Bayer's Digital Experience

Digital Label , Web-App for customers , Logistics Tracking and analytics

Team : Akira

Target Customer

- This project is more focused on attracting new (younger) customers
  while improving the trust and experience of existing (experienced) customers.

- Smartphone(with camera) or computer with camera is required.

- The objective of the project is to make the farmer use the app on a regular basis and
  not as a one time verification process.

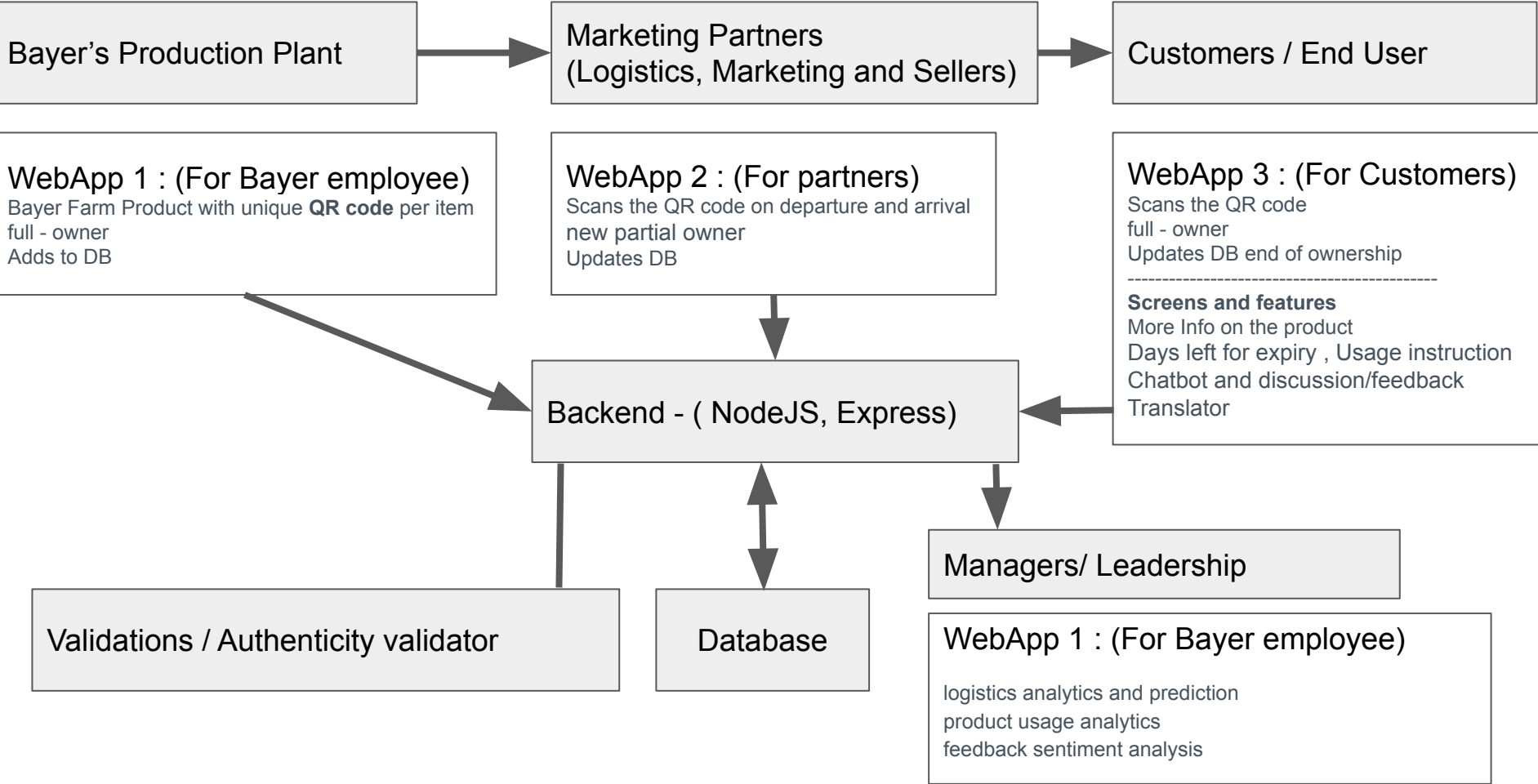- The app is designed to be dynamic, interactive and customer engaging

Objective

For Customer

- Make the labels look modern with integration of simple to scan QR code

- QR code => embedding a unique url (similar to serial number) -
    which can ensure the authenticity / logistics tracking of the product.
- QR code => for getting more details about product
- QR code => for product warranty (ensuring authenticity of the product)

- Mobile App / website => Digital support, instruction and notifications
- Mobile App / website => New product, expiry and offers notifications
- Mobile App / website => Auto translation based on country
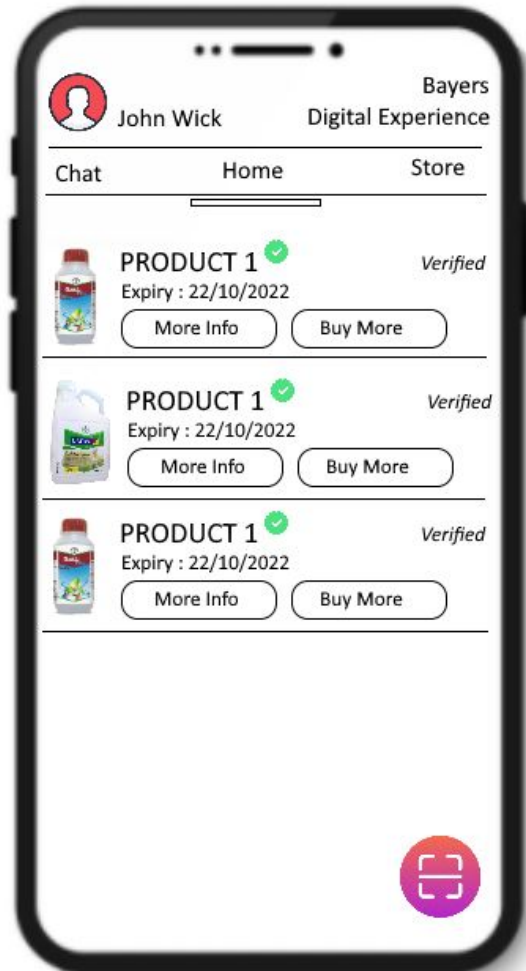- Mobile App / website => Chatbot assist and feedback (sentiment analysis)

For Company

- website dashboard => Track shipping data (logistics)
- website dashboard => Track authenticity data (when seller / marketer/ customer scans the product)
- website dashboard => Product discussion tracking for feedback. (captured from mobile app)

Architecture / Data Flow

Bayer's Production Plant → **Marketing Partners (Logistics, Marketing and Sellers)** → **Customers / End User**

WebApp 1 : (For Bayer employee)
Bayer Farm Product with unique **QR code** per item
full - owner
Adds to DB

WebApp 2 : (For partners)
Scans the QR code on departure and arrival
new partial owner
Updates DB

WebApp 3 : (For Customers)
Scans the QR code
full - owner
Updates DB end of ownership

Screens and features
More Info on the product
Days left for expiry , Usage instruction
Chatbot and discussion/feedback
Translator

Backend - (NodeJS, Express)

Validations / Authenticity validator

Database

Managers/ Leadership

WebApp 1 : (For Bayer employee)

logistics analytics and prediction
product usage analytics
feedback sentiment analysis

Sample UI design for End User -

- Get information of the products the customer is using

- Content. Days left for expiry ,
  Usage instruction with different crops, Storage / Safety instructions

- Translator will be available (using google translate) based on location

- Chatbot - talk to the app to get required information =>
  for older people who are not much familiar with mobiles

- Notification - almost time for expiry , time to refill / order new , new offers , new products

- Discussion section - to ask questions about the product.

Sample Label Design -

BAYERS PRODUCT LABEL Design template
Nikhil M Jeby

Safety information	LOGO PRODUCT NAME Quick Info	Incredients / Contents
Company Address		
	Serial Number / Govt. approved numbers	
Free Space MRP EXPIRY	Steps to use the product (Usage instructions)	QR code

Bar Code / Serial number

Safe Handling Instructions

This product was prepared from inspected and passed meat and/
or poultry. Some food products may contain bacteria that could
cause illness if the product is mishandled or cooked improperly.
For your protection, follow these safe handling instructions.

Keep refrigerated or frozen.
Thaw in refrigerator or microwave.

Keep raw meat and poultry separate from other foods.
Wash working surfaces (including cutting boards),
utensils, and hands after touching raw meat or poultry.

Produced and Marketted by,
Bayers Group Pvt. Ltd
New Delhi, India.
support@bayers.com

BAYER

COUNCIL® SC 300

1000 ml ℮

Süspansiyon konsantre (SC)

200 g/L Tefuryltrione +
100 g/L Triatamone

GRUBU	F2:B2	Herbisit (Yabancı ot ilacı)

1. Make sure the packet is sealed
2. Cut open the seal and take 100 gram
3. Add it to the upper soil repeat once every week
4. Make sure to water everyday 200ml

Nutrition Facts

Serving Size 3 oz. (85g)

Amount Per Serving	As Served
Calories 38	Calories from Fat 0

	% Daily Value
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0g	0%
Sodium 0g	2%
Total Carbohydrate 0g	3%
Dietary Fiber 0g	8%
Sugars 0g	
Protein 0g	

Vitamin A 270%	¥	Vitamin C 10%
Calcium 2%	¥	Iron 0%

To Know More About the Product