Utpan App Case Study
(Team Name - 2020csb1080)

OUR AIM -
1. Increase Adoption Rate & Expand Reach
2. Maximize the revenue

CURRENT SCENARIO AND THE EXISTING GAPS
- Absence of proper market strategy because the majority of Indian farmers don't have exposure to going online and selling their products. Therefore, efficient and effective marketing is necessary to increase our reach and penetrate the market.
- Lack of information and trust among farmers.
- 10K+ downloads of Utpan app on Play Store which is a tiny figure considering the huge amount of population engaged in the agriculture industry directly and indirectly indicating potential for growth.
- We should increase digital connectivity to increase the number of users.
- You can apply for a loan via the app and compare the prices in different marketplaces
- Users can list the products he/she wants to sell
- You can get relevant news and information about the related field
- Sellers can rate the buyers and the app will display the ratings of the sellers and buyers to increase the authenticity and reliability of the platform which will make it easier for the users to deal.
- It mainly deals with the poultry sector, the exposure to grain farmers is less or there may be other reasons they don't use the application.

PAIN POINTS OF USERS
1. Every time we log into the app, we have to complete phone authentication which is cumbersome and unnecessary.
2. Limited language options. This limits our application to a very small population as most of the farmers in India are comfortable in their regional language and farmers from south and north-east regions might not be comfortable in using the application.
3. The UI/UX of the application is good but it has a lot of scope for improvement. The loading time for images can be decreased and the application's response time can be improved.

NEW FEATURES TO THE EXISTING APPLICATION -
- We can add better and more flexible subscription plans that can offer some customization to cater to the users' needs. Some premium membership plans that will offer added advantages to the customers.
- A report generation feature from which a particular user can get information about all the deals that they have made and it can be downloaded in the form of a CSV file.
- A dashboard featuring the sale or purchase of a particular user.
- A data-driven market prediction feature can be integrated into the application
- We can show the trends and comparisons in the form of line/column/bar charts which will be more visually appealing to the customers.

- The application just offers 3 languages. It will be more convenient for them if we can offer better multilingual support.
- It will be more convenient if we add functionality of selling and buying within the app itself without the need to contact via whatsapp similar to other E-commerce platforms.
- Improving the UI/UX

DIFFERENTIATION FROM OTHERS

To differentiate ourselves from our competitors and establish ourselves firmly in the market, we need to offer something unique as well as gain trust of our target users. The agrarian sector in India is still not completely exposed to the technological advancements and Internet benefits.

Therefore, our team has come up with a Unique Value Proposition which will help us in establishing the above mentioned goals.
Our UVP is - ***"From Farm to Global : Cultivating Trust, Growing Futures"***

Through our application we will provide a simple yet secure way of business for our sellers and buyers along with offering them additional benefits which will help them to expand globally.

PRIORITIZATION OF FEATURES

We have suggested improvements and new features to be added to the application. In order to prioritize the features and design out Minimum Viable Product (MVP), we have used the RICE framework. Given below is the priority order of features that will make our MVP along with the already existing features.

I. Buying and Selling through the application interface only (Not Whatsapp)
II. Multilingual Support
III. Flexible Subscription Plans & Premium Membership Plans
IV. Report Generation Feature
V. Dashboard for each user

PERFORMANCE AND SUCCESS METRICS

It is very important to track the appropriate success metrics to plan for further improvement and planning. According to our analysis following are important success metrics -

1. Downloads per Week
2. Daily Active Users
3. Premium Users gained per week
4. Customer Lifetime value
5. Average Revenue per user
6. Churn Rate