

FARMOJI PROTOTYPE

The User

<p>Most Important Question 1 Do smallholder farmers want to sell to customers in cities? Do they want their contacts and produce listed in a mobile app?</p> <p>Testing It Do a 2 minute pitch to 10 people. Rate their response as</p> <ul style="list-style-type: none"> <input type="checkbox"/> Did not understand <input type="checkbox"/> Not Interested <input type="checkbox"/> Wants to hear more before deciding <input type="checkbox"/> Wants to try it first for free <input type="checkbox"/> Want changes/ modifications before trying it <input type="checkbox"/> Wants to know who else is using it <input type="checkbox"/> Interested but not ready to sign up now <input type="checkbox"/> Excited and ready to pay and sign up 	<p>Most Important Question 2 Is the user really a female subsistence farmer? What of farmer cooperatives or produce buying middlemen or farm produce transporters?</p> <p>Testing It Do a 2 minute pitch to 10 people - 2 women, 2 men, 2 farm produce middlemen, 2 cooperative officials, 2 city grocers (who do not farm). Rate their response as</p> <ul style="list-style-type: none"> <input type="checkbox"/> Percentage of women who want to try it <input type="checkbox"/> Percentage of men who want to try it <input type="checkbox"/> Percentage of middlemen who want to try it <input type="checkbox"/> Percentage of cooperative officials who want to try it <input type="checkbox"/> Percentage of city grocers who want to try it
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<p>Awareness</p> <p>Most Important Question Is radio, social media, city launches and the agency model the right way to initiate awareness? Are all these effective?</p> <p>Testing It Run a 7-day advert on Facebook and count downloads After that run a 7 day advert on a vernacular station and count downloads</p>	<p>Taking Notice</p> <p>Most Important Question Will #FARMOJI be accepted and endorsed by farmer groups and local governments?</p> <p>Testing It Meet cooperative managers and county executives in the Agriculture ministry and pitch the benefits and partnership proposition to them. Rate their cumulative response as</p> <ul style="list-style-type: none"> <input type="checkbox"/> Did not understand <input type="checkbox"/> Not Interested <input type="checkbox"/> Wants to hear more before getting involved <input type="checkbox"/> Wants to try it first for free <input type="checkbox"/> Wants to know which other government body is using it <input type="checkbox"/> Want changes/ improvements before partnering <input type="checkbox"/> Interested but not ready to partner now <input type="checkbox"/> Excited and ready to pay and sign up
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Enrolment	Ownership
<p>Most Important Question</p> <p>Is the annual subscription price of 1 US\$ right? Will farmers pay? Is the 80% commission right? Will sales agents sign up?</p> <p>Testing It</p> <p>Recruit 5 agents and offer them 5 free subscription tokens (a total of 25 tokens). Wait and see how many tokens they come back and purchase within 30 days. Record the following data</p> <p><input type="checkbox"/> Number of agents who return to buy subscription tokens within 30 days</p> <p><input type="checkbox"/> Total number of subscription tokens sold in 30 days</p>	<p>Most Important Question</p> <p>Will urban buyers download #FARMOJI app? Will they use it to source for produce?</p> <p>Testing It</p> <p>Measure the following metrics</p> <p>month-on-month</p> <p><input type="checkbox"/> App downloads</p> <p><input type="checkbox"/> Paid-up users</p> <p><input type="checkbox"/> Global commodities on sale on app</p> <p><input type="checkbox"/> Cities with over 100 connections</p> <p><input type="checkbox"/> Social messages sent via the app</p> <p><input type="checkbox"/> SMS broadcasts sent via the app</p>

Engagement	Value
<p>Most Important Question</p> <p>Will farmers with feature phones upgrade to smartphones so as to access social content? Will the social conversations attract relevant and valuable content to buyers and sellers?</p> <p>Testing It</p> <p>Count the number of signups on feature phones and measure conversions to smartphones in 3 months, 6 months, 9 months and 12 months</p>	<p>Most Important Question</p> <p>What percentage of users will renew subscription of #FARMOJI service after 1 year? What will be the app usage frequency be?</p> <p>Testing It</p> <p>Count renewal rate and record as percentage of subscription renewals by same month in previous year</p>