1. Business Process Model for Online Agriculture Store

**Goal:**  
To facilitate remote area farmers in purchasing agricultural products through an online store.

**Inputs:**

* Agricultural product details (fertilizers, seeds, pesticides)
* Farmer's address
* Payment mode (e.g., cash on delivery, credit/debit card, UPI)

**Resources:**

* Mobile application and website
* Server/cloud infrastructure to host the application
* Internet connectivity for users

**Outputs:**

* Purchase orders with agreed terms
* Delivery status updates and completion notifications
* Order details saved in the cloud/server

**Activities:**

* Onboarding manufacturers to the platform
* Managing delivery partners
* Providing customer support

**Value Created for the End Customer:**  
Enhanced customer satisfaction through easy access to agricultural products, timely deliveries, and direct communication with suppliers.

2. SWOT Analysis for the Project

**Strengths:**

* Strong financial backing from Mr. Henry and his committee.
* Direct sourcing from manufacturers, which can reduce costs.

**Weaknesses:**

* Dependency on external vendors for product supply.
* Lack of brand recognition as a new entrant in the market.

**Opportunities:**

* Expansion into remote markets where access to agricultural products is limited.
* Increasing internet penetration among rural farmers can boost user engagement.

**Threats:**

* Potential competition from brick-and-mortar stores opening in remote areas.
* Changes in customer behavior and preferences towards purchasing methods.

3. Feasibility Study Considerations

**Technology Feasibility (Java):**

* **Hardware Requirements:** Servers to host applications and databases.
* **Software Requirements:** Development tools and frameworks compatible with Java.
* **Trained Resources:** Availability of skilled Java developers, testers, and system administrators.
* **Budget Considerations:** Estimated budget of 2 Crores INR for development and operational costs.
* **Time Frame:** Project duration of 18 months under CSR initiative.

4. Gap Analysis

**Current Process (AS-IS):**

1. Farmers rely on local markets for purchasing seeds, fertilizers, and pesticides.
2. Limited access to product information and pricing.
3. Time-consuming procurement process with potential for higher costs.

**Future Process (TO-BE):**

1. Online platform allowing farmers to browse and purchase products directly.
2. Access to detailed product information and competitive pricing.
3. Streamlined procurement process with home delivery options.

**Gap Analysis Summary:**  
The gap analysis highlights the transition from a fragmented local purchasing process to a centralized online marketplace that enhances accessibility, efficiency, and cost-effectiveness for farmers.

5. Risk Analysis

**Business Analyst Risks:**

1. Misalignment of project goals with stakeholders' expectations.
2. Inadequate requirements gathering leading to scope creep.
3. Communication barriers between technical teams and non-technical stakeholders.

**Project Risks:**

1. Technical challenges in developing a user-friendly application.
2. Delays in project timelines due to unforeseen circumstances or resource unavailability.
3. Potential cybersecurity threats that may compromise user data and trust.

Identifying these risks early allows for proactive planning and mitigation strategies to ensure project success.

6. Stakeholder Analysis (RACI Matrix)

A RACI matrix is a tool used to clarify the roles and responsibilities of stakeholders in a project. It helps identify who is **Responsible**, **Accountable**, **Consulted**, and **Informed** for each task or decision. Stakeholder analysis is a crucial step that directly connects to the RACI matrix. By identifying all relevant stakeholders, project managers can effectively assign roles within the matrix. Here's how to perform a stakeholder analysis using a RACI matrix:

**Step 1: Identify Key Stakeholders**  
Determine who has a vested interest in the project’s success. Based on the case study, the key stakeholders are:

* Mr. Henry (SOONY Company Owner)
* Mr. Pandu (Financial Head, SOONY)
* Mr. Dooku (Project Coordinator, SOONY)
* Mr. Karthik (Delivery Head, APT IT SOLUTIONS)
* Mr. Vandanam (Project Manager, APT IT SOLUTIONS)
* Ms. Juhi (Senior Java Developer, APT IT SOLUTIONS)
* Mr. Teyson (Java Developer, APT IT SOLUTIONS)
* Ms. Lucie (Java Developer, APT IT SOLUTIONS)
* Mr. Tucker (Java Developer, APT IT SOLUTIONS)
* Mr. Bravo (Java Developer, APT IT SOLUTIONS)
* Mr. Mike (Network Admin, APT IT SOLUTIONS)
* Mr. John (DB Admin, APT IT SOLUTIONS)
* Mr. Jason (Tester, APT IT SOLUTIONS)
* Ms. Alekya (Tester, APT IT SOLUTIONS)
* You (BA, APT IT SOLUTIONS)
* Peter, Kevin, and Ben (Farmers, representing the end-users)

**Step 2: Define Roles**

Clearly define each stakeholder's role in the project. This is key to understanding who contributes what to the project.

**Step 3: Assign RACI Roles for Each Task**

For each task or decision point, assign one of the following roles to each stakeholder:

* **Responsible (R):** The person who does the work to complete the task.
* **Accountable (A):** The person who is ultimately answerable for the correct and thorough completion of the task. Only one Accountable can be specified for each task.
* **Consulted (C):** The people who provide input and whose opinions are sought.
* **Informed (I):** The people who are kept up-to-date on progress.

**RACI Matrix for the Online Agriculture Products Store Project:**

| **Task/Decision** | **Mr. Henry** | **Mr. Pandu** | **Mr. Dooku** | **Mr. Karthik** | **Mr. Vandanam** | **Ms. Juhi** | **You (BA)** | **Peter, Kevin, Ben** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Project Approval | A | C | C | I | I | I | I | I |
| Requirements Gathering | C | I | I | C | R | C | R | C |
| System Design | I | I | I | C | A | R | C | I |
| Development | I | I | I | I | A | R | I | I |
| Testing | I | I | I | I | A | I | R | C |
| Deployment | I | I | I | C | A | R | C | I |
| User Training | I | I | I | I | R | I | C | C |
| Budget Allocation | A | R | C | I | I | I | I | I |
| Risk Management | C | R | C | C | A | I | R | I |
| Stakeholder Communication | I | I | R | C | A | I | C | I |

**Step 4: Communicate and Review**

Share the final RACI matrix with the whole project team, and make sure they understand their roles. The matrix will be used as an indicative tool for both decision making and work process throughout the project. Reassess stakeholder involvement as project phases evolve. Based on the RACI matrix, we can identify:

* **Decision-Makers:** Mr. Henry (Accountable for Project Approval and Budget Allocation), Mr. Vandanam (Accountable for System Design, Development, Testing, Deployment, User Training, and Risk Management).
* **Influencers:** Peter, Kevin, and Ben (Consulted for Requirements Gathering and Testing), You (BA - Responsible for Requirements Gathering, Testing, and Risk Management, Consulted for System Design and Deployment).

By using a RACI matrix, we can quickly and easily identify who needs to be involved in different aspects of the project, and what their level of involvement should be. This ensures that everyone is on the same page and that the project is completed successfully.