Create your own experience map!

Describe your idea with one concise sentence.

A potato cold storage facility and knowledge center for farmer collectives that reduces harvest losses, improves product quality and improves farmer income.

Draw and describe the ideal user

Name: TAHMID
Age: 37
Profession: FARMER

Any Other Key characteristics:

Concisely describe what is happening

TAHMID has a small family that lives in northern Bangladesh. He makes a living as a farmer, just enough to feed his family. He is looking for ways to generate extra income.
**Potato Harvest**

Concisely describe what is happening:

"Every year in November, Tahirud plants potato tubers that he buys from other farmers. Watering them and using a lot of pesticides, he can harvest up to 4 MT in Feb/Mar."

**Transport to Storage**

Concisely describe what is happening:

"With the help of his family, they put the potatoes in jute bags. Every 14 days, they bring a couple of bags to the cold storage that he invested in."

Concisely describe what is happening

**AT STORAGE**

At the cold storage, the potatoes get graded, sorted, and weighed. Bad potatoes are thrown out. The good ones are put in nets and go into the storage.

**IN STORAGE**

The storage offers a great climate for potatoes: temperature, humidity, and CO₂ level. Tahmid pays an annual rate for storage, which allows him to maintain his business. He becomes a co-owner of this storage.
**Title** WAIT FOR IT...

**Concisely describe what is happening**

Now that the potatoes are safely stored, they will stay fresh for months. Tahmid waits until mid-July to take his potatoes out and sell them at a good price. He checks the prices regularly.

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**Title** LOCAL MARKET

**Concisely describe what is happening**

Tahmid sells his potatoes to a trader or processor, possibly through an agent. He makes a good profit because of the good quality. Other farmers envy him.