

P1 Report

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July 18, 2016

Farming colors

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www.farmingcolors.com

About Farming colors

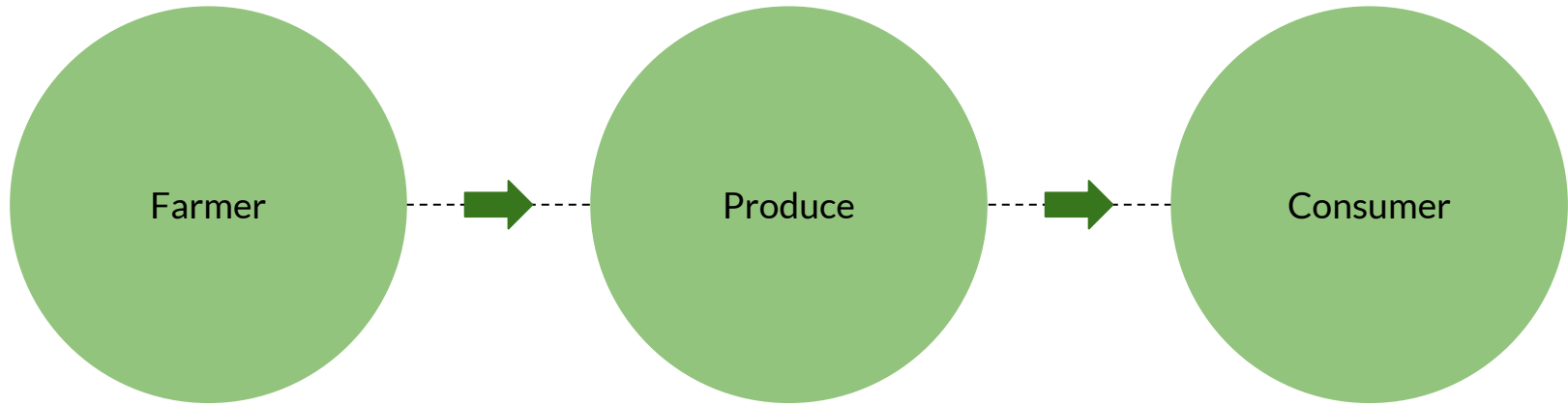
It was one of our biggest dreams to set up our own farm and produce everything we needed, So that we could eat safe and fresh food daily. We soon realised that this is what a lot of people wanted these days. On one side, most of the farmers are getting exploited while on the other side, consumers are unable to find fresh, safe to eat, organic food. Being techies by profession and farmers at heart, we thought of connecting farmers with consumers.

The model that we build is like a farm sharing model. The farmers plan their production based on our customers preferences. Whatever is produced in the farm during that specific season, will be shared between our customers.

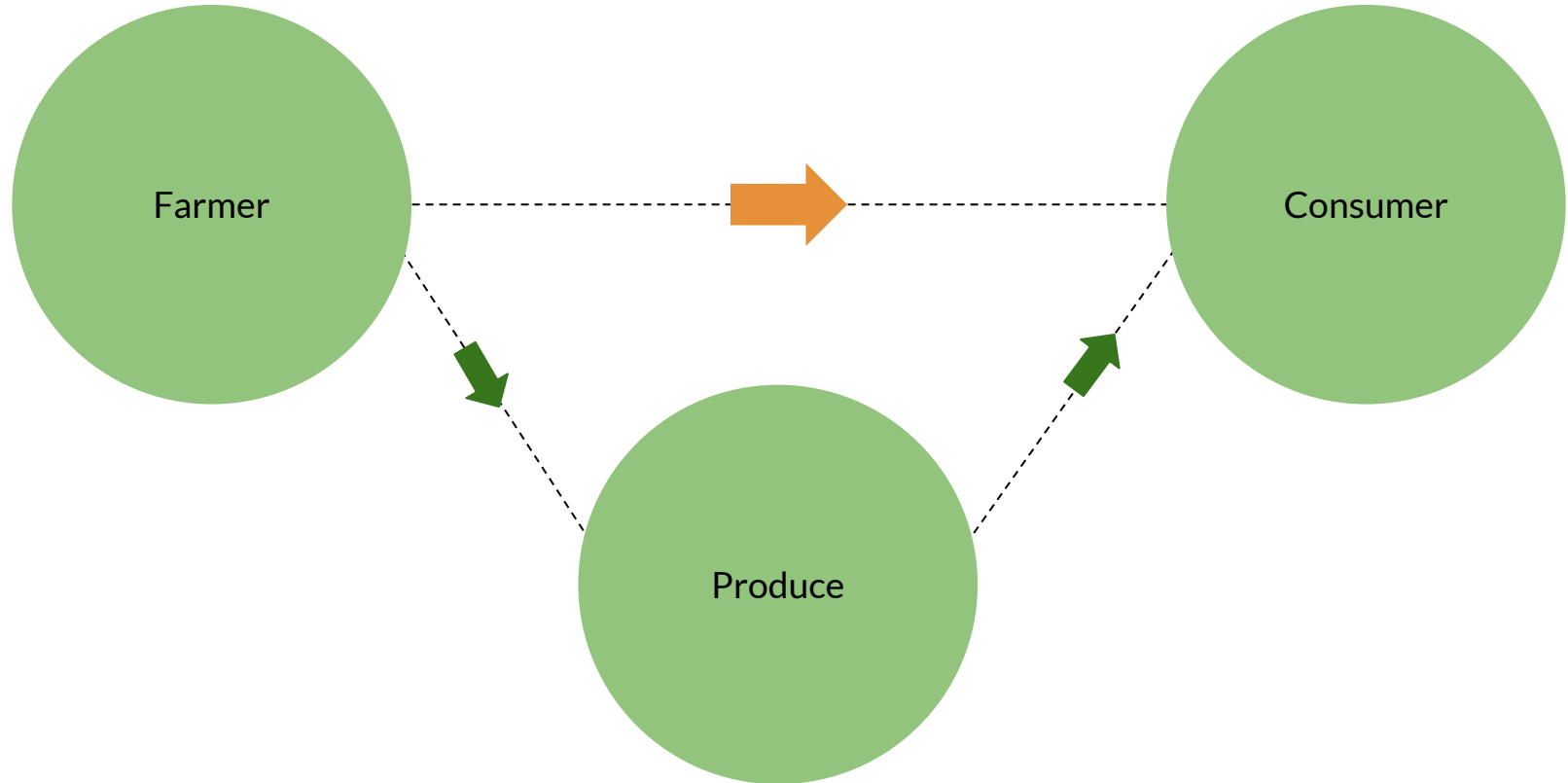
This gives customers a feel of having food produced in their own farms.

CUSTOMER PREFERENCE BASED FARMING.

The Affiliate model



The Re-affiliate model



Visiting farms

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www.farmingcolors.com

Understanding organic farming model

During the first week in the firm , I learned how the team had come in contact with the organic farmers. But the real question was whether the farmers from which they took the produce actually understood the vision of the team!

For this we decided to visit the four farms from which the maximum produce was delivered.

Our aim was generally:

→ Understanding the different farms and produce.

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- Understanding the different farms and produce.
- Understanding distribution model.
- Talking to organic farmers about how they choose to supply.
- Organic cultivation methods in the farms.

Understanding organic farming model



-Chalakydy



-Arattuthara, Mananthavady



-Wayanad

Understanding the problem

Methods of farming

Protecting the long term fertility of soils by maintaining organic matter levels, encouraging soil biological activity and careful mechanical intervention.
Providing crop nutrients indirectly using relatively insoluble nutrient sources which are made available to the plant by the action of soil micro-organisms.

Transfer of goods

Most produce is now consumed locally.

The marketing and distribution chain of organic vegetables are relatively inefficient.

It's mostly the producers which also handle transportation and marketing services.

Differentiation

Organic label?

This a system which is supported by FAO where farmers can apply for organic certification.

But the major issue is the context in developing countries where the methods might not meet the Fao standards as compared to developed countries but the produce might.

Understanding organic farming model



“I chose the farming methods of Israel, a world-leader in agricultural technologies and this helped me to optimize the yield,” he explained.

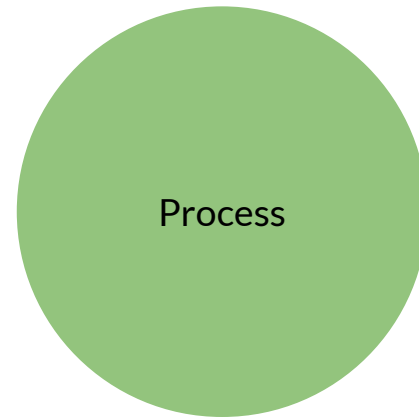
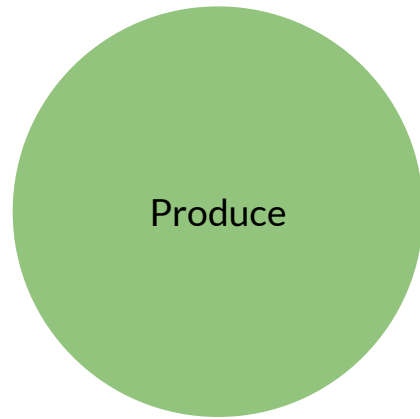
Mr.Safaralli,Kodungallor

Understanding organic farming model

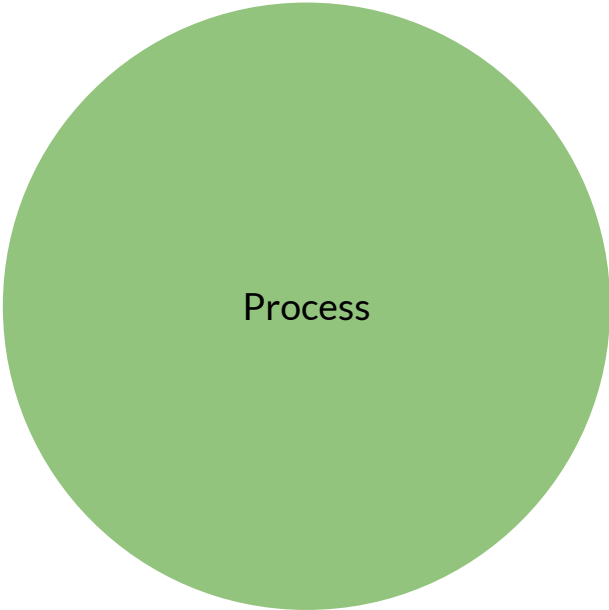


There was a correlation between the need of the vegetable and the farming practises.

The farmers take



The farmers take



Process

Secondary research:

Abel and Cole

Healthy Budha

Uzhavu

Organic depot

Secondary research findings

Most of the delivery systems followed customize cart and supply by weight model.

The advantages of this model was that you know exactly what vegetable and what weight you will get them. But this model does not change the fact that it is like a supermarket experience.

Abel and Cole tried the box delivery mechanism where the vegetables in the box is according to the eating habits of the customer.

Also there were multiple products other than vegetables available.

Market trends

Trend 1



Meat & Fish

Weekly boxes of high welfare and organic meat and sustainably sourced fish.

[From £12.50 ▶](#)



Juicing & Souping

All you need to whizz up fantastic organic soups and juices, including recipe cards.

[From £12.50 ▶](#)



Snacking

A treasure trove of handy snacky things to help keep you going all week.

[From £14.75 ▶](#)

Market trends

Trend 2

				
Arbi (Colocasia / Kesavina gedde)	Banana Stem	Beans - Cluster	Beans French - Local variety/ Light green	Beetroot
₹83 - 1 Kg	₹19 - 1 Piece	₹49 - 1 Kg	₹49 - 500 Gms	₹34 - 500 Gms

Understanding customers

Customer classification

1. Customers associated from the beginning of the model.
2. Customers who joined in 3 months before.
3. Customers who joined in 1 month before.

Customer Statistics

Total number of customers	174
Active customers	144
On Hold customers	22
Joined but not supplied	8
Sample box delivered	35

Existing scheme of vegetable distribution

SMALL FAMILY PACK  SERVES 2-3 ASSORTED BOX OF 2 KG WEEKLY TWICE RS. 2000 / MONTH ☆☆☆☆☆ SMALL VEG BOX : 8 BOXES MONTHLY ₹2,000.00	MEDIUM FAMILY PACK  SERVES 2-3 ASSORTED BOX OF 2.5 KG WEEKLY TWICE RS. 2400 / MONTH ☆☆☆☆☆ MEDIUM VEG BOX : 8 BOXES MONTHLY ₹2,400.00	LARGE FAMILY PACK  SERVES 3-4 ASSORTED BOX OF 3 KG WEEKLY TWICE RS. 2700 / MONTH ☆☆☆☆☆ LARGE VEG BOX : 8 BOXES MONTHLY ₹2,700.00	EXTRA LARGE FAMILY PACK  SERVES 4-5 ASSORTED BOX OF 3.5 KG WEEKLY TWICE RS. 3000 / MONTH ☆☆☆☆☆ EXTRA LARGE VEG BOX : 8 BOXES MONTHLY ₹3,000.00
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Existing scheme of vegetable distribution

[HOME](#) [BUY](#) [OUR STORY](#) [HEALTH & NUTRITION](#) [QUALITY ASSURANCE](#)


farming
colors

Get a Sample Now!

We would love to know you more. Register and we will get in touch with you to understand your needs better and we will deliver a sample box for you so that you will be able to understand our services better.

We promise to not use your phone number and email for spam!



User studies

Total number of customers	174
Responded customers	79
Met personally	31
Through telephone	38
Only response in google forms	10

A week at Farming colors

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Sourcing the vegetables.	Sending out google forms to fill out to customers to get their preference from the sourced vegetables.	Distribution day.	Sourcing the vegetables.	Sending out google forms to fill out to customers to get their preference from the sourced vegetables.	Distribution day.	Feedback of the week.
	Sorting vegetables.			Sorting vegetables.		

User studies

- How many customers give preference?
- How many customers give feedback?
- Are they happy with surprised boxes?
- What do they do with vegetables that they don't cook with?
- Is not getting vegetables according to choices an issue?

User studies

“Yes,giving preference makes me feel like I am getting value products for my money paid”

-Kavita,teacher 33.

“I always make it a point to check Whatsapp, expecting the preference list to be sent. Sometimes I get everything I want and sometimes I don't. All that matters is that we eat healthy food.”

-Lalitha,housewife 38.

“Sometimes I can't connect the vegetable and the name,as I might know only the native name.”

-Sangeetha,Banker 40.

How this could work?

Client

The client is given three options when choosing vegetables.

- Yes
- No
- Maybe

FC

The more number of “yes” option might increase the chance of less customer satisfaction.

Hence the tendency of choosing “maybe” increases more satisfaction as they might or might not be expecting the vegetable in the box.



MOBILE NUMBER



Register

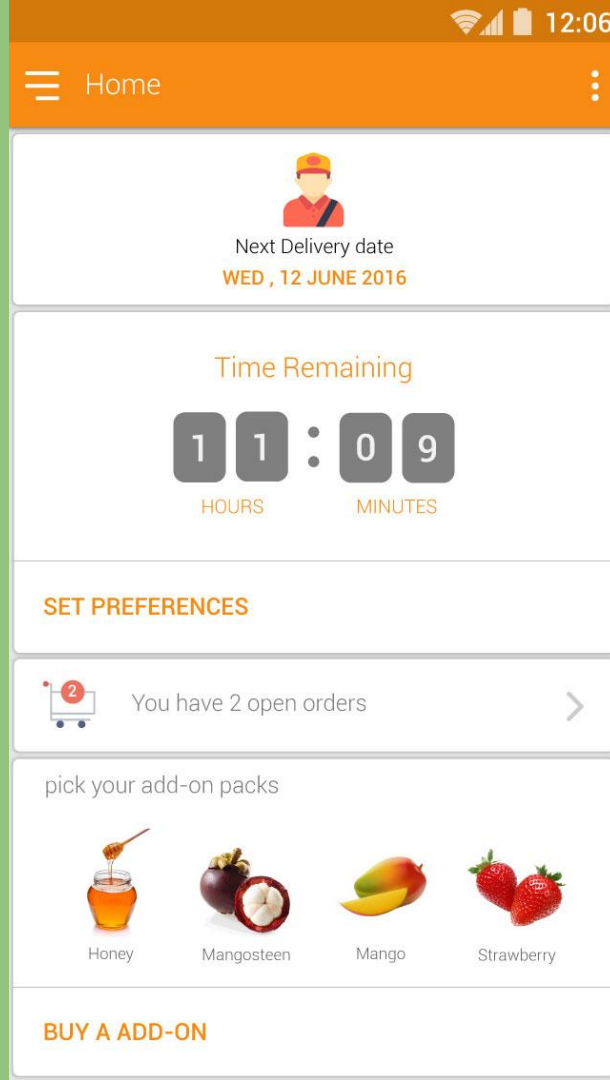




Sit back & Relax! while we verify your
mobile number

(Enter the OTP bellow in case if we dail to detect the
SMS automatically)

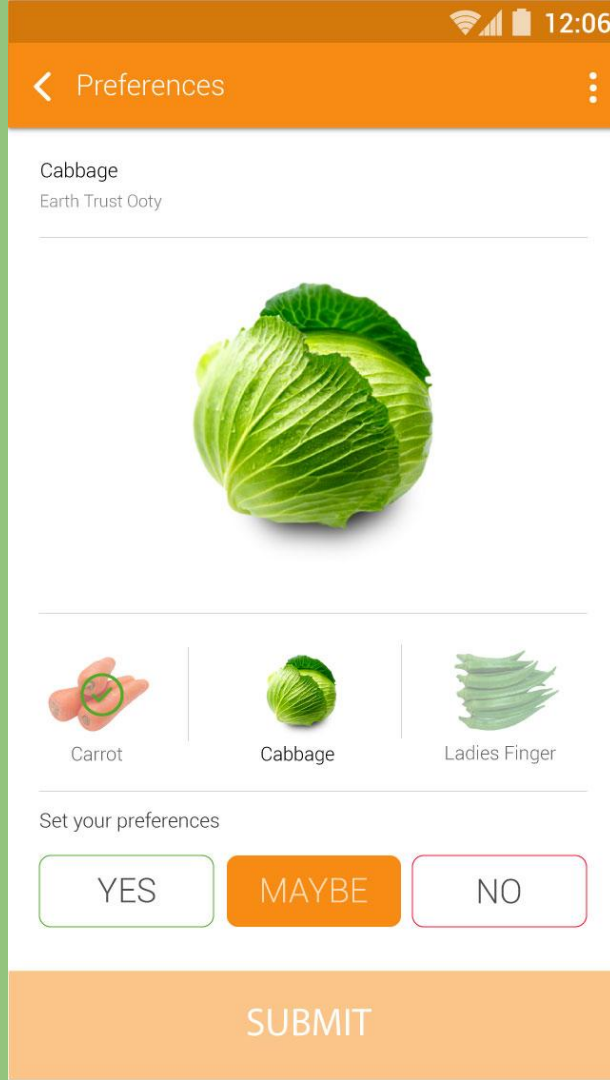




This area of the screen would change according to the day of function.

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Swipe gesture to browse through the vegetables.

< Traceability

WED 22 JUN	SAT 19 JUN	WED 16 JUN	SAT 13 JUN	WED 10 JUN
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Earth Trust Ooty ★ 4.2

Carrot

Offering organic vegetables services, organic vegetables services, fresh garden vegetables services, organic fruits services, organic exotic vegetables services etc.



Carrot

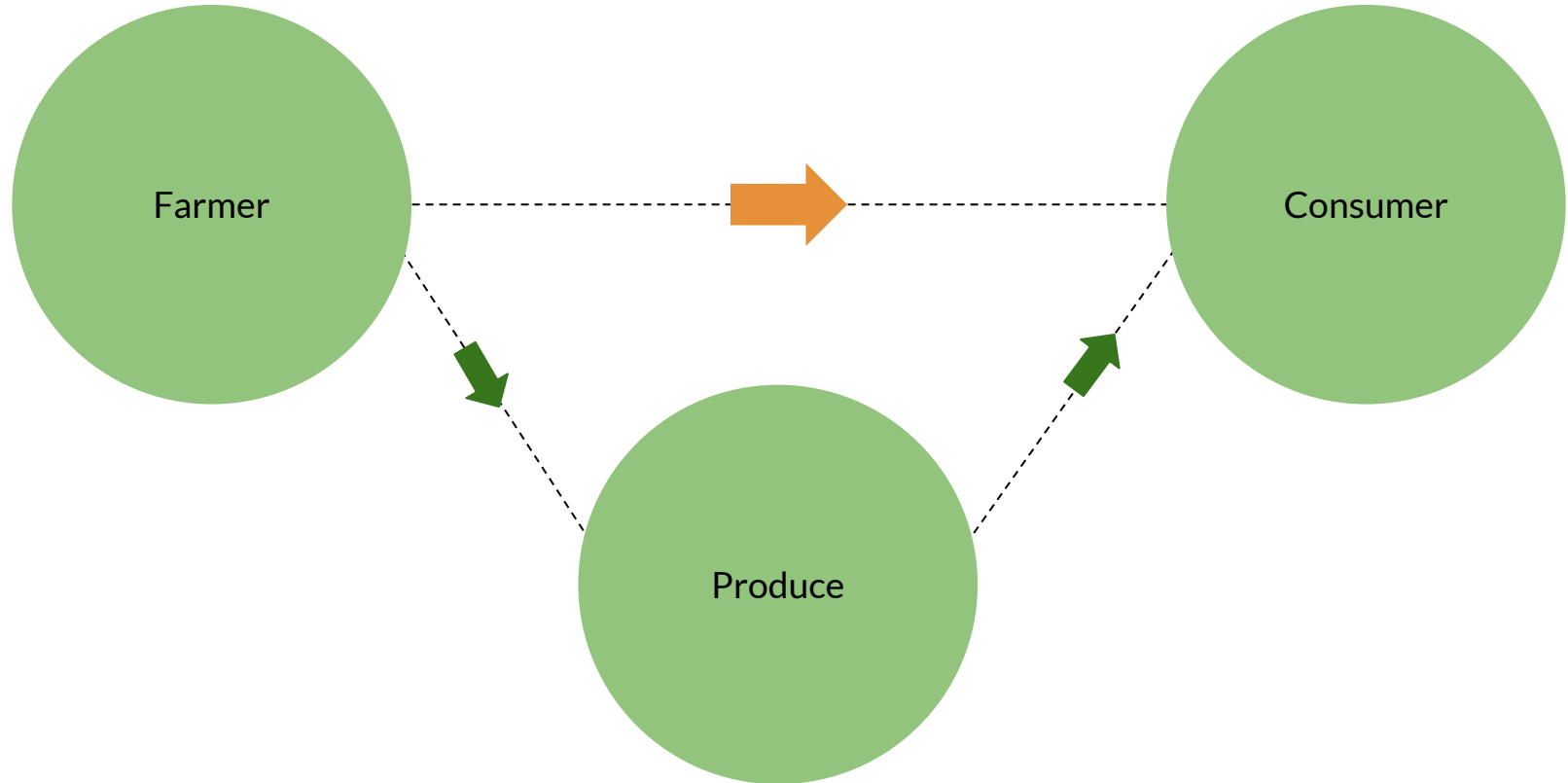


Cabbage

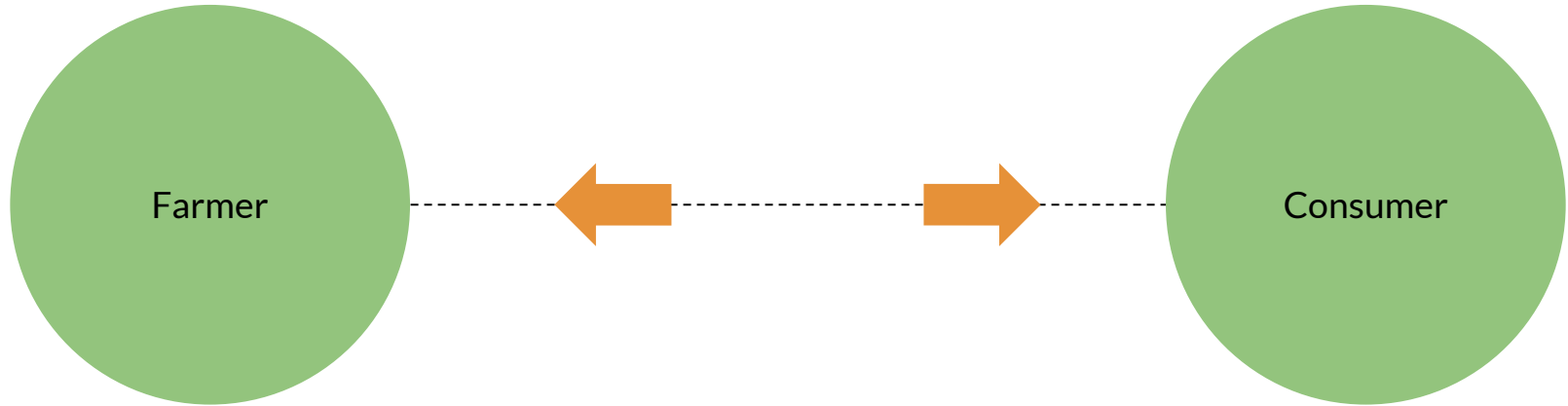


Ladies Finger

The traceability model



Other iterations



Uber model



The tape cover was designed in this way for sample boxes



Other strategies

We tried to develop souvenirs for promoting the brand:

- Fridge magnet.
- Jute bag for vegetable shopping.

Future goals

Customers should be giving minimum preference.

More appreciation to farmers for their dedication to organic vegetable and fruit farming.

Thank you.