

# Ogun Farm Gate Price

Capstone 47 · AgriTech · Talodabi Academy

## 1 · Project overview

Ogun farm gate vs city price compare.

|                          |                                         |
|--------------------------|-----------------------------------------|
|                          |                                         |
| <b>Deliverable</b>       | Full mobile MVP in Figma (not code)     |
| <b>Platform</b>          | Mobile app · Android-first · portrait   |
| <b>Screens</b>           | 11 screens + 1 unhappy path (12 frames) |
| <b>Features</b>          | 3 core features                         |
| <b>Bottom navigation</b> | Prices · Compare · Alerts · Profile     |
| <b>Prototype</b>         | 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

Ogun farmers near Ijebu and Ewekoro sell at gate price below city markets. National price apps may skip Ogun corridors.

### Primary user

"Sade, a 38-year-old yam farmer near Ewekoro who sells at farm gate."

**Geographic scope:** State-level (Ogun)

## 3 · Goals

**User goal:** See farm gate vs Abeokuta and Lagos market prices for her crop.

**Business goal:** Buyers license price feeds; cooperatives sponsor alerts.

**Success:** Farmer compares gate offer to Abeokuta price.

## 4 · Market context

|                              |        |
|------------------------------|--------|
| QUESTION<br>Talodabi Academy | ANSWER |
|------------------------------|--------|

|                         |                                                                |
|-------------------------|----------------------------------------------------------------|
| <b>Who pays</b>         | Buyers license feeds; cooperatives sponsor alerts.             |
| <b>Why not WhatsApp</b> | Farmers sell at gate without knowing Abeokuta market same day. |
| <b>Design focus</b>     | Farm gate vs Abeokuta city price for Ogun corridors.           |

### Competitors to check:

- **Middleman offer** (default)
- **Farm Price Alert brief** (national crops)
- **Market visit** (costly trip)

## 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 for selected crop in Ogun markets
2. Compare farm gate offer vs city market
3. Alert when city price rises above threshold

### Out of scope

- Commodity trading desk
- Loans
- Nationwide every crop v1

## 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 for Ogun Farm Gate Price.                                   |
| 2  | Auth      | Onboarding (1 screen)   | Explain the app in one sentence. One Get Started button.                                |
| 3  | Auth      | Sign Up Screen          | Name, phone number, state, and PIN. No email required.                                  |
| 4  | Auth      | Sign In Screen          | Phone number and PIN. Forgot PIN link.                                                  |
| 5  | App shell | Prices (tab)            | Crop picker and today price cards for Ogun markets. Show bottom nav with Prices active. |
| 6  | App shell | Compare (tab)           | Farm gate vs Abeokuta vs Lagos side-by-side bars. Show bottom nav with Compare active.  |
| 7  | App shell | Alerts (tab)            | Set spread threshold and notify toggle. Show bottom nav with Alerts active.             |
| 8  | App shell | Profile (tab)           | Farmer name, crops, and farm LGA. Show bottom nav with Profile active.                  |
| 9  | Core flow | Prices · Today          | Farm gate and market columns for crop. Show bottom nav on post-sign-in screens.         |
| 10 | Core flow | Compare · Sell decision | Side-by-side sell now vs wait bars. Show bottom nav on post-sign-in screens.            |
| 11 | Core flow | Alert · Set             | Notify when spread exceeds threshold. 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 → Compare tab → Alerts tab

Core flow screens: Prices · Today · Compare · Sell decision · Alert · Set

## Flow 3 • Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Prices · Compare · Alerts · 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 today. Show: Last updated [date]. Prices refresh market days.*

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

## 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

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