

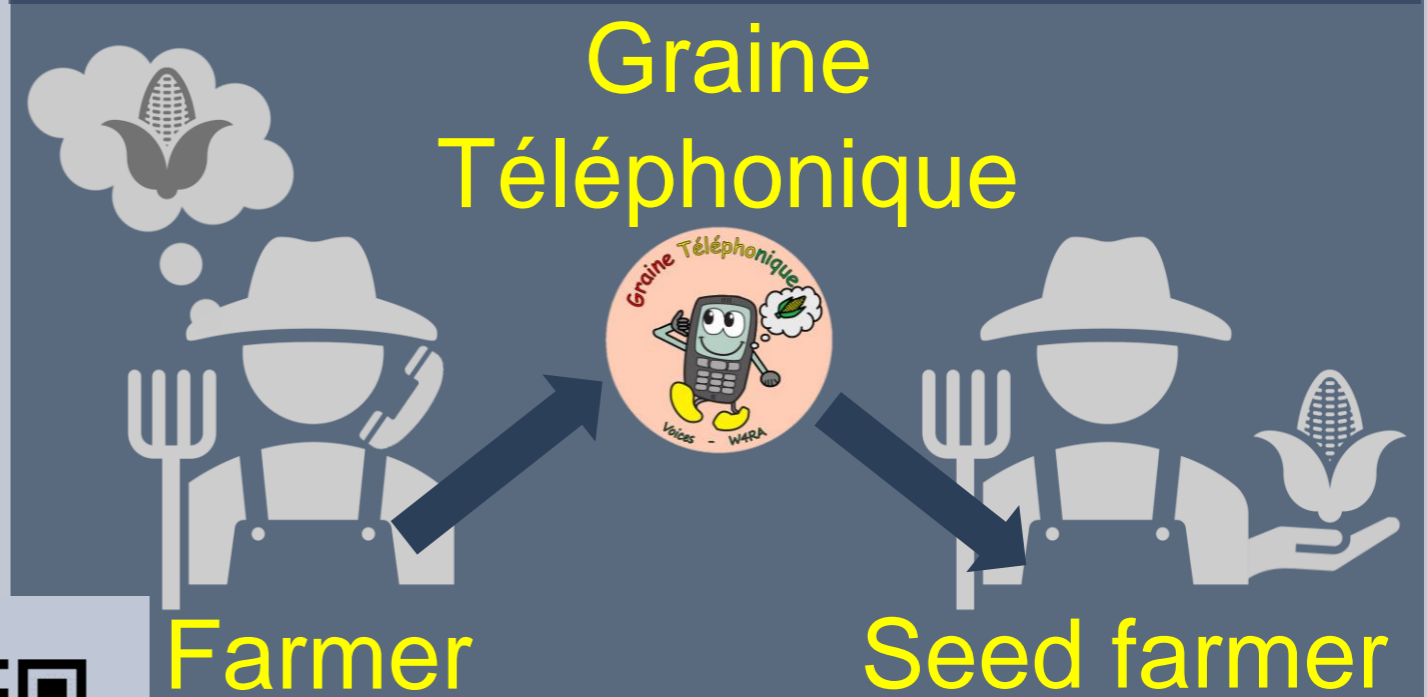
Graine Téléphonique

GT is our voice-based service application made for the farmers in Mali. GT is focusing on the “Seed Systems in Rural Mali from the AOPP” case.

Problem Definition

Sales need to be **improved** of the seed farmers and it need to be **easier** for the farmers to **communicate** and to **buy** or **sell** the seeds.

Key Idea



The Service

1. Call service
2. Select *language*
3. Select *seeds*
 - A. you already *know* which kind of seeds
 - B. you can get *advice* based on the amount of *water* required
4. Say amount of *KG* needed
5. Select *importance* for choice (cheapest and/or nearest available)
6. Confirm your *order*
7. *Match* with seed farmer
8. Option to leave a *message* to your match

Use Case Scenario

Step 1: Call the service

- Yaro, a local farmer, wants to *order seeds* for upcoming season.
- Yaro *calls the seeds service*: Graine Téléphonique.
- He therefore has a *phone*.



Step 2: Enter order

- Yaro selects his preferred *language*.
- Then he selects which *seeds* he want.
- By a voice message he says in what *amount* he wants the *seeds*.
- Then he selects his *preferences* (price and distance).
<< Which type of seeds do you want? >>
"Maize?"
<< In what amount do you want the maize? >>
"1 kilo"

Step 3: Confirm order

- Yaro *confirms* his *order* and has a *match* with Denzell the maize seed-farmer.
- He can choose whether he want to send a *personal voice message* to Denzell.
- Denzell, *receives the order* by phone via spoken voice message.
- He prepares the order to be *picked up*.

Step 4: Transportation

- Jaafar, the *transportation* guy of Yaro's farm, is picking-up the order at Denzell.



GT in the Future

Feasible: costs and knowledge.

Who will *pay* the system? Government provides no money for the system.

Who will *maintain* and expand the system? Is the knowledge needed for the application of the local people in Mali extensive enough?

Sustainable: useable for a longer period.

Depends on the *adoption* of the system in the habits of local people in Mali.

Depends on the duration of use of the application.

If it is *feasible*, it is *sustainable* (because of the costs, and the existence of the application for a longer period).