

KOFARMER MOBILE APP USER EXPERIENCE MAP

Idea: KoFarmer

Describe your idea with one concise sentence

KoFarmer Is an on and offline free-easy-to-use multilingual plant doctor and advisory mobile application designed to help African smallholder-farmers and extension workers to accurately identify, monitor and manage crop pests and diseases, increase crop production, save environment and improve livelihoods.

Ideal User

Title: Pest Infestations



Name: Isaac Waswa

Profession: Maize Grower

Any other key characteristics:

Close to 3 seasons maize production across Uganda have been hampered following the evasion of unidentifiable pests that clear maize plantations down to zero creating fear of poor harvest at the end of the season

Concisely describe what is happening.

Isaac Waswa from Luwero in Uganda has been a commercial maize grower for many years reaping big from his maize growing business however, ever since the evasion of these hard-to-tell pests in the country last year, his capacity has kept decreasing.

Title: Awareness and Recruitment

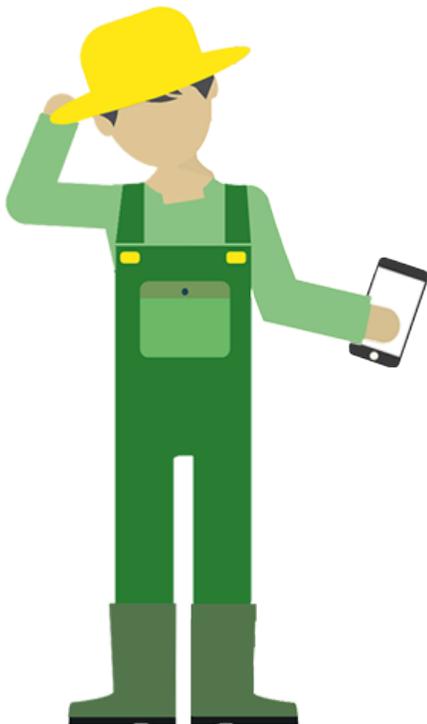


Concisely describe what is happening.

Through partnership with the Ministry of Agriculture, a farmers' ecosystem including Isaac Waswa sited is made aware of the existence of KoFarmer plant doctor and advisory application that can accurately help them identify and distinguish different pests and diseases from one another. The ministry explains further about how the app has a rich plant pests and diseases catalog full of pest and diseases management information that farmers can utilize to deal with pests and diseases in their gardens.

Explaining further the ministry also helps farmers understand how the app also helps them with relevant and instant pests and diseases management information in case one has identified the type of pests destroying their crops, and how they can also connect with farmers and experts in other regions and share new ideas and knowledge on how to best deal with pests and diseases in their gardens. The ministry officials go on and on explaining the services of KoFarmer app and recommends it for every farmer.

Title: Action and Impact



Concisely describe what is happening.

Isaac Waswa goes back to his farm after the meeting, gets his smartphone, downloads and installs KoFarmer App from Google Play Store. Upon launching the free app, he registers an account and that is all. The app menu features Diagnostic tool, Real-time chat room, pest and diseases catalog, SMS/toll-free services access, plant best practices etc. He opens the diagnostic tool that uses artificial intelligence to diagnose images and starts to take photos of his maize crops that have been affected by the mysterious and unknown pests and uploads them. Within seconds the app gives Isaac a 98% accurate diagnostic report of what is affecting Isaac's crops, and offers him preventive measure recommendations for immediate pest control including but not limited to biological, botanical, conventional and mechanical methods to help him deal with the pests attacking his crops next time. Isaac is now happy he not only knows what is affecting his crops, but he has diverse alternatives he can implement to deal with pests and diseases in his crops.

Title: Pests and Diseases Catalog



Concisely describe what is happening.

Isaac can now access the app pests and diseases catalog covering over 100 types of crop damage with descriptions of biological and chemical control methods, symptoms and causes. He is now informed and equipped to deal with any pest and disease in his crops

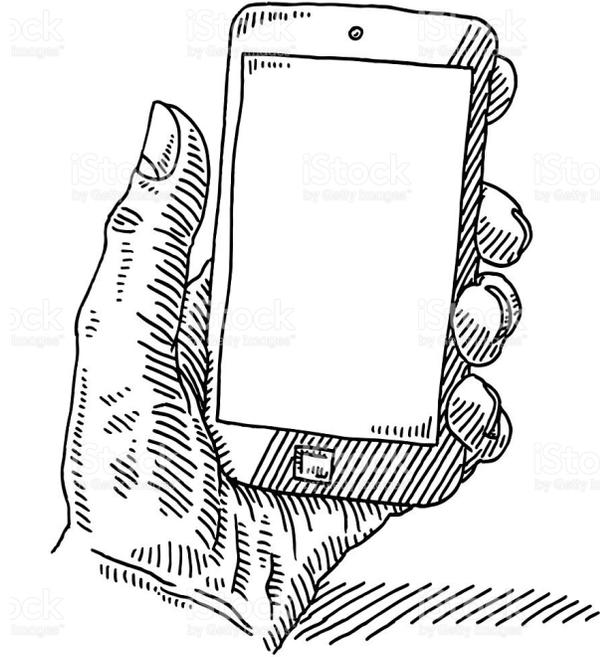
Title: Connect and impact



Concisely describe what is happening.

Isaac joins a let's connect forum of other users in different geographical locations to share strategies and problems, get new ideas, share best farming practices, exchange knowledge and information.

Title: Peace created, Livelihood and Environment Improved



Concisely describe what is happening.

Unlike before where Isaac would use wrong pesticides to spray his crops which led to both human and environmental contamination, he now knows the right preventive measures to take that are both human and environmental risk free, the following season Isaac reaps very highly from his maize growing unlike before because he monitored and dealt with the pests at an early stage when they attacked him. He can now rejoice and he appreciates KoFarmer for such as amazing services, “without KoFarmer app” my life, my crops, my food production, my environment were all in a mess, but thanks to this app that gave me hope when I most needed it.