

INNOPOLIS UNIVERSITY



# FRESH MARKET

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online platform for communication  
between farmers and customers

capstone project

# FARMERS' PROBLEM



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Farmers spend a lot of time looking for new customers, then communicating with them to discuss their product.

Use only word of mouth, whatsapp, and other messengers...



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How to solve it?



# WE HAVE A SOLUTION



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A marketplace where farmers can display their products on a virtual store, and where customers can view these products and buy them.



# MULTI-ROLE

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**CLIENT**



# MULTI-ROLE



CLIENT



FARMER

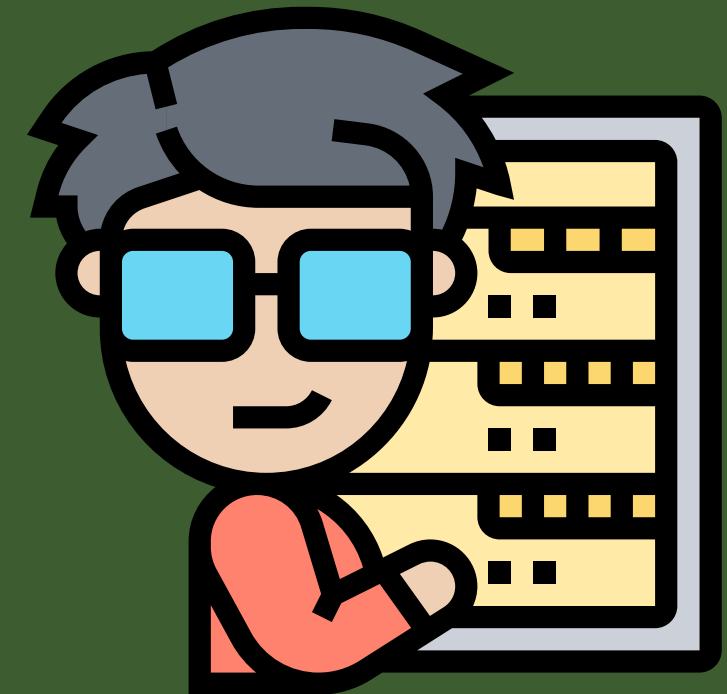
# MULTI-ROLE



CLIENT



FARMER



ADMIN

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# OUR TEAM

# OUR TEAM



**HERMAN DYUDIN,**  
python developer



**ZUFAR AZIZOV,**  
python developer



**GRIGORY RYBOLOVLEV,**  
python developer

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# BACK-END PART

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First three members are responsible for backend part of our site, the main functionality of shop was implemented using Django. For instance,



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- Models [Users, Orders, Items, Messages, Chats]
- Django user: adding some fields to it and changing credentials to authorize.
- Methods [info/, chats/, comments/, items/, orders/, etc.]

# Software Design With Python

Eugene Zouev/Alaa Adlin Hajjar

Summer 2023

Innopolis University



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# OUR TEAM

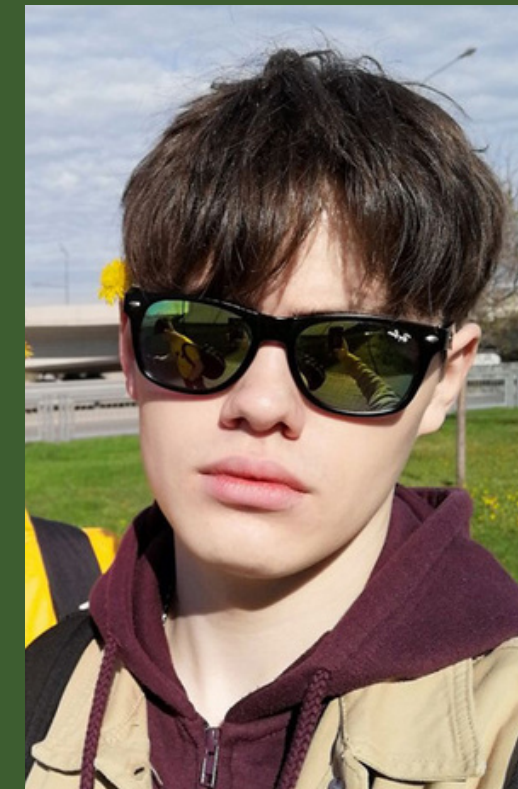
# OUR TEAM



**TIMUR KHARIN,**  
flutter developer



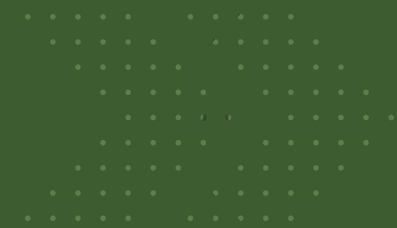
**RENAT KHAIRULLIN,**  
flutter developer



**ILYA PECHERSKIY,**  
flutter developer

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# FRONT-END PART



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These members are responsible for frontend part of our site, for that we preferred Flutter and Dart. Rather than explain what we did, we gonna show!



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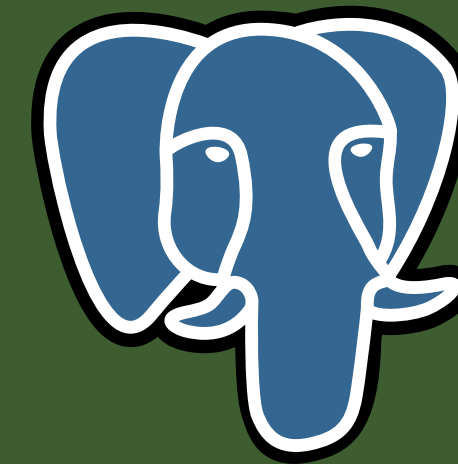
**SCAN  
THIS**



# TECHNICAL INFO



Visual interface



Database



Backend, local API



Web, IOS, Android, ...

# PRODUCT MANAGEMENT

1. Vision and mission

2. Market size

3. Customer feedback

4. Competitors



# COMPETITORS



## WHATSAPP

chat-messenger  
which is most used by  
farmers and buyers



## ESH DEREVENSKOE

online platform for  
selling and buying  
agroproduce



## AVITO

the first place  
in the world among  
ad sites



## FAIRS

offline venues for  
farmers to sell their  
products



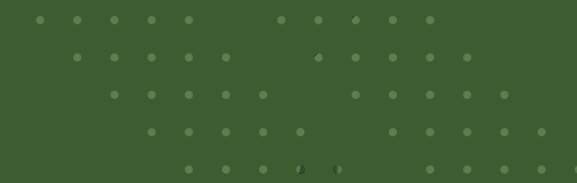
# ADVANTAGES

**DARK  
STORE**

**CHATS &  
STATISTICS**

**DEMANDS  
PREDICTION**

**PRODUCT  
SUBSCRIPTION**



# FEEDBACK

It looks pretty user-friendly!

1. It is an online platform, so the number of clients is not limited by distance.
2. If the platform will be used by customers, then selling the products will be easier.
3. User-friendly interface allows people of all ages to use it, even if people are not experienced PC users.
4. The platform is free, so more people will use it..

But it will not be a useful platform until a big number of clients will use it. So it will take some time before this platform will be used by farmers.

**Farid Zyabbarov**

Farmer & Owner



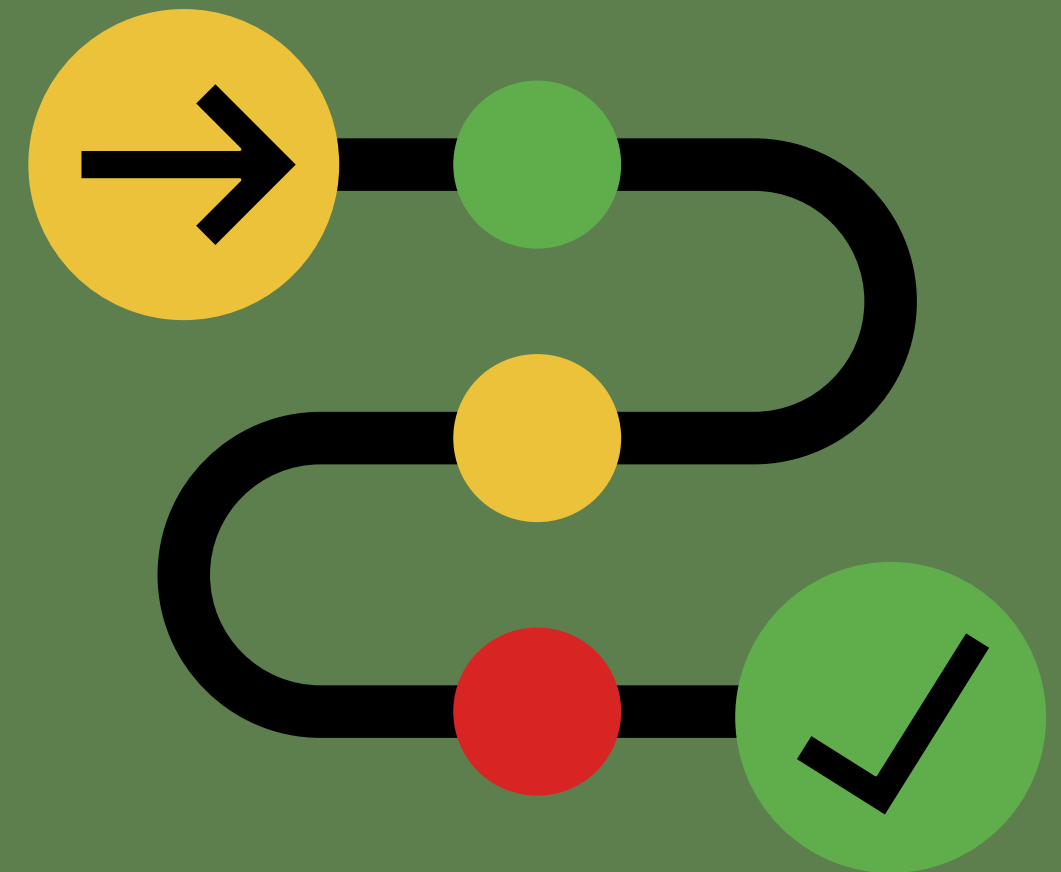
# ROADMAP

Full integration of all API features

Predicting demand by commodity category for the farmer

Testing the service on residents of Innopolis and farmers in close area

Connection of logistics companies to expand the delivery radius



**THANK YOU  
FOR ATTENTION**



[github.com/InnoFreshMarket](https://github.com/InnoFreshMarket)