

Microsoft Design Challenge

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START



FarmerHut

Connect. Learn. Grow.



FarmerHut

Connect. Learn. Grow.

A minimal app designed for Farmers and people in agriculture industry where they can connect collaborate and learn together.





Problem Statement

- Collaboration
- Learning

I chose these as the problem area, and created a solution for the problem I identified in the agriculture sector.

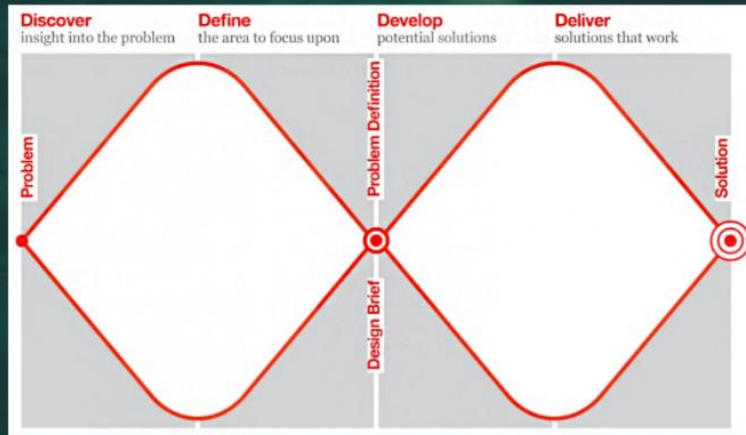
Agriculture sector is every now and then seeking help from the government and people of India every now and then, their condition is certainly not the best when compared to farmers from some other well-to-do countries. Continuous presence of middlemen, lack of knowledge about available facilities and schemes, illiteracy, lack of capital, etc. are some of the problems that need to be worked on.



Process Planning

“PEOPLE IGNORE DESIGN THAT IGNORES PEOPLE.”

I proceeded with planning the design keeping this quote in mind



After a lot of brainstorming, I identified a huge problem in the agriculture sector. It is not hidden from the world that farmers are really facing issues here, so I wanted to do something for farmers. This is how I came up with FarmerHut. I think there is definitely a need of properly educating farmers and making them to collaborate with each other. I stuck to the Double Diamond approach for the designing process.



User Research



As a widespread and diverse industry, there is no “canned” solution to the increased demand and the need for tailored strategies and products. But this is not a doom and gloom story – significant innovations have taken place in Indian agriculture as numerous talented people, from agronomists to field experts to producers, inhabit this space. India stands at an interesting juncture with the ability to drive real change in the agricultural industry. On the supply side, India has increased its capacity and capabilities with significant expertise across the value chain, driven by unprecedented domestic and international demand for a broad range of agricultural products from across India.

Collaboration in smart farming can benefit farmers

Experts from India and Netherlands discussed ways of packaging technology to create an ecosystem for farmers to work and then upscale it further for economic gains at the Smart Farming Session of the DST CII Tech Summit.

The 25th joint annual flagship DST-CII Technology Summit deliberated on Smart Farming as a farming management concept using modern technological collaboration opportunities between India and the Netherlands.

The distinguished panel included speakers from both Indian Agriculture allied Industries and from Ministry of Agriculture, The Netherlands.

The experts highlighted how Smart Farming increases the quantity and quality of agricultural products with sustainable agricultural production, based on a more precise and resource- efficient approach through efficient use of water or optimization of treatment and inputs.

The findings of 'Water Extensive Agriculture Project (Phase I) report' was presented business opportunities identified across India that will endeavor to connect Dutch technologies in Water and Agriculture with opportunities in water stressed climate zone across India.



Collaborative Farming Arrangements

Collaborative farming is two or more farmers working together in a formal arrangement for the mutual benefit of all those involved in the arrangement.

The main benefits of a collaborative arrangement are:

1. **Economic** – a collaborative arrangement can offer farmers increased returns through the ability to achieve scale at a lower capital cost; the reduction of costs which are duplicated between farmers; and risk sharing.
2. **Skills** – The possibility of sharing best farming and business management practice.
3. **Social** – Joint farming ventures can help to address the social challenge of the 'one man farm' model making farming a more attractive occupation.

I researched a lot of articles and other news sources and discovered that the need of learning and collaborating together in this field is huge.



Interviews

I had a short questionnaire session with my family friends and neighbours because unfortunately I didn't have any native village or a farmer in the family.
Here are some of the major insights that I recieved:

"The actual conditions are worse than any of us can think of."

"Not all farmers face the same issues, some are illiterate, some lack capital, some lack proper information, some are fooled by the smarter."

"Government does provide numerous facilities but it doesn't reach to all the needy"

"Spreading of fake rumors by notorious elements in the society worsens their condition even more"

.....



STAKEHOLDERS IN AGRICULTURE



Each of these establishments has its own unique contribution for the whole agribusiness system to work.
I'll be focusing on Producers i.e. Farmers for this study.



Sub-Problems



LEARNING



COLLABORATION



SINGLE PLATFORM WHERE
FARMERS CONNECT

I divided the problem into sub-problems and compiled everything that I wanted to achieve in my solution.



Ideas Compilation



- Community Tab
- Learning Tab
- DigiLocker Integration
- Articles
- Mentoring
- Gamification
- Minimal UI
- Accessibility
- Connect to nearby farmers
- Easy to reach



FarmerHut



- platform to collaborate
- come together
- find guidance
- Learn together
- find customers
- build a community
- socialise
- go digital
- connect to the world
- adapt to smart farming
- collaborative farming





Features



Minimal Design

A minimal design catches everyone's attention no matter what.

Community Tab

Collaborate with people, build communities and work together.

Straight to the point

Get started right away with learning and collaborations!

Messaging

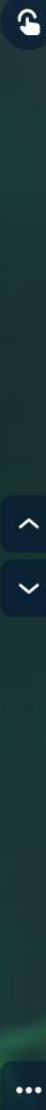
Interact with people, make groups and start working in teams

Learning Tab

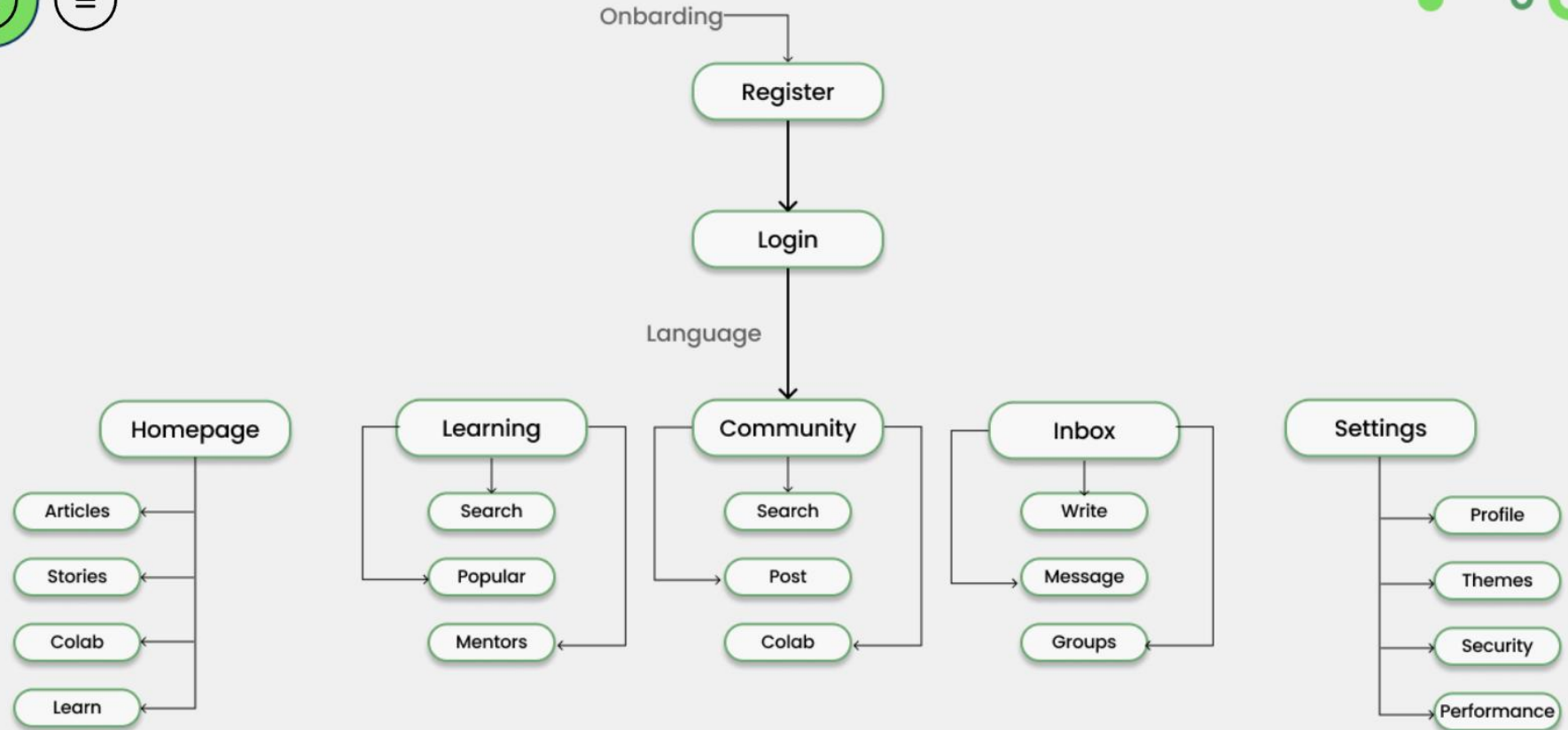
Vast range of courses to cater all of farmer's needs

Posts

Publish your listing, your interests and what you are looking for.



Userflow

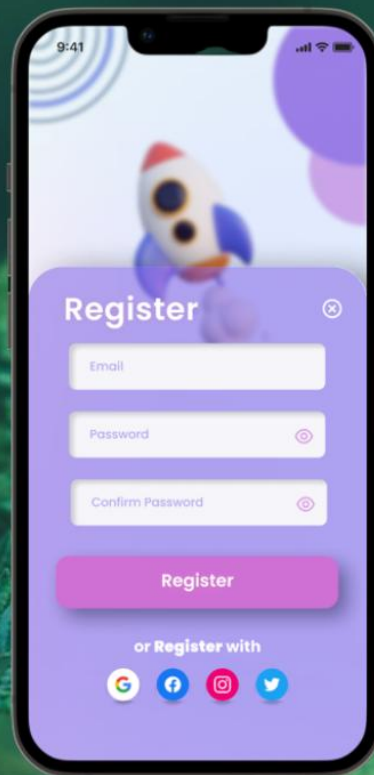




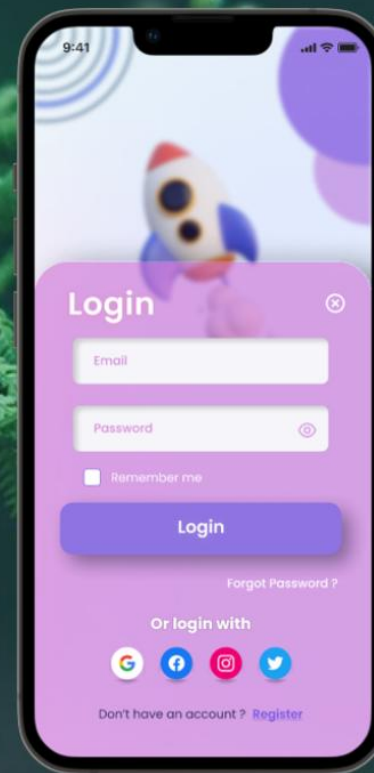
Final Designs



Welcome Screen



Registration Screen



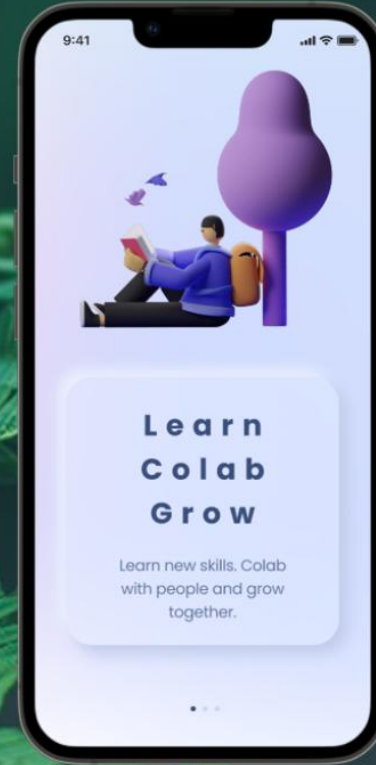
Login Screen



Final Designs



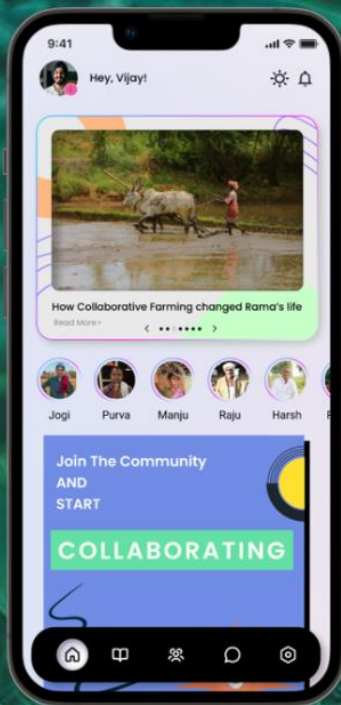
Choose your most comfortable language here



Onboarding

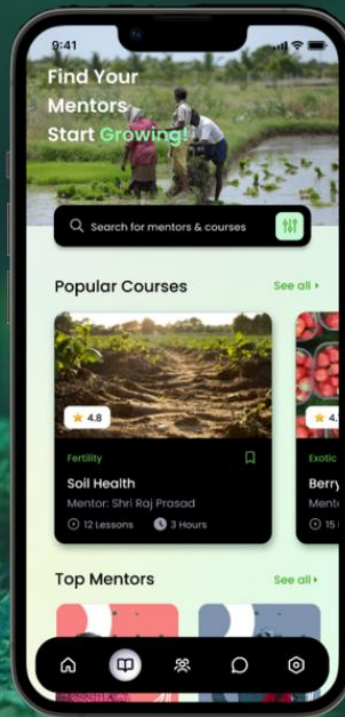


Final Designs



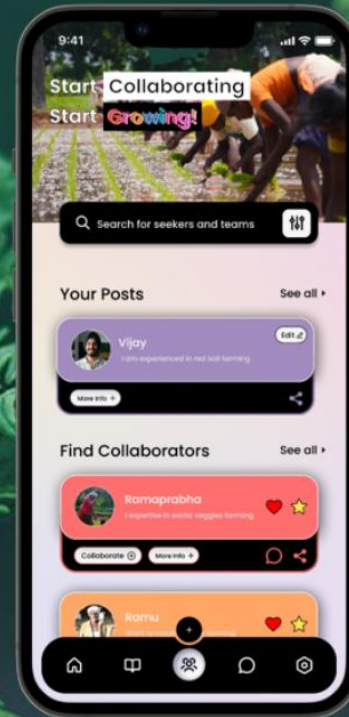
Home Screen

This tab consists of articles, User stories, and intro to other features of app



Learning Screen

This tab features a vast variety of courses offered by us and our affiliated mentors

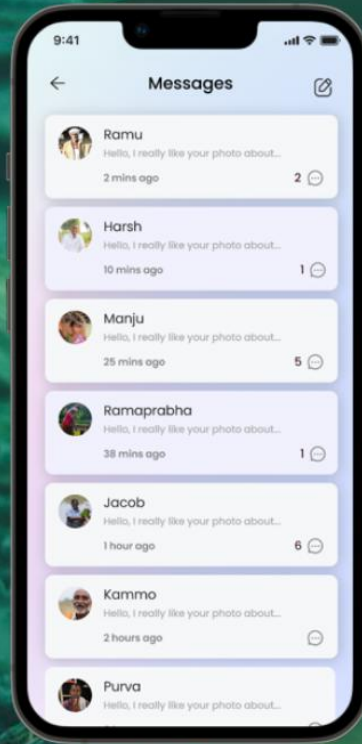


Colab Screen

On this screen a user can build communities and connect with other people



Final Designs



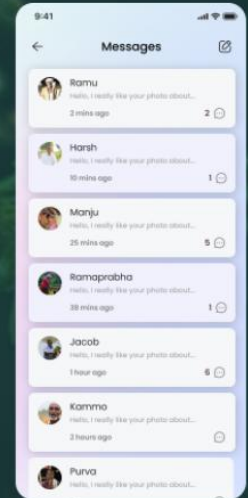
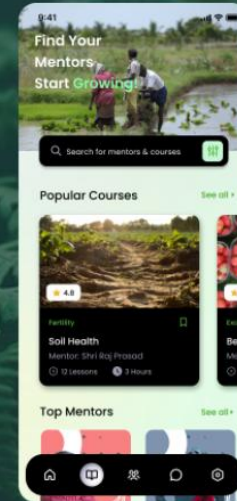
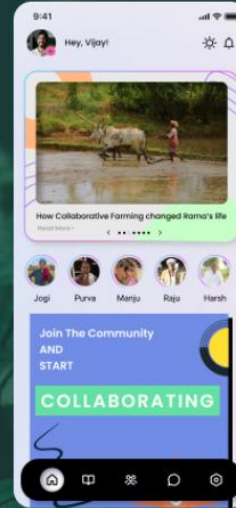
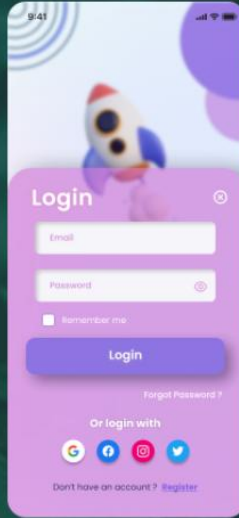
Messaging tab here users can connect and even form groups



Personal messaging screen



Some App Screens



[view](#)



FarmerHut Video

VIDEO

A minimal app
designed for Farmers
and people in
agriculture industry
where they can
connect collaborate
and learn together.

[+info](#)





What's Next?

- *Our utmost priority is initial users feedback, we want to take inputs and implement necessary changes as per user needs.*
- *After alpha and beta testing, keep improve the app so that it can handle a wider range of users.*
- *Keep bringing out new features to imrove the usability and functionality without making the app complex.*
- *To add more accessibility features like TalkBack and integrate Maps to create community hotspots.*
- *Gamification features are well in the pipeline coming out soon. I'm a gamer myself and I think gamifying processes results in higher interests.*



Conclusion

FarmerHut is an App where Farmers can Connect, Learn and Grow together!

This app provides moral education, informs farmers of their rights and government schemes they can avail. What they can do to improve their yield and answer whatever doubts they have in their minds. This app's only aim is to help the needy farmers.

This was a small demo of what all can be done if someone really wants to bring change. I believe this app would be able to provide a platform to farmers where they can come and learn together then find the right people to work with and create astonishing results.

In the end I just want that this creation reaches to the needy and can make their lives better.

This is a small effort from my side trying to help out farmers of india and of the world(in future).



References

This answers: What/Why/How collaborative Farming?

- <https://dst.gov.in/collaboration-smart-farming-can-benefit-farmers>
- <https://www.teagasc.ie/rural-economy/farm-management/collaborative-farming/>
- <https://www.agworld.com/au/blog/value-of-collaboration-in-agriculture/>
- <https://www.open-rivers.com/journal/collaborations-towards-change>
- <https://www.tribuneindia.com/news/archive/haryanatribune/collaborative-farming-to-raise-income-skip-middlemen-663690>



Thanks!



Some Important Links:

- Presentation (Please Visit the presentation once)
(<https://view.genial.ly/621255862f13e80018d05bbc/presentation-farmerhut>)
- Youtube (<https://youtu.be/EiLUrTWWEq0>)
- Figma Prototype
(<https://www.figma.com/proto/5D3pueiQLbhTI0pn7zSb7A/FarmerHut-App?page-id=0%3A1&node-id=13%3A507&viewport=241%2C48%2C0.18&scaling=scale-down&starting-point-node-id=40%3A820>)
- Final Submission (<https://drive.google.com/drive/folders/1DCse7bukCUrLSz-7fQtIYys6TmWdVnBk?usp=sharing>)