Working Backwards Questions

1. Who is the **customer**?
    a. Farmers (members of Maschinenring)
2. What is the customer **problem** or **opportunity**?
    a. Little contact to end customer, mostly B2B channel sales, little technological optimisation
3. What is the most important customer **benefit**?
    a. Technically easy to handle logistics system which provides the farmer with all the information needed on stock levels in sales boxes, sales overviews, allowing for product adjustments
4. How do you know what customers **need or want**?
    a. With customer demands rising for local, organic products, farmers are searching for a way to establish a B2C sales channel with technological optimisation
5. What does the customer **experience** look like?
    a. You can easily track the stock of the products you have put in the sales box, add new products, or analyse your sales history

Problem/Opportunity Statement
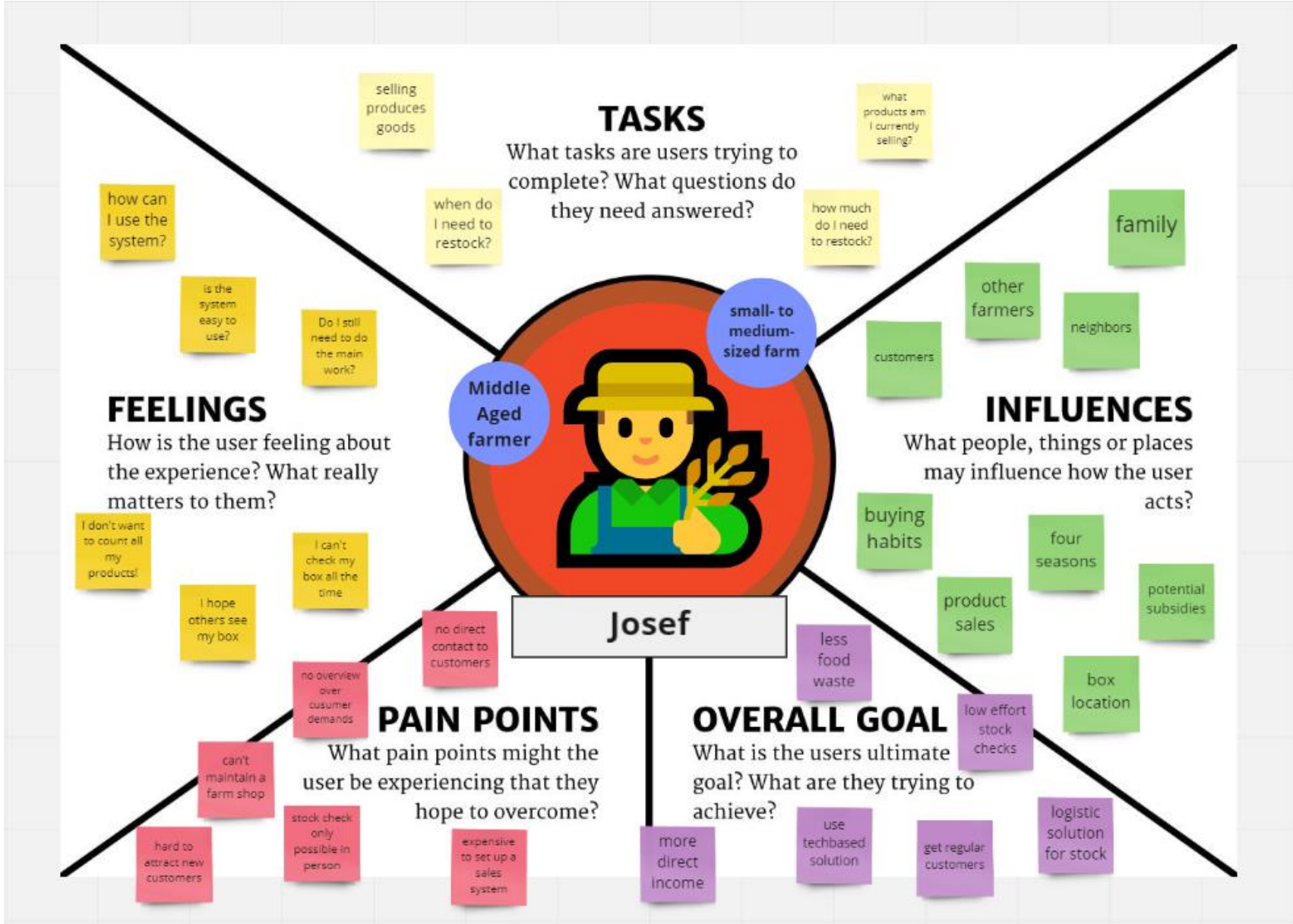
TODAY farmers with small to middle-sized farms
HAVE TO use B2B channels with little technological optimisation
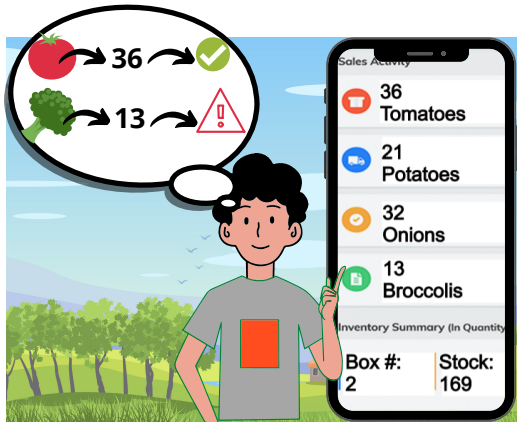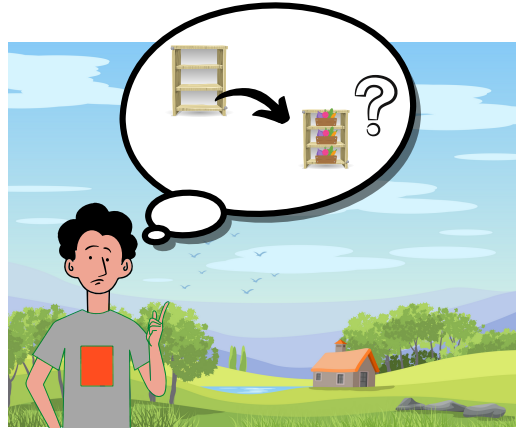WHEN they want to sell their goods.

Big Idea

- app for farmers
    - shows inventory (based on customer orders) + products with date of delivery
    - shows location of sales box
    - statistics/analytics (e.g., consumer behaviour)
    - revenue/sales
    - push message
        - for low stock
        - for old products
- sales box [not part of our scope, just FYI]
    - non-IoT scale for weighing
    - products can be bought per piece (eggs) or per weight (potatoes etc)
    - cash desk with integrated cashier system connected to app (for tracking orders not made through app)

The most important customer benefit is:

➔ technically easy to handle logistics system which provides the farmer with all the information needed in regards to stock levels in various sales boxes, sales overviews and allows for product adjustments

TASKS
What tasks are users trying to complete? What questions do they need answered?

selling produces goods

what products am I currently selling?

how can I use the system?

when do I need to restock?

how much do I need to restock?

is the system easy to use?

Do I still need to do the main work?

Middle Aged farmer

small- to medium-sized farm

family

other farmers

neighbors

customers

FEELINGS
How is the user feeling about the experience? What really matters to them?

I don't want to count all my products!

I can't check my box all the time

I hope others see my box

INFLUENCES
What people, things or places may influence how the user acts?

buying habits

four seasons

product sales

potential subsidies

box location

Josef

no direct contact to customers

no overview over cusumer demands

less food waste

low effort stock checks

PAIN POINTS
What pain points might the user be experiencing that they hope to overcome?

OVERALL GOAL
What is the users ultimate goal? What are they trying to achieve?

can't maintain a farm shop

stock check only possible in person

expensive to set up a sales system

more direct income

use techbased solution

get regular customers

logistic solution for stock

hard to attract new customers

PRESS RELEASE

Introducing the Meine Box app: A smart solution for an efficient refill management
Maschinenring offers a smart app for German farmers, showing the real-time stock availability for an efficient refill management.

Neuburg a. d. Donau, November 1, 2021: Nowadays, the sales channels of farmers are mostly B2B, even though on the farmers' side, the wish to establish an independent B2C sales channel exists. Maschinenring has now developed sales boxes which farmers can fill with products independently. When choosing sales boxes as a selling point, one of the biggest problems is the logistics, as a farmer has no way of knowing how much stock is left in his box. This can lead to inefficiency both on the farmers' as well as on the end-customers' sides, as farmers might miss out on selling products and customers might find empty sales boxes.

Maschinenring has found a solution to this problem on the farmers' side: the Meine Box app. The app enables farmers to manage the inventory of their sales boxes in real time. The inventory tracking in the app is two-fold: Both restocked products as well as sold products are taken into account, so that the information in the app is reliable at all times. Also, the app is accessible from anywhere and increases the efficiency, sustainability and technological optimization of the whole sales boxes process.

"With having the Meine Box app in place, we can give farmers the recommendations they need to forecast their harvest, support them to refill their products JIT and therefore enable them to increase their sales steadily," said Erwin Ballis, Chief Executive Officer of Maschinenringe Deutschland GmbH.

In the Meine Box app, farmers can easily track the stock and sales of each product category. Sales data will provide the base for all operations and updates the Meine Box dashboard in real time. By gathering the sales data, we enable farmers to modify and adapt their product range based on sales history. Notification options will further allow farmers to receive real time alerts on their phones. Thus, they get notified once stock levels reach a defined threshold or that products are about to reach their expiration date.

"This new app helps me to keep track of my sales boxes inventory and informs me when to restock" said Josef, a 48-year farmer whose family has been cultivating their land since 1893. "I recently had one customer buy all of my pumpkins at once. As I didn't know that there were no pumpkins left in the sales box, I could only refill them one week after, when checking the box personally. Now, with the Meine Box app provided by Maschinenring, I immediately receive a notification on my phone that tells me that I should restock the sales box with new pumpkins. From now on I will know when to re-supply and manage to sell more of my products".

Want to learn more about the Meine Box app and become a member of Maschinenring?
Click here or directly contact us for further information: info@maschinenringe.com

FREQUENTLY ASKED QUESTIONS

Meine Box app

Customer FAQ (Farmer)

Q. Who can use this service?
A. German farmers who are members of Maschinenringe.

Q. What devices do I need?
A. To use the Meine Box app, you need a smartphone, tablet or a computer with internet access. All the other equipment is provided by Maschinenringe.

Q. How do I use the Meine Box app?
A. With your Maschinenring account you will be able to login and go to your own pages. There you can manage the products for each of your boxes.

Q. What are the features you get using this solution?
A. With this solution you can easily:
- Add new products for sale
- Modify data of products already in stock
- View stock levels of products you are selling
- Set up notifications for low on stock products
- View your own and other sales boxes around your area

Q. I want to sell products. How can I add a new product for sale?
A. After logging in to the Meine Box app, you can select your different sales boxes. In your boxes you will find a button to restock and to add your products. After inserting your product name, quantity, unit value and price per unit your product will be added to the sortiment.

Q. What happens when my sales box runs out of products?
A. When you log into your account in the Meine Box app you can see a dashboard for all your boxes. For each box you will be shown the lowest or no stock items first. It also possible to enable notifications. This way the Meine box app will send you customized overviews.

Client FAQ (Maschinenring)

Q. How does the solution stay on track of the stock levels?
A. The Meine box app inventory system is connected to the actual sales point. This way all stock changes are triggered once a purchase is made.

Q. How often do the stock levels update?
A. Stock levels are real-time values. They get updated each time a customer makes a purchase from the sales box.

Q. What kind of technical requirements are needed for this solution to work?
A. Meine Box app and customer sales app. Both need to be connected to receive purchase data. The backend solution needs a database structure capable of collecting new and storing existing product data. Access to a map provider to display any sales boxes in the targeted area.

Q. What are key features to implement next?
A. A help center to answer frequent questions and a feedback option are obvious choices for later implementation. The apps usefulness could also be increased by providing the customer with more data. For this purpose, a report section displaying the sales data for a selected period could be added to the app.

Q. Can you give an outlook on other future features?
A. The first suggestion is to add an expiration date to the product details. With the current system this is not possible but would further increase the usefulness of the app for customers. A second thought is to create profiles for customers on a voluntary basis. The idea is that these profiles are attached to the sales boxes and customers can get in contact with each other based on the information provided in the profiles.

Q. Is it possible to upgrade inventory system to an IOT solution?
A. In general this is possible. One idea is to provide product containers with an already installed weighting mechanism. This would of course result in completely restructuring the inventory system.