EcoBridge

by **AnimaUX**

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Overview of the Problem

In the Philippines, there's a disconnect between the youth, particularly millennials, and the agriculture sector. Despite the sector's significance in providing food, there's a prevailing stereotype that agriculture is "low-class," leading to a lack of interest and engagement from younger demographics. To address this, an interface or system is necessary to bridge this gap, educate the youth about agriculture, and empower farmers with technology.

User Characteristics

Potential users of the system include:

1. **Farmers:** Both experienced and novice farmers seeking information on agricultural practices, market prices, and technological advancements.
2. **Youth:** Particularly millennials interested in learning about agriculture and potentially engaging in farming practices.
3. **General Public:** Individuals interested in supporting local agriculture, accessing fresh produce, and learning about sustainable farming methods.

Task Analysis

Characteristics of Tasks Performed by Users:

- Gathering information on agricultural practices, market prices, and technological advancements.

- Communicating with other farmers and agricultural experts for knowledge sharing.
- Buying and selling agricultural products through the marketplace feature.
- Participating in forums to ask questions and seek advice on farming-related issues.

Characteristics of Task Environment:

- Variable internet connectivity in rural areas may affect access to online resources.
- Seasonal fluctuations in market prices and agricultural practices.
- Diverse agricultural practices across different regions of the Philippines.

Structured Task Analysis:

- Task: Learn about agricultural practices
    - Subtask 1: Access educational videos and articles on farming techniques.
    - Subtask 2: Participate in online forums to ask questions and seek advice.
    - Subtask 3: Use the calculator feature to estimate expenses and profits.

Analysis of Existing System

Current methods of accessing agricultural information rely heavily on traditional channels like agricultural extension offices and word-of-mouth communication. While these methods may be effective to some extent, they are limited in reach and accessibility, especially for the youth who are more inclined towards digital platforms.

Larger Social and Technical System

The proposed system intersects with various stakeholders including farmers, agricultural experts, government agencies, tech developers, and consumers. It operates within the broader context of agricultural sustainability, food security, digital inclusion, and economic development in the Philippines.

Usability Criteria

1. **Accessibility**: The system should be accessible to users with varying levels of technological literacy and internet connectivity.

2. **User Engagement**: Measure user engagement through metrics like active participation in forums, frequency of app usage, and completion rates of educational modules.

3. **Reliability**: Ensure that information provided within the app is accurate, reliable, and regularly updated.

4. **Marketplace Efficiency**: Evaluate the efficiency of the marketplace feature by assessing the ease of buying and selling agricultural products.

5. **Community Building**: Measure the growth and vibrancy of the app's community through metrics like user interactions, forum activity, and user-generated content.

Implications and Discussion

The characteristics of the users, tasks, and environment underscore the importance of designing a user-friendly, inclusive, and reliable system. Considerations such as offline functionality, localized content, and quality control mechanisms are critical to address the diverse needs and constraints of the target users. Additionally, fostering community engagement and partnerships with relevant stakeholders are essential for the long-term success and sustainability of the system.