### **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?