

Bayer's Digital Experience

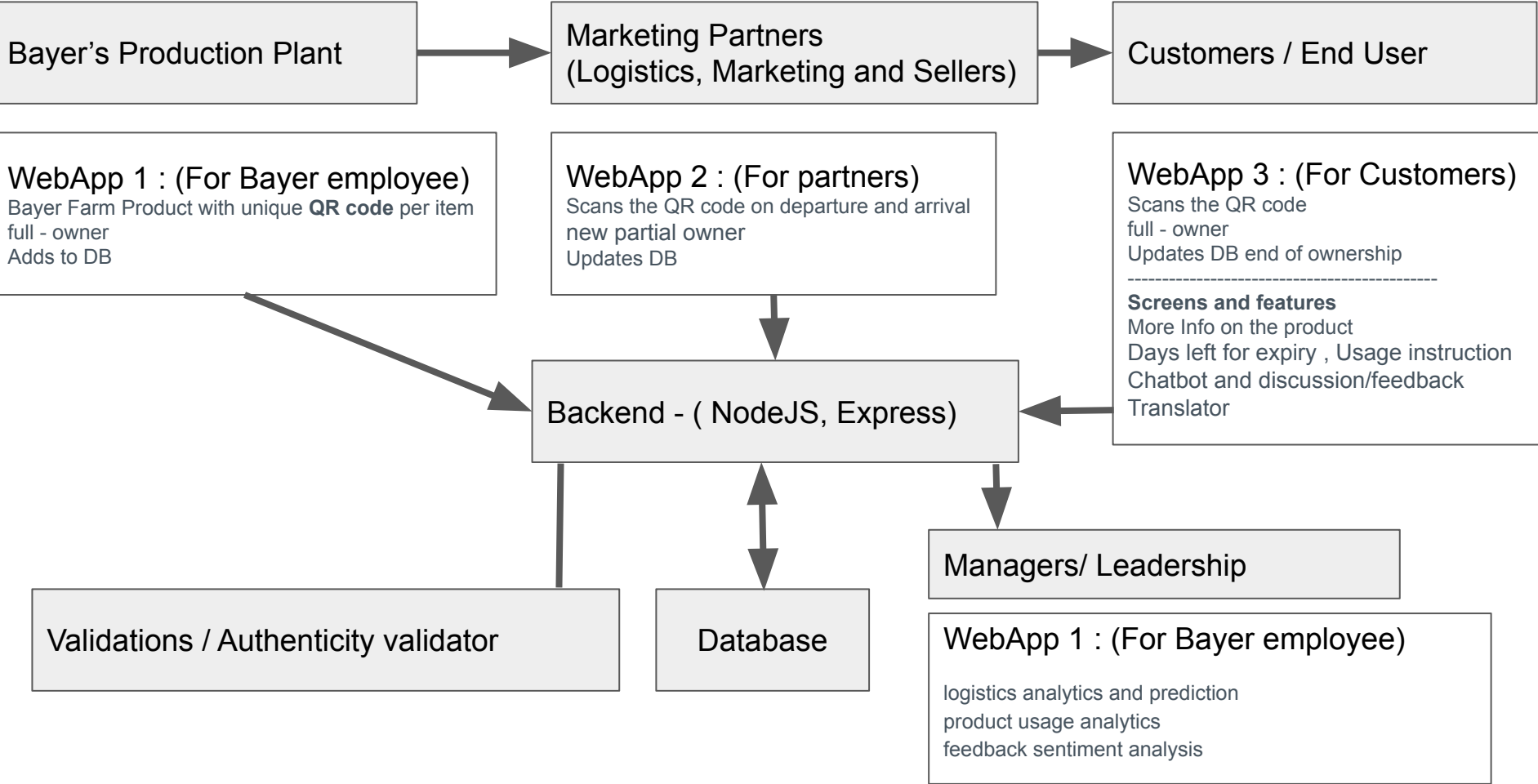
Digital Label , Web-App for customers , Logistics Tracking and analytics

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

Architecture / Data Flow



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		Ingredients / 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.

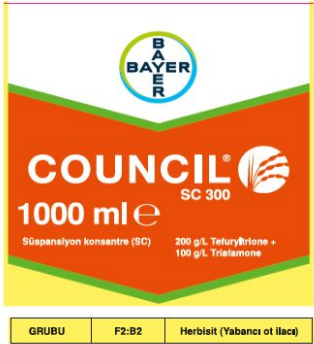


Keep refrigerated or frozen.
Thaw in refrigerator or microwave.



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 Marketed by,
Bayers Group Pvt. Ltd
New Delhi, India.
support@bayers.com



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



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