1. **APP EVOLUTION AND NEEDS DISCOVERY**

Introduction
App Timeline
Needs and user discovery

2. **CREATION METHODOLOGY AND BENEFITS FOR USERS**

Methodology to create the App
What does the App solve for the producer?
Benefits for other stakeholders

3. **APP FUNCTIONALITIES AND MODULES**

App components and modules

1.

App evolution and discovery of user needs

Iniciar sesión

¿Eres productor de fresa o trabajas con productores de fresa?

¡Esta aplicación es para ti!

Encuentra: hisotríales de aplicaciones, formatos para compartir, control de gastos e ingresos y clima en tiempo real.

QUIERO REGISTRARME

ATRAS   SIGUIENTE

Madre Tierra App is the first mobile application developed in Mexico for small strawberry producers, its objective is to support them in planning, monitoring and optimizing their crops; thus guaranteeing access to markets, traceability of their products and benefits for buyers, agro processors and any partner that receives product or works with strawberry producers.

Breve Historia de la App – Fase 1
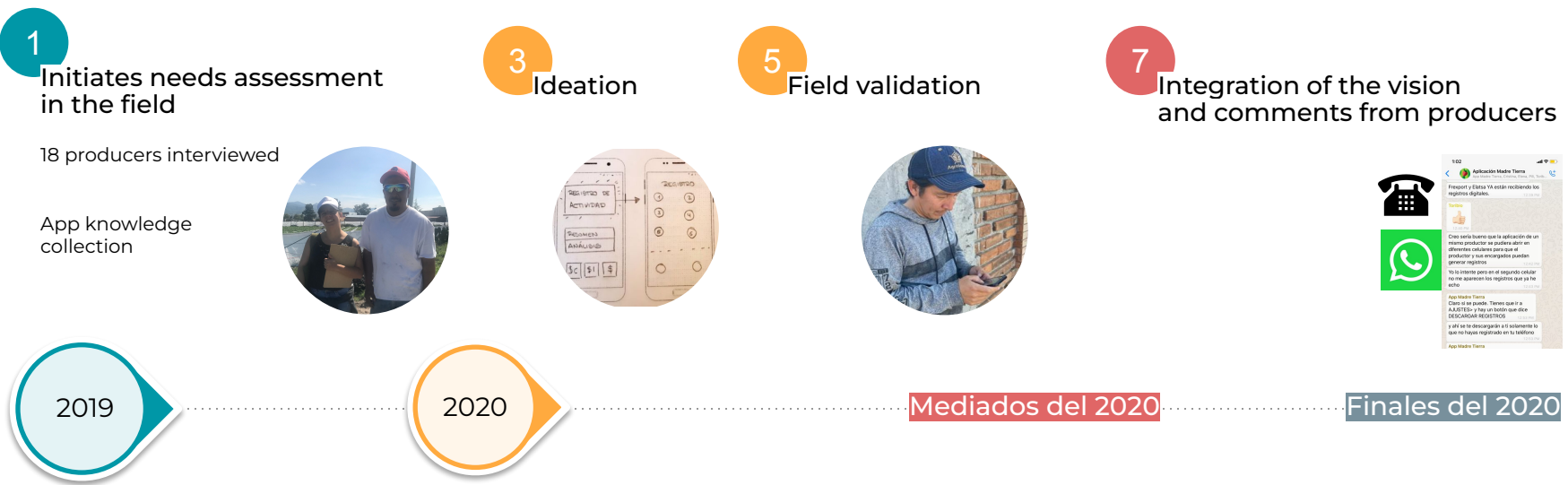
1 Initiates needs assessment in the field

18 producers interviewed

App knowledge collection

3 Ideation

5 Field validation

7 Integration of the vision and comments from producers

2019

2020

Mediados del 2020

Finales del 2020

2 Benchmark of existing solutions

22 farm management programs

18 digital extension programs

9 precision agriculture programs

4 Prototyping of the App

6 Development first MVP

1 group of producers was selected and an account was opened in the App for them.

46% of the invited producers use the app

Launch of first version

8

Breve Historia de la App – Fase 2

9 Initiates investigation of needs in the field

10 Ideation and constant improvement begins

12 Launching of gamification campaigns for App adoption

14 Re-engineering of the expansion strategy

2021

2022

Bugs are taken care of

A backlog of bugs and incidents is generated.

Improved visualization

A simpler version of the App is being evaluated to improve adoption.

The producers and the team are the main authors of the issue tracking.

11 Testing and release of better versions

13 Field testing for App expansion

A person in charge of ensuring the expansion and adoption of the App is hired. Makes 1 to 1 visits

15 Implementation of strategy and improvements to the App

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Brief History of the App

2019

1 Initiates investigation of needs in the field

2 Benchmark of existing solutions

2020

3 Ideation

4 App Prototyping

5 Field validation

6 Development of the first MVP

7 Integration of the vision and comments from producers

8 Launch of first version

2021

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2022

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14 Implementation of strategy and improvements to the App

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A segmentation process of user types was carried out in order to understand their limitations and needs.

1.-Field visits to divide users by profile.

Daniel, 64 — 1
Isidro, 57 — 2
Alfredo, 57 — 3
Samuel, 75
Adalberto, 40 — 4
Toribio, 37 — 5

"I know other producers send their information to engineers, I'd like to learn how to do that."

BASICO | INTERMEDIO | AVANZADO

BASICO

1. TECNOLOGIA

Basic cell phone (dumbphone) o smartphone

2. USO

- He only uses it for calls
- Maybe he uses whatsapp but it is not sure
- Possibly has facebook but rarely uses it

INTERMEDIO

1. TECNOLOGIA

Smartphone Android

2. USO

- Use the cell phone for calls, SMS or Whats Apps
- Knows how to send photos and videos through chats
- Other sophisticated functions or activities: whatsapp groups, facebook for agronomy topics, knows what google is and sometimes uses it to look up information

AVANZADO

1. TECNOLOGIA

Smartphone Android

2. USO

- Uses his smartphone for everything
- Search for information on Google or Facebook;
- Send and receive photos
- Participates in whatsapp groups
- Has more applications that he also uses
- Feels confident to use your phone

2.75

Fidel, 58 years old Intermediate User

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Several studies were also conducted, resulting in insights, definition of the problem and possible solutions to the same.

2.-Study of the problem and creation of solutions for its pain points.

User study and and research process

Entrevistas a productores

Creation of users at the technological level

Detection of main needs

Problem detection

Pain points detected

Lack of accuracy in application registration

Documents that are lost or not legible

Lack of technology for small producers

Lack of stable buyers for producers

Solutions

Application that keeps track of producers' records and facilitates the sharing and ordering of information.

MADRE TIERRA

2.

Methodology of creation and benefits for users

Importance of understanding the user and their pain points

For the creation of the App, an agile methodology of discovery and rediscovery of the App, its users and partners and rediscovery of the App, its users and partners.

Agile methodology

Sprint planning, review, retrospective y daily standup

Development team: product owner, SME, ux/ui, developer

MVP 1

UX - user experience mapping (the user at the center)

Prototyping and beta testing

MVP2

MVP3

Constant iteration, improvements, deliverable satisfaction surveys and alpha testing

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Importance of understanding the user and their pain points

Following this line of development, we were able to get Madre Tierra App to solve for the small producer:
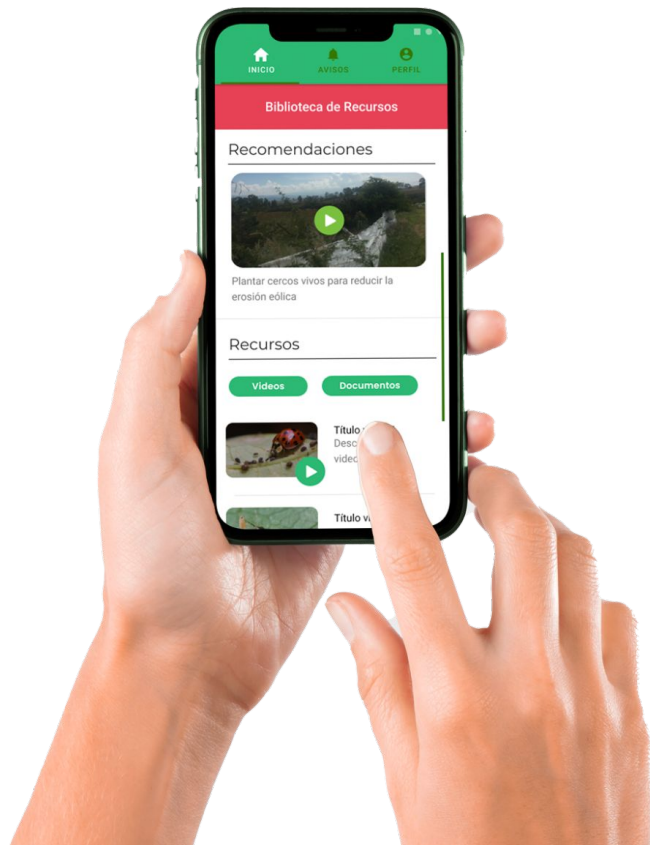
Lack of professionalization and access to regenerative agriculture issues for small strawberry farmers.

Lack of access to digital tools and better markets.
and better markets.

Quality control and monitoring of strawberry quality that meets the standards of certifiers, buyers, packers, etc.

Importance of understanding the user and their pain points

Following this line of development, we were able to get Madre Tierra App to solve for the small producer:

Technology + Training in AgReg and accompaniment

Benefits for producers: improved product quality, systematization, professionalization, monitoring for a better product, agro-climatic information for decision making, access to better markets, alignment with certification requirements, etc.

Benefits for potential partners or sponsors:

- Target in tons of product
- Contribution to their areas of social responsibility
- Traceability of strawberries
- Forms that facilitate the review of quality products from producers (even endorsed by certifiers with a list of permitted products).
- Prevention of possible lawsuits for finding non-permitted products in the strawberries they buy (risk reduction).

3. Functionalities and modules of the App
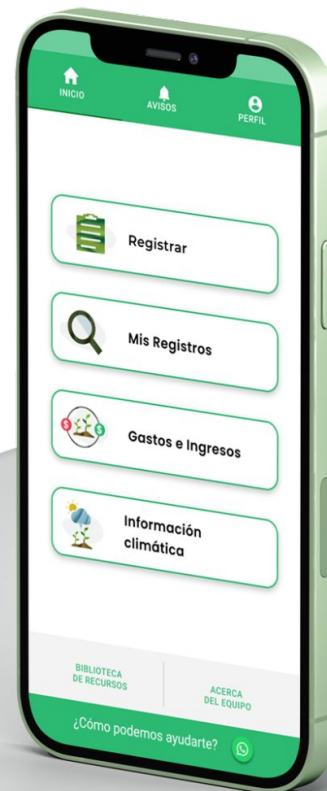
App modules and main components
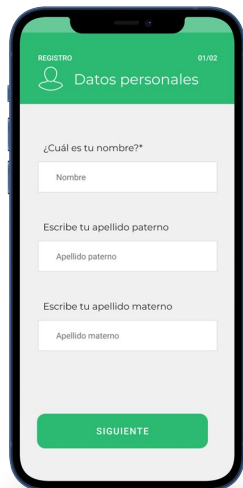
Registration and user profile

Easy login

Intuitive registration
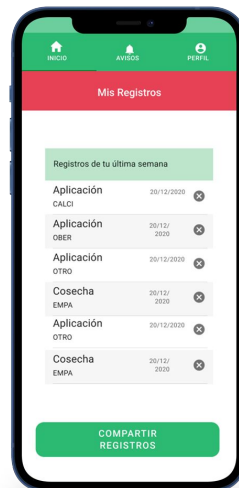
Records and their history

Digital records: Crops, pesticide use, applications, fertilizers and other activities.

Ability to review record history and make changes or corrections.
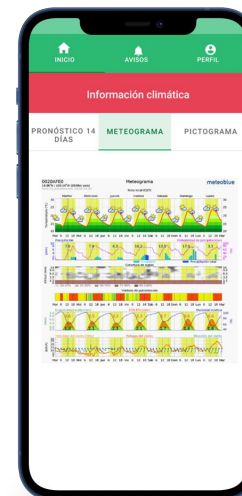
Weather reports

Daily weather status report

Personalized notifications with translated weather information for decision support.

App modules and main components

Resource library

List of permitted products

Price list

Training videos on different topics of strawberry cultivation and regenerative agriculture.

Control of expenses and revenues

Balance of income and expenses

Income and expense history

Division of expenses and income by category of activity
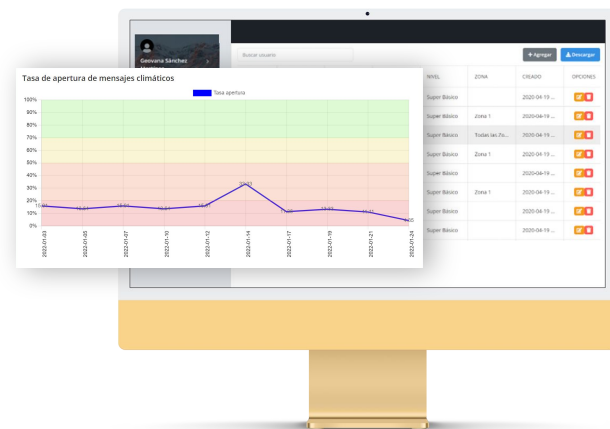
Detailed cross-platform display information

Summary of users and their information

Dashboard and customized graphs for reading application usage data

Only for customers who need to move the app to other geographies.

App modules and main components

Home screen and functionality of "records" and "my records".

Register
Leads to the completion of logs

My records
Leads to the log history of the logs generated and allows us to select some to share them in digital/pdf format.

Expenses and income
Leads to simple recording of expenses and income and shows a balance sheet of earnings by month

Climate information
Leads to real time weather review

Aplicaciones

Cosecha

Otras actividades

10:04 a.m.

Registra tu Aplicación

Fecha *
2022-05-04

Huerta / sector *

Método de aplicación
Elige uno

Nº de productos *
1

ATRÁS   CONTINUAR

MADRE TIERRA
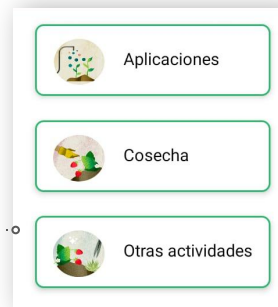
App modules and main components

Home screen and functionality of "logs" and "my logs".

Applications
Pesticide, pesticide, biological or other application logs.

Harvesting activities
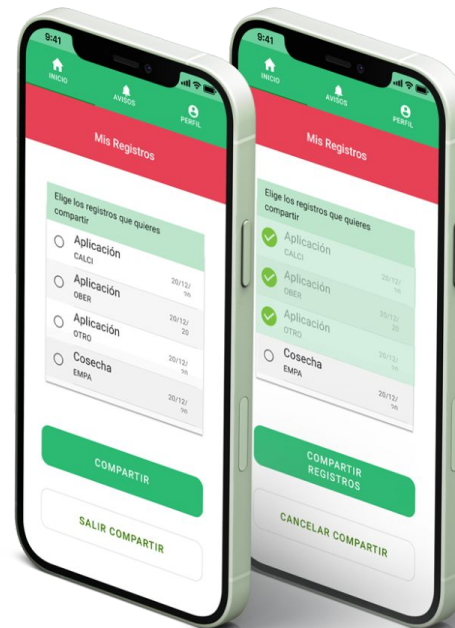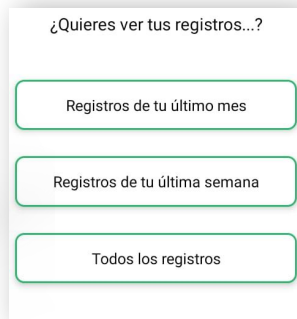Making of harvest records/logs

Other garden activities
Making irrigation records/logs, general orchard activities, preparation and planting.

App modules and main components
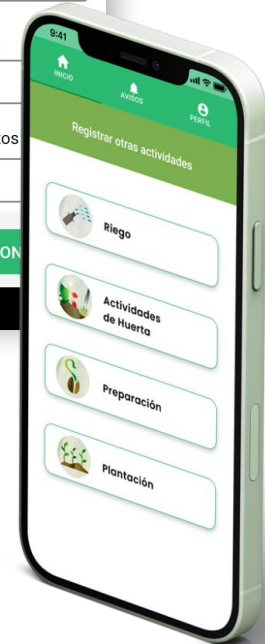
Possibility to consult and edit
and editing of created records

History of records, possibility to select certain
records and option to share them with someone
via whatsapp or other means.

¿Quieres ver tus registros...?
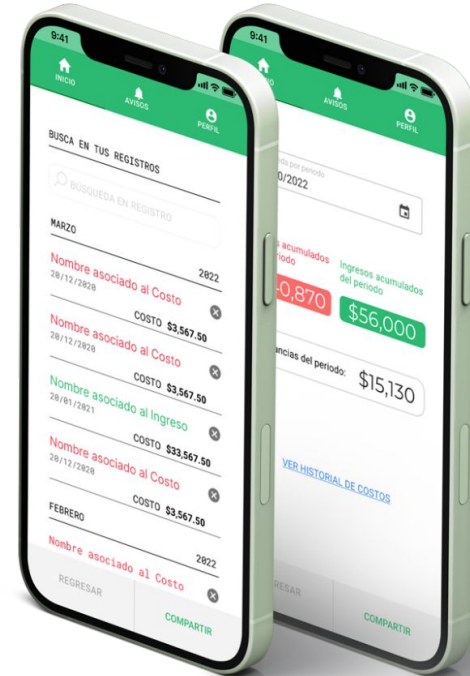
Registros de tu último mes

Registros de tu última semana

Todos los registros

Descarga
archivo PDF

App modules and main components

Expenses and income" section for producers

Space for expense and income records.
Presents a balance sheet that shows
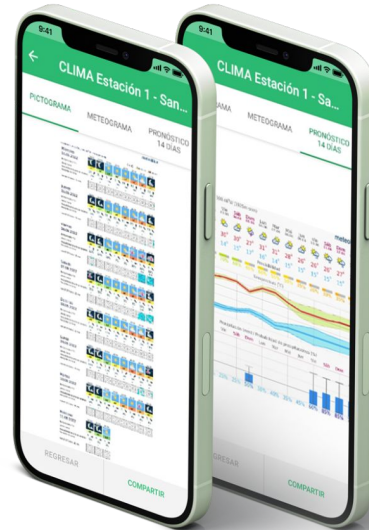earnings by period.

El buen socio
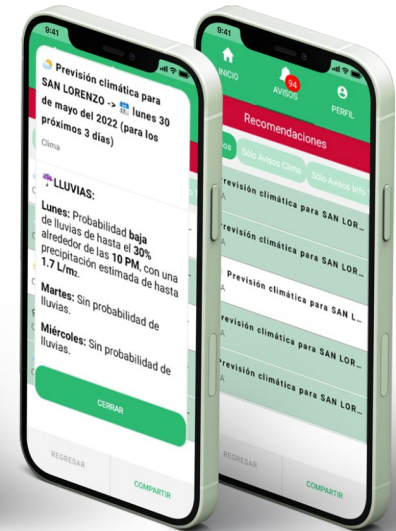

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App modules and main components

Specific functions of the climate information section

Presentation of real-time weather information

Real-time weather information

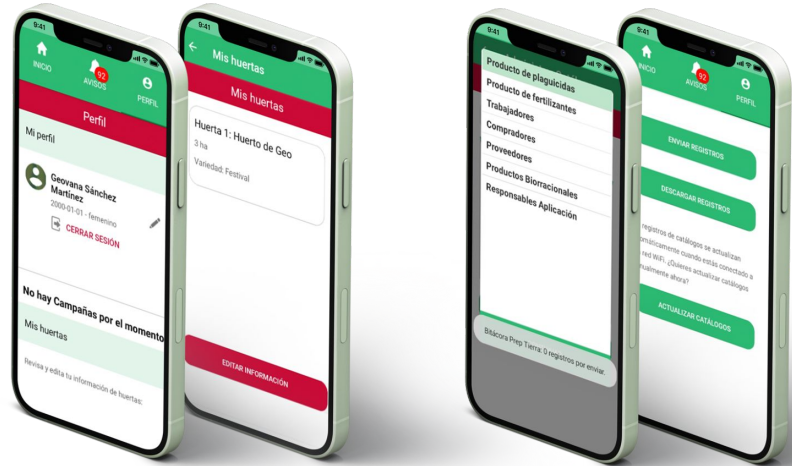Climate information in notifications and explained information

Specific "profile" functions

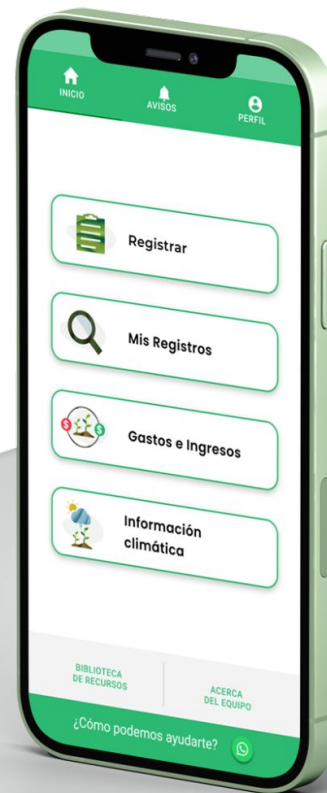Profile: stores general information, orchard information, catalogs and updating/editing of lists.

Personal details and by orchard registration

4. Estrategia de expansión y equipo

Estrategia de expansión

Algunas actividades que reflejan hitos en la estrategia de expansión son: las campañas de gamificación, las capacitaciones a productores y la eliminación de barreras de expansión

Campañas gamificación	Capacitaciones aliados	Capacitaciones LabofLabs

- Actividad para adopción de la App. Estímulo para llamar la atención de los productores.

- Consiste en concursos que regalan premios a los productores que más registran y canjean puntos

- Explicación, a personas que trabajan con productores de fresa, de los beneficios de la App

- Actividad de expansión para obtener más usuarios

- Capacitaciones de la App y capacitaciones en temas de Agricultura regenerativa

- Se ha lanzado una primera ronda de capacitaciones de 4 sesiones

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Estrategia de expansión

Algunas actividades que reflejan hitos en la estrategia de expansión son: las campañas de gamificación, las capacitaciones a productores y la eliminación de barreras de expansión

- Actividad para adopción y expansión de la App

- Consiste en visitas a las huertas de los productores para ver temas de la App y enseñarles a usarla (y así vencer la brecha de uso)

- Actividad para expansión de la App

- Flyers repartidos entre productores y carteles pegados en puntos estratégicos

- Actividad de adopción y expansión

- Consiste en otorgar servicios extra a los usuarios que más ocupan la App.

MADRE TIERRA

México produce aproximadamente 468.25 miles de toneladas de fresa

AMANCIO CONSUELO

ASESOR AGRÓNOMO Y PROMOTOR DE TECNOLOGÍA

CRISTINA TRIGO

GERENTE DE PROGRAMA

MAURICIO IGNACIO GONZÁLEZ

PROGRAMADOR FULL-STACK

ALBERT LACUNZA

INGENIERO AGRÓNOMO
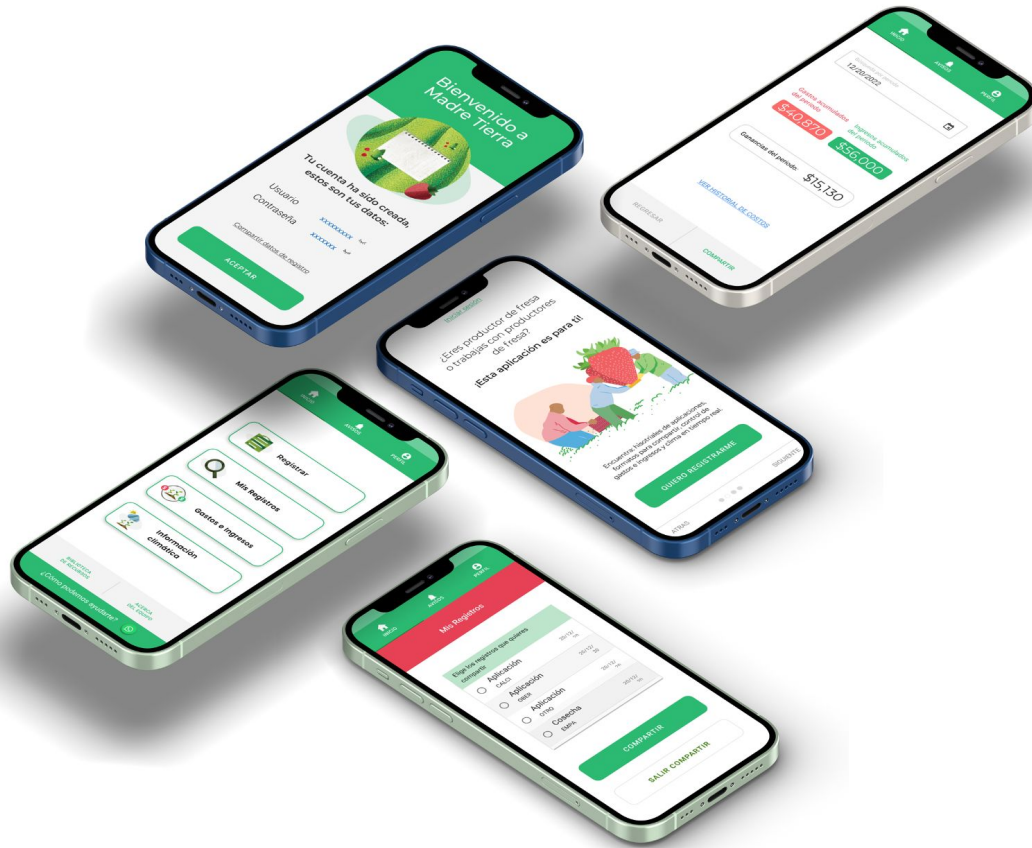
ELENA DÍEZ

GERENTE DE UX/UI

GEOVANA SÁNCHEZ

GERENTE DE PRODUCTO

nuup

MADRE TIERRA

Disponible para
dispositivos Android

Madre Tierra
Plataforma Nuup A.C

DISPONIBLE EN
Google Play

MADRE
TIERRA

ANEXOS