help the others

Product

We achieved our main goals proposed before
Adjustments in working

Analysis

The limitations of project was unclear at first,
after some meeting and conversation, we found
the same voice.

Design

Detailed and creative

Implementation

Following the design but flexible
Successfully implemented basic features
Basic and modern UI
Pay attention to UX

Gains & lessons

Self-assessment



Summarize the group's tasks and processes, clarify the team's strengths and weaknesses



Learn more about Vietnam's agricultural market and the applications of technology in agriculture



Know how to work on a large process broken down into small & specific phases



Learn how to use technology platforms, applications to create products



Have a broader view of many other aspects when making a product (market demand, customer psychology, implementation costs, ...)

THANK YOU!

If you have any questions?

Don't hesitate to ask us
or contact us
dolphin.team111@gmail.com

