

Farm Price Alert

Capstone 04 · AgriTech · Talodabi Academy

1 · Project overview

You are designing a **price board** farmers can read before they sell. Trust (date updated, local vs city) matters more than listing every crop in Nigeria.

Deliverable	Full mobile MVP in Figma (not code)
Platform	Mobile app · Android-first · portrait
Screens	11 screens + 1 unhappy path (12 frames)
Features	3 core features
Bottom navigation	Bottom navigation with 4 items: Prices · Alerts · History · Profile
Prototype	4 linked flows

Build order: Auth (screens 1–4) → nav tabs (5–8) → core flow (9–11) → unhappy path → link prototypes.

2 · Problem & primary user

Farmers in rural Nigeria almost always sell crops cheaply to middlemen because they do not know the real market prices in nearby cities. A bag of tomatoes that sells for ₦5,000 at the farm gate may sell for ₦15,000 in Lagos. Farmers lose income they have no way to recover.

Primary user

"Musa, a 45-year-old yam farmer in Benue who sells all his produce to a local middleman at a fixed price and has no way of knowing if he is being underpaid."

Geographic scope: National-level

3 · Goals

User goal: See current prices for his crops in nearby markets before deciding who to sell to.

Business goal: Connect farmers to fair markets and earn a small commission on direct sales facilitated through the app.

Success: In a quick test, someone finds **today's price** for their crop and sets **one alert** without confusion.

4 · Market context

QUESTION	ANSWER
Who pays	Musa will not pay for price lists. Payers are buyers, cooperatives, or input brands who want farmer supply (assumption).
Why not WhatsApp	Farmers hear prices from middlemen in person. WhatsApp groups for "Lagos tomato price today" exist but are noisy, unverified, and hard to search by crop.
Design focus	Show local vs city price side by side with date updated and simple green/red. Design trust in data, not more crops.

Competitors to check:

- **Middleman verbal quote** (default)
- **NaijaFarmers, AgroWorld** (price alerts + market data in ag apps)
- **ThriveAgric / Tradr** (B2B ag platforms; not a simple daily board for one farmer)
- **Radio market reports** (general, not personal alerts)

5 · Validate before you design

Interview 3–5 people who match your primary user. Update this brief if interviews contradict it. Do not start hi-fi until you complete the confirmation below.

FIELD	YOUR ANSWER
Validated user (name, age, city)	
Problem in one sentence	
One interview quote	
Success metric for your test	
Primary colour and tone	
One competitor you checked	

Interview prompts

- "Walk me through the last time this happened."
- "What did you use instead? WhatsApp, paper, or nothing?"
- "What would make you trust this on a cheap Android phone?"
- "What would stop you from using this every week?"

6 · Features & scope

v1 · three features

1. Daily price list for major crops (maize, yam, tomato, cassava, pepper) by state
2. Side-by-side comparison of local vs city market prices
3. Price alert: notify user when their crop hits a good price in a chosen market

Out of scope

- Buying or selling inside the app
- Loans, inputs, or weather
- Guaranteed live prices without a data partner (label as assumption in case study)

7 · Screens

Design every row in wireframe, high-fidelity UI, and prototype (where the flow applies).

#	LAYER	SCREEN	WHAT TO SHOW
1	Auth	Splash Screen	App logo, name, and tagline.
2	Auth	Onboarding (1 screen)	Brief explanation of how the app helps farmers sell for more. One 'Get Started' button.
3	Auth	Sign Up Screen	Name, state / LGA, and phone number. PIN for login.
4	Auth	Sign In Screen	Phone number and PIN.
5	App shell	Prices (tab)	List of crops with today's price and a colour indicator (green = good price, red = low). Tap any crop to see details.
6	App shell	Alerts (tab)	Show the price in the user's local market and in the top 3 city markets. Include the date the price was last updated.
7	App shell	History (tab)	User picks a crop, a market, and the price they want to be notified at. Simple form with a toggle to enable/disable the alert.
8	App shell	Profile (tab)	List of all active price alerts with the ability to edit or delete each one.
9	Core flow	Price detail	Local vs city prices for one crop. Show bottom nav on post-sign-in screens.
10	Core flow	Set price alert	Crop, market, target price form. Feature 3. Show bottom nav on post-sign-in screens.
11	Core flow	Alert saved	Confirmation that alert is active. Show bottom nav on post-sign-in screens.

Layers: Auth = 1–4 · App shell = 5–8 · Core flow = 9–11

8 · Prototype flows

Link these in Figma. Examiners should click through without your voice-over.

Flow 1 · App entry

Splash → Onboarding → Sign Up or Sign In → first main tab

Flow 2 · Core task (all three features)

Sign In → Prices tab → Price detail → Set alert → Alert saved → Alerts tab

Core flow screens: Price detail · Set price alert · Alert saved

Flow 3 · Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Bottom navigation with 4 items: Prices · Alerts · History · Profile

Flow 4 · Unhappy path

Trigger the unhappy path edge case and link to that screen.

9 · Unhappy path

Design this as its own screen state (frame 12):

No price data available for the user's selected state. Show: 'No prices available for your state yet. Here are prices for nearby Abuja.' Display the nearest available data with a note.

Link in **Flow 4**.

10 · Design system

RULE	DETAIL
Colour	You choose. Keep it simple and readable.
Type	You choose. Keep body text easy to read on a phone.
Tone	Design for your user, not for a tech audience.

Reuse on every screen:

- Primary button (active and disabled states)

- Input field (empty, filled, and error states)
- Card or list item used across the app
- Navigation bar with correct labels and icons
- Empty state: what the screen looks like with no data

11 • Submit & defense

Deliverables

#	DELIVERABLE	WHAT GOOD LOOKS LIKE
1	Wireframes	Every screen in this brief, plus the unhappy path. Layout and labels clear.
2	High-fidelity UI	Same frames polished. You choose colour and type. Bottom nav on every post-sign-in screen.
3	Prototype	Four linked flows (entry, core task, navigation, unhappy path). Examiners can use the app without your voice-over.
4	AI prototype	Figma Make: at least 2 screens. Share link.
5	Case study (1 page)	Problem · User · Who pays · Competitors · Solution · One design decision
6	Presentation (6–8 slides)	Name · Problem · User · Solution · Key screens · Flow demo · One decision

Before you present

- ☐ Every screen designed in wireframe and hi-fi
- ☐ Unhappy path screen designed and linked in the prototype
- ☐ Four prototype flows linked end to end
- ☐ At least one empty state on a list tab
- ☐ Shared components reused: button, input, card or row, bottom nav
- ☐ Case study names who pays and one competitor you checked
- ☐ You can explain one design decision in critique (why, not what)
- ☐ Completed 5 user interviews or 1 usability test
- ☐ Checked at least one competitor listed under Market context