

# **Roots Africa Data Dashboard Project Plan - Sprint 1**

## **Conducting background research on your client**

### **Cedric Nwafor**

- Cedric Nwafor is the founder of ROOTS Africa, a youth-led organization based in Maryland. ROOTS Africa combats hunger, poverty, and exclusion by connecting students and agricultural experts in the US and Africa
- Born and raised in Cameroon, he immigrated to the United States in 2010
- Passion for Agriculture: Cedric is deeply committed to improving agricultural systems and empowering communities through innovative farming approaches.
- International Agricultural Experience: He has visited farms across the U.S. (Idaho and Maryland) and several African countries (Rwanda, Liberia, Cameroon, Ghana, and Uganda) to study diverse farming methods.
- Agricultural Evangelist: Actively promotes youth involvement in agriculture as a means of strengthening Africa's socio-economic future.
- Public Speaker & Facilitator: Has organized and spoken at numerous events in both Africa and the U.S. to advocate for agricultural development.
- Educational Background: Earned a BA in Agriculture and Resource Economics with a focus in Entrepreneurship from University of Maryland. He also holds a Graduate Certificate in Nonprofit Management and Leadership from the University of Maryland School of Public Policy, equipping him with skills to manage and scale social impact initiatives.

## Documenting your understanding of the project

Roots Africa is an international NGO committed to addressing hunger and poverty in Africa through agricultural education and entrepreneurial support. Their guiding philosophy states: *"Africa doesn't need charity, it needs changemakers."*

Despite extensive aid and a significant agricultural workforce, hunger persists across Africa.

Roots Africa focuses on:

- Resilient Agriculture: Training farmers in sustainable techniques to enhance food security.
- Entrepreneurship Development: Empowering changemakers to establish agricultural businesses and consulting firms.
- Their philosophy is that "Africa doesn't need charity, it needs changemakers"
- Despite \$1 trillion in aid and 60% of Africa's population engaged in agriculture on abundant arable land, more Africans face hunger today than 10 years ago
- They focus on two main areas: teaching resilient agriculture to end hunger and nurturing entrepreneurship to end poverty
- They've developed 648 changemakers who have trained 11,349 farmers
- 45% of their trained changemakers have continued training farmers without direct support
- Each changemaker pod trained approximately 65 farming households
- According to their CMS reports, 7 in 10 households increased income after training

- 30 pods have created consulting businesses focused on training farmers
- They connect African changemakers with global mentors and instructors (175 from across the world)
- 83% of changemakers have maintained connections with their mentors
- They've piloted 13 initiatives and continuously refine their strategies based on data
- They partner with organizations including Leadership Idaho Agriculture and Vitta Solutions
- Their approach emphasizes local autonomy, multiplying impact, global engagement, and continuous learning

# **Key Requirements Gathering Questions for Roots Africa Data Dashboard**

## **Project Objectives & Success Metrics**

- What are the primary goals for the new/enhanced data dashboard?
- Which key performance indicators (KPIs) or success metrics are most important for monitoring the impact of your community transformation efforts?

## **Stakeholders & Users**

- Who are the main stakeholders (internal and external) that will use or be impacted by the dashboard?
- Can you detail the roles of these stakeholders and their specific needs or expectations from this tool?

## **Data Sources & Quality**

- What are the primary data sources available for this project, and what is their current state (format, frequency, completeness)?
- Are there any data quality issues or integration challenges we should anticipate?

## **Current System & Challenges**

- Is there an existing data collection or visualization system in place? If so, what are its limitations?
- What challenges have you encountered with previous data monitoring or reporting efforts?

## **Technical & Functional Requirements**

- Are there any specific technical requirements or platforms (e.g., software integrations, hosting environments) that we must consider?
- What functionality is critical for the dashboard (e.g., types of visualizations, interactivity features, mobile responsiveness)?

## **User Experience & Accessibility**

- Do you have any particular expectations regarding the user interface or experience?
- Are there accessibility standards or specific user demographics we should tailor the dashboard for?

## **Timeline & Communication**

- What is the expected timeline for the project, and are there any critical milestones we need to meet?
- How often do you expect project updates or check-ins?

### **Additional Considerations**

- Are there any regulatory, privacy, or security concerns regarding the data that we need to address?
- Is there any other context or specific requirements that we should be aware of before starting the project?

### **Definition of the Problem/Need**

- Roots Africa's current challenges in monitoring their impact across Liberia and Uganda
- The disconnect between their extensive work (training 11,349 farmers through 648 changemakers) and their ability to track, measure, and communicate outcomes
- The specific data visualization limitations they're experiencing
- How the lack of robust monitoring tools affects decision-making and resource allocation
- The organization's need to demonstrate impact to stakeholders and partners

### **Internal Risk Assessment**

- Technical risks: compatibility issues, data integration challenges, technical complexity
- Resource risks: timeline constraints, team skill gaps, potential scope creep
- Client-related risks: potential delays in feedback, access to necessary data, clarity of requirements
- Implementation risks: user adoption challenges, data quality issues, maintenance concerns
- Project management risks: communication breakdowns, timeline challenges

## **Project Summary for Client**

We are excited to collaborate with Roots Africa to develop a data dashboard that will enhance your organization's ability to track impact, support changemakers, and drive data-informed decisions. We understand that Roots Africa operates across Liberia and Uganda, working to end hunger and poverty through resilient agriculture and entrepreneurship. Our approach will focus on enhancing visualization tools, improving user experience, and ensuring scalability to meet your long-term needs. Deliverables will include a user-friendly, interactive platform with a clear timeline for development and implementation. To streamline this process, we request specific resources or information from Roots Africa and propose a regular check-in schedule to ensure alignment. Our team is deeply committed to supporting your mission of developing changemakers rather than just providing charity, and we look forward to making a meaningful impact together.