

FARMOJI PROTOTYPE FEEDBACK

<p>The Good?</p> <ul style="list-style-type: none"> <li>• What did people value the most?</li> <li>• What got them excited?</li> <li>• What convinced them about the idea?</li> </ul>	<p>The Bad?</p> <ul style="list-style-type: none"> <li>• What failed?</li> <li>• Were there suggestions for improvement?</li> <li>• What needs further investigation?</li> </ul>
<ol style="list-style-type: none"> <li>1. The near-zero-cost-of-ownership proposition where users sign up and wait for orders via text messages and phone calls is a valuable design in the eyes of farmers</li> <li>2. Icon-based user app interface makes training users quick and effective</li> <li>3. The \$1 annual pricing got farmers excited. The 80% to 90% commission paid from subscription sales is also exciting, especially to farmer cooperatives, agro suppliers and cyber cafe owners.</li> <li>4. The network effect was a strong convincing factor, because it enables farmers to aggregate resources necessary for large orders.</li> <li>5. City consumers welcome the cost savings opportunity offered by the service, and the comfort of knowing the farm and farmer personally.</li> </ol>	<ol style="list-style-type: none"> <li>1. The process of downloading an app is still foreign to many unsophisticated mobile users. Community radio and vernacular radio is frictionless, and currently offers similar information benefits.</li> <li>2. Most farmers are members co-operatives they trust. They prefer buying subscriptions from there.</li> <li>3. Physical farm produce collection points are still necessary, as strangers meeting on the #FARMOJI app cannot transact without first inspecting the farm produce.</li> </ol>

<p>The Unexpected?</p> <ul style="list-style-type: none"> <li>• Did anything happen that you didn't expect?</li> </ul>	<p>What Next</p> <ul style="list-style-type: none"> <li>• Based on what you learned, how will you change your idea?</li> <li>• What will you test next?</li> </ul>
<ol style="list-style-type: none"> <li>1. A large percentage of farmers - up to 50% in some places, don't go to market. Instead they sell to middlemen who visit their farms. This is because it doesn't make sense to travel more than 15 km to a market where sales are uncertain with produce of low value.</li> <li>2. Most farmers say #FARMOJI is a middlemen heaven. Middlemen are likely to benefit from this service more than farmers in the short term. This is a good thing for farmers because it grows their markets. Middlemen get most of the large orders, and are already networked with food processors - #FARMOJI just grows their footprint and networks.</li> </ol>	<ol style="list-style-type: none"> <li>1. I plan to introduce a one-way sponsored SMS broadcasts for advertisers who want to reach specific demographics of farmers. The advertiser could be an agro supplier selling farm inputs or government ministry alerting farmers of weather forecasts or crop diseases. This could be a new revenue source.</li> <li>2. I plan to upgrade the beta app in the next 7 days and then run Facebook adverts, targeting city consumers.</li> </ol>