

A group of people, mostly men, are gathered around a table, looking at a tablet or document. The scene is overlaid with a red tint. The text is centered over the image.

Iterations in mAgri products: processes and interim findings

October 2016



Mobile for
Development

The mNutrition initiative

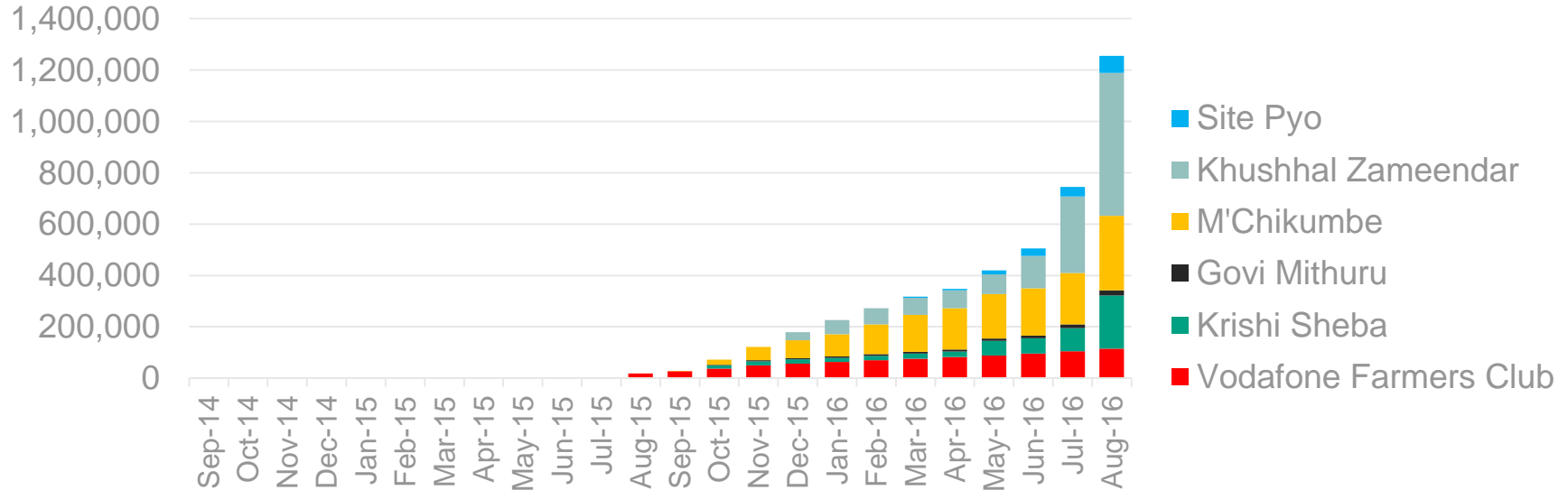


mAgri

Aiming to reach 2 million
users with life changing
mobile agriculture services



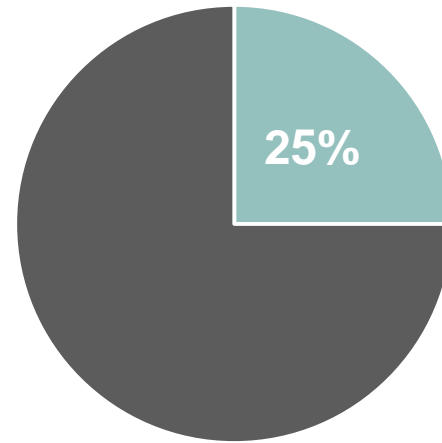
The story so far...





Quantity does not equal quality

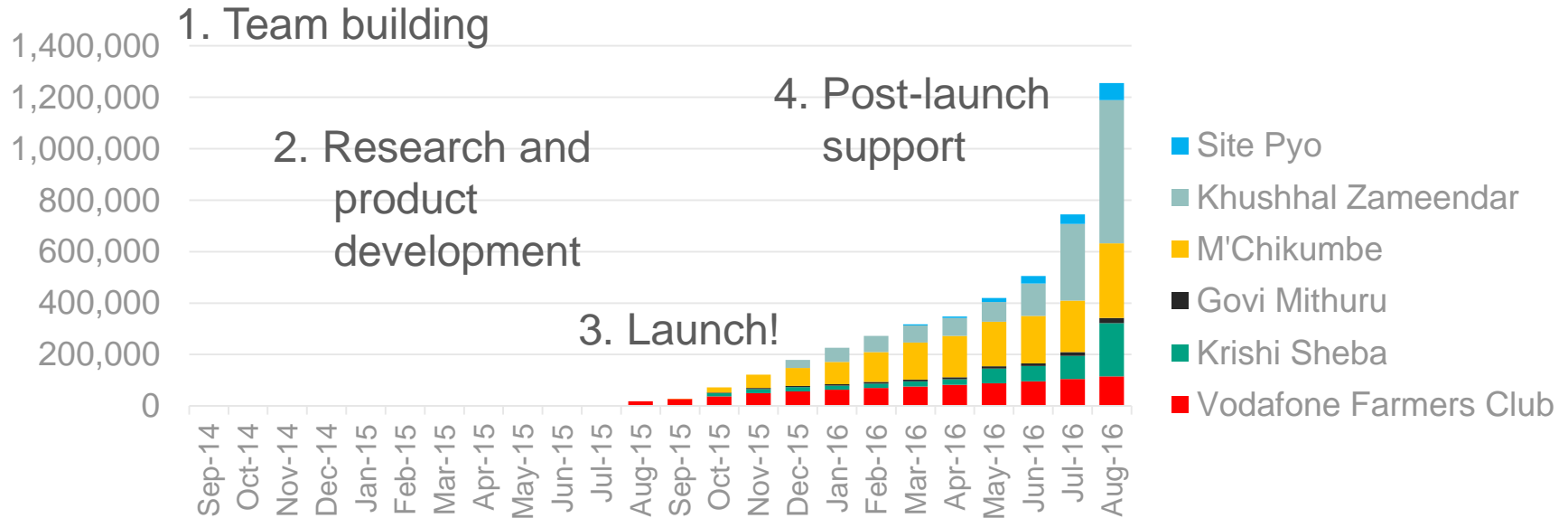
Across four mFarmer
sponsored products...



■ Repeat users



Engagement structure



1. Team building

- **Hypothesis:** a strong product team must be able to effect changes to services



mNutrition team structure



C-level sponsor



Product manager

User experience lead





Core product team resources

Product manager



<http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/05/mAgri-VAS-Toolkit-2016.pdf>

User experience lead



<http://www.gsma.com/mobilefordevelopment/magri-design-toolkit>

2. Research and product development

- **Hypothesis:** addressing identified user needs will improve engagement



Similar farmer archetypes were identified across 6 countries

Opportunist	Stuck
A progressive information seeker who has the means to make changes and take risks	Sees farming as a trap. Wants to do something other than farming but can't see a way out.
Traditional	Shifter
Knowledgeable about farming and has learned through experience, but not always up to date	Looks for opportunities and will make low risk changes, but not well connected to new information

Similar farmer archetypes were identified across 6 countries

<p>Opportunist</p>	<p>Stuck</p>
<p>A progressive information seeker who has the means to make changes and take risks</p>	<p>Sees farming as a trap. Wants to do something other than farming but can't see a way out.</p>
<p>Traditional</p>	<p>Shifter</p>
<p>Knowledgeable about farming and has learned through experience, but not always up to date</p>	<p>Looks for opportunities and will make low risk changes, but not well connected to new information</p>

EXPERT ADVICE



The fear of losing an entire crop is just too high to follow the instructions on chemicals' package

VEGETABLE FARMER

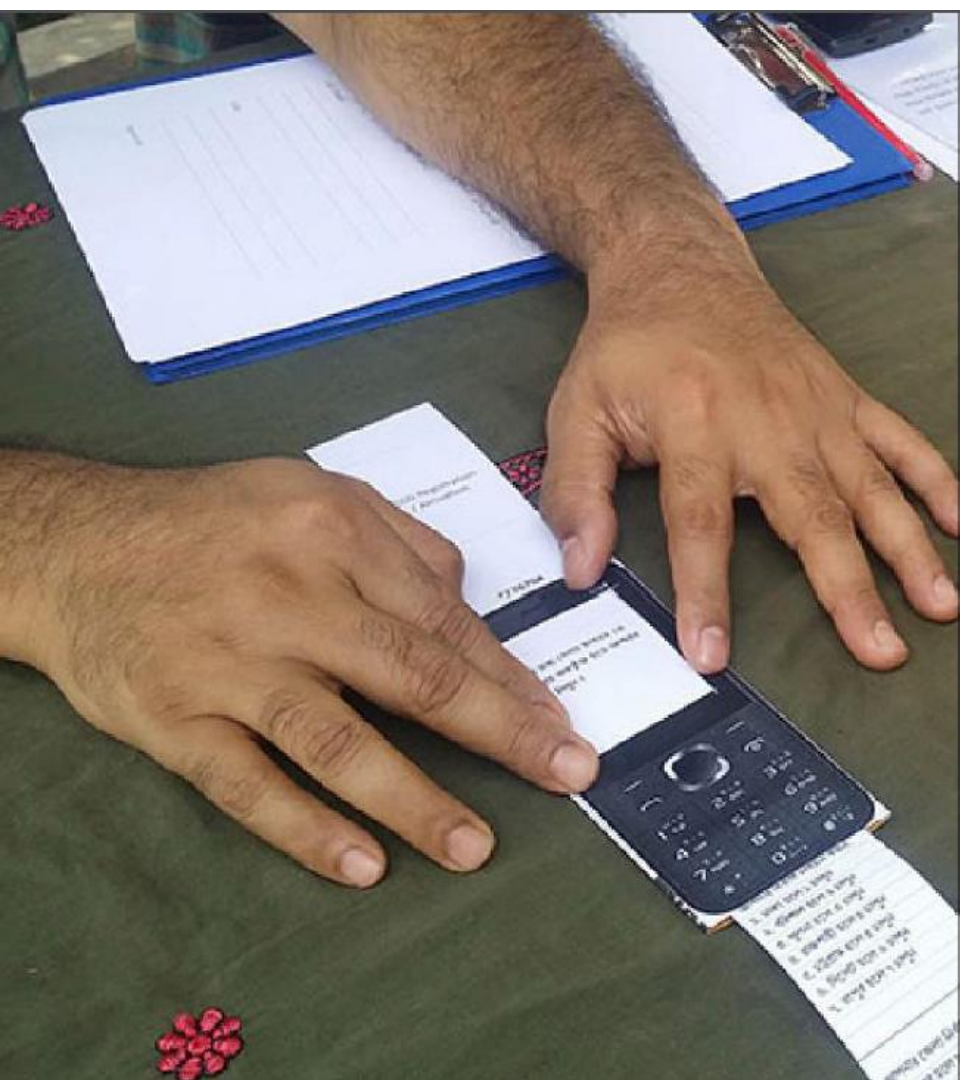
“The directed amount on the bottle might not kill all the pests. So if the instructions say 1 cup of the chemical, I use 1.5 cups to be sure there are no pests.”

AGRI EXPERT

“Farmers use excessive and unnecessary amounts of fertilizer to make sure they have a good season. I told a farmer he should only use 120 kg of Urea, but he ended up using 450kg of Urea.”

Low fidelity prototypes allow product developers to fail fast and try many different approaches





Each interview sought to gather insights and information on the following features.

Registrations Process

Paper Prototype registration process through USSD

Farmers interacted with a low fidelity prototype of registration, allowing us to test the process, capturing demographic information and the idea of navigating amongst different levels and sub-levels of the menu.

Call Center Prototype

We had a farmer call center agent with us to prototype the call center registration. At the interview we initiated the registration through live call center by asking farmers to dial a number and talk to the Call Center agent to register him or herself.

IVR Prototype

We used pre-recorded instruction to prototype the IVR registration process where farmers were navigating through the IVR menu to complete the registration process by sending DTMF instruction.

SMS Prototype

We used basic mobile phone enabled with Bengali text option to prototype the SMS registration.

Developing a minimum viable product

Content

Types of information
provided

-
- ▶ Free Helpline
 - ▶ Farm Tips
 - ▶ Weather Information
 - ▶ Market Prices
 - ▶ Nutrition Information

Continued Communication

Communication channels between
farmers and stakeholders

-
- ▶ Free Helpline
 - ▶ Farmer SIM
 - ▶ Flexible Pricing Model
 - ▶ Customized phone
menu

Club Experience

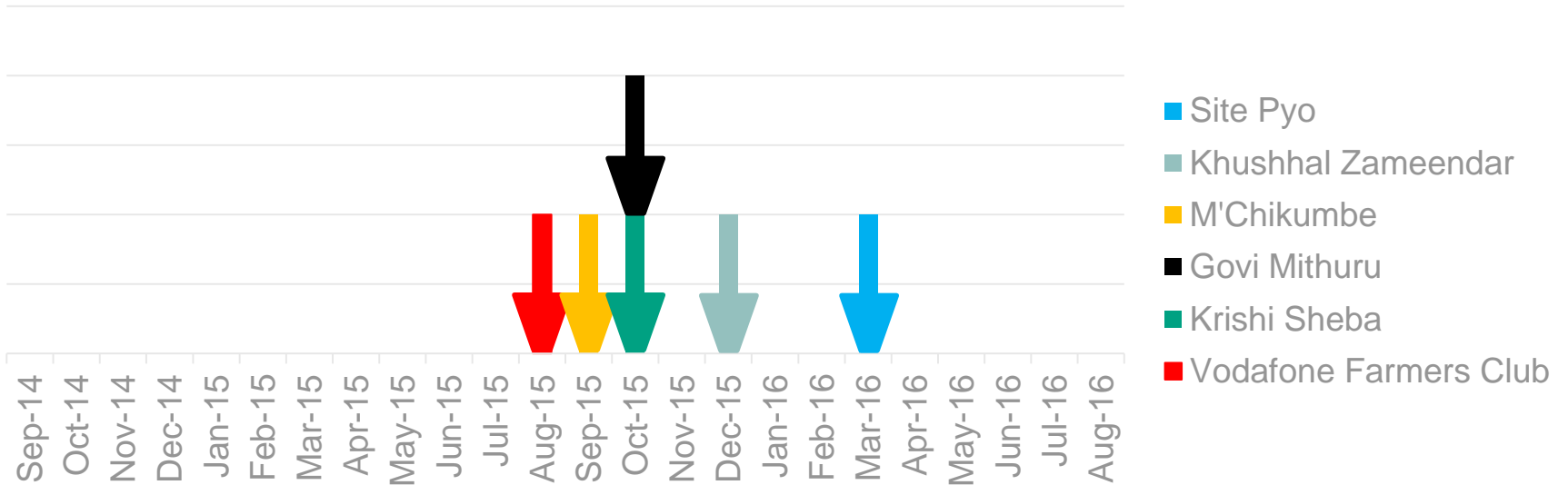
Intangible/experiential
components of the system

-
- ▶ Free Helpline
 - ▶ Ambassador
 - ▶ Training Events
 - ▶ Loyalty System

3. Launch!



Getting six services online took longer than we thought...

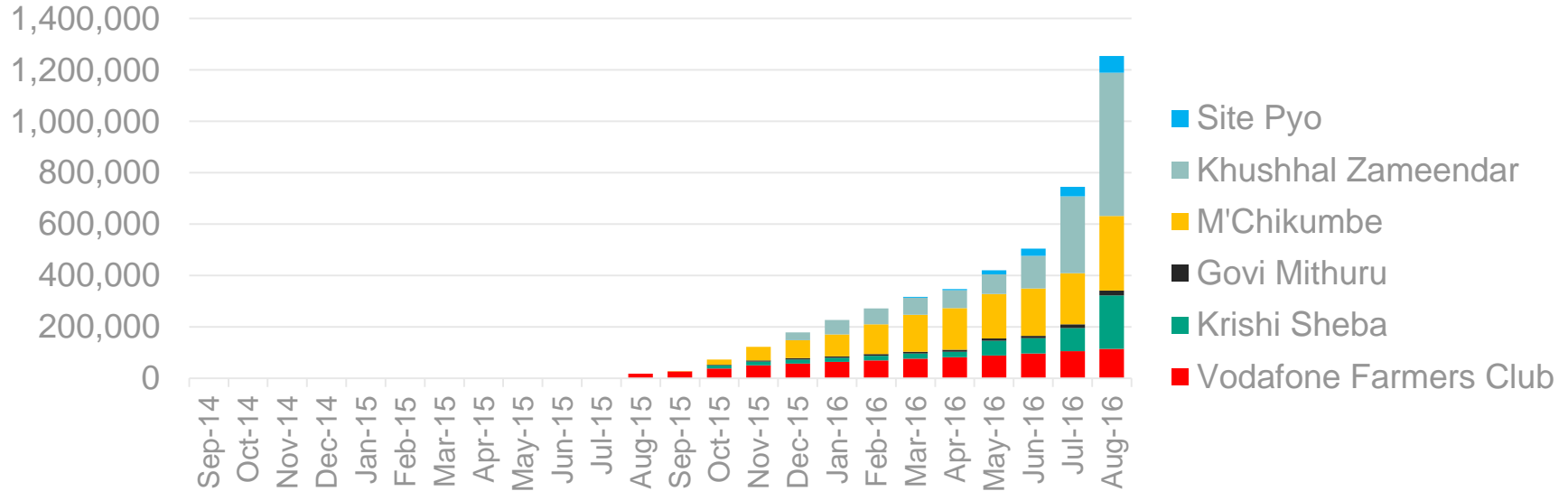


4. Post-launch support

- **Hypothesis:** no-one gets it right first time. Building quality services takes time and effort.



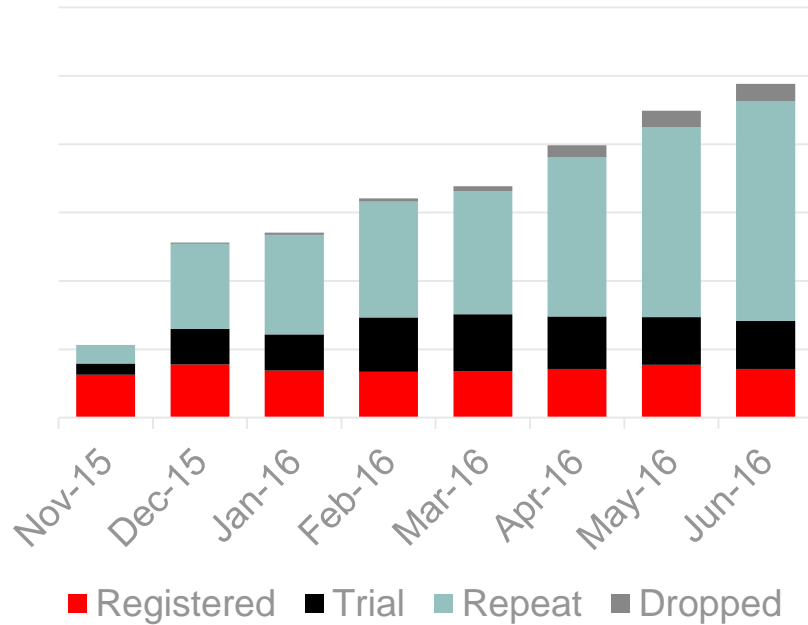
The number of users accessing increases



But what about the quality of those users?

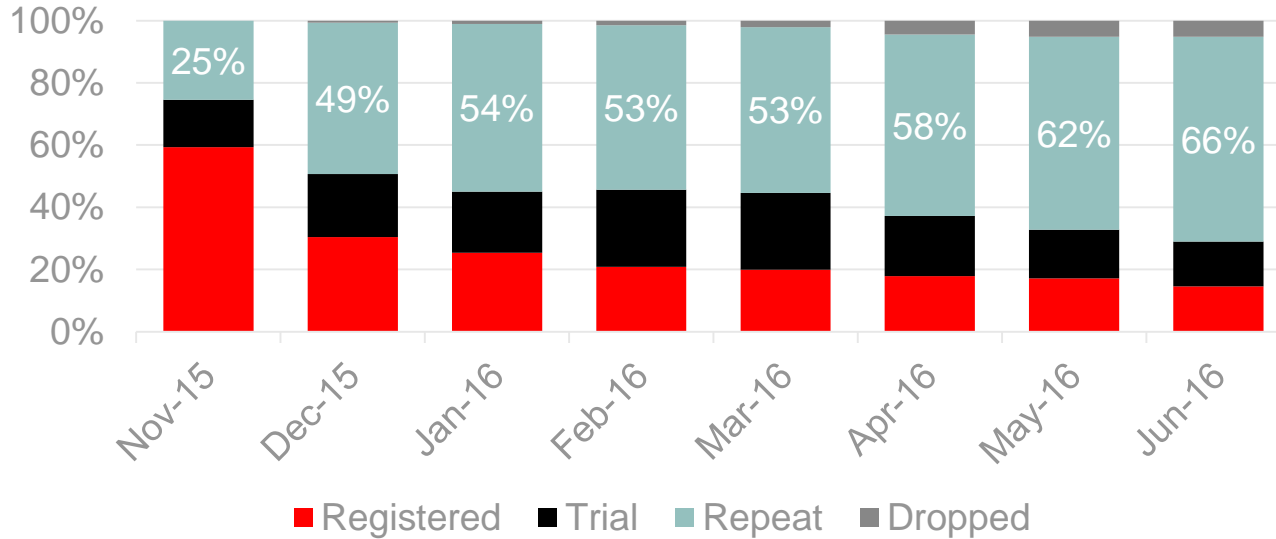


A simple segmentation based on usage





Comparing segments

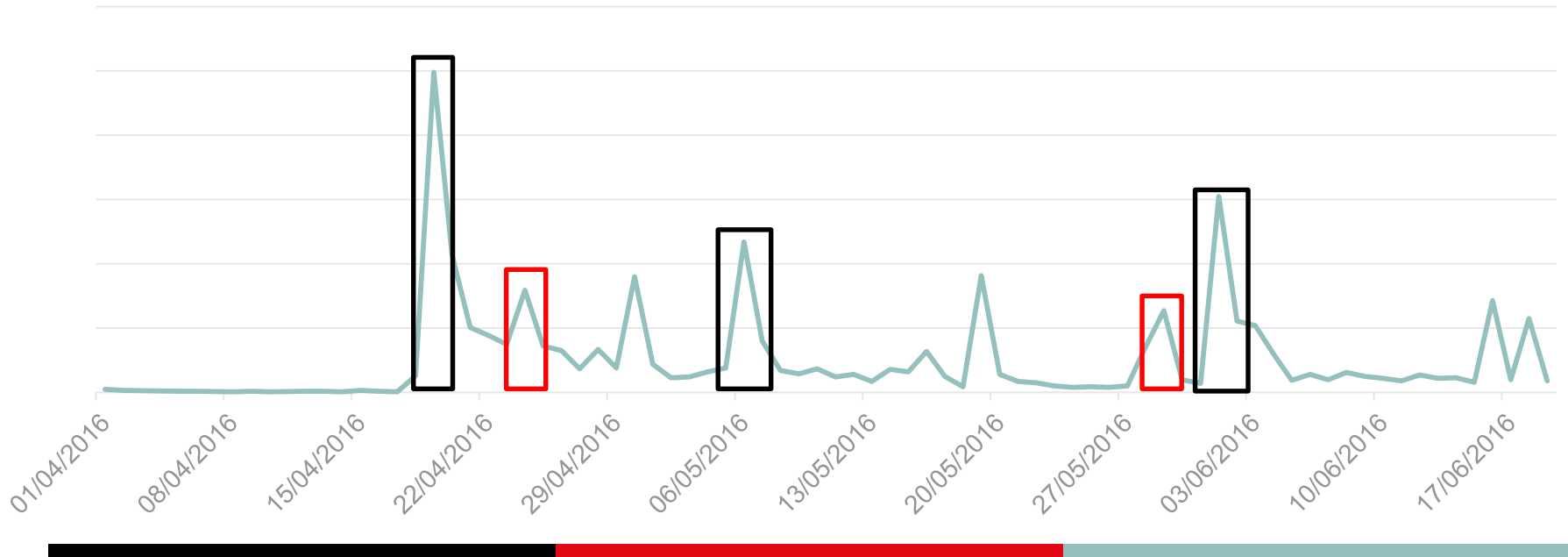




Segmentation can yield deeper insights

- Self registered
- Agent registered

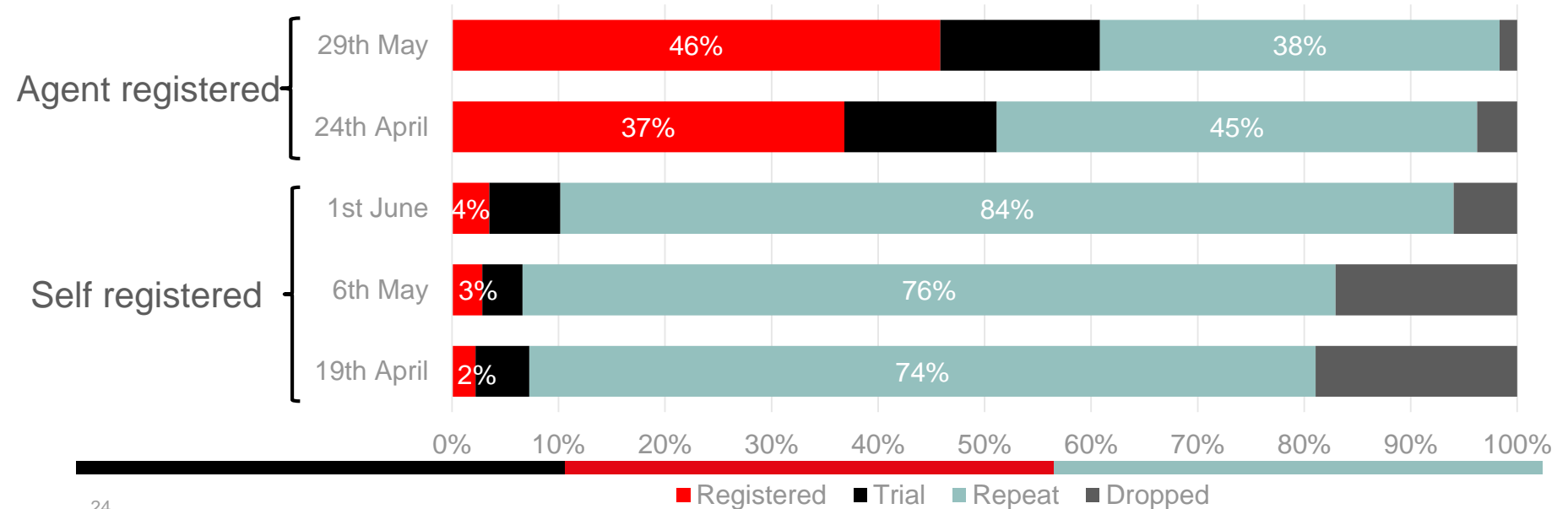
Registrations per day, Q2 2016





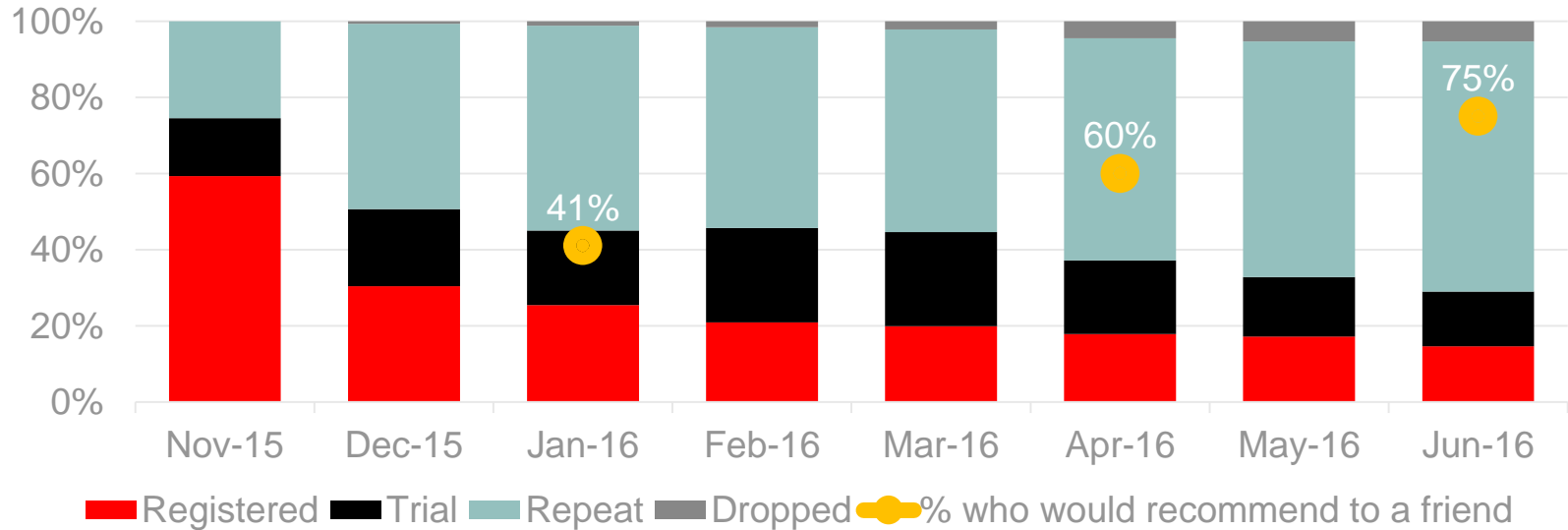
Comparing marketing events

Self-registration events generated more, better quality users than agent activations during this quarter



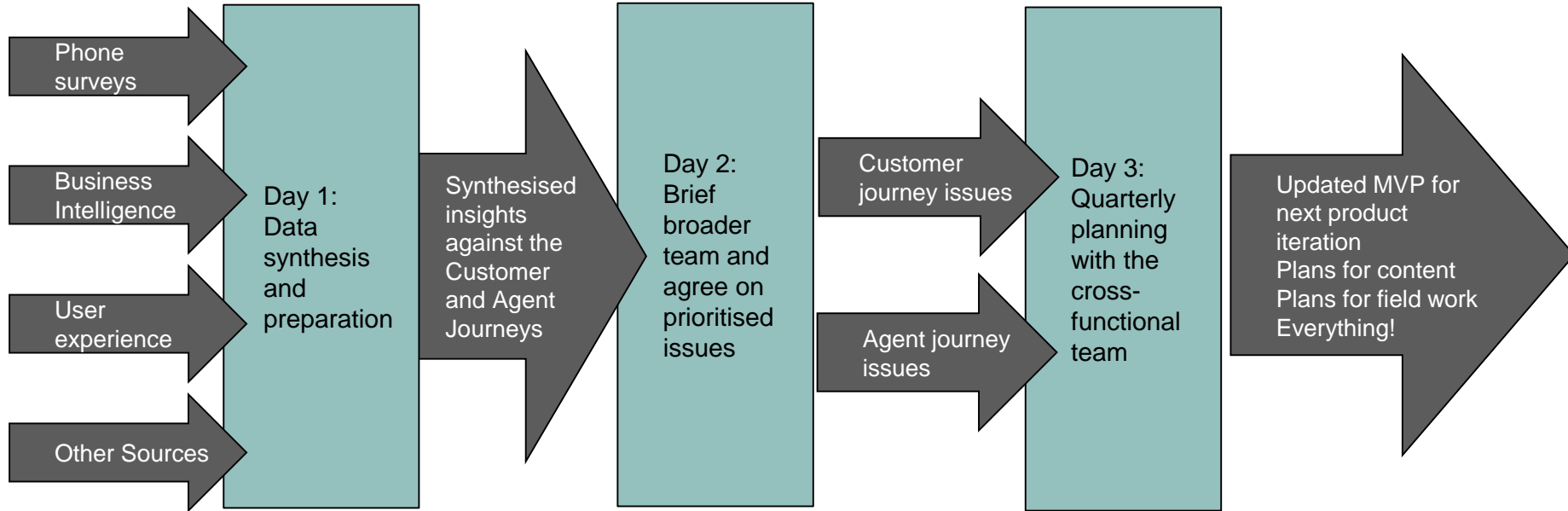


Alongside user feedback



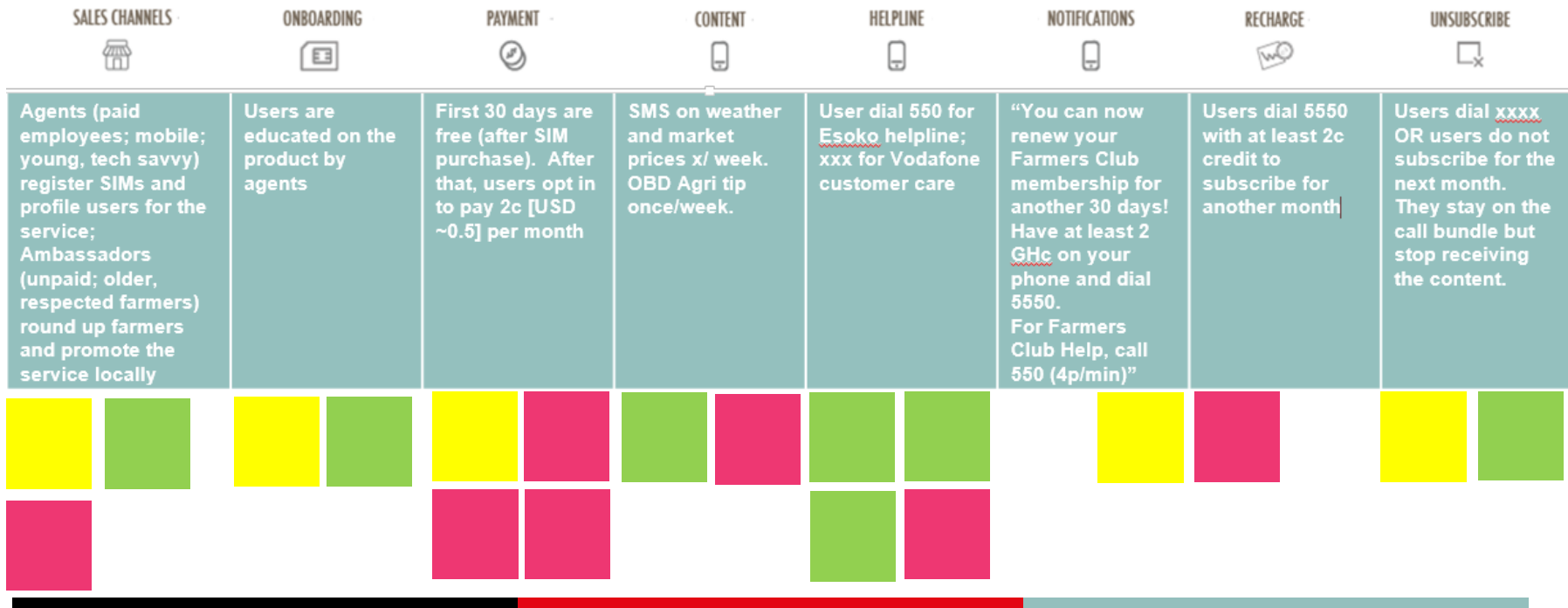


Bringing the data together: product iteration workshops



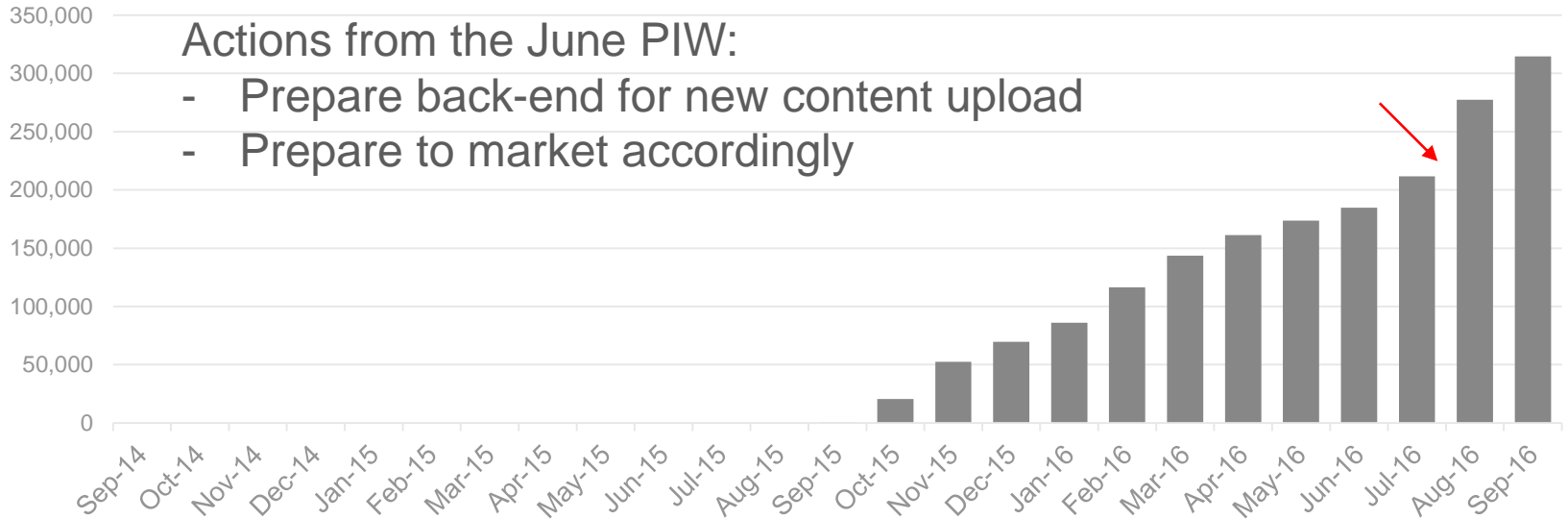


The customer journey



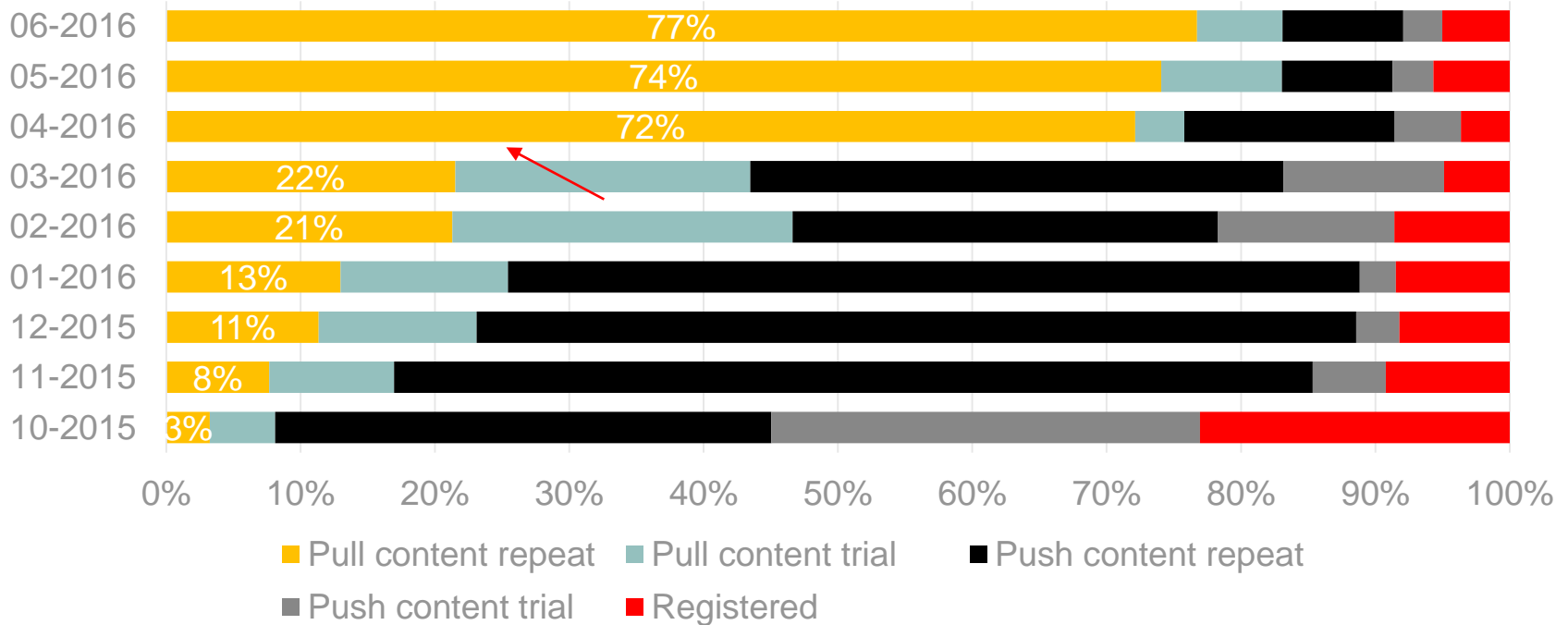


Case 1: A step change in uptake





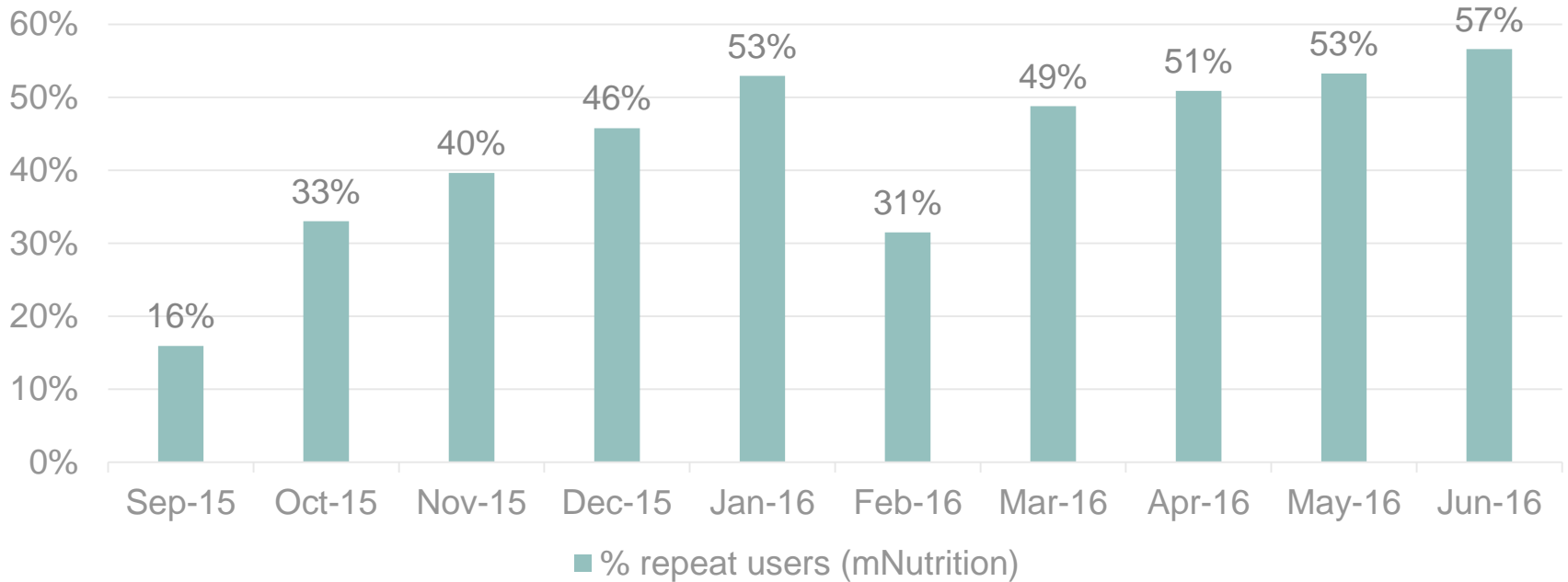
Case 2: a step change in engagement





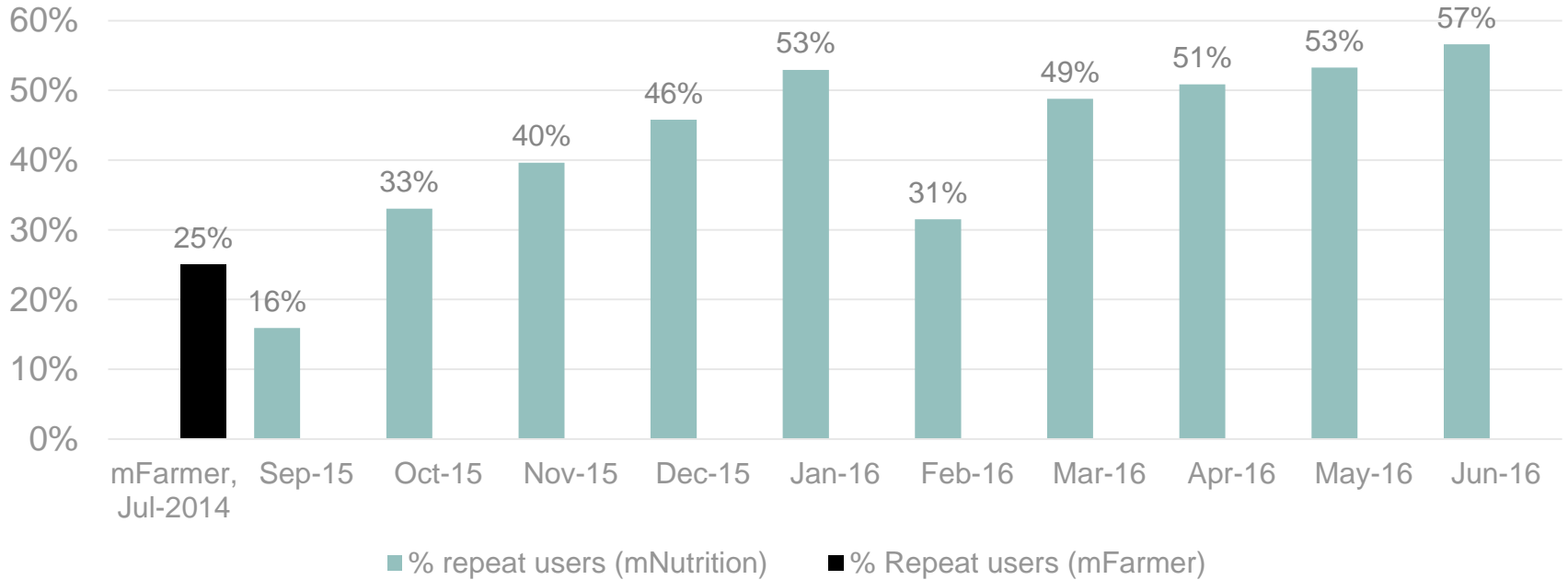


Improvement in user quality over time





Improvement in user quality over time





Summary

- It's still challenging to iterate on existing products within large organisations... but it's happening
- The internal UX workstream has been cited as the most valuable tool for product understanding
- Measure user engagement as well as raw numbers



What's next for mNutrition

- Sustainability planning
- Outcomes evaluations... watch this space

Questions?

- Tegan Palmer
 - Matt Strickland
 - Ahmed Javed
 - Ashraf Uzzaman
 - Panos Loukos
 - Lilian Tse
- GSMA mAgri BI
 - GSMA mAgri market engagement managers
 - GSMA mAgri content specialist
 - Frog senior customer insights programme manager



Get in touch:

Email: mAgri@gsma.com

Twitter: [@GSMAM4d](https://twitter.com/GSMAM4d)

Facebook: www.facebook.com/GSMAMobileforDevelopment