Mobile Media Project -I

STORE - IT

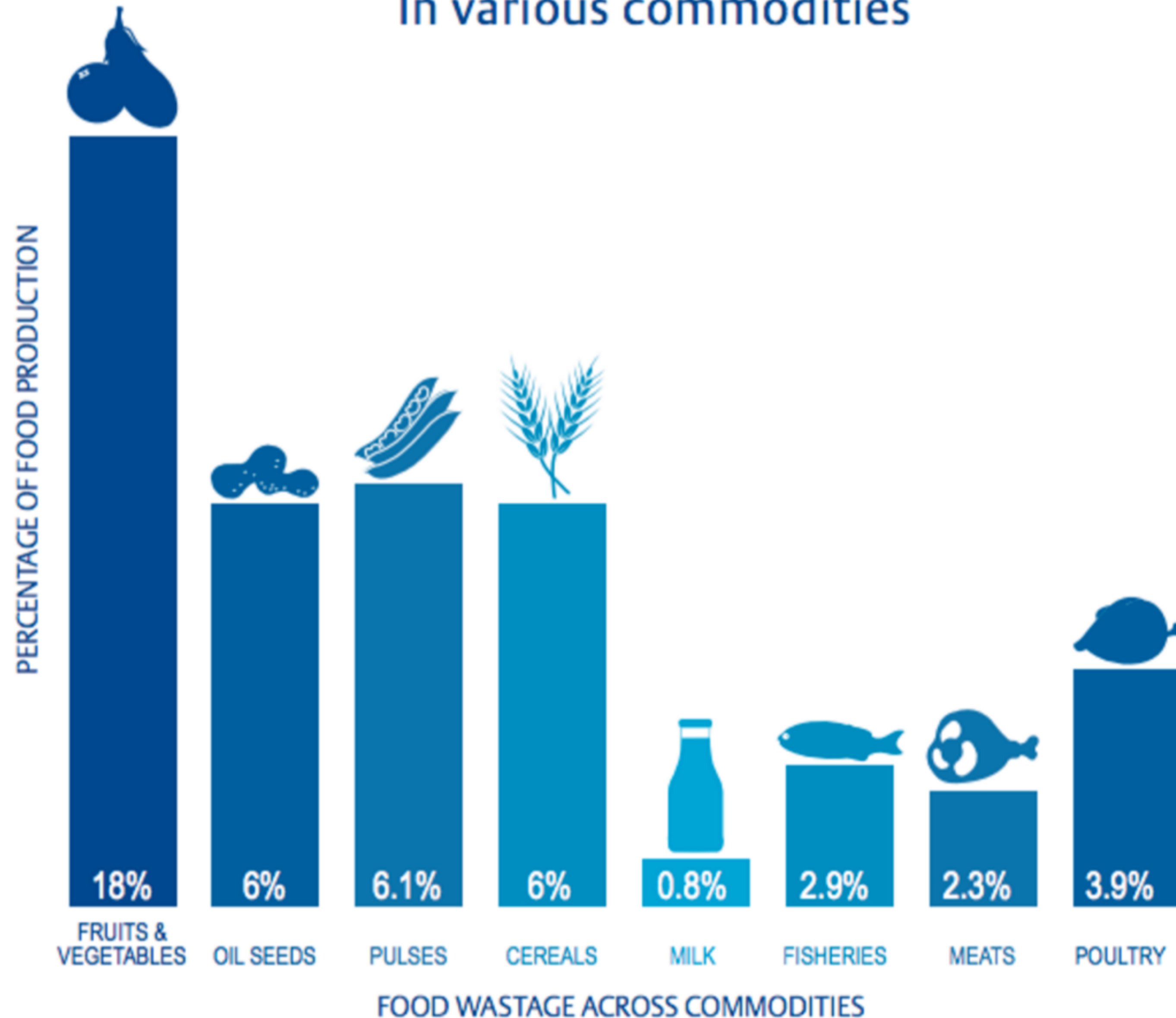A one stop destination for farmers storage problems

Sneha Deepika Dantuluri

What is Store it???

An application designed to help farmer locate available storage spaces around them to store their produce and help prevent loss of crop

" **40%** (i.e 1.3 million tons) of the total food produced gets wasted annually."

Annual cumulative wastage percentage In various commodities

PERCENTAGE OF FOOD PRODUCTION

| 18% | 6% | 6.1% | 6% | 0.8% | 2.9% | 2.3% | 3.9% |
| FRUITS & VEGETABLES | OIL SEEDS | PULSES | CEREALS | MILK | FISHERIES | MEATS | POULTRY |

FOOD WASTAGE ACROSS COMMODITIES

Source : Central Institute of Post Harvest Engineering and Technology (CIPHET), Ludhiana

" Main reason behind this is inappropriate supply chain management and **lack of awareness of basic facility to store the foods** . As per a survey by IIM Kolkata, only 10% foods gets storage facility in India."

User Personas

Ramu is a well known reputed farmer in the village. He is 40 yrs old and speaks telugu. studied only till 3rd grade.

Cultivates wheat majorly

Owns 3 farm lands

Married and has three kids

Has a good reputation in his village

Recently started using smart phone , which he got in for a very cheap price.

Has many debts to clear

Lost his crop last season due to lack of awareness of storage spaces.

Hopes to clears his debts this season with the harvest and provide for his family needs and for children education
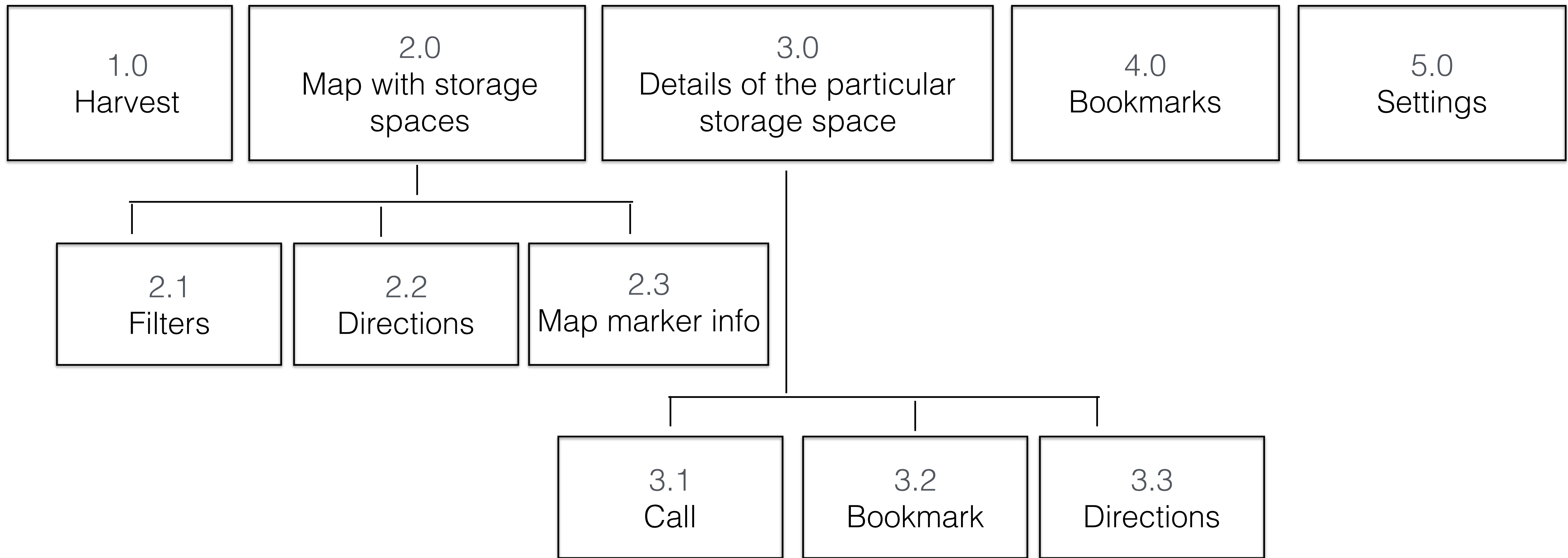
Socializes with other people in the village in spare time and discusses about the current happenings.

User Scenario

- The crop is ready for harvest and Ramu is very worried about where to store his crop.

- He hopes to pay for his daughters higher education from the money he earned by selling his harvest.

- One day while talking to his friends in the village about his worries on storage , his friends recommends him using store it.

- He quickly downloads the app and searches for the available warehouse and finds one.

- Goes to the warehouse and stores his crop.

- After a week he sells his crop and earn the money worth his crop.

- He goes back home happy to let his daughter know that she can continue her studies and he will be able to fund her education.

App Map

1.0 Harvest	2.0 Map with storage spaces	3.0 Details of the particular storage space	4.0 Bookmarks	5.0 Settings

Under 2.0 Map with storage spaces:
- 2.1 Filters
- 2.2 Directions
- 2.3 Map marker info

Under 3.0 Details of the particular storage space:
- 3.1 Call
- 3.2 Bookmark
- 3.3 Directions

App Demo

- Choose the type of crop to be stored
- Find the available storage space
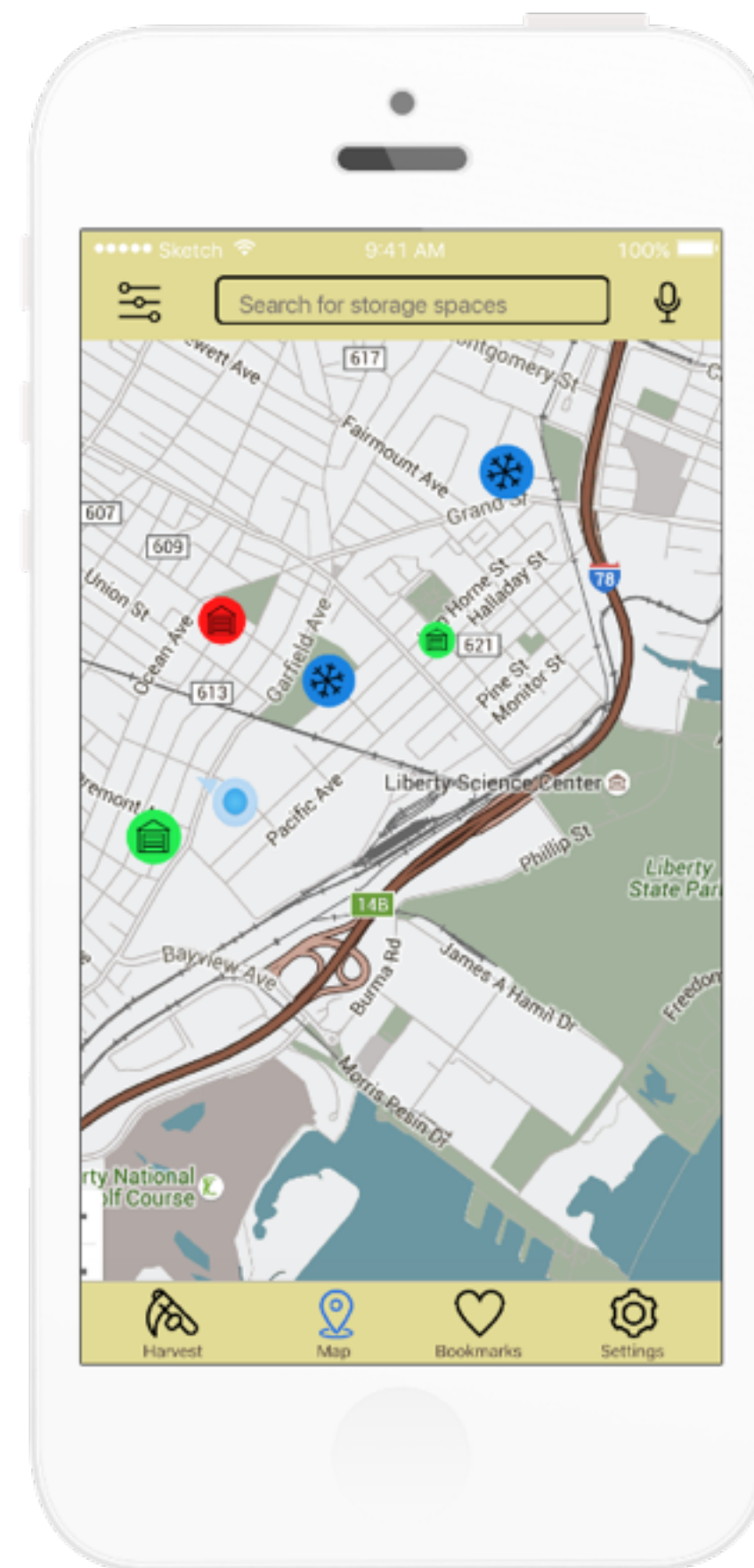- Choose any storage space and looks into the details

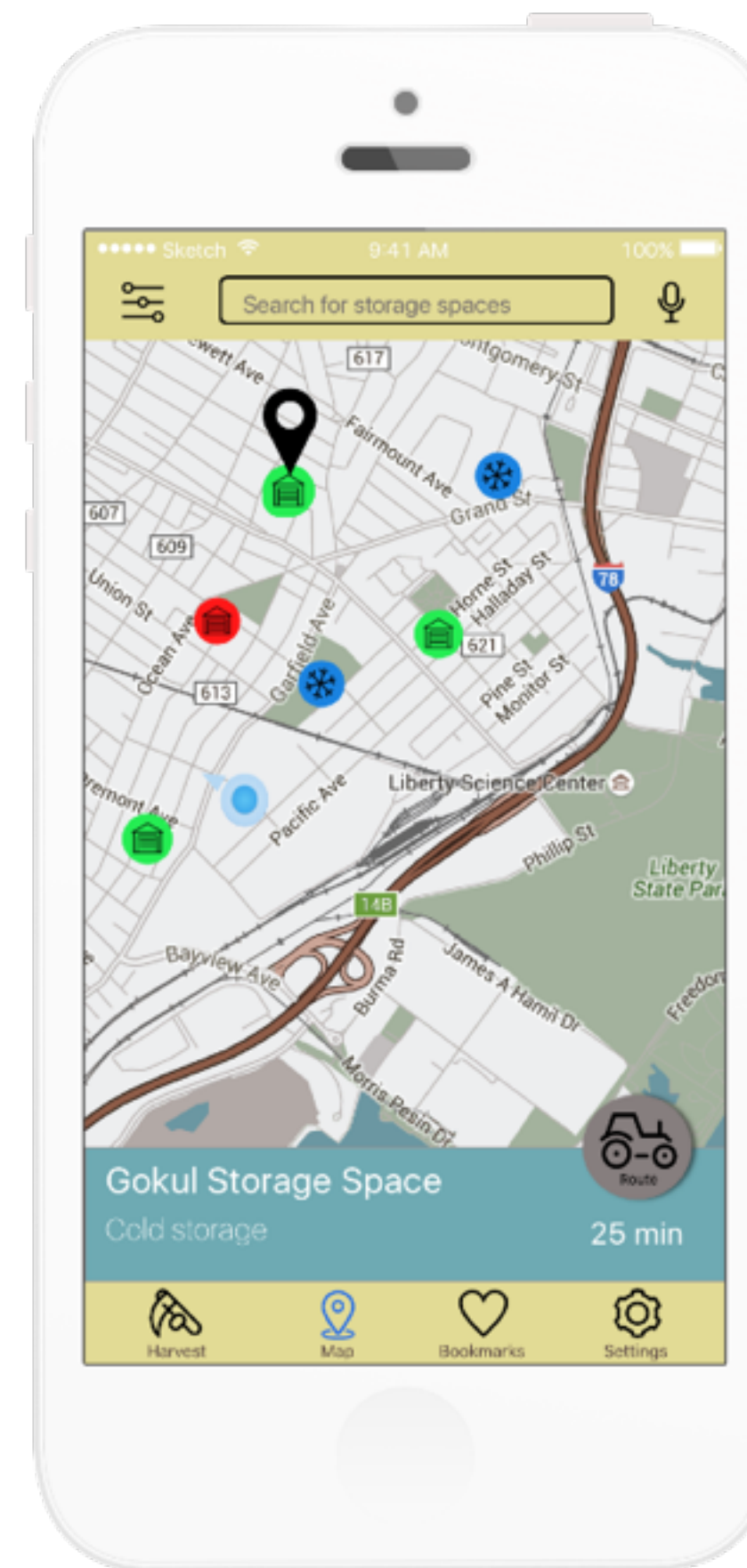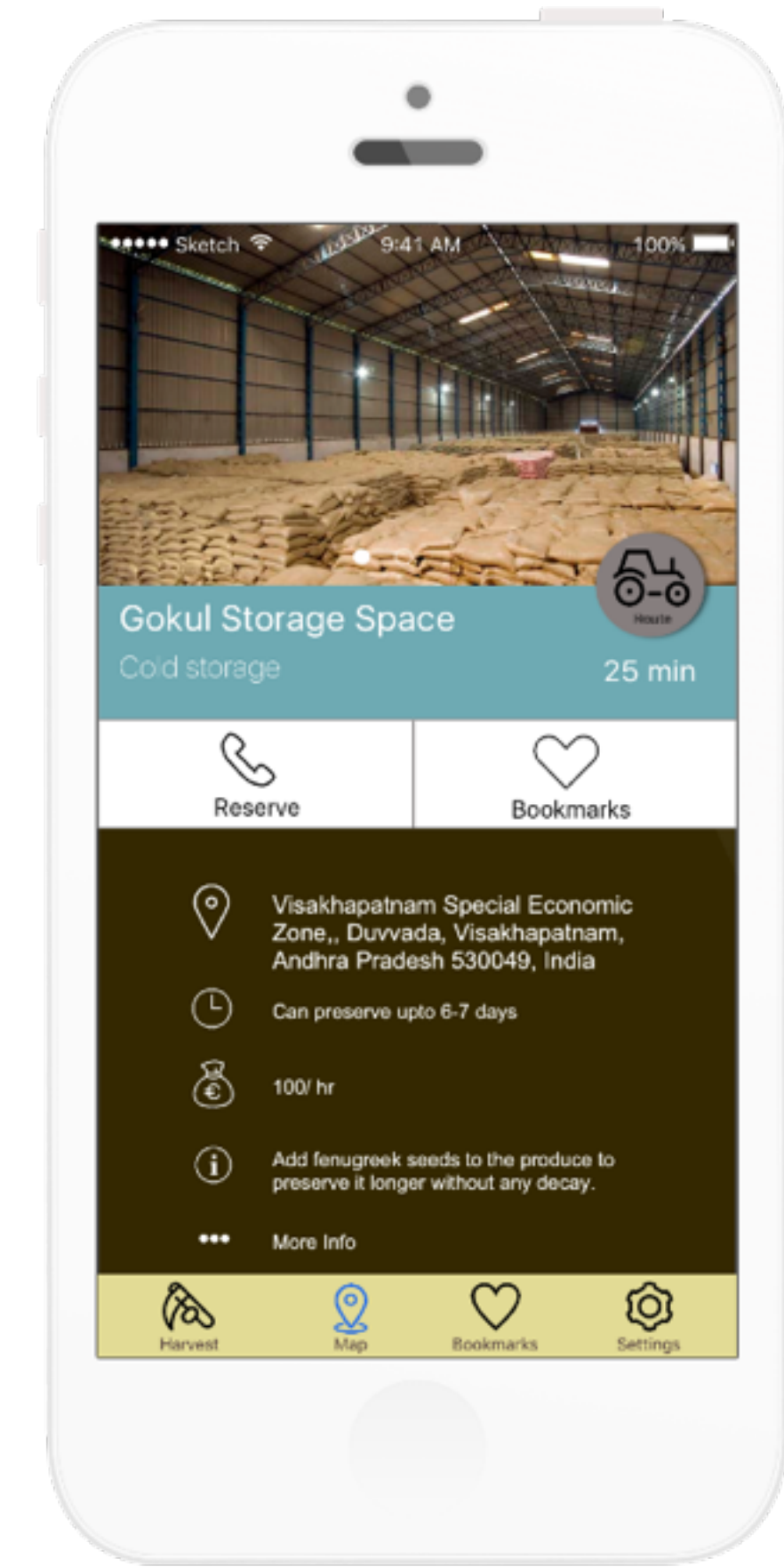https://marvelapp.com/1c04a81
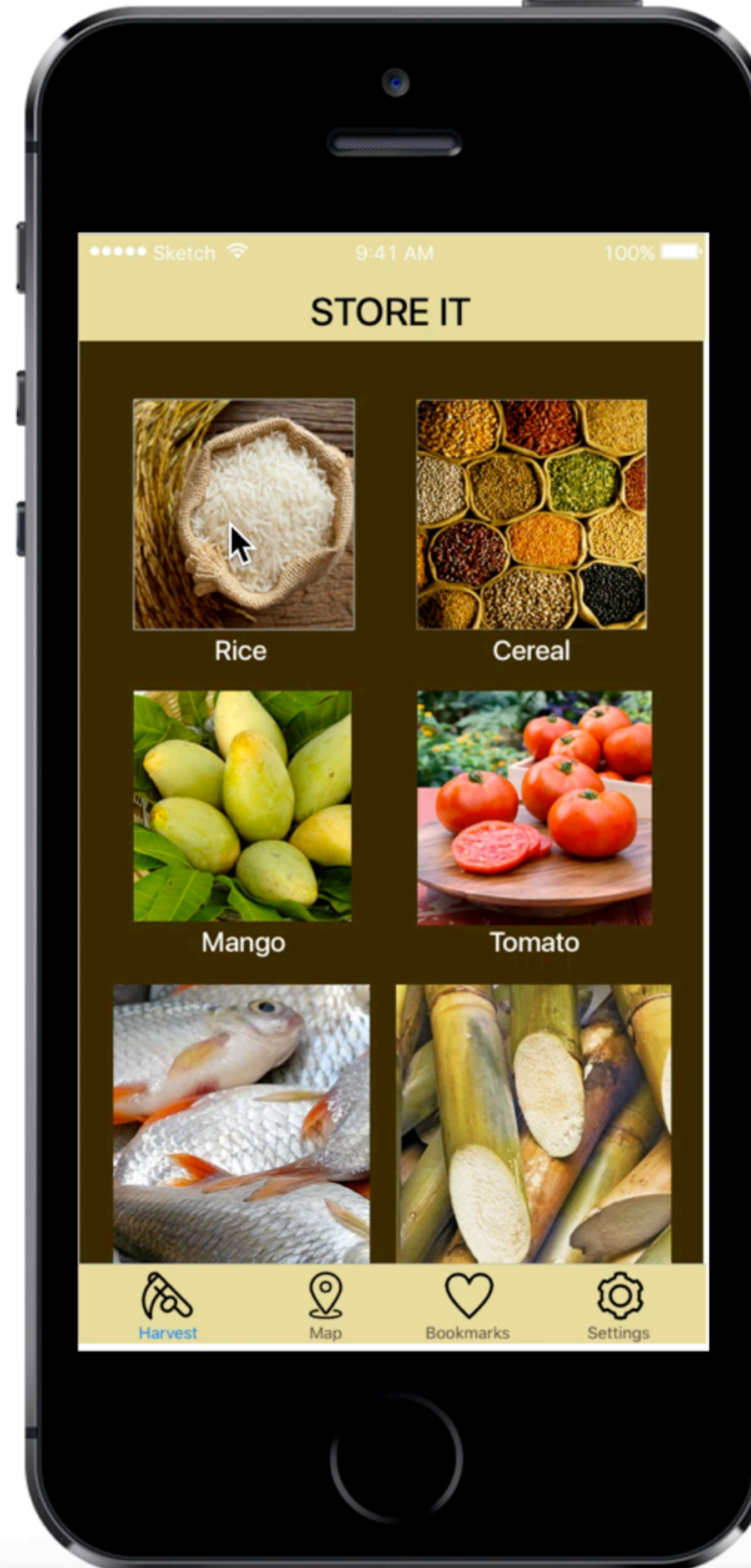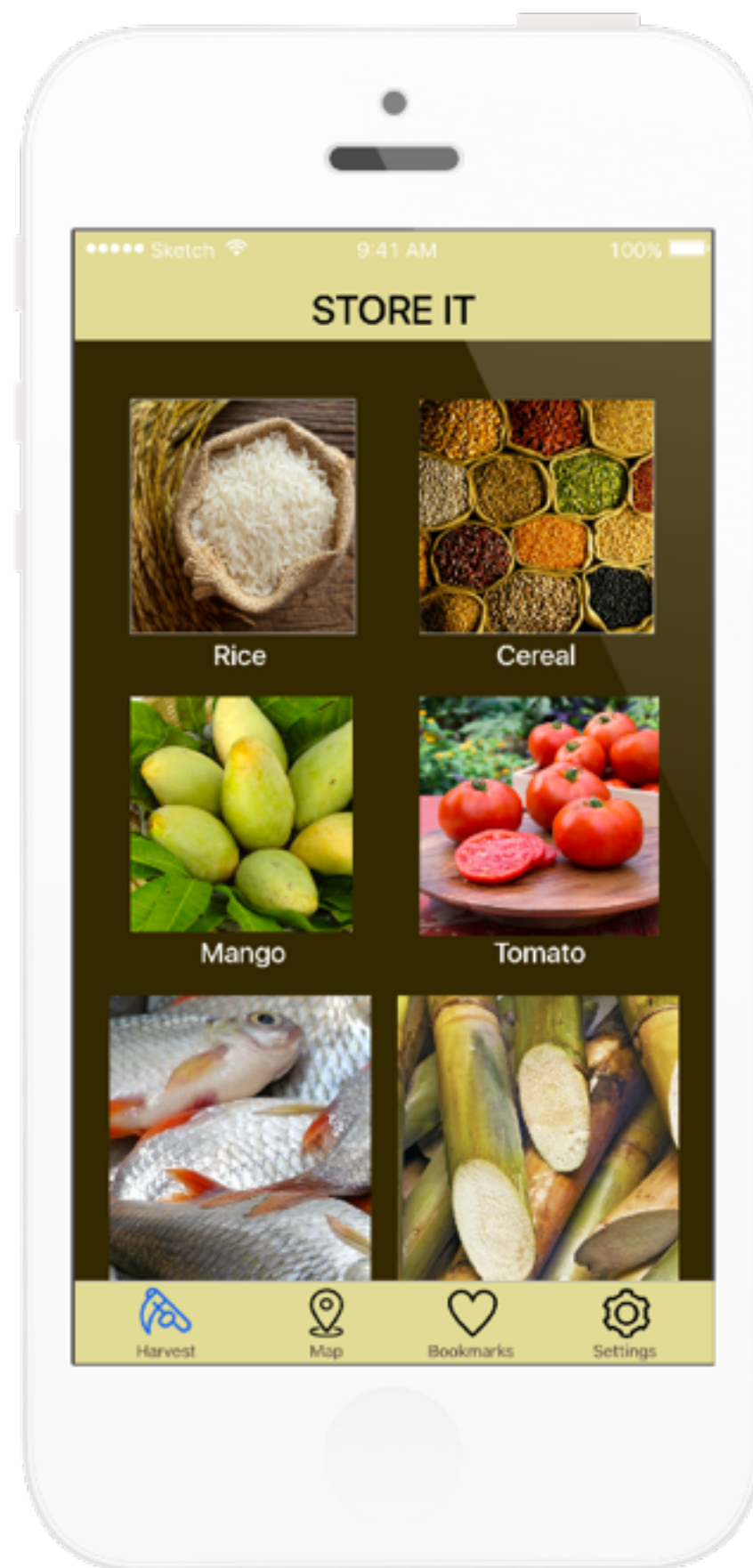
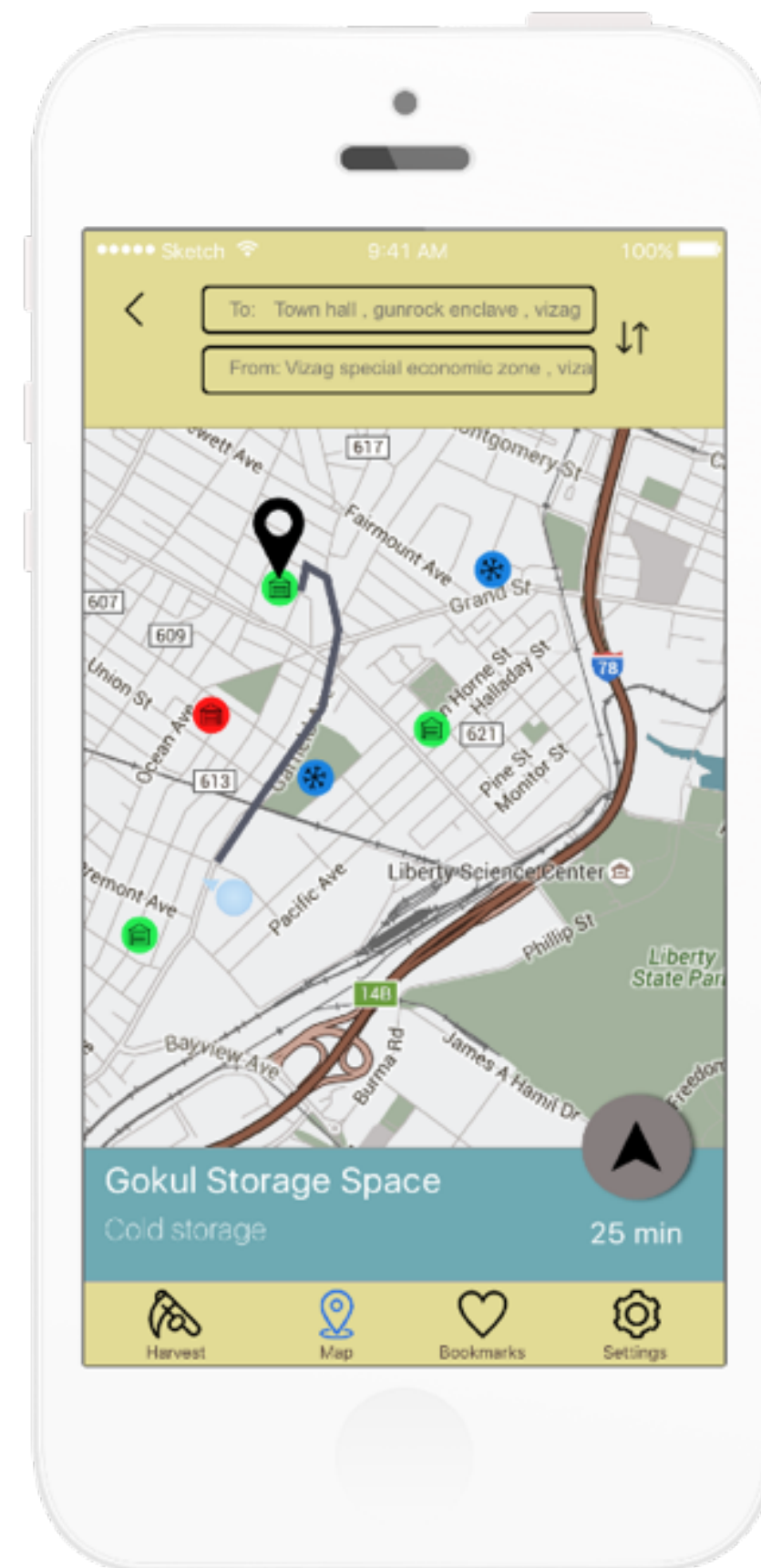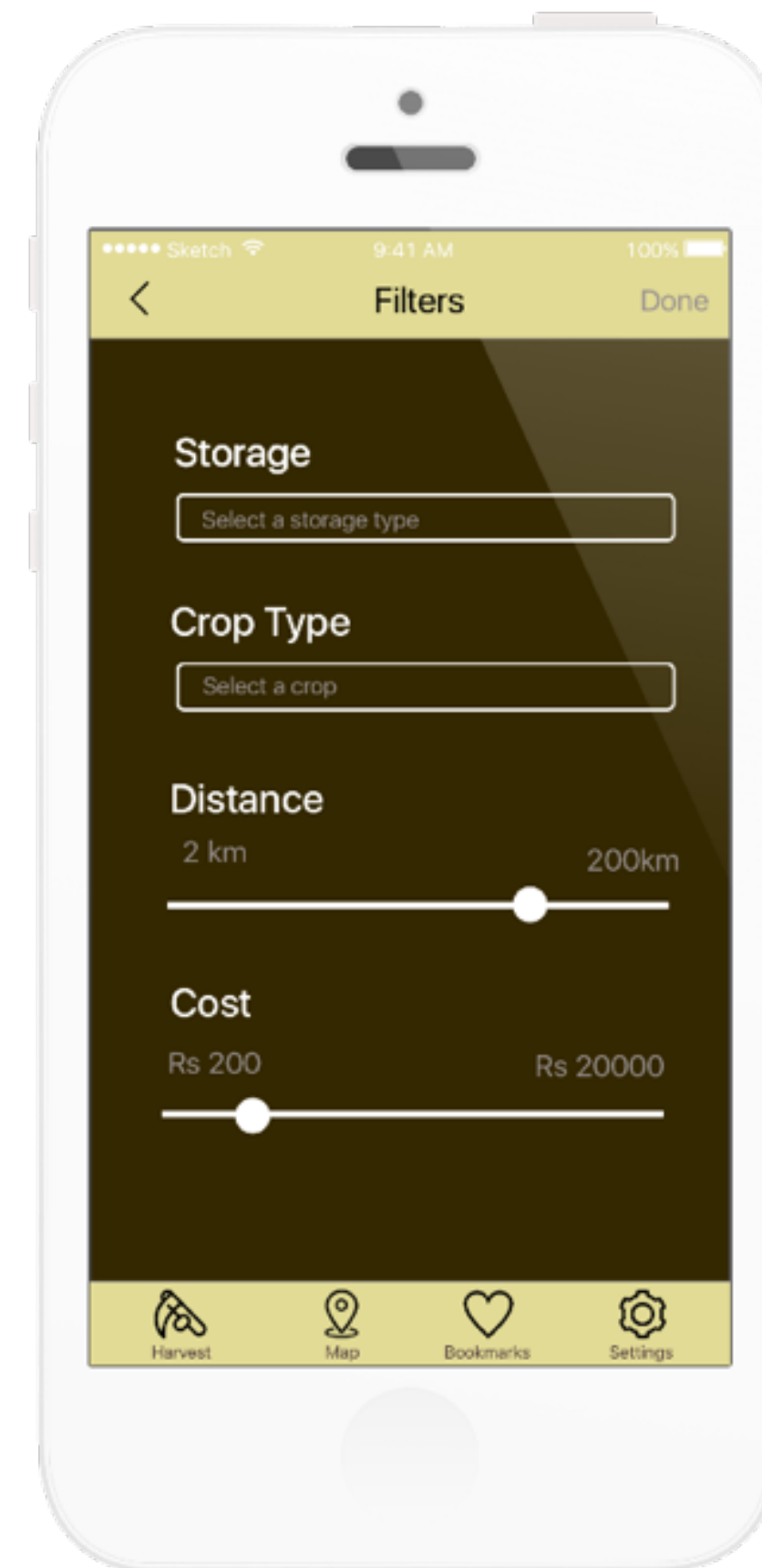# Latest Iteration

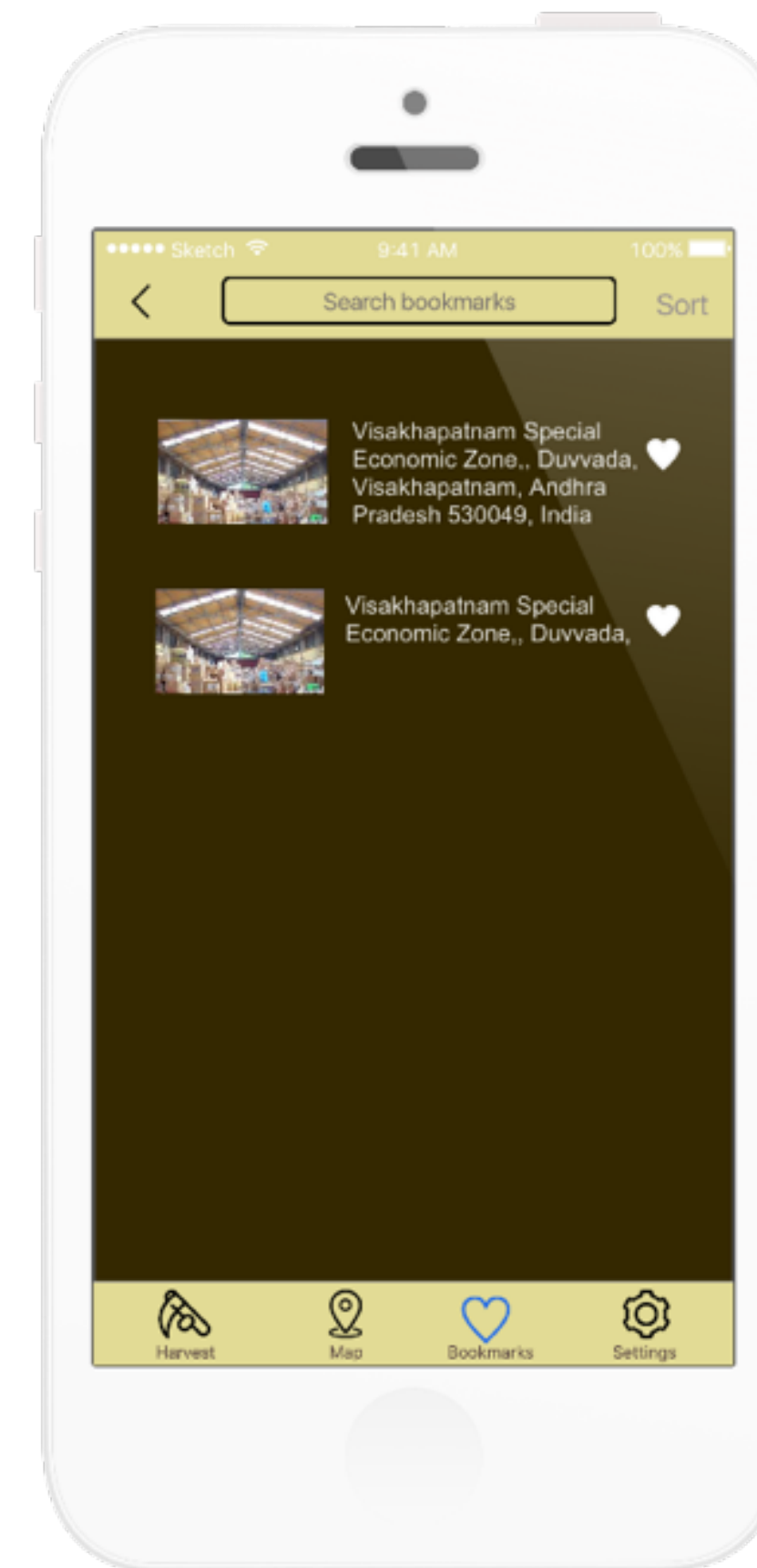1.0   2.0   2.3   3.0

Latest Iteration

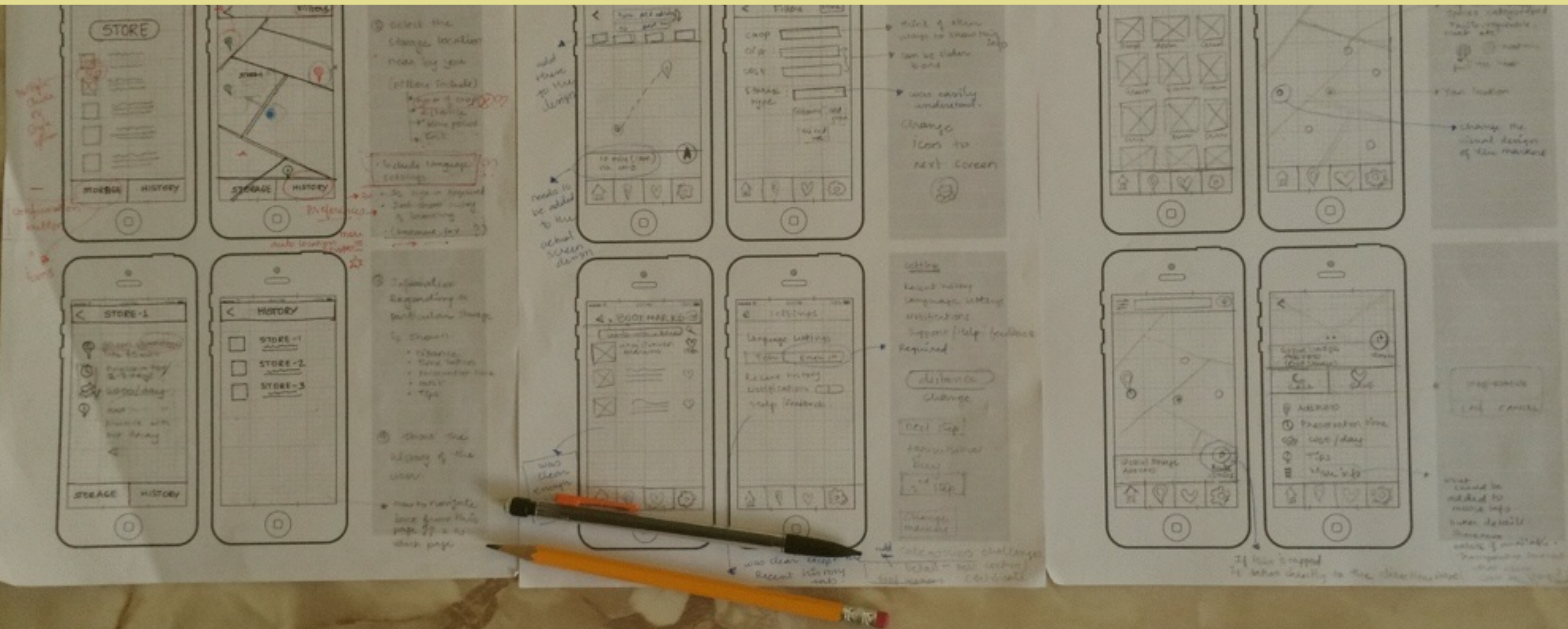

2.2
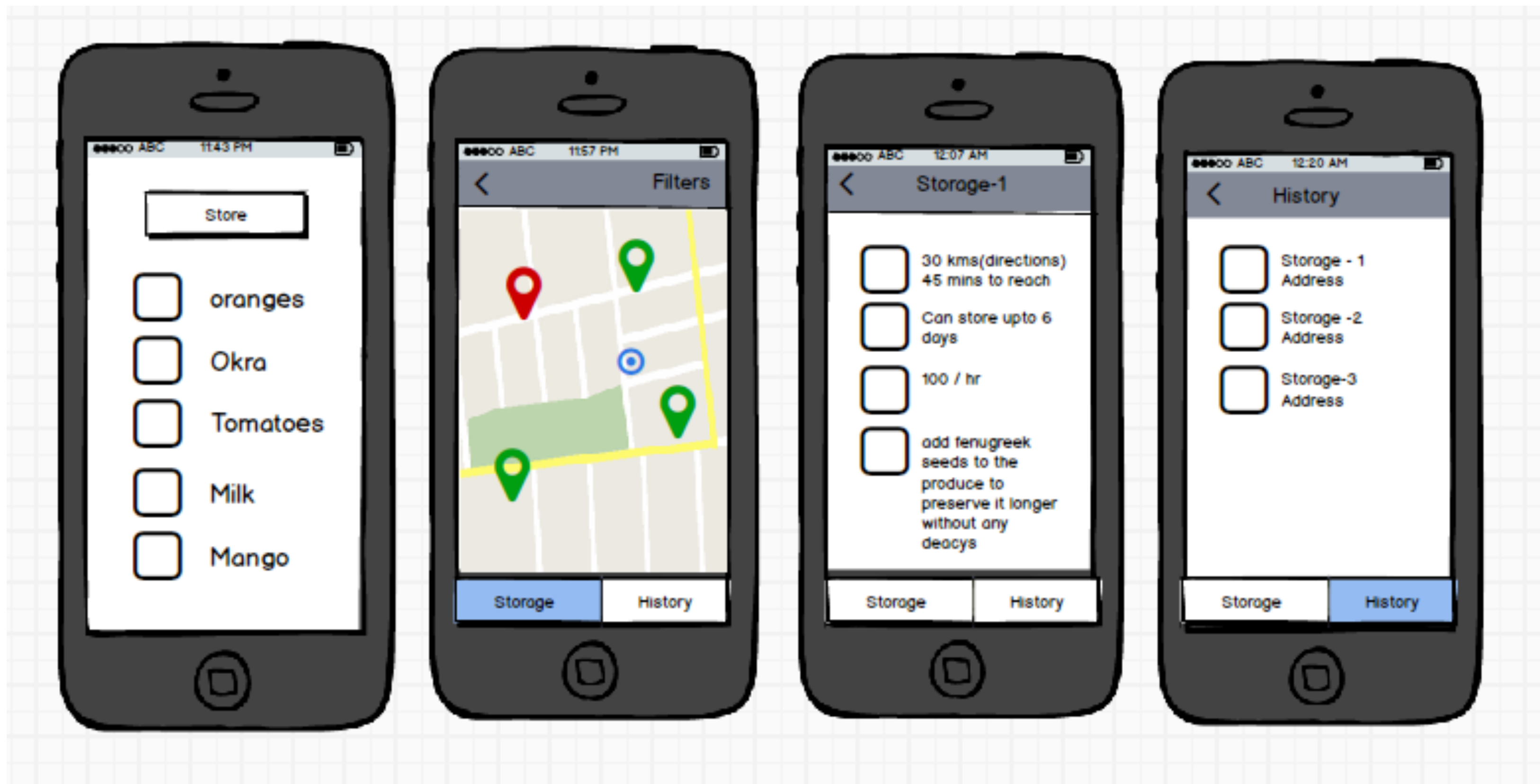

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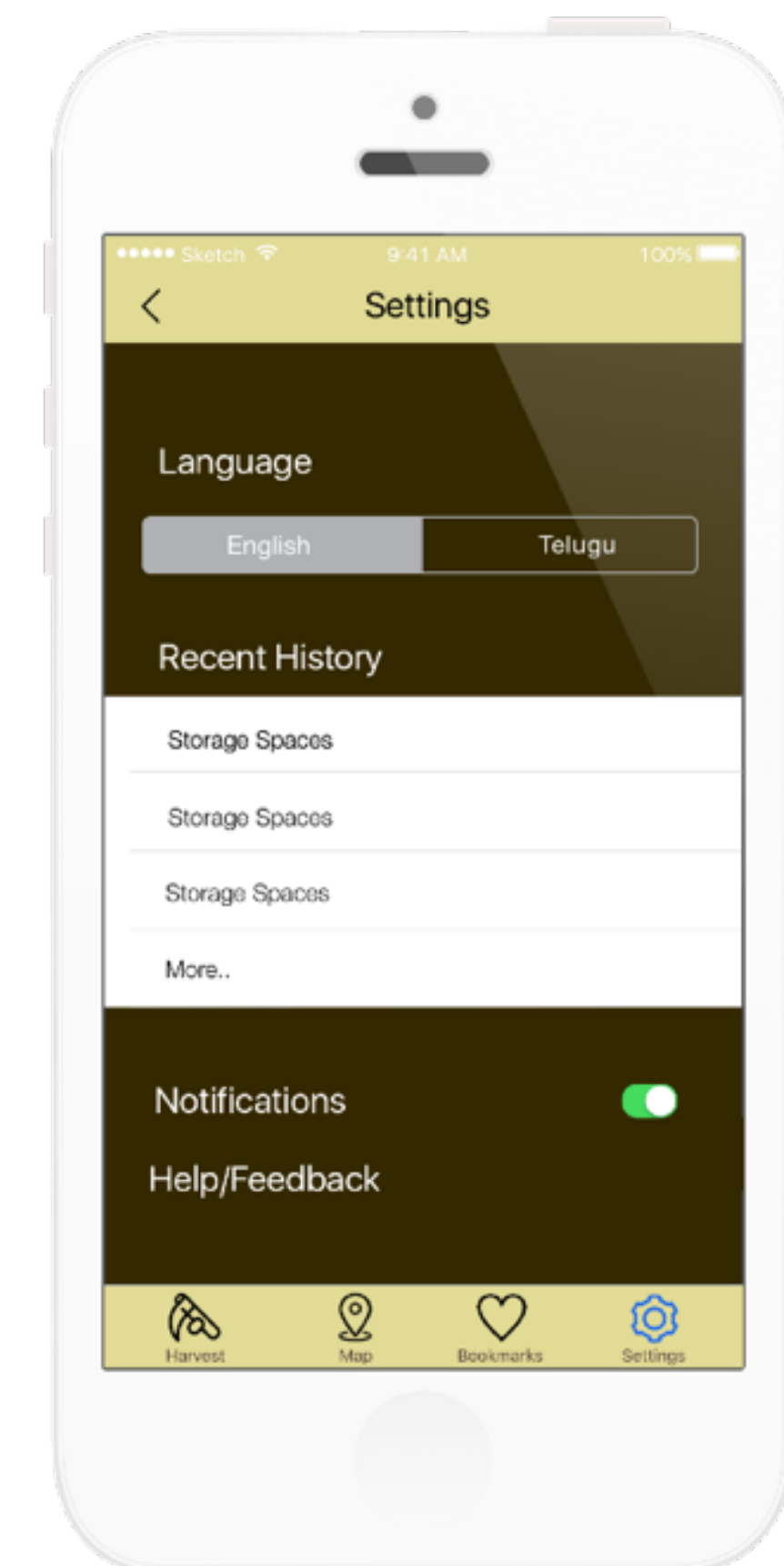
5.0

Prototyping and User-Testing

Prototype -I

User tested on D12 with peers

- Confused whether the squares were icons or checkboxes. If it were a multiple choice a confirmation button is missing.

- The maps need a search bar

- Differentiate type of crop storage with icons or different colors.

Prototype - II

User tested on D12 with peers

- Add more information like contact, photos , owner details etc

- Felt overly complicated to let user choose the crop and then look for the location.

- Couldn't easily access the bookmarks as it was hidden in the settings

Prototype - III

User tested on actually representative group - Farmers

- Added additional information on contact and photos

- The actually user group felt it difficult to understand the map search screen.

- Got confused on what and where to tap. Couldn't navigate to the next page.

Prototype - IV

Feedback

- Could easily understand and select a crop type

- Had difficulties in understanding the categorized visual map markers

- Preferred the language settings

- Requested to more info on pest control certificates & food licenses

- Did not recognize the filters icon. But when tapped on it they could understand the clear categorization.

- The settings screen was pretty clear expect the recent history

- Icons in the tab bar at the bottom where helpful in navigating

Challenges

- Make it more visually understandable

- Single option or multi-optional

- Whether they should be allowed to book storage spaces online

- Sign Up

- Language barrier

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