1. Discovery (Ideation)

Market Need: I recognize that consumers increasingly demand convenient access to fresh, farm sourced products but face issues like limited local availability or distrust in quality from traditional online retailers.

Ideation: The team brainstorms an online platform connecting local farmers directly to consumers, offering transparency (e.g., farm origin details) and fast delivery.

Research: You analyze competitors (e.g., grocery delivery apps, farm-to-table services) and survey potential customers to confirm interest in fresh produce with a traceable source.

Vision: GoandGet is envisioned as a user friendly platform where customers can order seasonal vegetables, meats, and other farm goods, delivered within 24-48 hours.

Outcome: A clear concept for \*GoandGet\* emerges, supported by data showing demand for fresh, traceable farm products.

2. Design

UI/UX Design: The team creates wireframes for the GoandGet website and mobile app, featuring an intuitive layout: a homepage with featured farms, a product catalog (e.g., carrots, beef cuts), and a checkout process. Visuals emphasize freshness (e.g., vibrant farm imagery).

Technical Design: Engineers outline the platform’s backend e.g., a database for farmer inventories, an order management system, and integration with payment gateways and logistics partners.

Customer Focus: Features like “Meet Your Farmer” profiles and real-time stock updates are designed to build trust and engagement.

Prototyping: A clickable prototype is developed and tested with a small group of employees or potential users to gather initial feedback.

Outcome: A detailed blueprint of GoandGet is ready, balancing aesthetics, functionality, and scalability.

3. Development

Coding: Developers build the front-end (e.g., responsive app interface) and back-end (e.g., inventory syncing with farmers, order tracking).

Integration: The platform connects with third-party tools e.g., Stripe for payments, a logistics API for delivery scheduling, and a cloud server for hosting.

Testing: The team runs trials, simulating customer orders (e.g., 5 lbs of potatoes, 2 lbs of chicken) to ensure the system processes them correctly. Bugs like incorrect stock updates or payment failures are fixed.

Farmer Onboarding: A pilot group of farmers is brought on board to upload their product listings and test the supplier side of the platform.

Outcome: A functional GoandGet platform is ready for launch, with core features operational and tested.

Delivery (Launch)

This is the stage where the product goes live to the public. It involves marketing, distribution, and monitoring the initial rollout to ensure a smooth introduction to the market.

Marketing: You launch a campaign e.g., social media ads highlighting “Farm-Fresh Delivered to Your Door,” email blasts to early subscribers, and partnerships with local food bloggers.

Soft Launch: GoandGet rolls out in a limited region (e.g., one city or state) to test logistics and demand. Customers can place orders, and farmers fulfill them.

Support: A customer service team is set up to handle inquiries (e.g., “When will my order arrive?”)and resolve issues like delayed deliveries.

Monitoring: You track key metrics e.g., number of orders, website traffic, and farmer participation to gauge early success.

Outcome: GoandGet is live, with initial customers placing orders and the team gaining real world insights into performance.

5. Iteration (Feedback & Improvement)

Post-launch, this stage focuses on refining the product based on user feedback and performance data. It’s an ongoing process to enhance features, fix issues, and adapt to market changes, ensuring long-term growth and relevance.

Feedback Collection: Customers leave reviews (e.g., “Love the freshness, but delivery took too long”) via surveys or app ratings. Farmers report issues like difficulty updating inventory.

Improvements:

- Delivery times are optimized by adding more logistics partners.

- A feature is added allowing customers to schedule delivery slots.

- The farmer dashboard is simplified based on their input.

Growth: Positive feedback drives a full launch across multiple regions, and new products (e.g., dairy, eggs) are added based on demand.

Analytics: You monitor sales trends e.g., vegetables outsell meat 3:1 prompting targeted promotions to balance the catalog.

Outcome: GoandGet evolves into a polished, customer-centric platform, adapting to user needs and scaling operations.

Mapping to the Traditional Product Lifecycle

Introduction: Discovery, Design, Development, and Delivery cover the product’s birth and market entry.

Growth: Iteration begins as GoandGet gains traction, improves, and expands.

Maturity: With continued iteration, the platform could stabilize as a go-to source for farm products.

Decline: If market preferences shift (e.g., toward lab-grown meat), further iteration or pivoting would be needed—beyond the current scope.

Execution Details:

Soft Launch: On 1st January 2025, GoandGet lauched in Northern Nigeria a region chosen for its proximity to partner farms and high demand for organic products.

Marketing Campaign: A fresh farm to you campaign using Instagram ads reaching 5000 users and a partnership with a food influencer who showcased a GoandGet unboxing.

Customer support: A team of two handled customer complaints, resolving issues like my veggies didn’t arrive within 24 hours.

Logistics: Partnered with a local logistics services to deliver orders within 24 hours, with 80% deliveries meeting target.

Metrics

Orders: 30 orders placed in the first week totaling to 500,000 naira in revenue.

Farmer engagement: 5 out of 6 farmers fulfilled orders successfully. 1 reported delay due to inventory issues.

Customer Feedback:

80% rated their experience 4 star.

Remark: product freshness

Complain: delivery time

Objectives:

We’ve heard your feedback on delivery delays and are working to improve our logistics!

There will be one free delivery to compensate you for the delay.

Delivery time is our topmost priority

More logistics were added to ensure fast and safe delivery.

Farmers dashboard have been more responsive based on farmers feedback

Provided onboarding training for new farmers to familiarize them with using the platform to reduce errors in product listings, prices, and inventory tracking.

Used freshdesk to manage customer inquiries more efficiently.

A FAQ page have been provided.

Outcome: increased customer satisfaction and loyalty.