

Call for Code

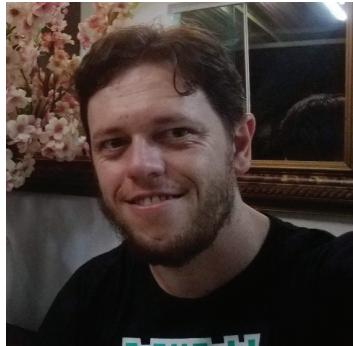
h a c k a t h o n

SHAWEE

► Sai do Papel

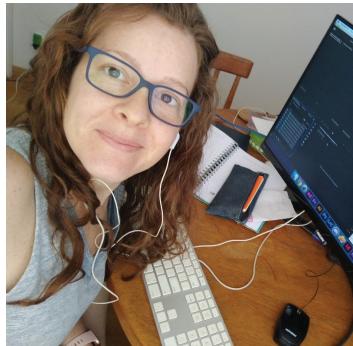
IBM

About us



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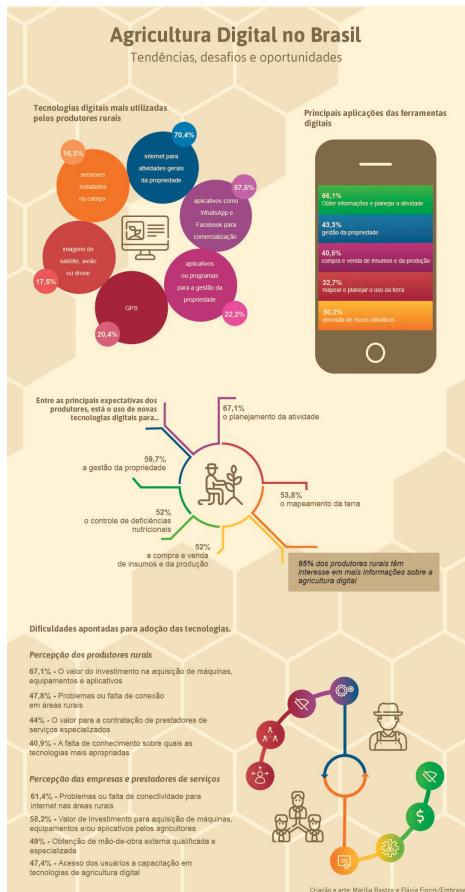
What is the problem?



"Approximately 9 percent of the global population is suffering from hunger. And, much of the world's food is grown by small-scale, independent farms and distributed through local community cooperatives who sell the surplus produce. The co-ops are a central point for quality control, deliveries, and enabling food commodity markets. However, these co-ops face a myriad of logistical challenges to get the right food to the right places with minimal time and cost." (<https://developer.ibm.com/callforcode/get-started/climate-change/zero-hunger/>)

Empathize

To collect the initial information, searches were carried out on websites, scientific texts, we did research with independent farms, and qualitative research with the general public.



Source: <https://www.embrapa.br/busca-de-noticias/-/noticia/54770717/pesquisa-mostra-o-retrato-da-agricultura-digital-brasileira>

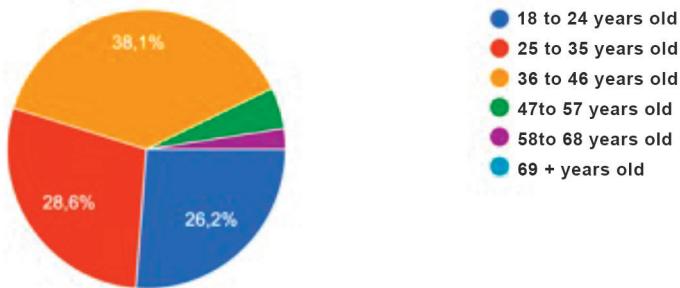
From the interview with the independent farmer, it stands out:

- Regarding collaboration, they have a network of people to delivery. Exchange products with other producers. Agroecological agriculture is based on collaboration, so it does not consider that there are competitors, but partners.
- They have much more supply than demand, they try not to waste, but when they realize there will be, they donate food.

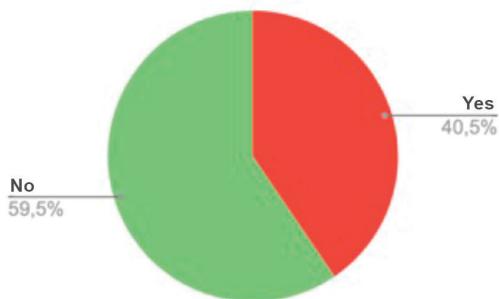
Qualitative research

42 people were interviewed.

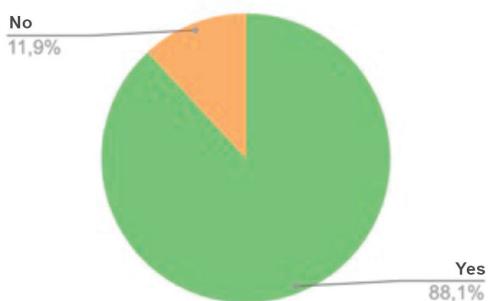
Distribution by age group.



40,5% of the people interviewed said they face some type of problem when purchasing fruits and vegetables.



When asked if "an application that showed the locations with the best products in this segment and facilitated communication with the seller would be interesting", 88% answered yes.



Analysis and synthesis

Difficulties in practical communication between producer, cooperatives and customer were identified.

Analysis completion

The independent farmers and cooperatives are not easily accessible directly to the final consumer.

Prototyping

The Figma tool was used for prototyping. In this phase, the visual identity, design system and the brand were created: Logali.

The name **Logali** is an agglutination of the words **Logo** and **Ali** which, in Portuguese, is a popular expression for what is very close.



H1/Montserrat/Semibold/40px

H2/Montserrat/Semibold/36px

H3/Montserrat/Semibold/30px

Subtitle 1/Montserrat/bold/24px

Subtitle 2/Montserrat/bold/18px

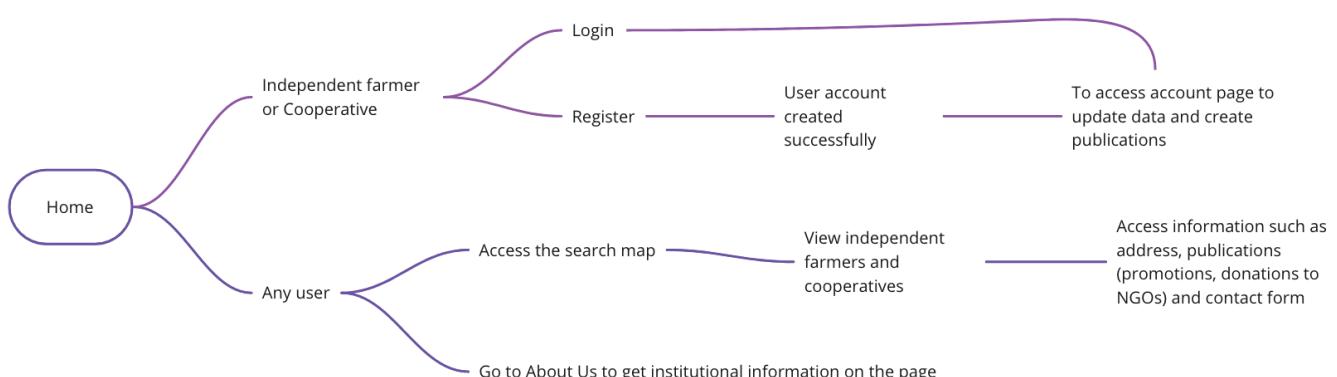
Subtitle 3/Montserrat/Medium/14px

Body 1/Montserrat/Regular/26px

Body 2/Montserrat/Regular/20px

Button/Montserrat/Semibold/20px

User flow



Prototype

Home

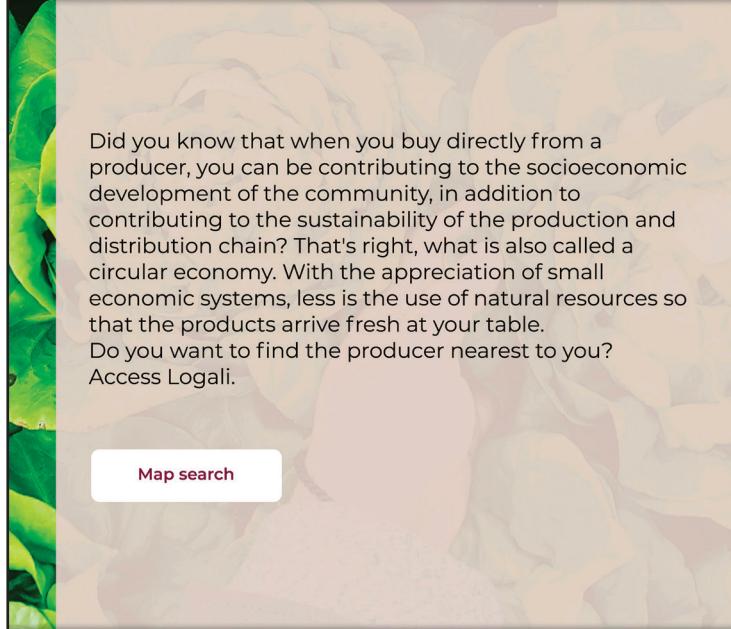
Logali

Home Map About us Login/sign up

Did you know that when you buy directly from a producer, you can be contributing to the socioeconomic development of the community, in addition to contributing to the sustainability of the production and distribution chain? That's right, what is also called a circular economy. With the appreciation of small economic systems, less is the use of natural resources so that the products arrive fresh at your table.
Do you want to find the producer nearest to you?
Access Logali.

Map search

Help



Map

Logali

Home Map About us Login/sign up

Find a producer or cooperative

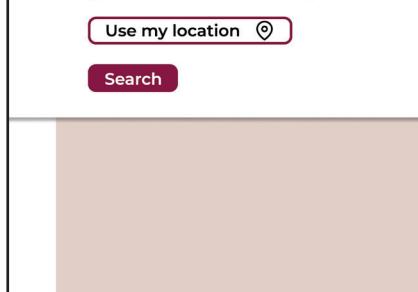
Search by region Use my location

Search

Núcleos Urbanos
■ CAPITAL DE PAÍS
■ Capital de Estado
■ Município

Vias de Acesso
rodrovias pavimentadas
terra
ferrovias

Help



Zoom Map

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Home Map About us Login/sign up

Find a producer or cooperative

Bauru Use my location Search

Campo Lindo Agroecological
Access road to Tibiriçá - Jardim Jaragua, Bauru - SP, 17110-000

Help

About independent farmer or cooperative

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Home Map About us Login/sign up

Campo Lindo Agroecological

Access road to Tibiriçá
Jardim Jaragua
CEP 17110-000
Bauru - SP

Contact:
55 (14) 99999-9999
email@gmail.com

Products

Agroecological fruits and Vegetables

Campo Lindo has existed since 1975, when Mr. João Batista's family decided to transform the plantations they had, which were only geared towards the family, into an agroecological crop. The adaptation took time and they dedicated themselves to absorbing the necessary knowledge. Today, Campo Lindo is a reference for responsible production in the Bauru region.

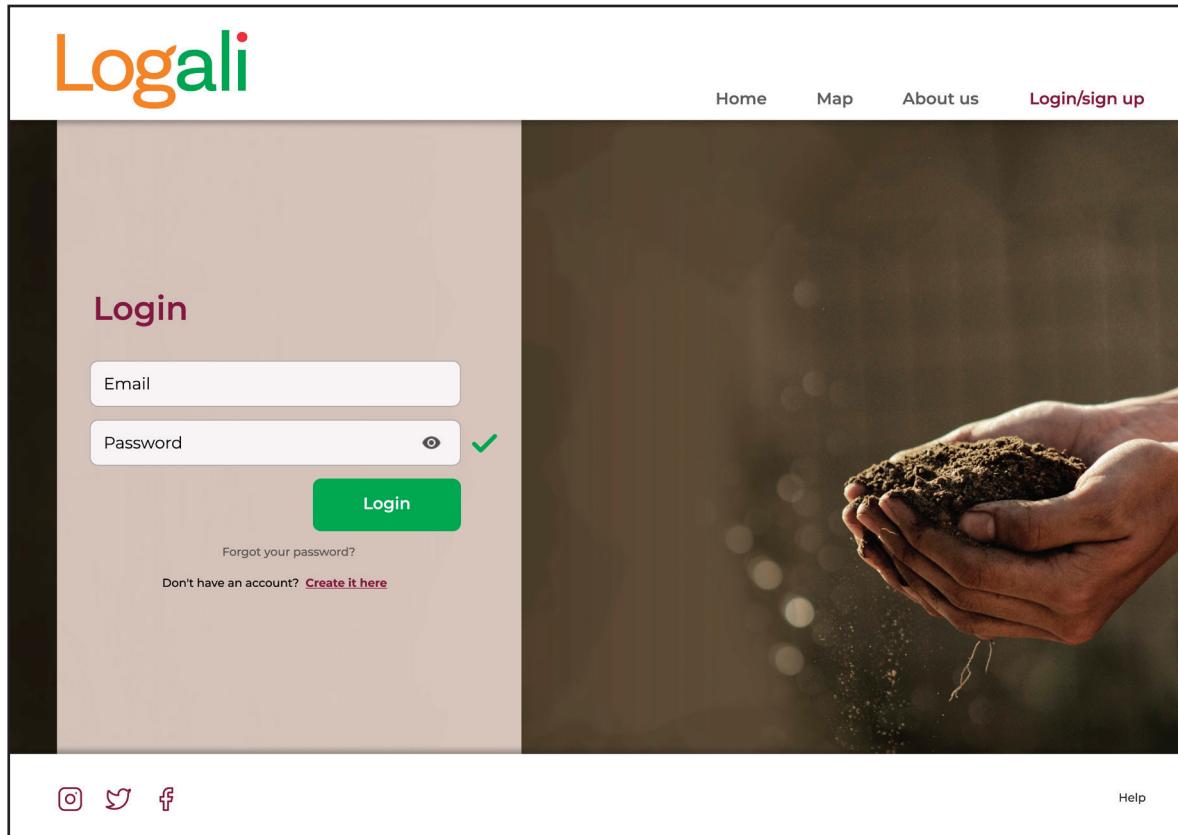
Make a donation
Help us to donate 5 kilos of potatoes to the Home for the Elderly by buying... →

Bananas sale
Bananas with 20% off until July 31th. Don't miss it! Contact... →

Morangos sale
Morangos with 15% off until July 31th. Don't miss it! Contact... →

Help

Login for independent farmer and cooperative



The login page features a large background image of two hands cupping dark brown soil against a blurred green field. At the top left is the Logali logo. A navigation bar at the top right includes links for Home, Map, About us, and Login/sign up. The main form area has fields for Email and Password, with a green checkmark icon next to the password field. A 'Login' button is in green. Below the form are links for password recovery and account creation.

Logali

Home Map About us Login/sign up

Login

Email

Password 

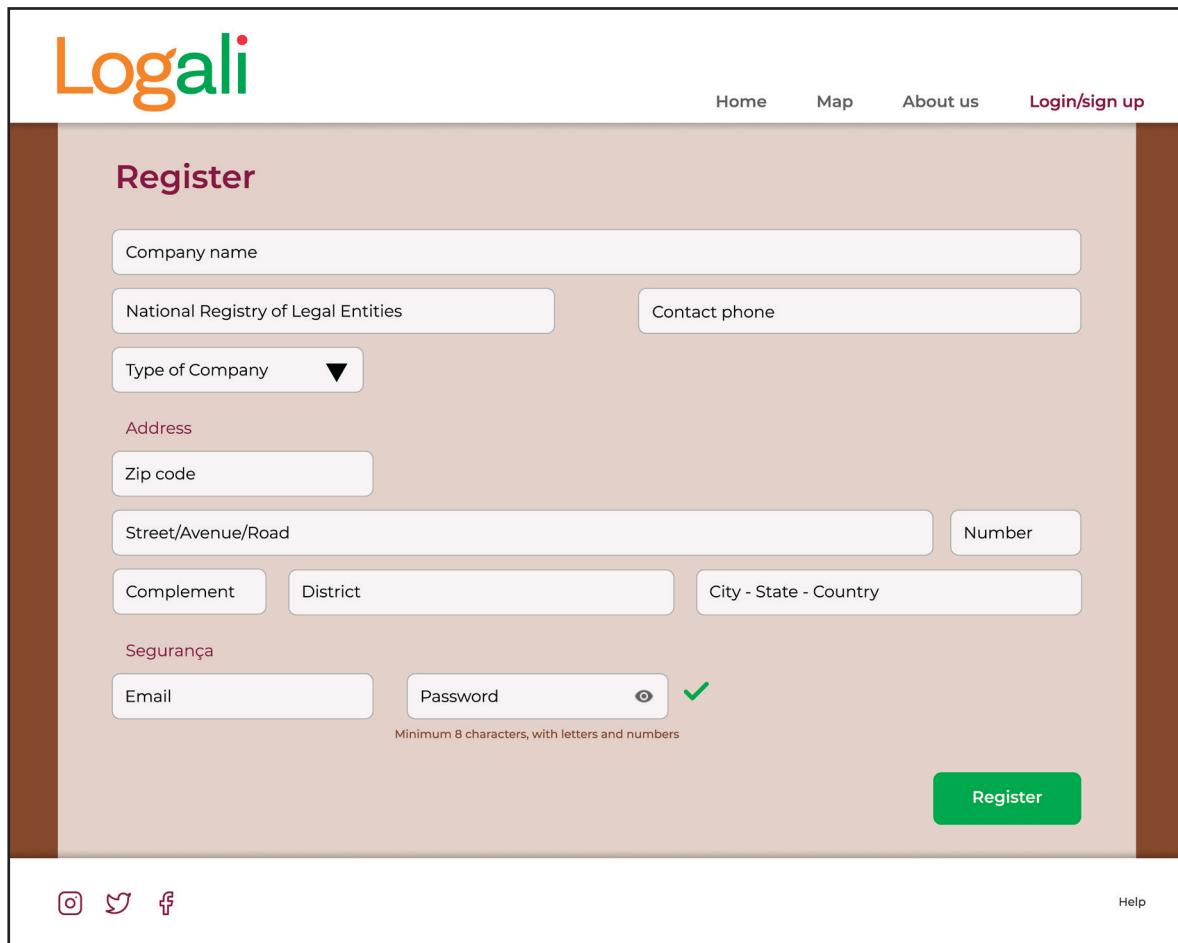
Login

Forgot your password?

Don't have an account? [Create it here](#)

Registration for independent farmer and cooperative



The registration page has a brown-themed background. It features the Logali logo at the top left and a navigation bar with Home, Map, About us, and Login/sign up links. The main form area is titled 'Register' and contains fields for Company name, National Registry of Legal Entities, Contact phone, Type of Company (with a dropdown arrow), Address, Zip code, Street/Avenue/Road, Number, Complement, District, City - State - Country, and Segurança (Security) with fields for Email and Password. A note specifies 'Minimum 8 characters, with letters and numbers'. A green checkmark icon is present next to the password field. A 'Register' button is at the bottom right. Social media icons and a Help link are at the bottom.

Logali

Home Map About us Login/sign up

Register

Company name

National Registry of Legal Entities

Contact phone

Type of Company 

Address

Zip code

Street/Avenue/Road

Number

Complement

District

City - State - Country

Segurança

Email

Password 

Minimum 8 characters, with letters and numbers

Register

About us

The screenshot shows the 'About us' section of the Logali website. At the top, there is a navigation bar with links for 'Home', 'Map', 'About us', and 'Login/sign up'. The main content area has a light gray background with a faint image of a landscape on the left. On the right, there is a large image of fresh vegetables like carrots, radishes, and leafy greens. The text in the center reads:

About us

We are a team that believes in the strength of the independent farmers and the impact of the circular economy.

Through technology, we intend to encourage the flow and efficiency of communities, making consumption healthier for everyone.

At the bottom left are social media icons for Instagram, Twitter, and Facebook. At the bottom right is a 'Help' link.

Programming

Platform: VSCode

Programming Language: NodeJS, Express, HTML, CSS, JS

Architecture: Padrão MVC

Financial

Logali may have a small monthly cost for participating producers and cooperatives, as it is an opportunity for new business, to offer promotions and to avoid loss of surplus. Profitability is associated with the volume of companies that will join it.

It is also possible to analyze interest in financing by supporting institutions or partner companies that benefit from the sector's growth.

Opportunities

Ease of contact can encourage more relationships between independent farmers and cooperatives, generating new business and less loss of surplus.

The donations that producers already make today of surpluses to NGOs and support groups can be financed by the final consumer. With a space for disclosure within the company's account, consumers will be able to see what the producer is offering, including baskets of donations to institutions.

Did you know that when you buy directly from a producer, you can be contributing to the socioeconomic development of the community, in addition to contributing to the sustainability of the production and distribution chain? That's right, what is also called a circular economy.

With the appreciation of small economic systems, less is the use of natural resources so that the products arrive fresh at your table.

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