Digital Transformation of TNAU Agricart

Empowering 1,000+ Vendors and Farmers through User-Centric Design.

The Friction: Failing Operations & Farmer Mistrust

26.83%

Monthly Order Cancellation Rate (May–Dec 2023)

Due to vendor inventory mismatches and manual tracking errors.

Revenue Leakage

↗ **₹17,234**

Average Monthly Revenue Loss

Direct operational leakage from cancelled orders alone.

Human Impact

Inter

"It's already a big deal to get farmers to buy online, and one bad piece of feedback can spread very badly through word of mouth."

— Operation Manager & Staff Interviews

Data Source: Zoho Commerce Analytics (May 2023 - Dec 2023)

Deconstructing the Complexity

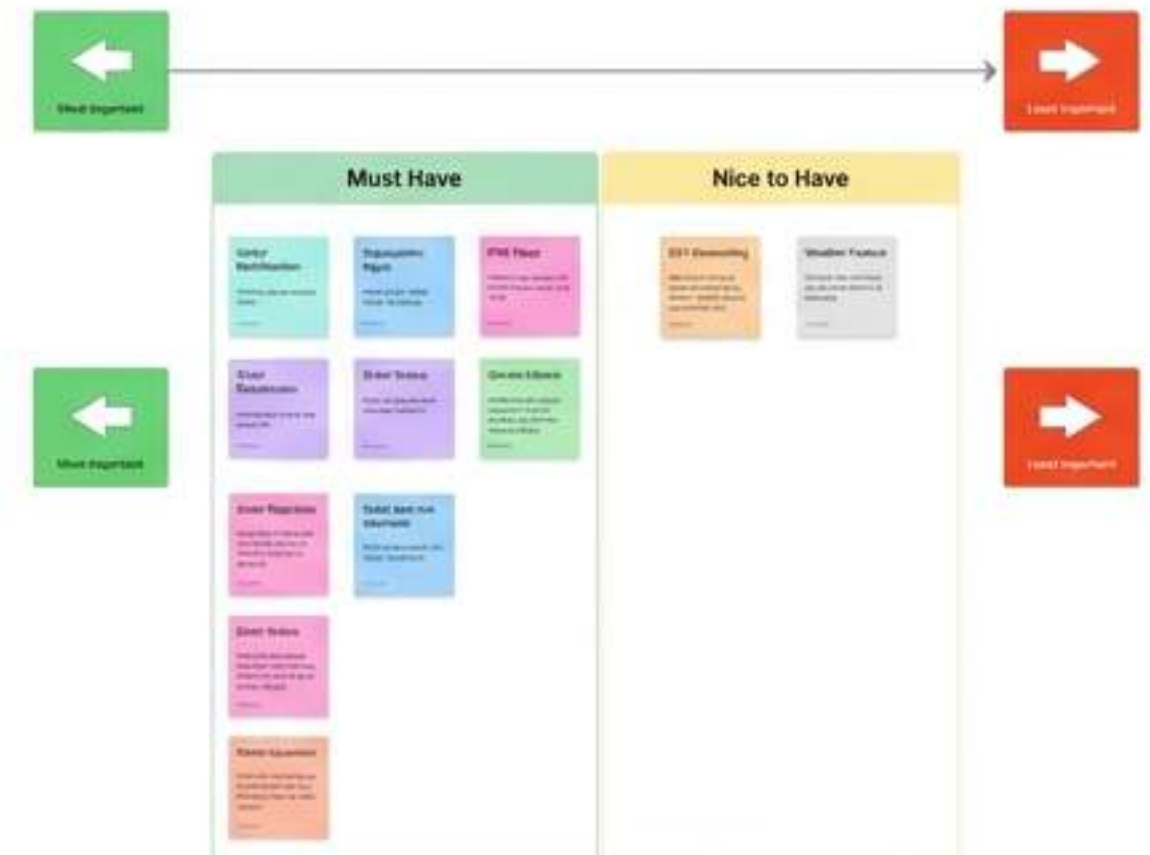Moving from assumptions to evidence-based design.

On-the-Ground Reality

The 11 Key Questions

1. Who decides pricing?

2. How do vendors operate?

3. What is the process from sourcing to delivery?

4. What part do they use the most...

5. Their priorities while working?

6. What is their overall use of delivery?
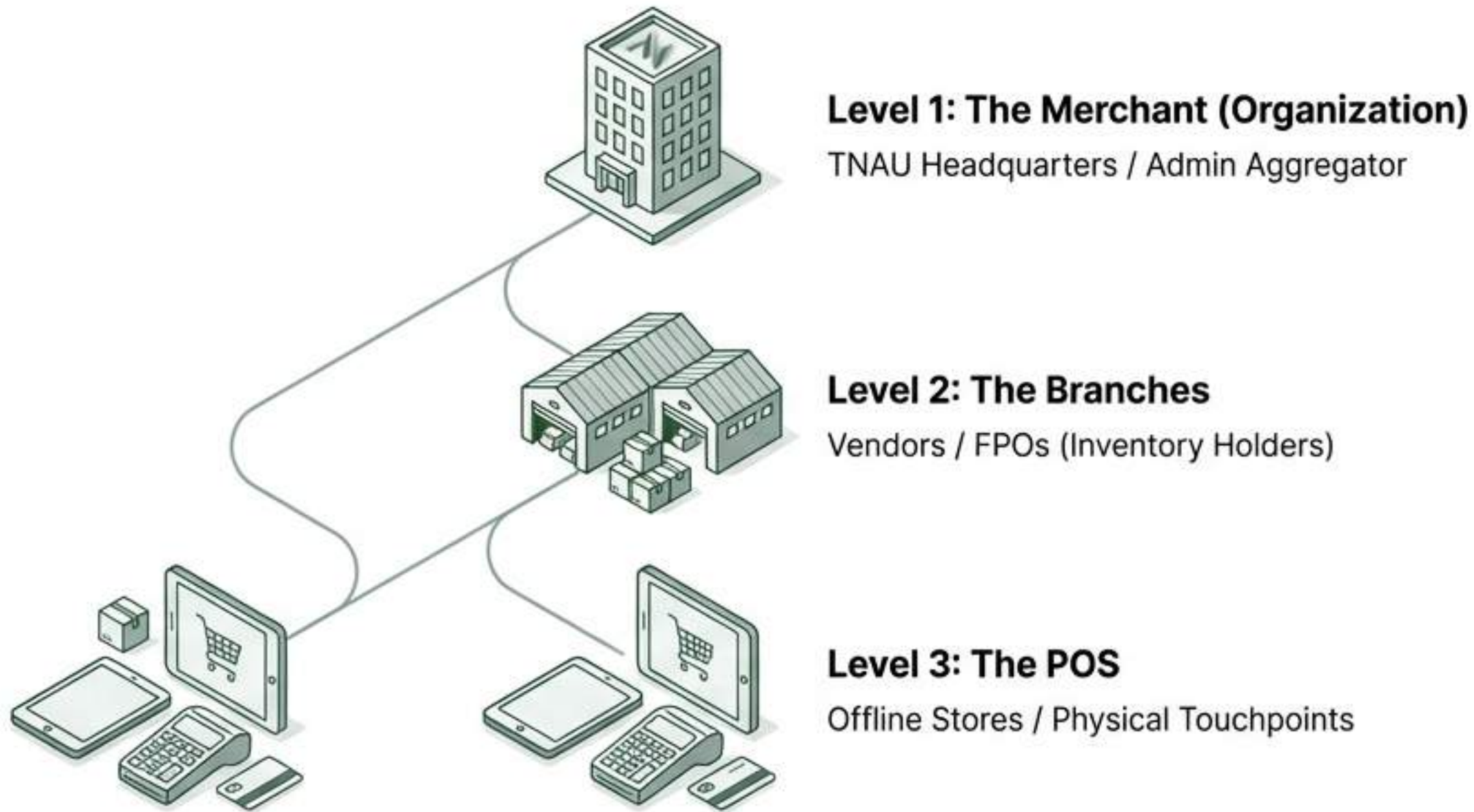
7. How does TNAU deal emotions?

Prioritizing Features & Card Sorting

Key Discovery: TNAU is not just a shop; it is an aggregator. The system required a **multi-vendor architecture** where **specific seeds are sourced** from **specific fixed vendors** (e.g., Maize from Vendor A).

The Solution: The Organization-Branch-POS Model

Level 1: The Merchant (Organization)
TNAU Headquarters / Admin Aggregator

Level 2: The Branches
Vendors / FPOs (Inventory Holders)

Level 3: The POS
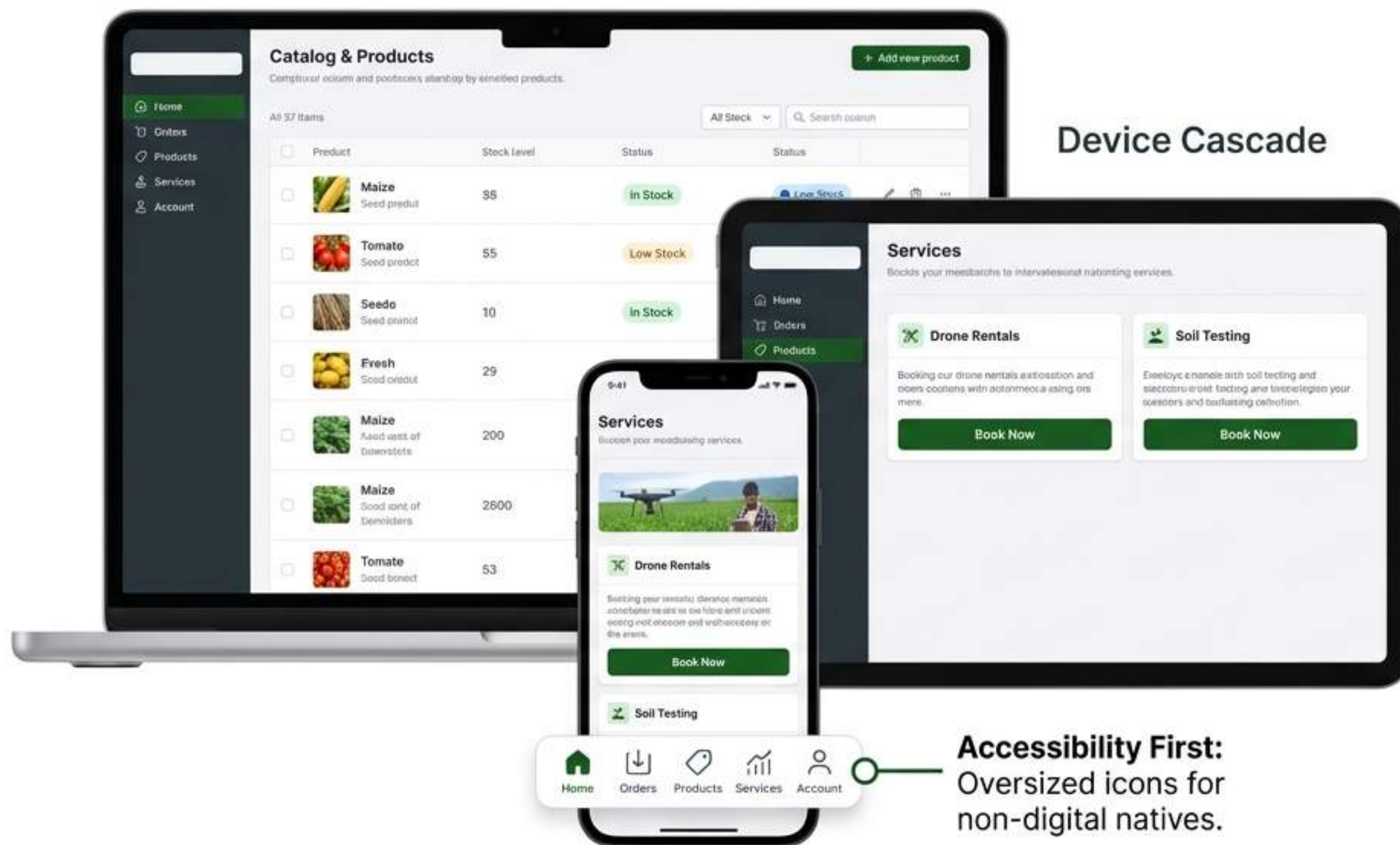Offline Stores / Physical Touchpoints

Workflow Shift

~~Old Way:~~ Manual phone calls to check stock.

New Way: Automated Order Routing & Vendor Portals.

~~Old Way: TNAU as bottleneck.~~

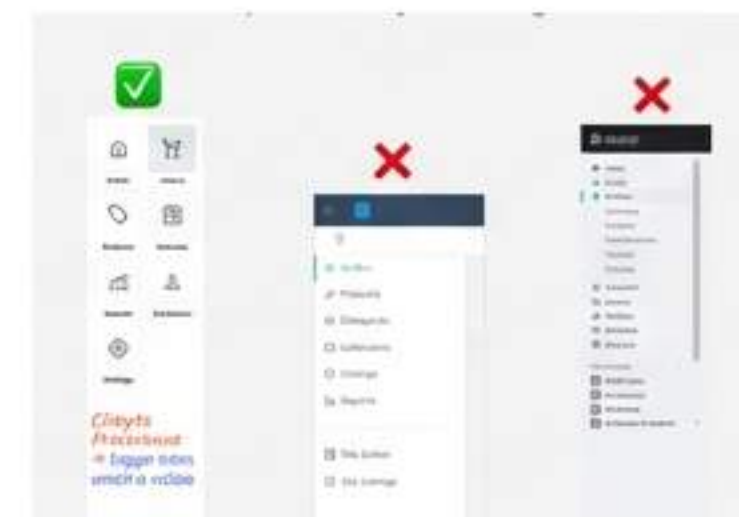**New Way:** Vendors self-update status (Confirmed → Shipped).

Designing for Clarity & Scale

Device Cascade

Accessibility First:
Oversized icons for
non-digital natives.

Design Rationale

From abstract requirements
to rapid moodboarding:

The interface prioritised high
visual feedback to secure
stakeholder buy-in from
university staff.

Validated by 50+ Maze Prototype Tests

97.2%

Success Rate - Order Visibility Mission

90.5%

Success Rate - Vendor Order Acceptance

Methodology: Unmoderated remote testing via Maze.

Insight: Users were distracted by 'Edit Address' during order modification.

Action: Interface refined to disable secondary actions during critical status updates, guiding focus to Order Confirmation.

From Struggle to Exponential Scale

2025 Avg
₹77,01,486 / month

6,317.90%

Increase in Monthly Sales

2023/24 Avg
₹62,826 / month

Vendor Ecosystem Growth: **15x** (70 → **1,000+** Vendors)