Upendo Honey BRD

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1. Glossary

1.1. BK - Beekeeper

1.2. Batch BK - Each batch can be associated with multiple BKs. Each BK can be associated with multiple batches. Batch BK is a connection between a particular batch and a particular BK.

2. Technology & 3rd-party API

- 2.1. Front-end
  - 2.1.1. React
  - 2.1.2. Google Maps API
  - 2.1.3. Google Analytics API
- 2.2. Back-end / Admin: Django (Python)
- 2.3. DB: PostgreSQL
- 2.4. Server: Heroku
- 2.5. Logging: **?**
- 2.6. CI/CD & Testing: Circle CI

3. Design Files

Icons: https://drive.google.com/drive/folders/1s9C2IWH3S50cCP_wKmBE_2faMbFQA__F?usp=sharing

Upendo Honey logo:
https://drive.google.com/file/d/1uXPczjoHw-McJsm5aDUSp-wPKsf97aDP/view?usp=sharing

Bullet Points:

- BK
- Forest
- Honey
- CO2

4. User Flows

Prioritized Tasks (Approved by the Partner):
1. Redesign the beekeeper flow
2. Forest Flow
3. Forest Flow (google maps API)
4. Honey Flow
5. CO2 Flow
6. Google analytics
7. Tooltips for desktop and pop-ups for mobile
8. Customize the order of the pages

Navigation between screens:
- **Mobile:** swiping left/right
- **Desktop:** buttons back/forward
- Users are allowed to go back to previous screens

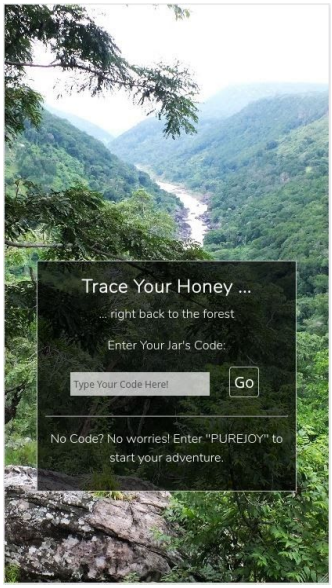
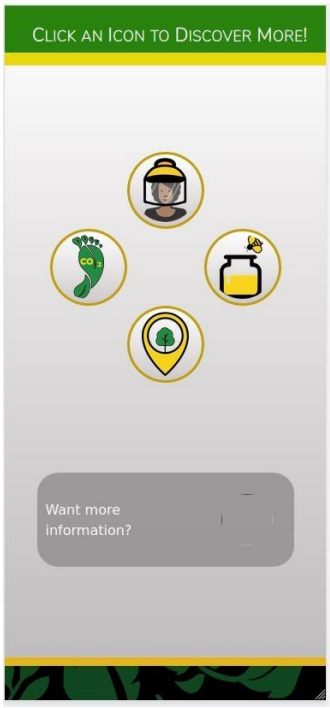
Extra functionality:
- Progress bar
  For D2 the progress bar will be hardcoded on Desktop

Design Notes:
- Font
  - For headings use: Bree Serif
  - For normal text use: Nunito
  - For the letter translation use: Indie flower

SEO:
- Google Analytics to be added in D3
- App does NOT need to be available on google search and configurable for SEO

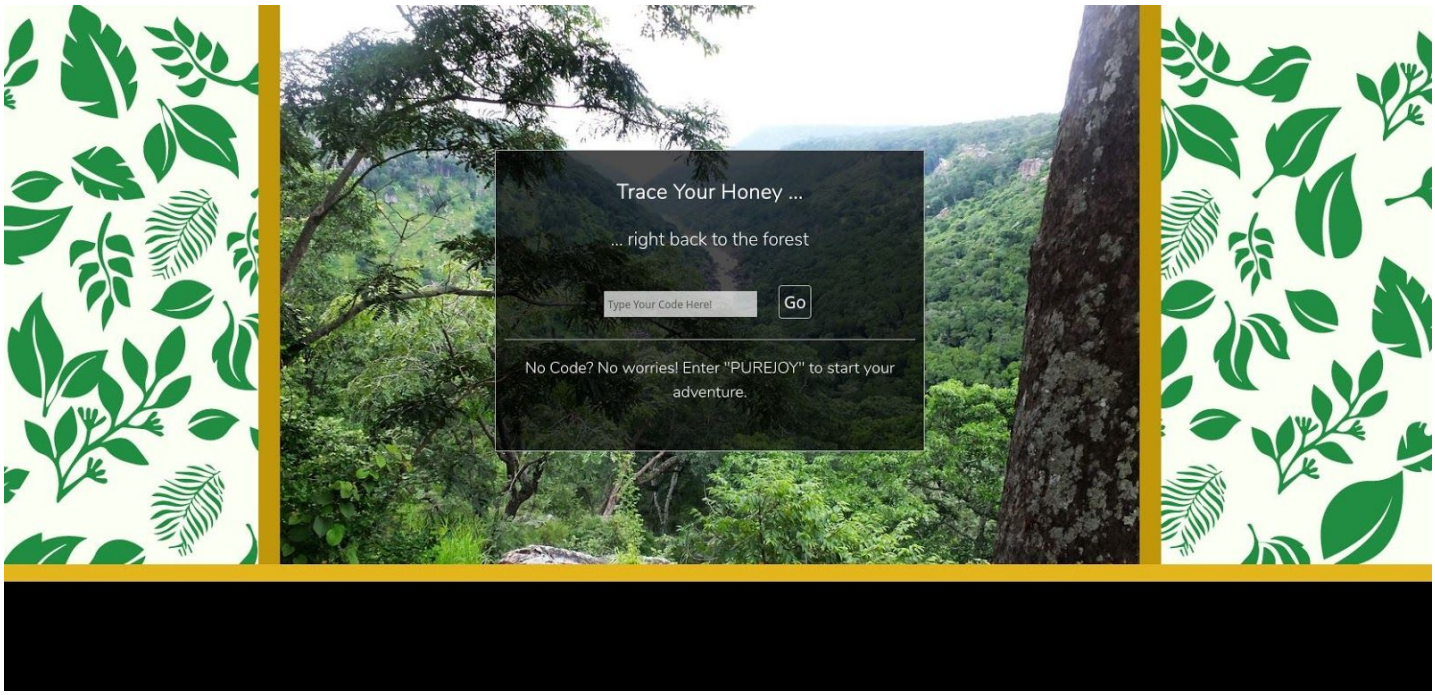
Social Media:
- There will be NO social media buttons in the app

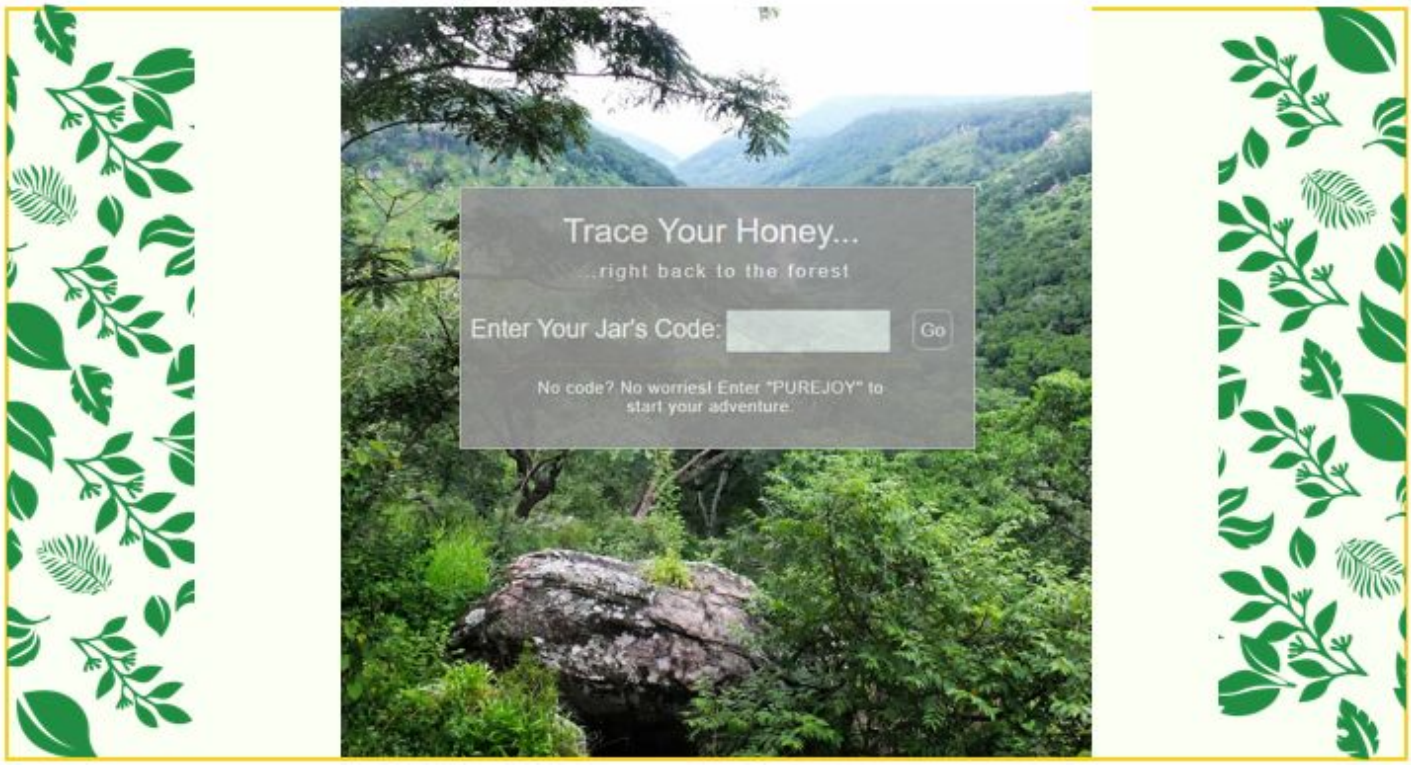
4.1. Call-to-Action Screen + Navigation Screen

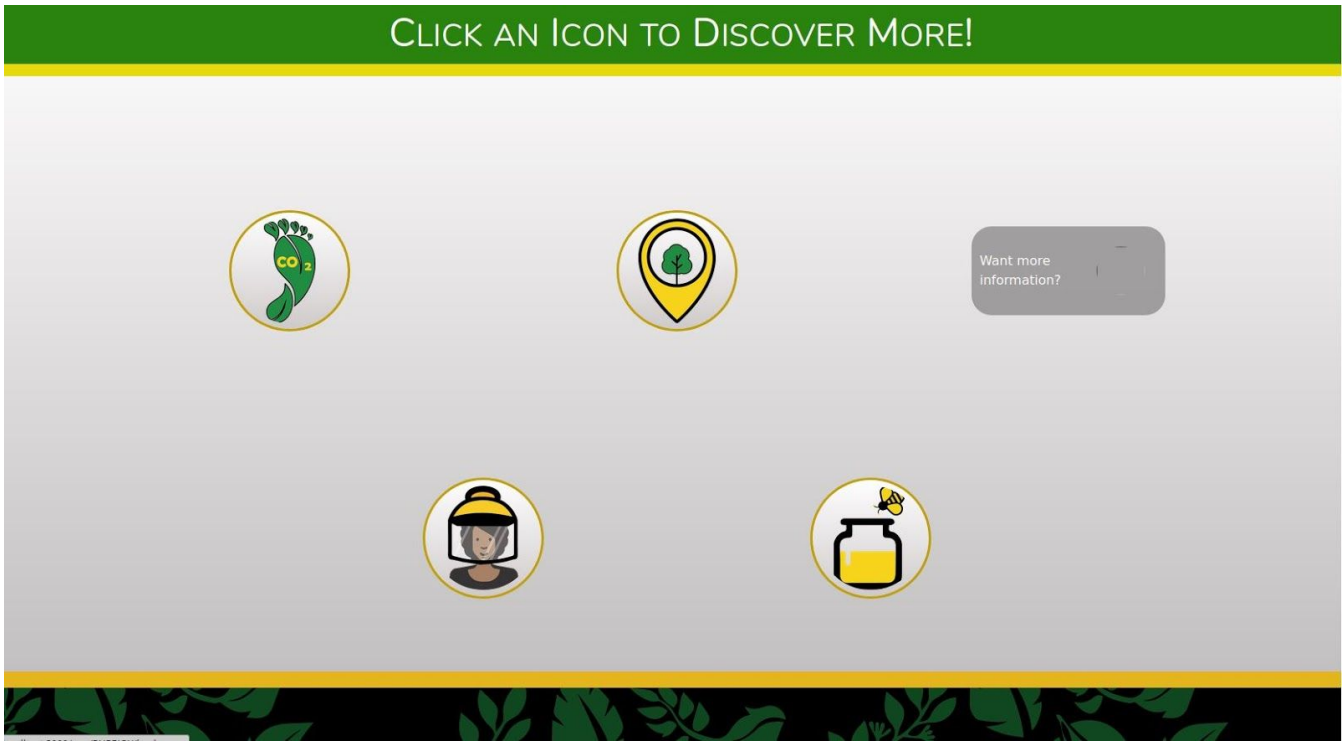
Screen	Functionality	TODO	Mockup
Call-to-Action	A user can input an alphanumeric code to be redirected to the navigation screen. Alphanumeric code is per a Batch BK. Alphanumeric code is always capitalized (user should be able to input it as lower case or uppercase)	MOBILE + DESKTOP: - Add a test/example code (like at the existing app PUREJOY) - Add a forest background photo https://drive.google.com/file/d/1RuwgEqRZAJ_iWbczsFmKYo5ibOfYjhqA/view?usp=sharing - Mockup is just the current - will be changed in next version.	
Navigation	User is redirected to this screen from either the Call-to-Action screen or by scanning a QR code. 4 icons are clickable and redirect a user to 4 flows: ● BK ● Honey ● Forest ● CO2	**MOBILE + DESKTOP:** - Partner to provide icons by June 30th. D2 will be built with placeholder icons. - Update placeholder icons with real icons in D3. - Change title to “Click below to discover more…” - Add Upendo icon with a url (both icon and url to be configurable in admin per Batch Member) - There will be 5 icons overall MOBILE: - Add tooltips/popups	

		for icons DESKTOP: - Add text near each icon ICONS / TOOLTIPS TEXT: ● Meet your Beekeeper ● Honey and climate change ● Show me the honey! ● Go to the Tanzanian forest ● Or visit our website...	

Desktop Views:

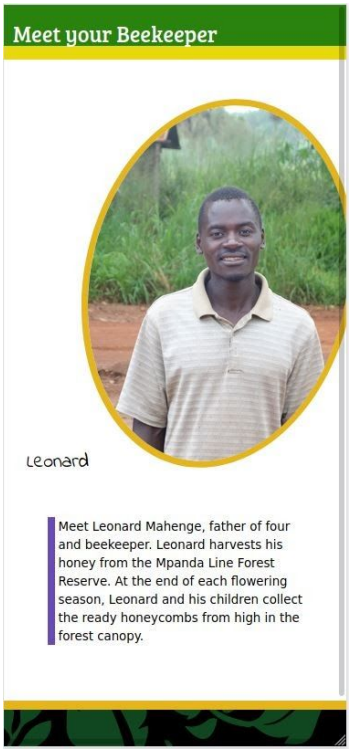
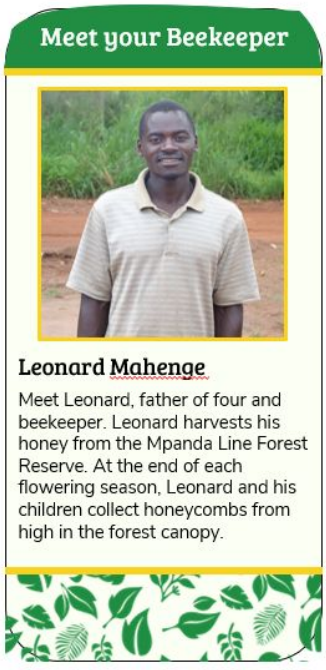

Trace Your Honey ...
... right back to the forest
Type Your Code Here!
Go
No Code? No worries! Enter "PUREJOY" to start your adventure.

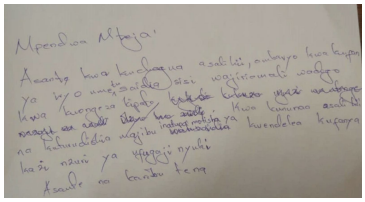

Trace Your Honey...
..right back to the forest
Enter Your Jar's Code:
Go
No code? No worries! Enter "PUREJOY" to start your adventure

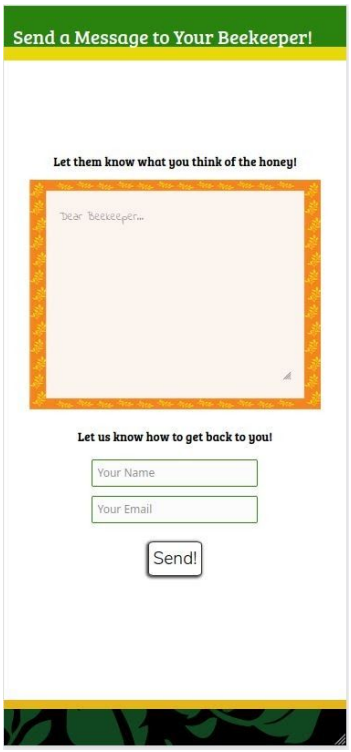

CLICK AN ICON TO DISCOVER MORE!
Want more information?

Click an Icon to Discover More
Meet your Beekeeper
Go to the Tanzanian forest
Show me the honey!
Honey and climate change

4.2. Beekeeper Flow

Screen	Functionality	Mockup	Content Example
BK Profile	Bio word limit: 30 words Share on Social Media Scroll / swipe to the next screen Scroll / swipe to the previous screen	 	**Title (hardcoded):** Meet your Beekeeper **Name:** Leonard Mahenge **Bio:** Meet Leonard Mahenge, father of four and beekeeper. Leonard harvests his honey from the Mpanda Line Forest Reserve. At the end of each flowering season, Leonard and his children collect the ready honeycombs from high in the forest canopy. **Photo (1:1 aspect ratio):**

BK Letter	Letter word limit: 40 words Share on Social Media Scroll / swipe to the next screen Scroll / swipe to the previous screen	 	**Screen Title (hardcoded):** A little letter to you… **Screen Subtitle (hardcoded) (**where "To you" currently is**):** …from your beekeeper **Letter Text:** Dear Customer, Thank you for choosing our honey. In doing so you are helping us financially and also by giving us your feedback helps us and motivates us to work harder and smarter in beekeeping. Thank you and please welcome again. **Letter Image (3:2 aspect ratio):** 

BK Email Form	User should be able to type her/his name, email address and an email text. Click a button ‘Send’ to send an email. User’s name, email address and email text to be sent to Upendo Honey email. **3RD PARTY SECURITY KEY - PARTNER TO PROVIDE ASAP** Scroll / swipe to the Navigation Screen Scroll / swipe to the previous screen	 	**Screen Title (hardcoded):** ~~Send back a message!~~ Send a message to your beekeeper! **Text (hardcoded):** **“Let us know how to get back to you! ”** **“Let them know what you think of the honey!”** **Input Fields:** ● Name ● Email ● Answer the beekeeper... **Button Text:** ● Send **Success Notification:** ● Success! Those buzzing bees will deliver your message! **Failure Notification:** ● Oh no! Something has gone horribly wrong!

Desktop Views:

Slight bug in the letter display, will be fixed in the next version

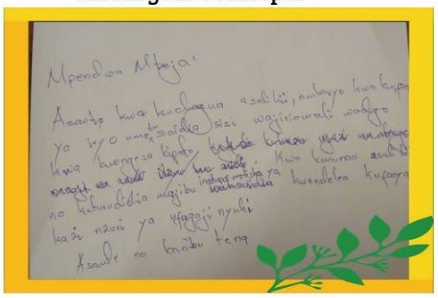
Meet your Beekeeper

Meet Leonard Mahenge, father of four and beekeeper. Leonard harvests his honey from the Mpanda Line Forest Reserve. At the end of each flowering season, Leonard and his children collect the ready honeycombs from high in the forest canopy.

Leonard

A Little Letter to You...

...from your beekeeper



Dear Customer, Thank you for choosing our honey. In doing so you are helping us financially and also by giving us your feedback helps us and motivates us to work harder and smarter in beekeeping. Thank you and please welcome again.

Send a Message to Your Beekeeper!

Let them know what you think of the honey!

Dear Beekeeper...

Let us know how to get back to you!

Your Name

Your Email

Send!

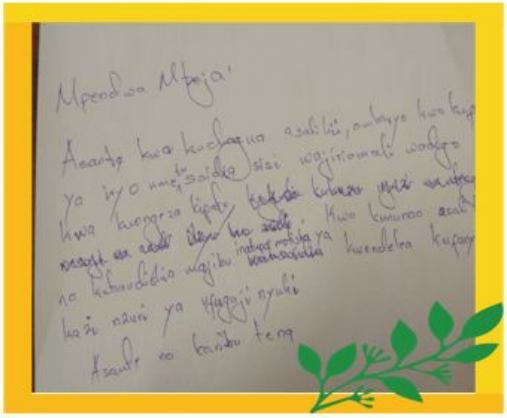
Meet your Beekeeper

Leonard Mahenge

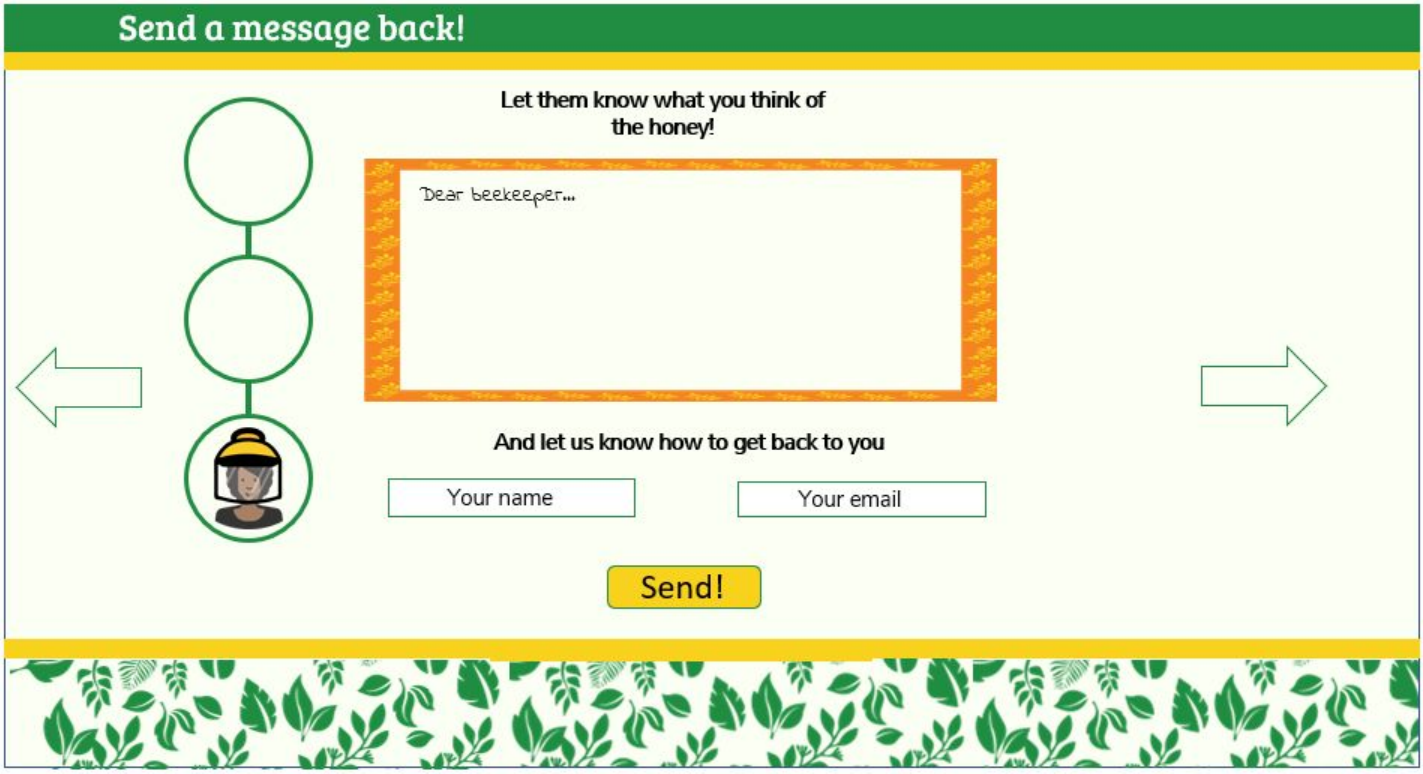
Meet Leonard, father of four and beekeeper. Leonard harvests his honey from the Mpanda Line Forest Reserve. At the end of each flowering season, Leonard and his children collect honeycombs from high in the forest canopy.

A little letter to you...

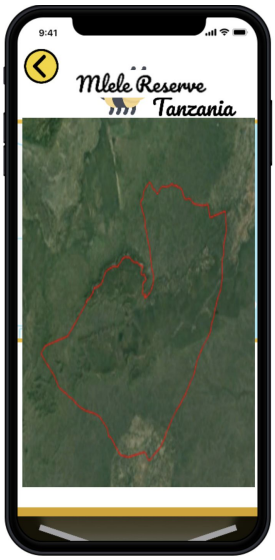
...from your beekeeper

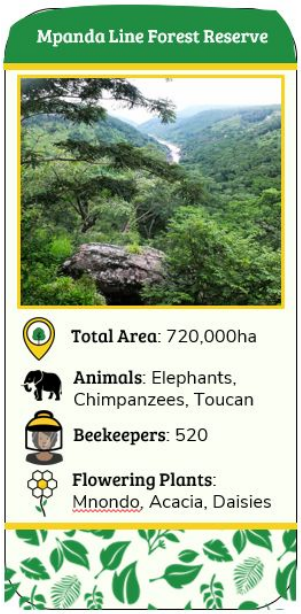


"Dear Customer, Thank you for choosing our honey. In doing so you are helping us financially and also by giving us your feedback helps us and motivates us to work harder and smarter in beekeeping. Thank you and please welcome again."



4.3. Forest Flow

Screen	Functionality	Mockup	Content Example
Map	User should be able to see a Google Map with highlighted forest outline. ~~Share on Social Media ?~~ Scroll / swipe to the next screen Scroll / swipe to the previous screen • **Google Maps zoom (whatever Google Maps API provides)**		**Forest Name:** Mpanda Line Forest Reserve

About Forest	User to see a forest image and info. ~~Share on Social Media~~ Scroll / swipe to the Navigation Screen Scroll / swipe to the previous screen Forest facts to come from the database. 3-4 Animals and Plant species. Possible Subtitle: "four fasinating forest facts" If possible, the title should appear first and then each 'fact' appears after a 1sec delay. doesn't really matter though	 	**Forest Name (located in the header):** Mpanda Line Forest Reserve **NO EXTRA SUBTITLE** **Forest Photo:** **https://drive.google.com/file/d/1RuwgEqRZAJ_iWbczsFmKYo5ibOfYjhqA/view?usp=sharing** **Forest Shape File:** https://drive.google.com/file/d/1RPTH4R_-VJmSUfREXBCrPUM55aok5SMU/view?usp=sharing **4 Bullet Points (icons located in the Honey Traceability Folder):** • Total Area – 720,000ha • Major Animals – elephants. chimps • Beekeepers in the forest – 520 • Flowering plants – mnondo, acacia

4.4. Honey Flow

Screen	Functionality	Mockup	Content Example
Honey Info	User to see a honey taste and season description, honey variety and jar image. Share on Social Media Scroll / swipe to the Navigation Screen Taste and season description word limit: 30 words		**Title (hardcoded):** Your new favourite honey! **Honey Jar Photo:** **Variety (1 out of 2):** • Dark Amber • Amber **Honey Description:** The dark amber variety has

		 	an earthy, rich caramel flavour. As dark as the African night this honeydew honey is produced from flowers in the short rainy season from October to December **Link:** www.recipe.upendoagri.com

Honey Harvesting	User to see a honey harvesting image and text. Share on Social Media Scroll / swipe to the Navigation Screen Scroll / swipe to the previous screen ? Harvesting description word limit: 20 words **US/EU organic logos somewhere** **US Logo:** **https://drive.google.com/file/d/1r8HdVdj_HmhloGOA_rJF-sErL_XirQTT/view?usp=sharing** **EU logo:** **https://drive.google.com/file/d/1CB4R1Y5BACDR_KggRiCUT5lGbfG8Tx_R/view?usp=sharing**	 	**Title (hardcoded):** Raw, organic, wild honey **Harvesting Image:** **Harvesting description:** This honey is wild harvested from native forests in the heart of Africa; not farmed from bees kept in painted hives year on year. Wild bees move with the flowering season of the forest; governed by the natural rhythms of rain, fire and rejuvenation. The honey is certified organic and as pure as nature intended.

Honey Health	User to see a honey health image (??) and text. Click on heart to be forwarded to another web resource (webpage with recipes). Share on Social Media Scroll / swipe to the Navigation Screen Scroll / swipe to the previous screen ? Harvesting description word limit: ??? words	 	**Title:** Heavenly Healthy Honey **Image:** **Should it be a honey jar again?** **Variety (1 out of 2):** • Dark Amber • Amber **Honey Health Description:** Honey has been used for 1000s of years as both a sweet food and an important medicine. Health benefits include: • High in antioxidants • Antibacterial and antifungal • Disinfects and heals wounds • A potent probiotic • Sooths a sore throat As a certified honey organic you can be sure it is free of all pesticides and insecticides (if it's not certified organic, chances are high the honey contains pesticides and insecticides) and also never heated or pasteurised which destroys valuable protein chains.

Your new favourite honey!

Ah yes, Dark Amber Honey. An excellent choice.

The dark amber variety has an earthy, rich caramel flavour. As dark as the African night this honeydew honey is produced from flowers in the short rainy season from October to December

Need some sweet ideas? Click on the recipe book for inspiration...

Raw, organic, wild honey

Wild bees move with the flowering season of the forest; governed by the natural rhythms of rain, fire and rejuvenation.

This honey is wild harvested from native forests in the heart of Africa; not farmed from bees kept in hives year on year.

The honey is certified organic and as raw as nature intended.

Heavenly Healthy Honey

Honey has been used for 1000s of years as an important medicine.

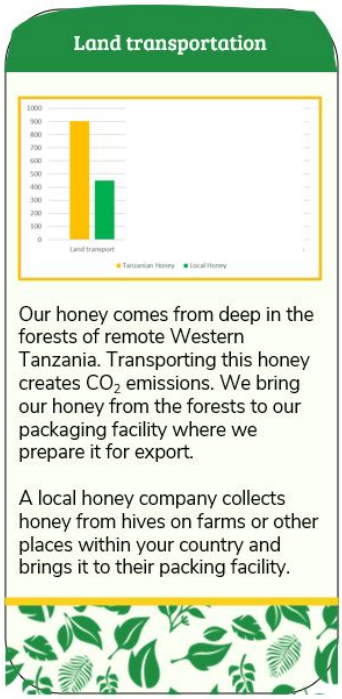
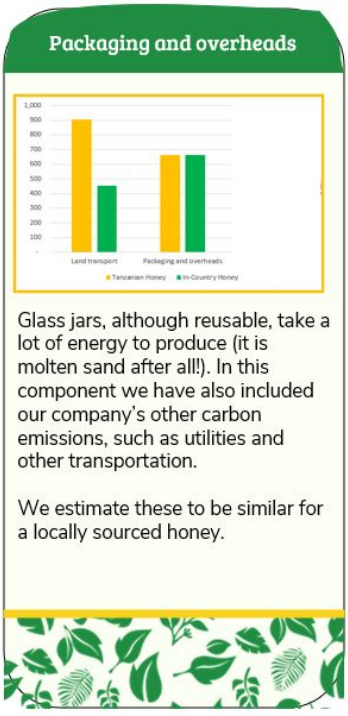
- High in antioxidants
- Disinfects and heals wounds
- Antibacterial and antifungal
- A potent probiotic
- Soothes a sore throat

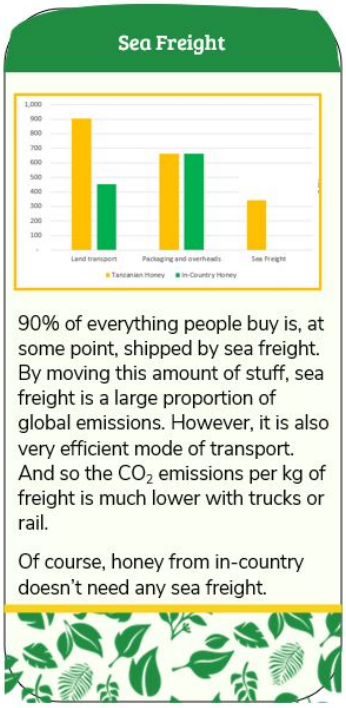
With certified organic honey you can be sure it is free of all pesticides and insecticides. We also never heat or pasteurize the honey which destroys valuable protein chains.

4.5. CO2 Flow

- Hardcoded Content (no admin editing functionality for this flow)

Screen	Functionality	Mockup	Content Example
			Text: Our honey is carbon negative. By keeping native tropical forests healthy, CO_2 is removed from the atmosphere. Buying honey from these forests means they will not be cleared for agriculture or firewood. Here we compare the emissions related to our organic forest honey with those of a locally sourced jar of honey that hasn't come from a tropical forest.

			https://www.chartjs.org/samples/latest/charts/bar/vertical.html **Text:** Our honey comes from deep in the forests of remote Western Tanzania. Transporting this honey creates CO_2 emissions. We bring our honey from the forests to our packing facility where we prepare it for export. An in-honey company collects honey from hives on farms or other places around their country and brings it to their packing facility.
			**Text:** Glass jars, although reusable, take a lot of energy to produce (it is molten sand after all!). In this component we have also included our company's other carbon emissions, such as utilities and other transportation. We estimate these to be similar for a locally sourced honey.

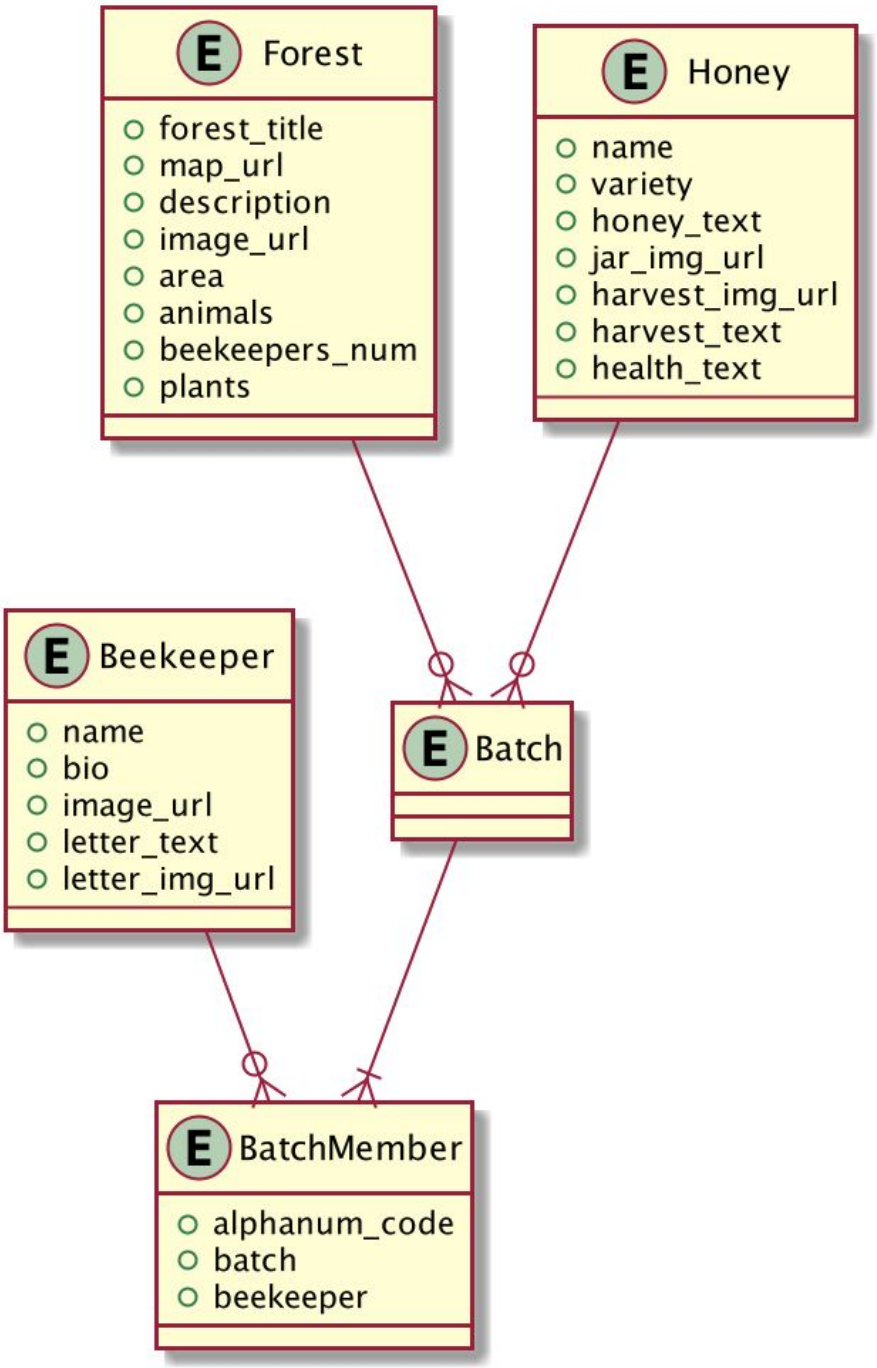
			**Text:** 90% of everything people buy is, at some point, shipped by sea freight. By moving this amount of stuff, sea freight is a large proportion of global emissions. However, it is also a very efficient mode of transport. And so the CO_2 emissions per kg of freight is much lower with trucks or rail. Of course, honey from in-country doesn't need any sea freight.
			By working with local communities who live and work in tropical forests, we help reverse the devastating deforestation in some of the world's most valuable tropical forests. Keeping these forests standing helps reverse climate change. Only forest honey and your decision to support our beekeepers can do that! To find out more please click the 'Carbon Footprint' Icon to link to upendoagri.com/emissions

			Text: Congratulations! You've got an amazingly tasty, fabulously healthy, unique honey. You've provided a sustainable income to a Tanzanian traditional beekeeper and their family. And you've removed ~600g of CO_2 from the atmosphere. All in all, not a bad day's work! If only everything could be this easy!

Data Table

	Tanzanian Honey	In-Country Honey
Land transport	903	451
Packaging and overheads	661	661
Sea Freight	342	0
Conserved Forests	-4267	0
Net $C0_2$ Impact	-2361	1112

5. Models


Forest
forest_title
map_url
description
image_url
area
animals
beekeepers_num
plants
Honey
name
variety
honey_text
jar_img_url
harvest_img_url
harvest_text
health_text
Beekeeper
name
bio
image_url
letter_text
letter_img_url
Batch
BatchMember
alphanum_code
batch
beekeeper

6. REST API
7. Documentation