GO Organic

Theme: Life In Lockdown
What if we are in a lockdown situation for more than a year?

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Team

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Lockdown Scenario

What is the lockdown scenario you have identified and are interested to work on?

How might Ram, a Software Engineer get fresh vegetables and grains at his doorstep ?

How might we help people learn healthy recipes to solve health problems at their home ?

How might we help people to get doctors suggestions based on their symptoms ?

How might we help people to know what food they need to eat based on their health issues ?

Problem Identified

PROBLEM DESCRIPTION

What exact problem from your lockdown scenario are you going to solve? Keep it succinct

How might a small farmer who is totally dependent on agriculture can sell their vegetables and grains during lockdown ?

WHY IS IT AN URGENT PROBLEM?

Describe why your problem is urgent/ important to solve? Think of impact (financial, emotional,etc., and scale.)

Nearly 80% of farmers were facing the problems. This lockdown has left the farmers in a deep crisis which should be solved immediately. If not the world will be facing a severe food scarcity.

Target User Persona

PROFILE

Job Title: Employed
Gender: Male
Family Setting: Married

DEMOGRAPHICS

Income: Average
Education: Graduated College University

FEELINGS

Values & Goals: To be Healthy.To be aware of health related problems. To get quality and healthy food.
Worries: Getting food without maintaining proper hygiene levels..

OBJECTIONS

Cost: Must be feasible for a middle class family.
Value: Farmers have to be benefitted.
Fear: Maintaining hygiene levels at the time of packing and delivery.

Target User Persona

PROFILE

Job Title: Homemaker
Gender: Female
Family Setting: Married

DEMOGRAPHICS

Income: Average
Education: Graduated College University

FEELINGS

Values & Goals: To be Healthy.To be aware of health related problems. To get quality and healthy food.
Worries: Getting food without maintaining proper hygiene levels..

OBJECTIONS

Cost: Must be feasible for a middle class family.
Value: Farmers have to be benefitted.
Fear: Maintaining hygiene levels at the time of packing and delivery.

Target User Persona

PROFILE

Job Title: Unemployed
Gender: Female
Family Setting: Married

DEMOGRAPHICS

Income: Average
Education: 5th class

FEELINGS

Values & Goals: To be Healthy.To be aware of health related problems. To get quality and healthy food.To get suggestions from doctors regarding any issue.
Worries: Getting food without maintaining proper hygiene levels.

OBJECTIONS

Cost: Must be feasible for a middle class family.
Value: Farmers have to be benefitted.
Fear: Maintaining hygiene levels at the time of packing and delivery.

Why it is an urgent Problem at this time?

While consumers in cities are making a beeline for stores to buy vegetables and fruits even at a premium in the wake of lockdown due to COVID-19, the farmers are finding it difficult to sell their produce as it has become tough for them to reach wholesale markets.

Somu, a farmer from Ganjam in Srirangapatna, dumped three tonnes of sapota on the roadside gobar yard near Ganjam as he could not transport it to the market. According to him, he had to take such a decision as there were no buyers.

There are many such incidents happening not only in India but also in many other countries. Farmers are barely finding buyers at a considerable price. While people are barely finding desired products at affordable prices in the markets during the lockdown.

Hence there is an urgency to mediate this situation and make both farmers and consumers get benefited amid lockdown.

Explorations

Coming to the problem solution, we have some requirements like having good knowledge about the local farmers and fields, locally available products, transport and storage costs.

After analyzing all the requirements, we came up the idea of bridging the gap between the farmer and the customer by creating a GO-ORGANIC E-Commerce app to sell fresh veggies.

We could collect the veggies with the help of dealers (mediators between farmers and us) or by having an agreement with the farmers directly.

With the help of GO-ORGANIC E-Commerce store, customers can get fresh vegetables and fruits at their doorstep anytime.
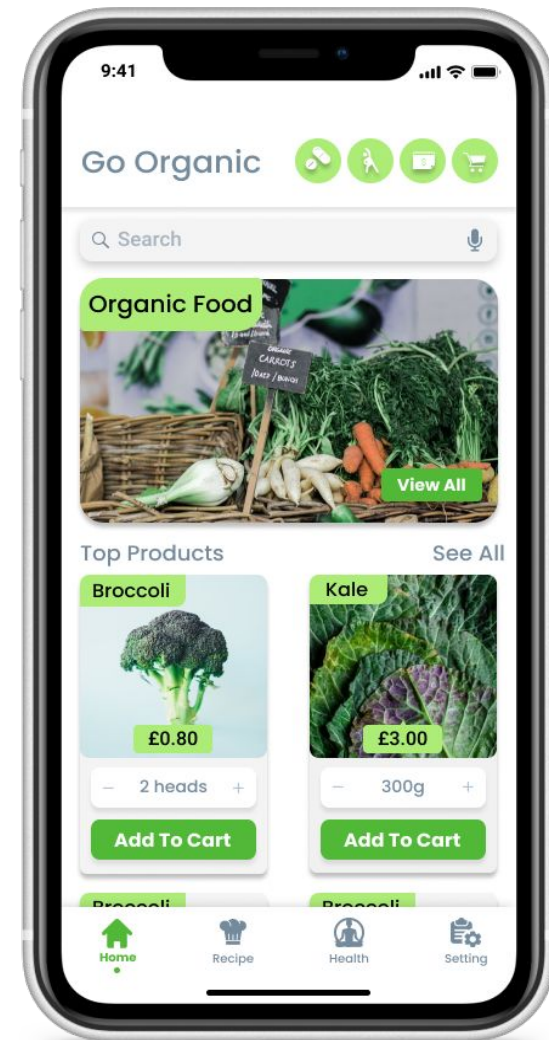
Solution

GO-ORGANIC E-Commerce app will take the orders from the customers and deliver the fresh veggies at their doorsteps.

Coming to the User experience and Design process, after signing up into the App, there will be different features like a Subscription List, Cart, order based Recipe Suggestions, Fitness Videos, Nutritional Information, Multi-Language Support.

In advanced version, there will be features like Tablet Reminder, Exercise Scheduler, Doctors Suggestions and a Bio-Waste Collection System.
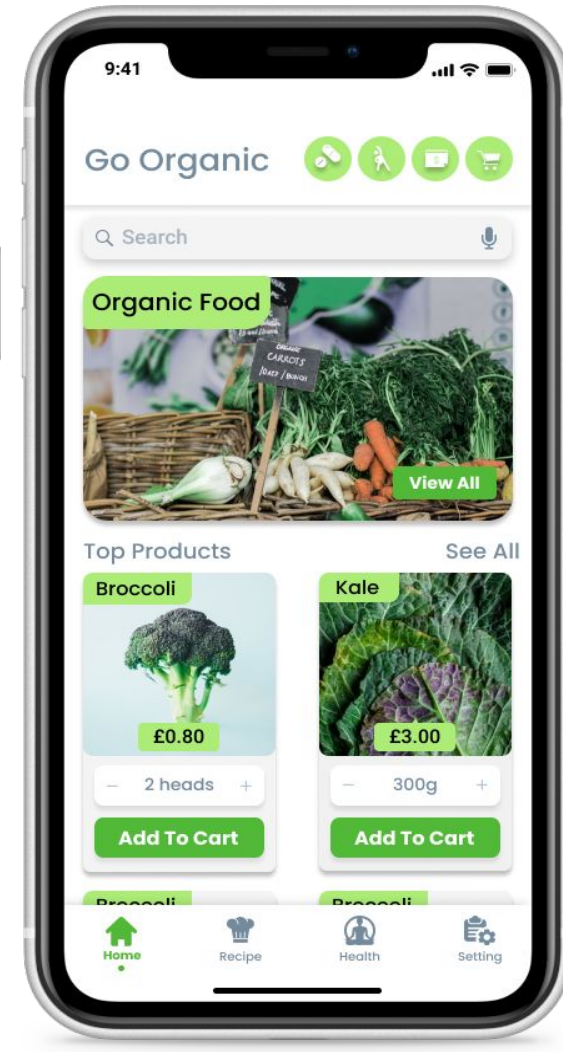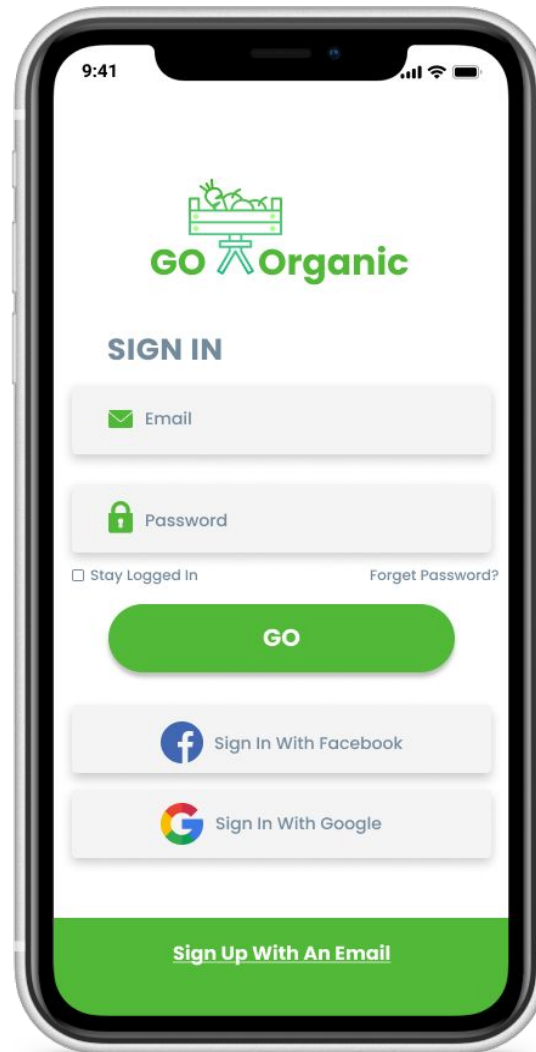
User Experience

Sign Up and Home page of our GO-ORGANIC App were displayed here.

The complete User Interface Designs and Wire Frames were uploaded in OneDrive.

View all the designs by clicking here.

Process

- **Design Process is explained clearly [here (click this to view)](#).**

- **This includes a detailed explanation of Competitive Analysis, Feature Road Map, Target User Personas, Empathy Map, User Goals, Information Architecture and visual designs.**

Impact

- **Customers can receive fresh veggies at their doorsteps.**

- **Healthy Recipes, Fitness Videos, Nutritional Information and Doctors Suggestions for Health related problems would help the users boost their immunity during Lockdown.**

- **Farmers can sell their products at any time avoiding loss.**

- **We collect Bio-Waste from the customers and deliver it to the farmers so that they can use it as a manure thereby encouraging farmers to grow Organic Food.**

Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

STAGE 1:

1. Firstly, it is better to start it in a small scale, with less investment, by storing the veggies in a small scale locally and delivering them to the customers.

2. Before this we take orders from consumers through our online store, based on the availability of the products in the respective localities, so that farmers can easily transport them with no delay and also the customer will get their fresh local veggies at their doorsteps with affordable price!

3. We enhance our platform by taking monthly and yearly subscription plans from customers with discount offers.

STAGE 2:

4. After getting stability, we can start buying veggies from farmers at bulk, store them and transfer them to the customers.

5. This will help us in delivering more variety of food to different places, can get more share in the market and also can establish local offline stores with good hygiene etc.

STAGE 3:

6. As everything goes on well, we can even make a farmer as a monthly employee! We will recruit farmers, lease the farm lands and rise the veggies by ourselves and let farmer get his monthly salaries, so that they can with stand by their own.

STAGE 4:

7. If not exaggeration, we can start farming courses just like how the IT industry is running now, and let the future generation be into the most important Industry called Farming!

Thank you!