Farmer Producer Organizations (FPO) Platform

Tanuj Chawla, Eshaan Kaul, Selene Xu, Han Xia

Overview

- Problem Statement & Motivation

- Research Question

- Literature Review

- Methodology

- Current State

- Milestones and Timeline

- Design Workshop

- Prototyping

Problem Statement & Motivation

85% — Small and marginal farm holdings/ farming community in India

26,000 — Farmer Producer Organizations

127 M — Small and marginal farmers in India

Problem Statement

- India lacked a consolidated data repository to keep track of the expeditious growth of FPOs

- This is being solved through an FPO Database built by the Tata Cornell Institute

- The Database is now transitioning from being just a database to a full service platform

- Allowing farmers to claim their businesses and add services and facilities provided by their FPOs

How to enable small holder farmers and farmer organizations to improve online visibility through a simplified onboarding journey on the FPO Platform?

Literature Review

Total Number of Literature Reviewed

Type of Literature

14 **Peer reviewed article/case study/reports**

5 **Technology frameworks**

10 **Products/technology platforms**

Literature Review

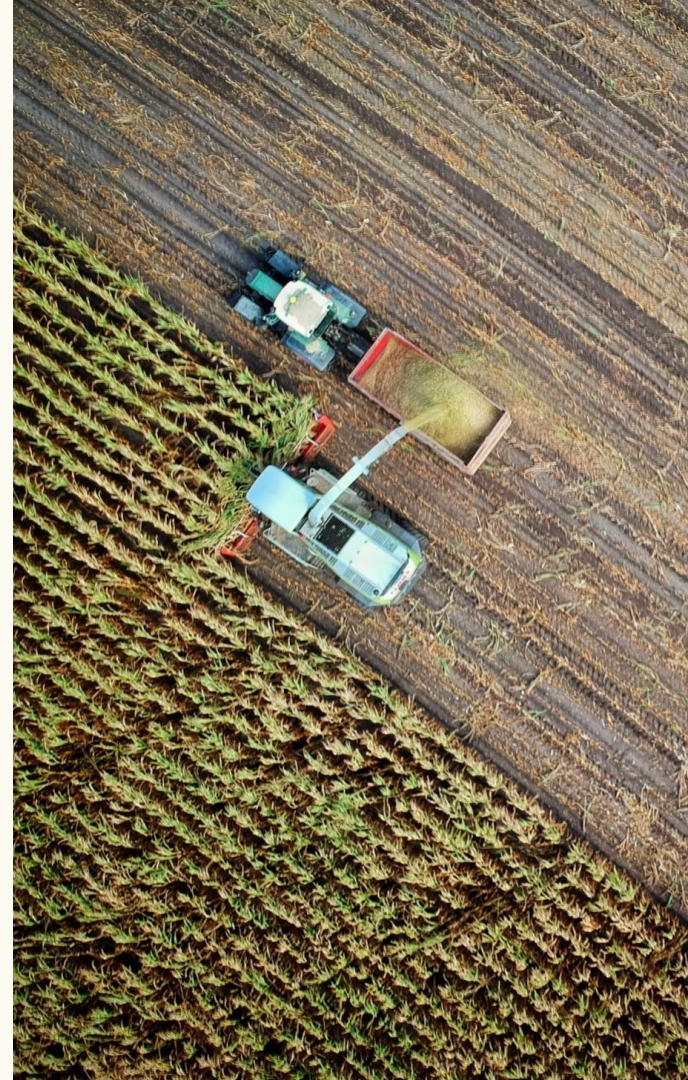**Key insights emerging from the lit review:**

- Lack of literature **evidence** around Farmer Organizations and relevant technology platforms

- FPOs playing a vital role in uplifting farmer incomes and providing increased **livelihood** opportunities in rural areas

- **Gender** roles still a challenge in the rural agriculture economy, FPOs seen as a medium for increased **participation** from women

- **Digitization** a need of the hour to help connect farmers with the larger markets outside of their local areas

- Digitization also a means to **increase women participation** in the FPO Economy

Methodology

Revised

- Developing learnings from the literature
- Exploring frameworks that best fit our use case and target group
    - Designing for Digital Confidence
    - Tarot card of tech
    - Next Billion Users
    - Feminist HCI
- Conducting Design sprint workshops to identify deeper insights in
    - Challenges
    - Opportunities
    - Design cues
- Using the testing framework to adjust for user goal assumptions and preparing metrics for qualitative and quantitative feedbacks
- Sketching and prototyping
- Accessibility review of the current platform (web and desktop versions)

Current State

- We have narrowed down to a list of activities/design frameworks as the baseline for prototype decision making

- Key elements guiding our decision making process:

  - **Empathy** for users

    - Gender neutral design

  - **Mobile first** approach

    - **Feedback** mechanisms

    - **Local languages**

  - Building for **trust**

    - Make public the collection and analysis process

    - Make public the revenue generated from data

Milestones and Timeline

✅ **Brainstorming**

Foundations for Product Design (HCI)
Research for marginalized users
Wireframes Completed

Prototyping

Prototyping onboarding journeys

Oct 10

Nov 1

Nov 13

Nov 22

Dec 10

✅ **Literature Review**

Identifying similar platforms and their formation impetus

Design Sprint Workshop

Come up with detailed sketches, High-Fidelity Prototypes

Documentation

Report Submission

Design Workshop

The tools that we shall be using to conduct our workshop

The Sprint Canvas - How should we structure our sprint?

Sprint Focus Cards - What challenge should we focus on?

User Context Cards - How are our users' contexts different from or similar to our own?

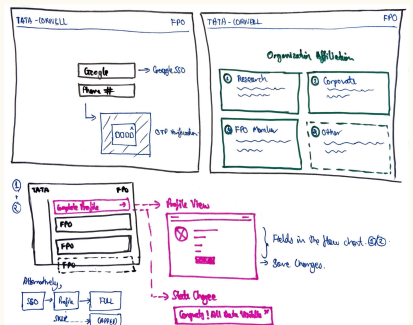Design Principle Cards - Which principles should guide our decisions?
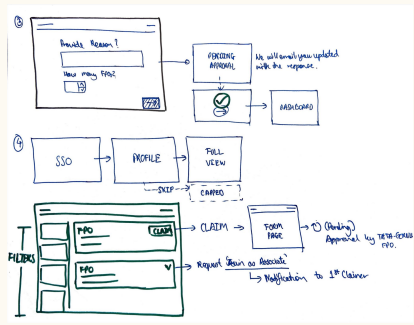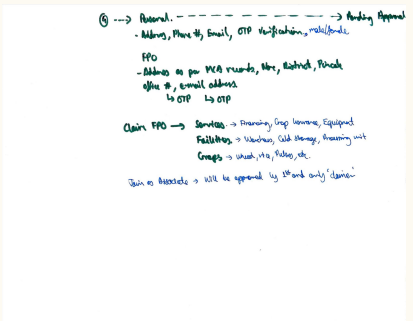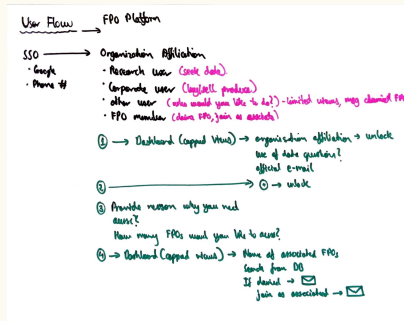
Inspiration Tool - Where can we find inspiration?

The Test Framework - How can we measure if we're making a difference for our users?

Prototyping

[Link to Wireframes](WIP) (WIP)

Thank you

Any Questions?