

## FARMOJI EXPERIENCE MAP

IDEA: #FARMOJI

#FARMOJI is a mobile-phone marketplace app for smallholder farmers to access consumers in cities.

### The User

	<p>Name: Mama Cabbage Age: 22 to 35 Profession: Rural farmer</p> <p>Other Characteristics: She is a smallholder farmer growing cabbages, onions, potatoes, maize and beans, and also keeping chicken for eggs. She has a farm-produce retail kiosk for selling her produce by the highway 2 km from her farm</p> <p>Concise Description: Mama Cabbage not only farms for her household domestic consumption, but also retails some of the farm produce to earn cash for domestic expenses. Her weekly cash income is about \$10. Of this amount, she saves about 30% in a women's cooperative group. The group pools resources for buying farm inputs and hiring farm hands for planting season, and also cushions members through cash and food loans during famine and low harvest.</p>
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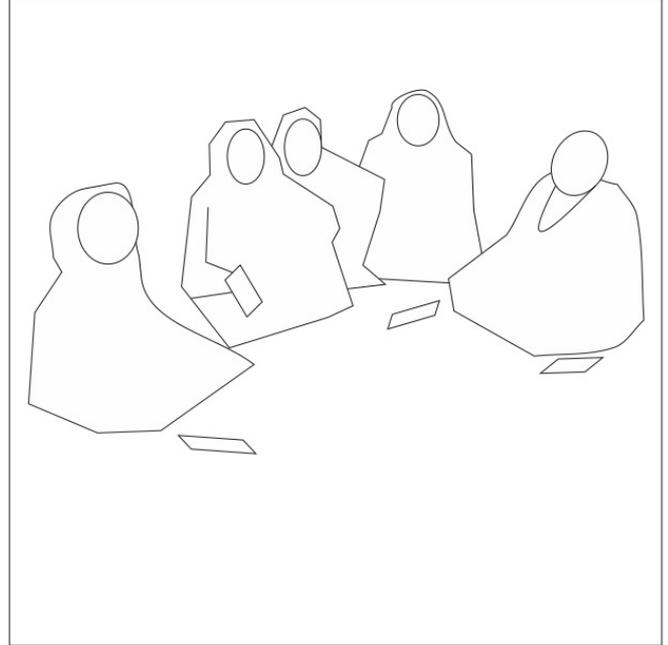
Awareness	Taking Notice
<div data-bbox="153 282 807 931" data-label="Image"> </div> <p data-bbox="153 990 817 1433"> Mama Cabbage gets to know that she can expand her consumer reach beyond her kiosk, and reach buyers far away in the city. This information is relayed to her by a local #FARMOJI sales agent. The agent tells her how, through her mobile phone, she can grow her market footprint to reach higher-value customers. This service will cost her a low fee of \$1 per year. The agent tells her that she access the service using her feature phone (voice calls and SMS), and later get even more value such a community conversations if she invests in a smartphone. </p>	<div data-bbox="845 282 1500 931" data-label="Image"> </div> <p data-bbox="842 990 1506 1473"> Mama Cabbage asks the agent for a few days to think about the offer. She contacts her women’s group members to ask if they have heard of this mobile kiosk and if anyone she knows has joined the service. She finds out that some of her group members and friends have heard #FARMOJI adverts on local radio, and others have been informed of by family members in the city who saw it social media. One of her neighbours has installed the #FARMOJI app her phone, and is already receiving farm produce order requests for customers in the city. This neighbour demonstrates to her how the #FARMOJI app works. She agrees to sign up. </p>

## Enrolment



Mama Cabbage does not own a smartphone. So she waits for the agent to come back and subscribe her. She pays the \$1 fee, gives the agent her mobile number and lists of products she sells, plus the cities she wants to access. For each product, she specifies whether she sells small quantities or large quantities. She gets an SMS on her phone confirming she has been subscribed. The SMS contains a 20-digit account number, which she is instructed to keep for account re-activation, in case she loses her phone or buys a smartphone.

## Ownership



After a few days, Mama Cabbage receives an SMS from a school 30 km away, near the city asking for suppliers of beans and potatoes to visit them with sample produce so that they can be included in the supplier list. Mama Cabbage realises that several farmers around her have also received the text, but none of them can individually fulfill the large order. So they aggregate their produce and visit the school as a group and request to supply. After presenting sample produce and negotiating prices, delivery schedules and payment terms, her group is awarded a recurring order to supply.

Engagement	Value
<div data-bbox="153 295 743 878" data-label="Image"> </div> <p data-bbox="148 947 751 1099">Mama Cabbage notices her city customers are paying higher prices and her income has grown. She decides send mobile money to her nephew to buy her a good smartphone costing about \$50.</p> <p data-bbox="148 1113 756 1265">With the help of her group members, she downloads #FARMOJI app from the app store and installs it. She keys in her account number and her contacts and social rating history is transferred to the new smartphone.</p> <p data-bbox="148 1279 761 1388">Once she installs #FARMOJI on her smartphone, she can change products with seasons and try out markets in a different set of 5 cities.</p> <p data-bbox="148 1402 788 1722">In addition to getting SMS and phone call orders, she can now do two additional things: she can type in a message (such as discount offer or request for farm hands) in the app for buyers and other farmers to see; and secondly she can receive information feed from others in her connected cities regarding weather, farm financing, yield improvement crop and invitations to government extension meetups.</p>	<div data-bbox="823 295 1414 878" data-label="Image"> </div> <p data-bbox="818 947 1490 1142">Within a year, Mama Cabbage has, through #FARMOJI, connected with agro suppliers farm input discounts, regular large customers more than 20 km away from her farm and micro financiers with cash to invest in her farm whenever she needs funding for planting or harvesting seasons.</p> <p data-bbox="818 1155 1474 1476">Her new customers demand consistent quality and prompt delivery, and this drives her own household food quality up. Social conversations on #FARMOJI app keep her busy at the end of the day. She especially learns new farming techniques. She also participates by asking questions and making offers to the online. Her connectivity costs are low because #FARMOJI app caches data and works even when offline.</p> <p data-bbox="818 1489 1474 1641">She gets to know that of the \$1 she paid to the agent, the agent earned 80% commission, so she becomes a #FARMOJI subscription agent herself so as to earn extra income at her roadside kiosk.</p>