Internal Client Documentation: Roots Africa Data DB Client Background Research

1. Client Overview

- Organization Name: Roots Africa
- Mission: To end hunger and poverty by promoting resilient agriculture and entrepreneurship in Africa.
- Regions of Operation: Liberia and Uganda
- Key Activities:
  - Supporting agricultural education and training
  - Partnering with universities, farmers, and agribusinesses
  - Empowering changemakers through sustainable farming initiatives

2. Stakeholders

- Primary Stakeholders:
  - Farmers and agricultural entrepreneurs
  - University students and faculty involved in training programs
  - Rural communities benefiting from agricultural development
- Secondary Stakeholders:
  - Donors and funding partners
  - Government agencies and policymakers in Liberia and Uganda
  - NGOs and international development organizations

3. Client's Problem/Need

- Identified Need: A data dashboard to improve tracking of impact, support changemakers, and drive data-informed decisions.
- Challenges:
  - Lack of centralized data visualization for tracking success and impact
  - Difficulty in measuring program effectiveness in real-time
  - Need for an intuitive, scalable platform that non-technical users can navigate
- How This Fits into Their Work:
  - Roots Africa's initiatives depend on measurable outcomes to attract funding and optimize program strategies.
  - Improved data tracking will help them showcase success stories, identify areas for improvement, and scale their efforts effectively.

4. Proposed Approach

- Solution: Develop a user-friendly, interactive, and scalable data dashboard.

- Key Features:
  - Data Visualization Tools: Graphs, charts, and impact tracking metrics
  - User Experience Enhancements: Easy navigation, mobile responsiveness
  - Integration Capabilities: Ability to incorporate external datasets
- Expected Deliverables:
  - A functional prototype with real-time data tracking
  - User training materials and documentation
  - A roadmap for scalability and future improvements

5. Market & Competitive Research

- Similar Organizations & Their Data Strategies:
  - One Acre Fund: Uses impact measurement dashboards to track farmer success.
  - AGRA (Alliance for a Green Revolution in Africa): Implements data-driven agricultural programs across Africa.
  - Potential Insights: Lessons from these organizations can inform dashboard design, scalability strategies, and best practices for data tracking.

6. Questions for Client Requirements Gathering

- What key performance indicators (KPIs) does Roots Africa currently track?
- What data sources are available, and how are they currently managed?
- What level of data granularity is needed (e.g., individual farmer, community, country-wide impact)?
- What are the biggest pain points in Roots Africa's current data management process?
- Who will be the primary users of the dashboard, and what level of technical expertise do they have?
- Are there specific reporting requirements (e.g., for donors, government agencies)?
- What security and access control measures are needed?