

Agribaba

# Group 25

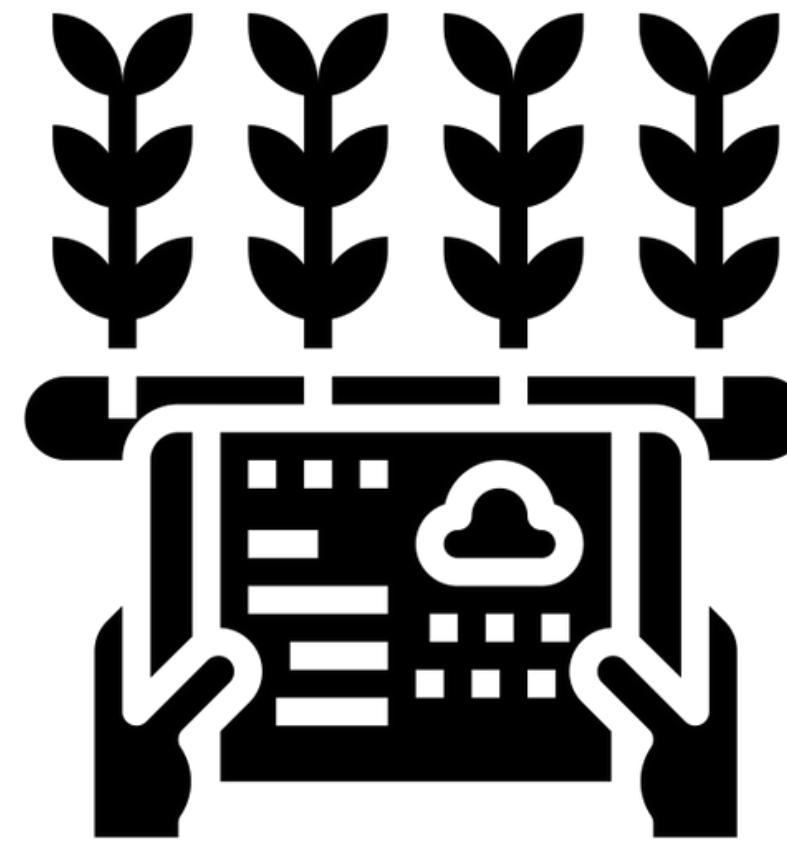
Vibhu Dubey

Praveen Singh Samota

Manav Saini

Dishant Yadav

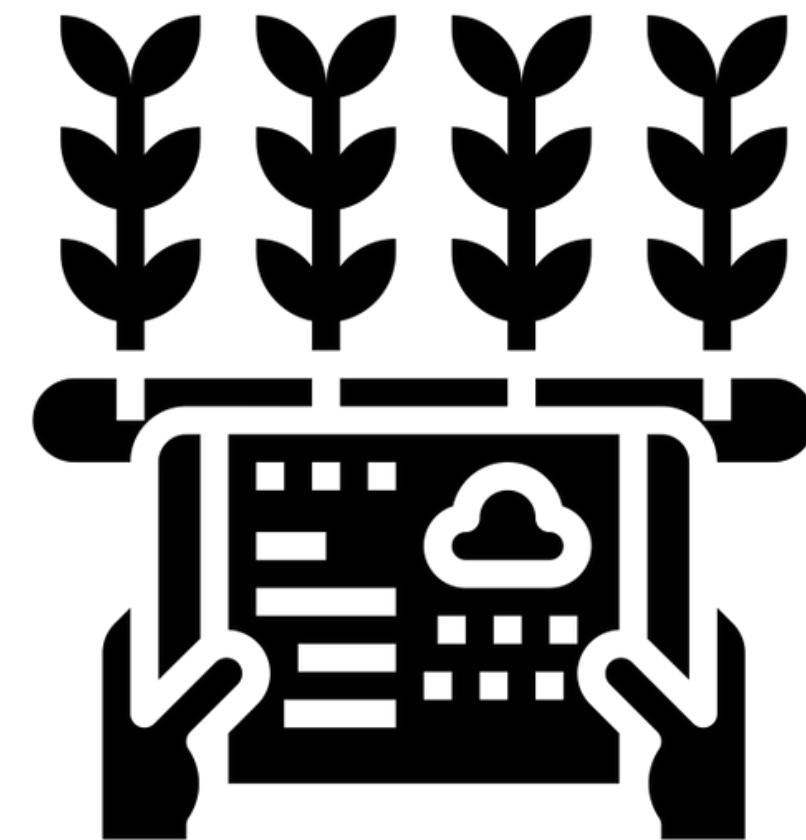
Aayush Singh



Agribaba

## Link of Prototype

[https://www.figma.com/proto/MkFENDwAEUKPa  
KGvyn1ceH/WireFrame-Copy?node-  
id=73%3A42&scaling=scale-down&page-  
id=0%3A1](https://www.figma.com/proto/MkFENDwAEUKPaKGvyn1ceH/WireFrame-Copy?node-id=73%3A42&scaling=scale-down&page-id=0%3A1)





# Agribaba

**Problem Statement:** Bipal is a small-scale farmer who got an excellent quality harvest this year but is very frustrated because of the low prices offered by local mandi buyers even though his crop is of good quality.

**Solution Statement:** Our app provides a platform that connects him to a larger market and where he can auction his crop and get a price according to the quantity and quality of the crop.

# Personas



Bipal Dev Singh | 55

Occupation:  
Farmer and Trucker

## Family-focused Bipal

### Description

Bipal is small scale farmer who works hard to provide for his family. He and his wife have a dream to provide their daughter a college education which they couldn't get. For this he has started driving trucks whenever possible.

### Need & Expectations:

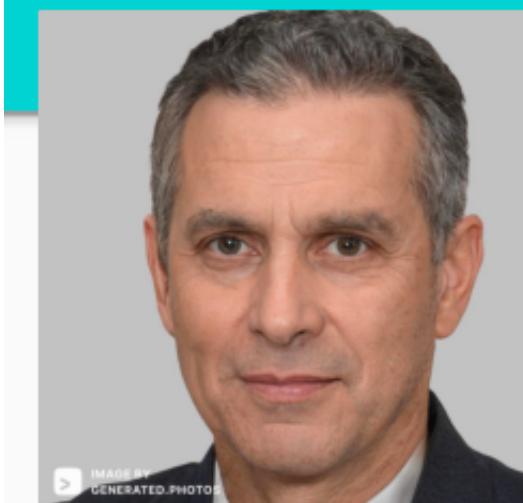
- Better bargaining power
- Market Access
- Implementing better agriculture practises
- Storage and transportation at predictable rates
- Better credit access

### Goals:

- Provide for his family
- Reduce his workload
- Better pricing and market access

### Pain Points:

- Storage of produce
- Access to market
- High interest informal loans
- Crop Failures



Vijay Gupta | 50

Occupation:  
Wholesaler

## Vijay building his own Empire

### Description:

Vijay is a wholesaler who worked day and night to increase his turnover and to built his own empire. He wish to maximise profit and saving for opening another branch of his shop.

### Need & Expectations:

- Great market access
- Competitive rates
- Aggregation of farmers
- Quality check before buying
- Easy transportation

### Goals:

- Quality assurance
- consistency in produce acquisition
- Variety in goods
- Compete with other sellers

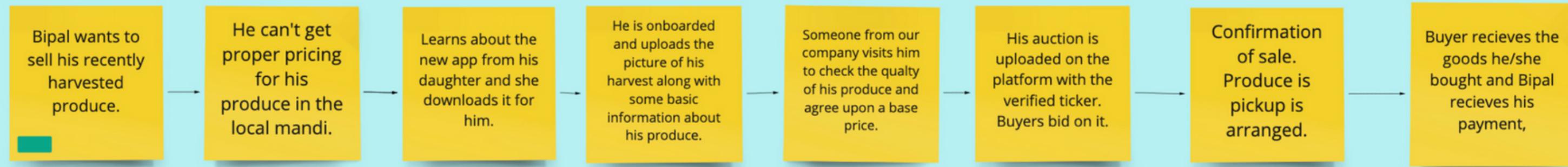
### Pain Points:

- Constant & discrete supply
- Transportation from farm to warehouse
- Quality check
- Dealing no. of farmers

## Scenario Introduction

Bipal Dev Singh is a small scale farmer and trucker. He got a good harvest this year and went to the local Mandi to sell his produce. But, he was disappointed as even though his harvest was of higher quality, he got the same price as others with much lower quality of crop. His daughter has recently discovered our platform and seeing her farther dejected suggests to try it.

### Farmer Bipal gets onboarded and sells his produce on the platform



Our app can provide info about the best current market price for the crop

How would you onboard if someone doesn't have a tech savvy relative?

How would he get to know about the usage of the app?

How would company manage it in case of large number of users?

Will buyers be notified for every upcoming auctions or only according to their interests?

How would you build trust in the platform?

Will farmers accept ePayment?

For queries, users can contact with the AI chat-bot or can visit the FAQ's page

Make the UI similar to other famous apps in rural India

Search functionality like amazon? Recommendation based on past interest?

**Provide escrow service?**

Will include different payment methods like cash.

This platform is available in understandable language to farmers

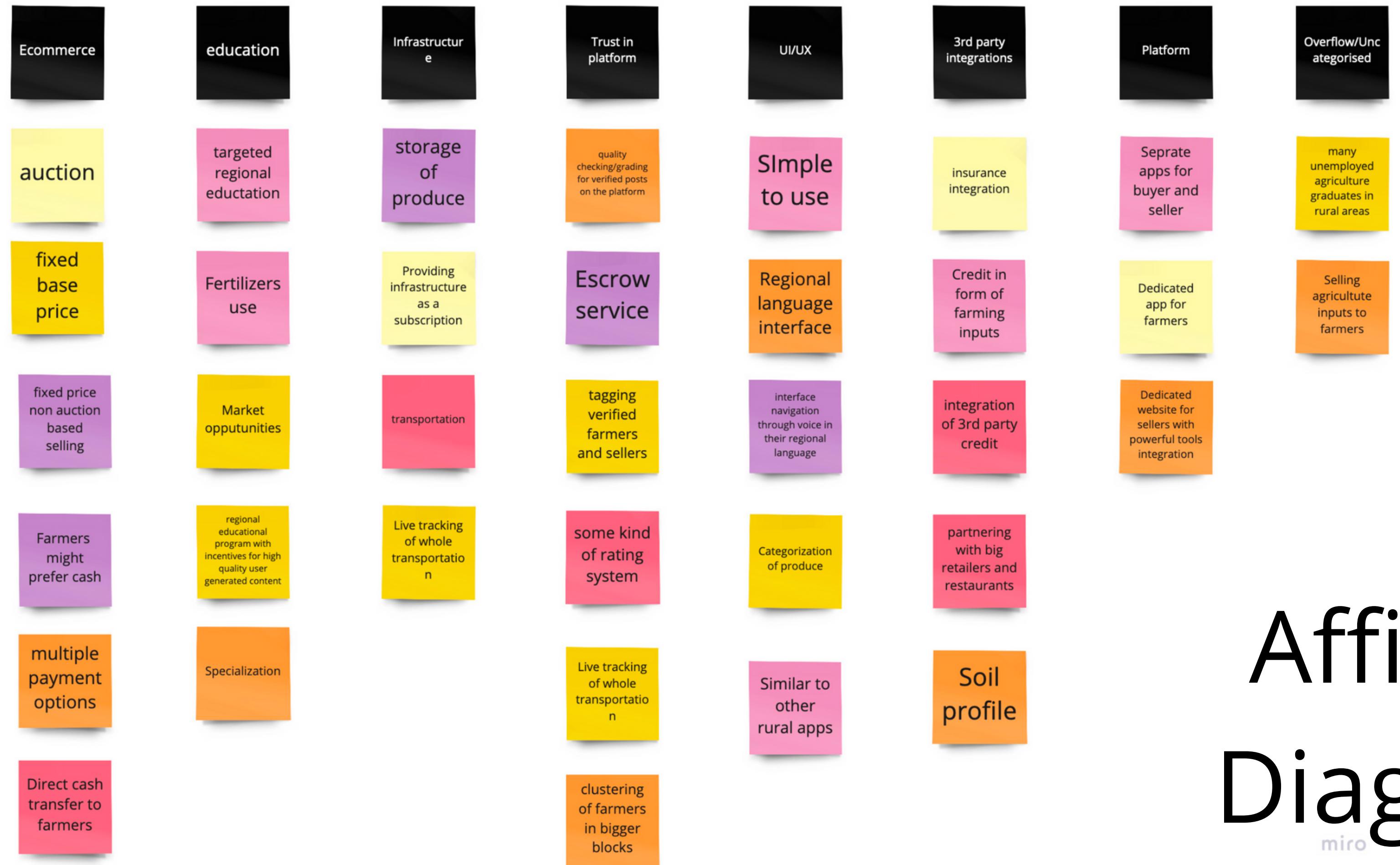
App reviews, displaying statistics and mentions on various other platforms is a way to build trust in the platform

After buying produce, seller can rate and write a review on farmer's profile page

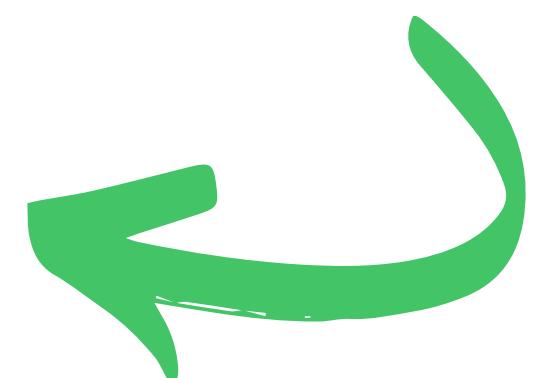
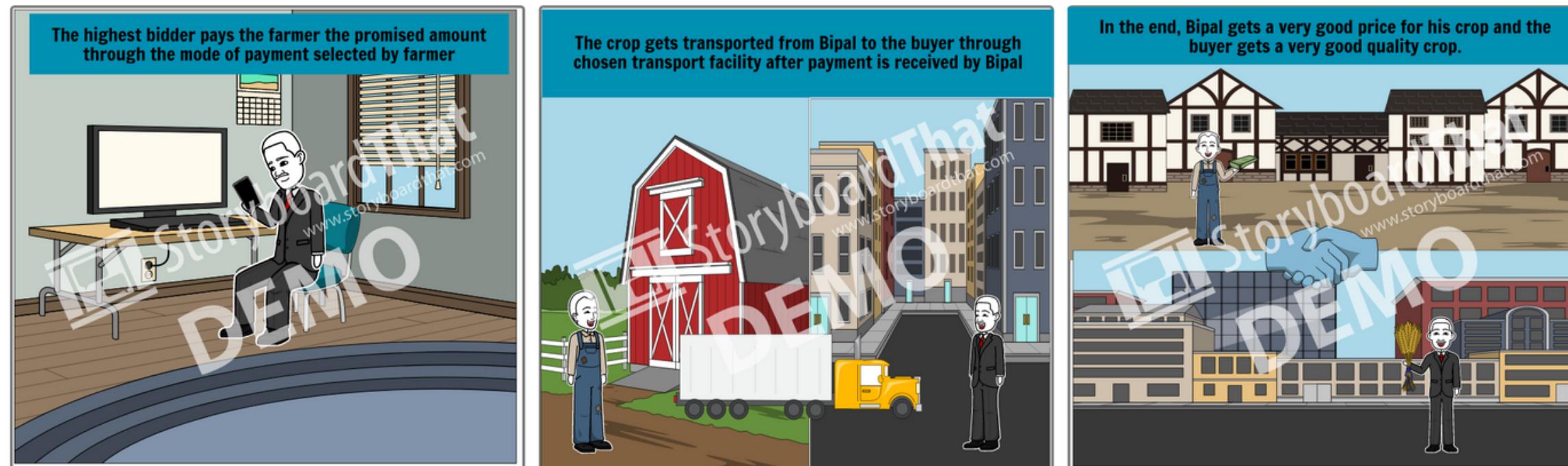
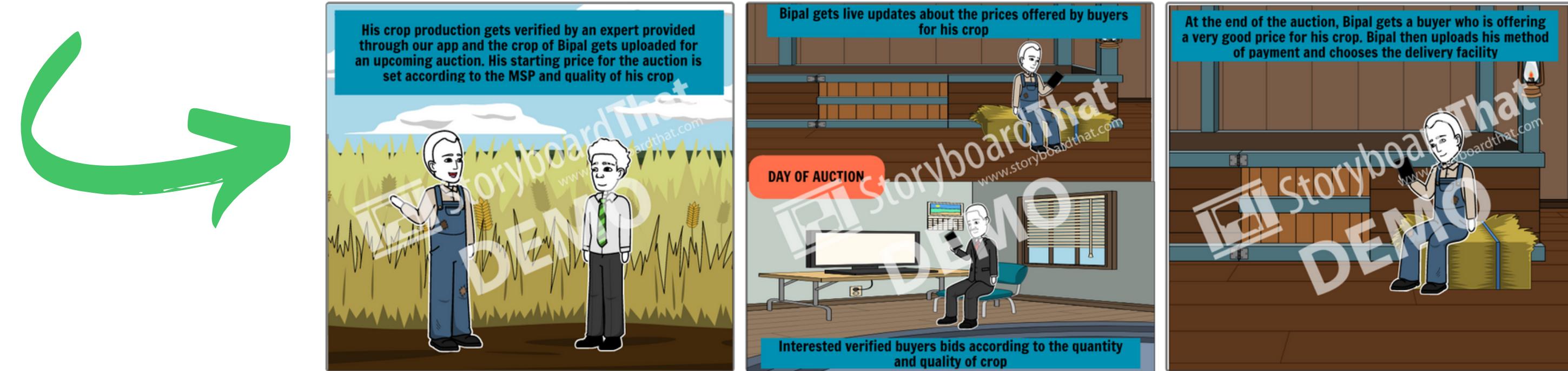
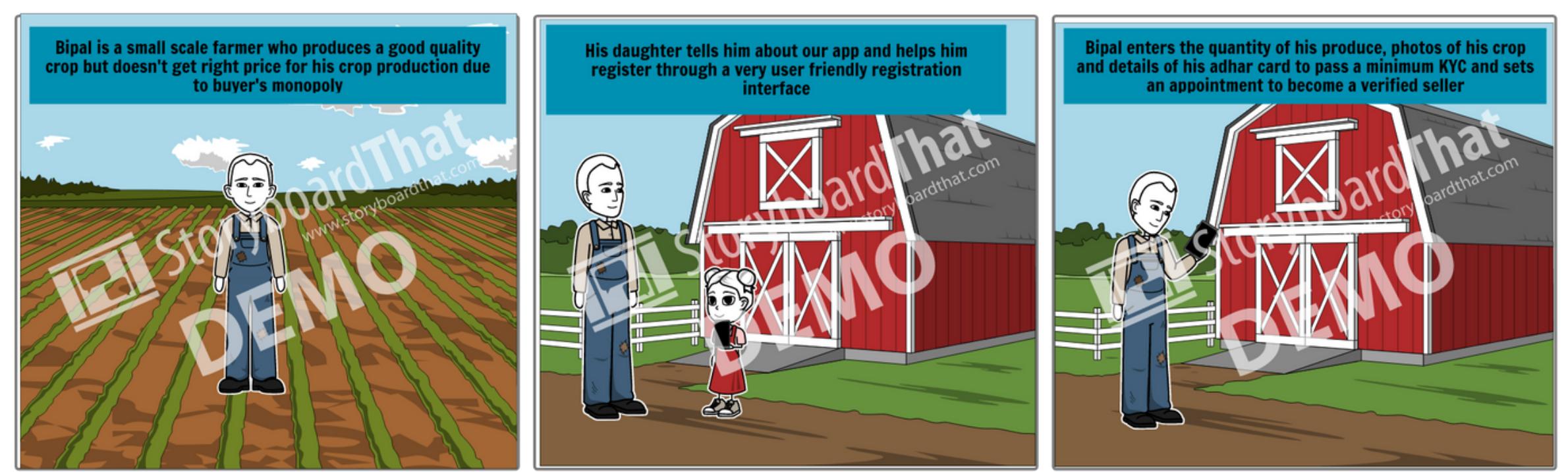
**Key**  
Yellow: Steps  
Red: Questions  
Light Green: Ideas  
Sea Green: Discussion

# Affinity Diagram

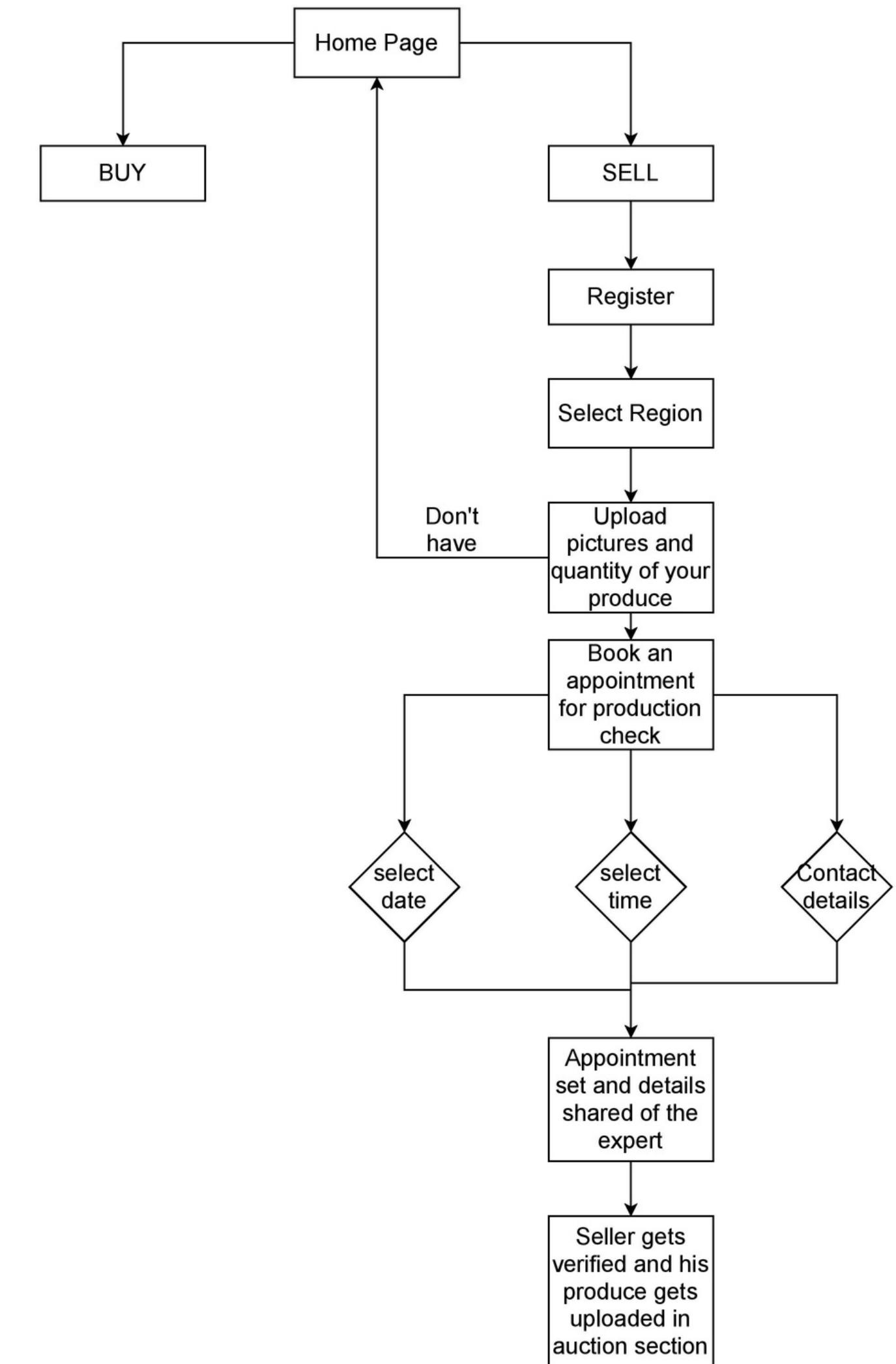
miro



# Storyboard

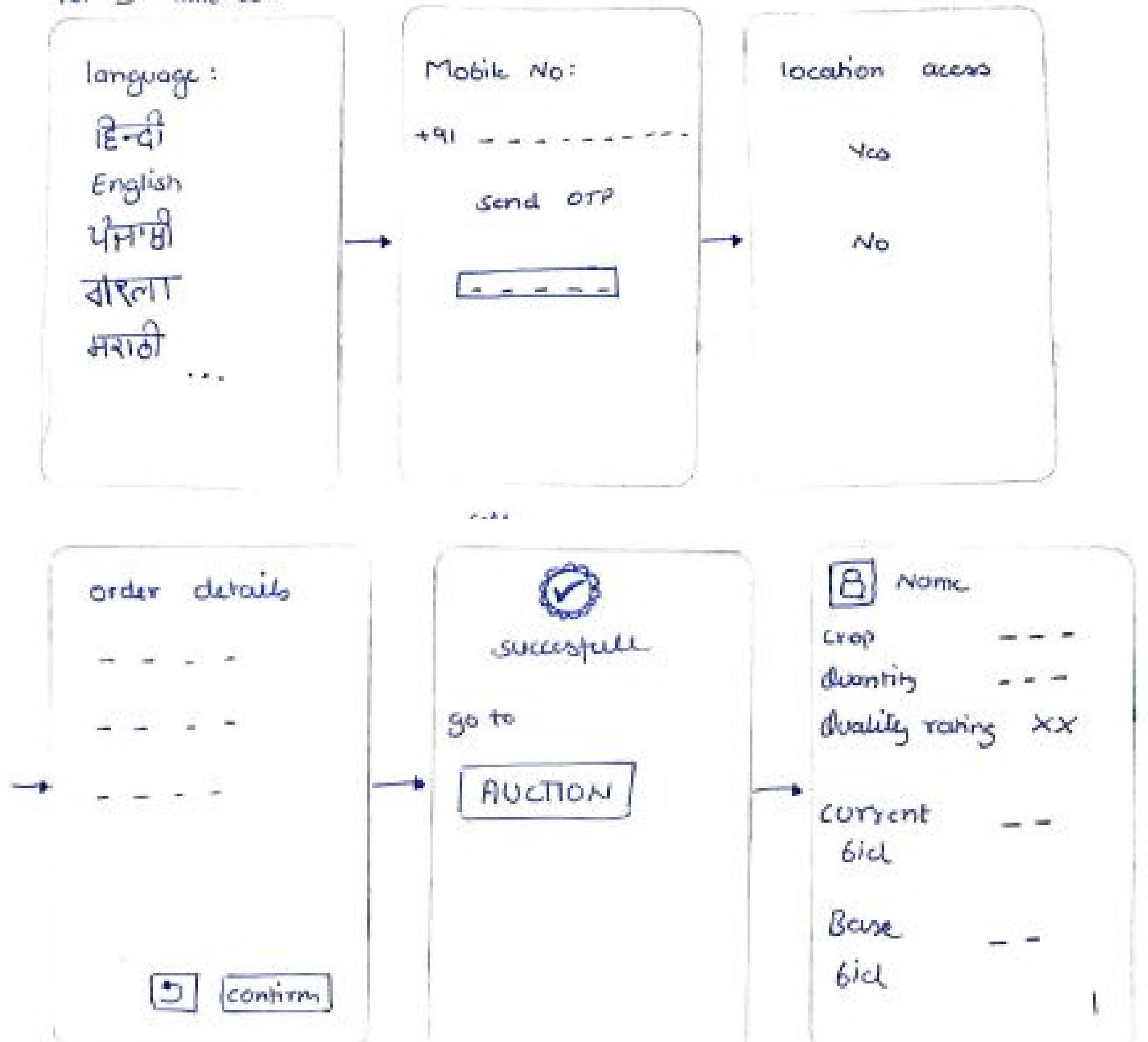


# Information Architecture

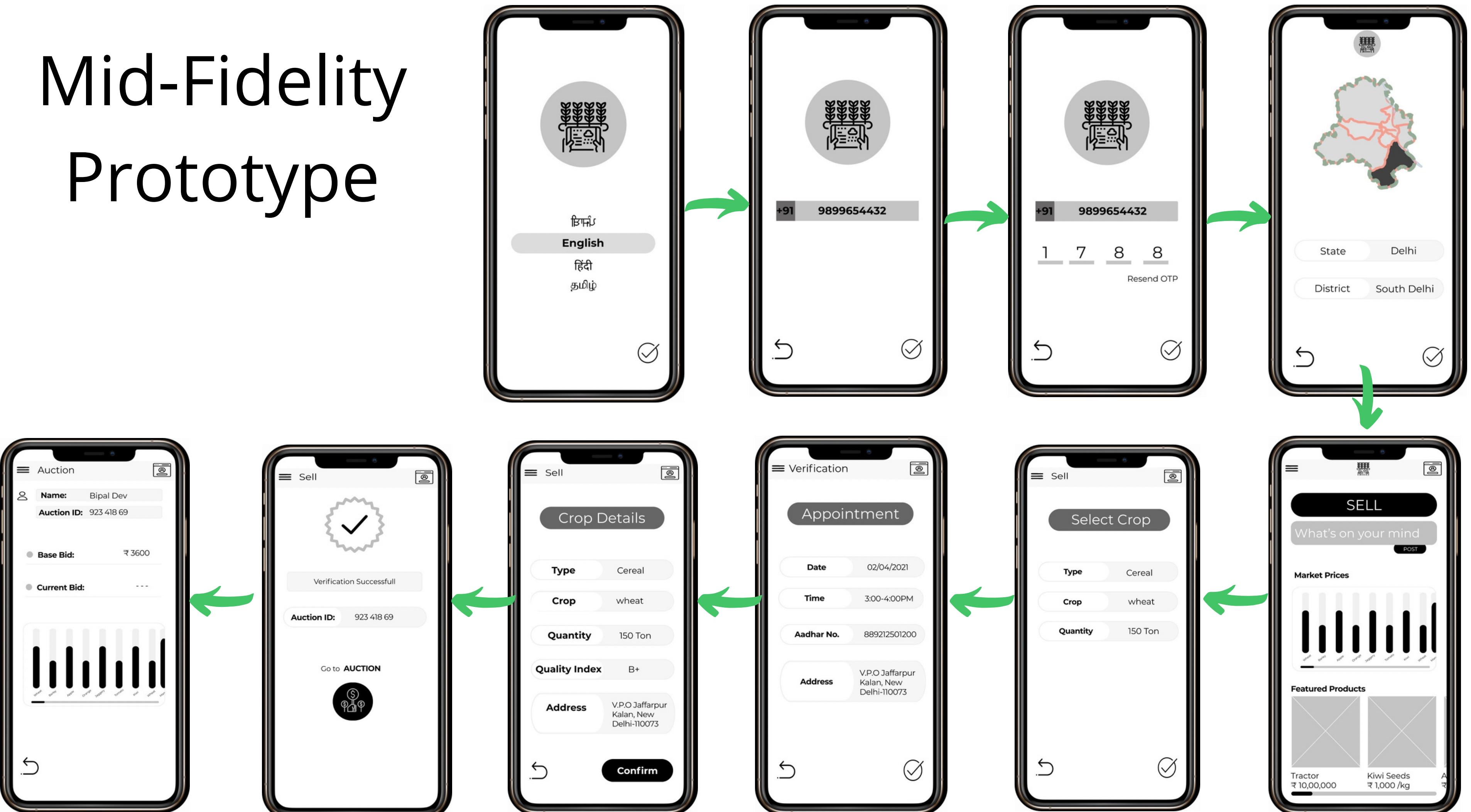


# Low-Fidelity Prototype

for 1<sup>st</sup> time user

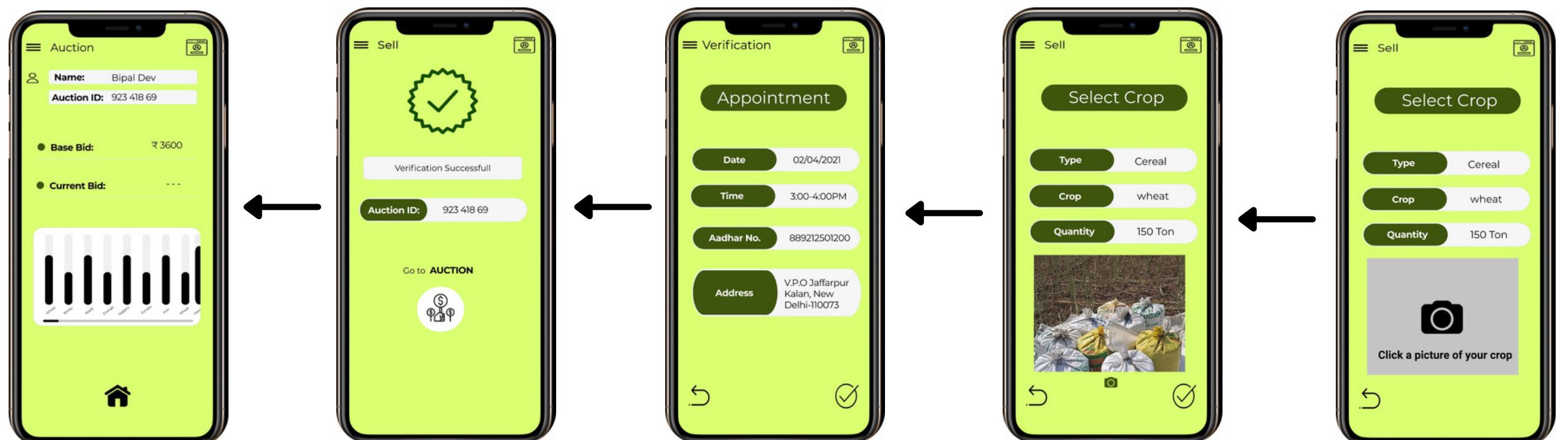


# Mid-Fidelity Prototype

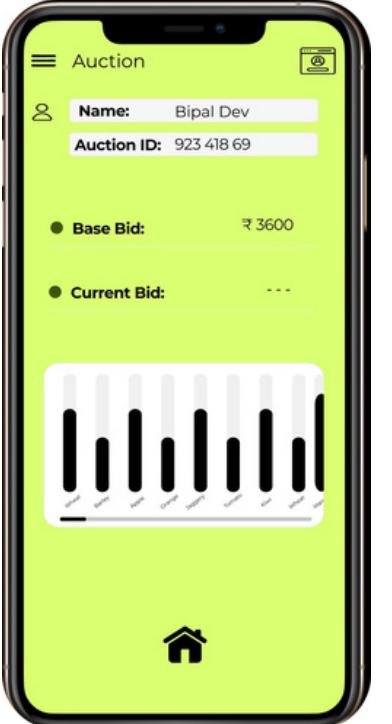
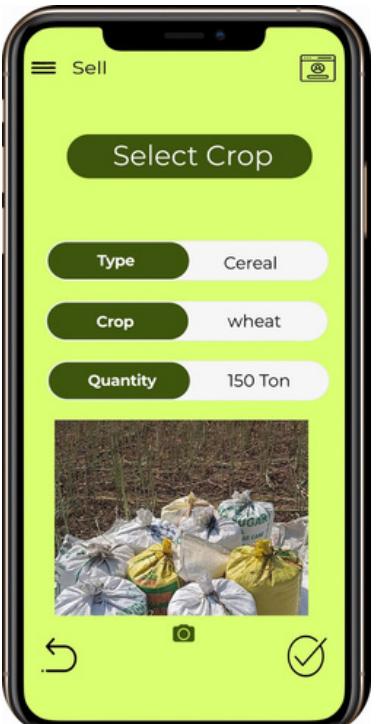
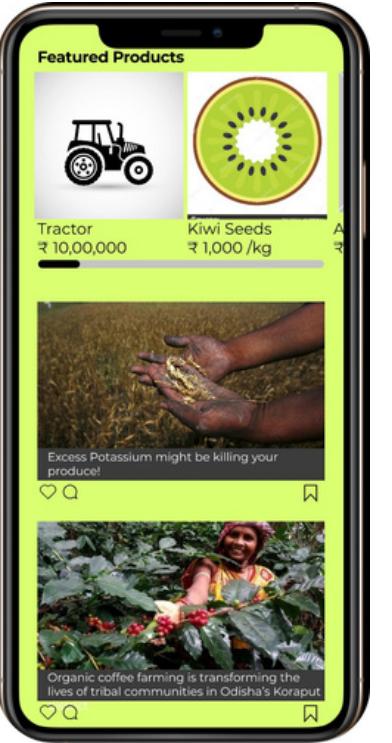
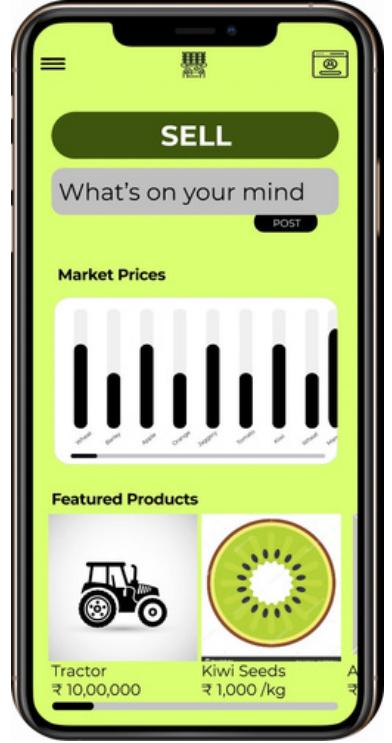




# Hi-Fidelity Prototype



# Prototype Evaluation



Issue 1: Add some guidance for users as they might not know that the map is interactive

Solution 1: The selected region can be animated to indicate that the map is interactive

Issue 2: Many people had issues with the colour of the background. They felt the light green colour was too odd and distracting from the content.

Solution 2: We need to improve our colour scheme.

Issue 3: Colour contrast of buttons and background isn't high enough.

Solution 3: Change the colour scheme to a better one..

Issue 4: The sell button on the home page and the headings on the form have a similar design style, which might confuse the users.

Solution 4: Differentiate between the button style and the heading used in the form.

Issue 5: Headings such as "Crop Details" can be improved with better naming that is descriptive of what that page does.

Solution 5: Provide more descriptive headings and add description subheadings where necessary.

Issue 6: There is little information on what does "Quality Index" mean and how to measure it.

Solution 6: Add a small hyperlink similar to the "size chart" hyperlink present on ecommerce websites for buying clothes.

Issue 7: Home button icon should be more descriptive. Since, farmers might not be familiar with the icon.

Solution 7: Replace home icon with a descriptive button with text such as "Go back to home" in the language of the interface.

Issue 8: There needs to be certain sections such as the current highest bid of an ongoing auction of a farmers crop, which should be easily accessible.

Solution 8: A small widget containing important information which could be called from anywhere in the app from tapping on a tiny '₹' button.