USER CENTRIC DESIGN

GROUP ID - 07

FARMBID

OVERVIEW

FarmBid is a digital marketplace designed to streamline the buying and selling of agricultural produce. It connects farmers directly with buyers, wholesalers, and retailers, enabling fair pricing through a bidding system. Farmers list their produce with pricing per ton, and buyers can either place competitive bids or purchase at a fixed price. The app provides real-time market insights, product listings with reviews, and location-based seller information to help buyers make informed purchasing decisions. Additional features include discount offers, flat deals, and notifications about new stock or price drops. The checkout system is optimized with clear subtotal calculations, delivery fees, and payment options to ensure a smooth transaction experience.

User profiles track purchase and sales history, while the notification system updates users on recent orders, new product availability, and live sales. Buyers can search for specific crops and filter by distance, price, or seller rating. Farmers, on the other hand, gain access to a larger buyer base beyond their local markets, improving their profitability. The UI/UX is crafted with Lucky Lime (green shades), black, and white, reinforcing a professional yet organic feel. Istok Web and Orienta fonts ensure readability while maintaining a distinctive aesthetic. Overall, the app is designed to modernize traditional farm produce trading, promoting efficiency, transparency, and accessibility in the agricultural sector.

RESEARCH AND MARKET INSIGHTS

The agriculture sector is undergoing rapid digital transformation, with agritech startups growing at an annual rate of 25%. According to reports from the World Bank and FAO, direct-to-consumer platforms in agriculture can reduce post-harvest losses by up to 30% by eliminating middlemen and optimizing logistics. In countries like India, where over 50% of the population depends on agriculture, digital platforms like this can provide a more predictable and fair pricing mechanism. Research from ICAR (Indian Council of Agricultural Research) shows that farmers often sell their produce at 20-40% lower than market value due to intermediaries. The bidding model ensures farmers receive competitive pricing, which can increase their revenue by up to 35%.

Consumer trends indicate a growing demand for farm-fresh, high-quality produce with transparent sourcing. A study by PwC on digital agribusiness found that 70% of urban consumers prefer buying directly from farmers or trusted marketplaces over traditional vendors. Location-based selling further improves efficiency, as research from McKinsey suggests that logistics costs in agriculture contribute to 15-20% of the final retail price. By enabling buyers to source locally, the app minimizes transportation costs and enhances supply chain efficiency. The integration of user reviews, location-based recommendations, and digital payments aligns with global agribusiness trends, making the Farmer Bidding App a timely and impactful solution for modern agricultural trade.

WholeSaler Questionnaire Overview

Objective:

To understand the needs and preferences of local producers and market organizers for building a user-centric farmers' market app.

Focus Areas:

- *Communication & Notifications*: Interest in receiving updates on markets and seasonal products.
- *Feature Preferences*: Most valued functionalities such as online ordering, delivery, event calendars, and product highlights.
- *Product Types*: Insight into the kinds of goods producers offer (e.g., fruits, dairy, organic products).
- *Current Sales Channels*: How producers currently reach their buyers (direct, online, wholesale).
- *Marketing Challenges*: Barriers faced in promoting seasonal or specialty products.
- *Digital Presence*: Interest in having an online profile to showcase farms and products.

Goal:

To shape the app's development based on real user input, ensuring it solves actual pain points and supports farmers effectively.

Farmer Questionnaire Overview

Objective:

To collect feedback from farmers to develop a farmers' market app that caters to their specific sales and outreach needs.

Key Focus Areas:

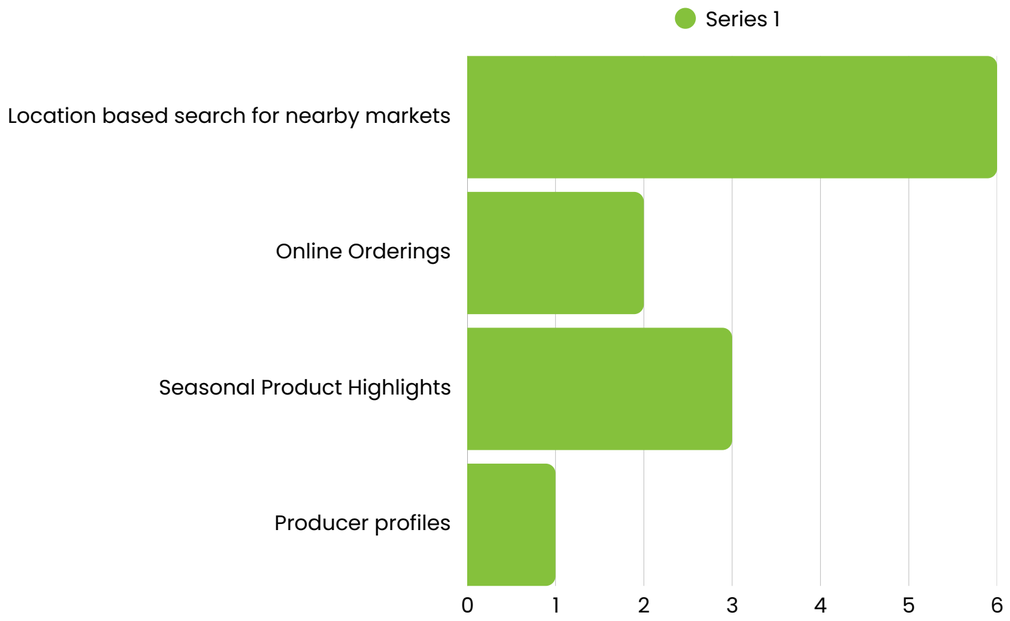
- *Preferred App Features*: Tools farmers would use most to boost visibility and sales.
- *Product Types*: Understanding the diversity of farm products sold.
- *Sales Methods*: Identifying current channels and gaps in outreach.
- *Marketing Challenges*: Uncovering pain points in seasonal or specialty product marketing.
- *Digital Participation*: Willingness to showcase farms via online profiles.
- *Marketplace Behavior*: Buying patterns, importance of delivery, and views on bidding systems.

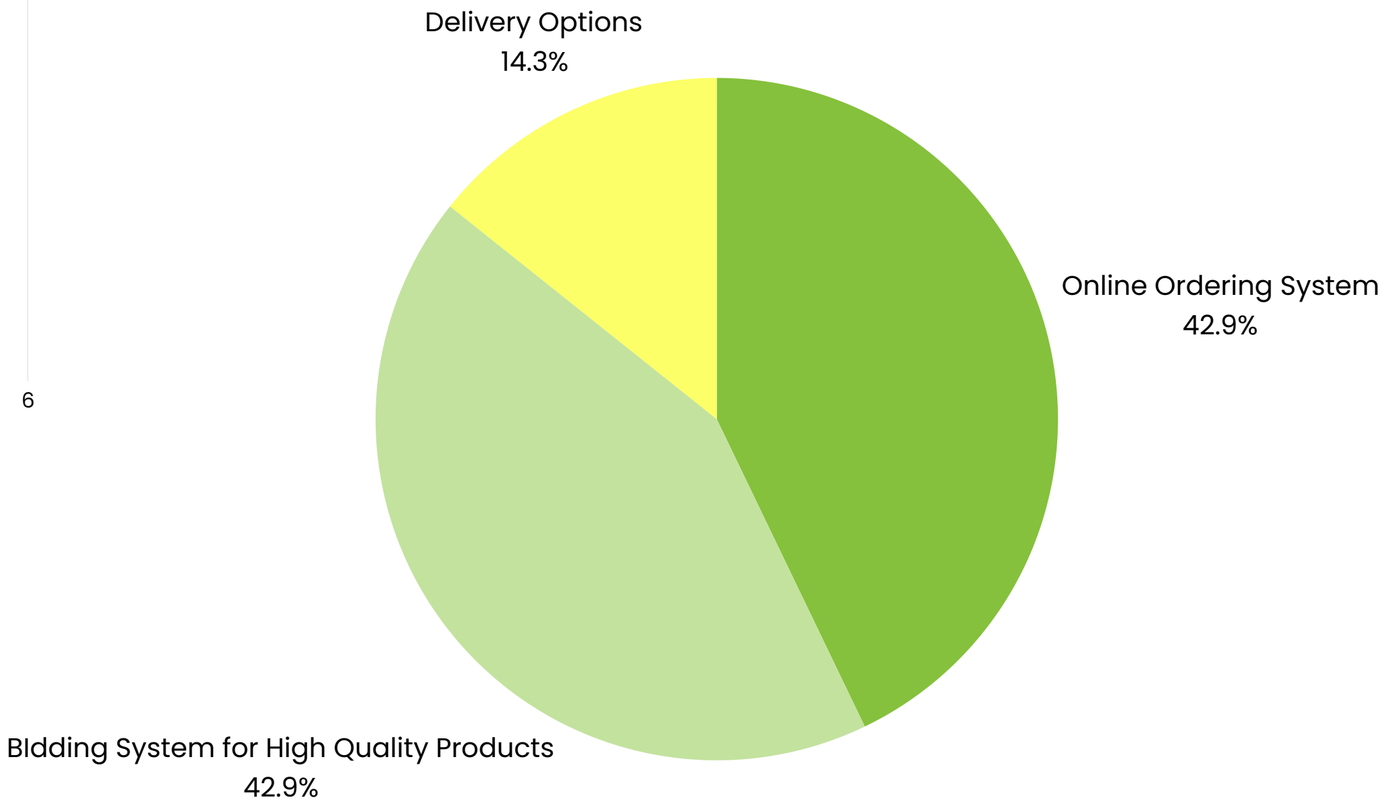
Goal:

To tailor the digital platform for real farmer experiences, creating tools that improve access to markets, customer engagement, and product visibility.

USER RESPONSES

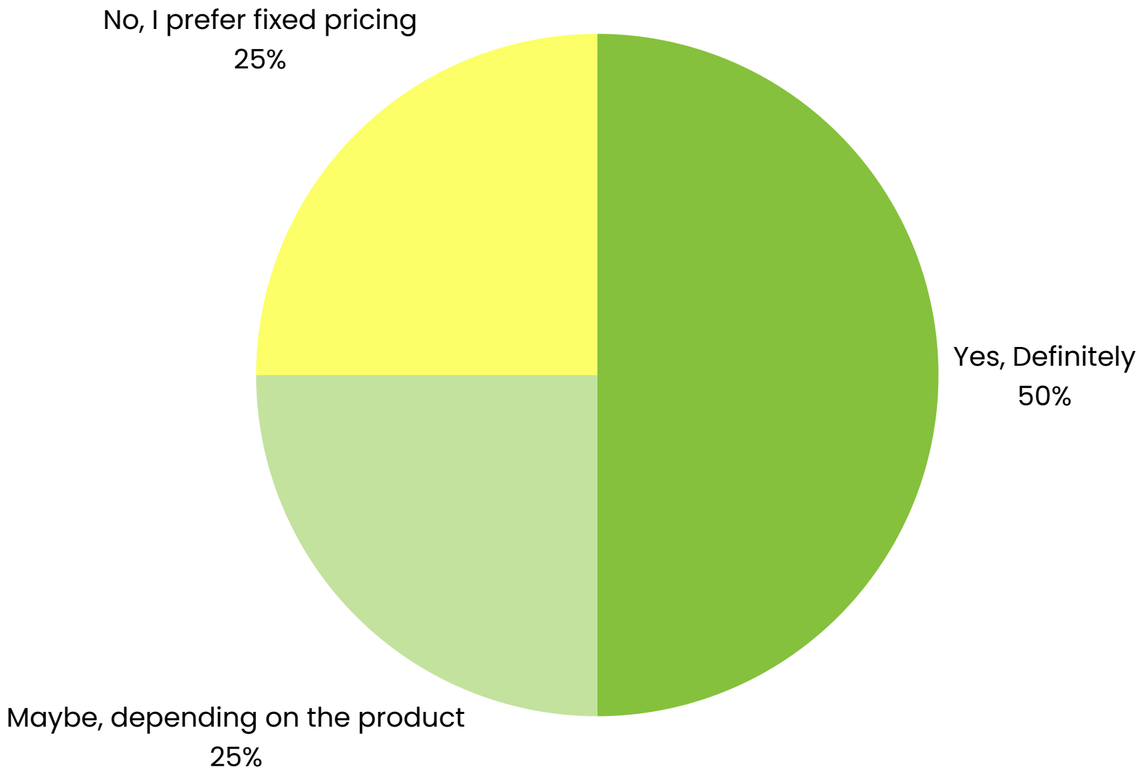
WHICH OF THE FOLLOWING FEATURES WILL YOU USE MOST IN THE APP?

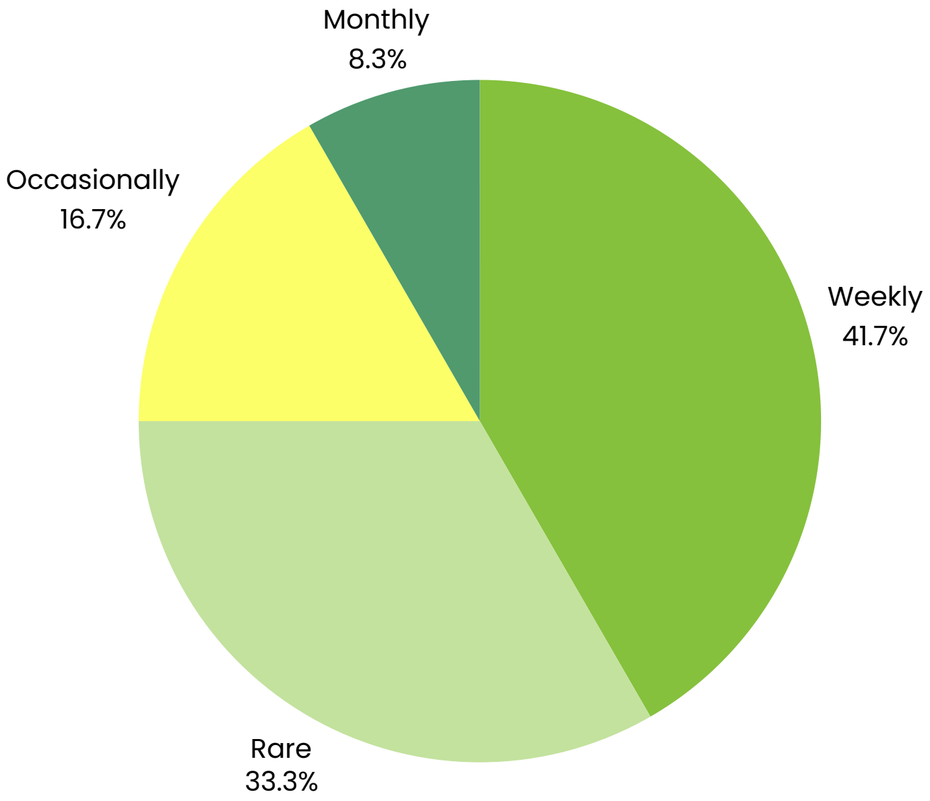




WHAT FEATURES WOULD YOU FIND MOST USEFUL IN A FARMERS`S MARKET APP?

WOULD YOU PARTICIPATE IN A BIDDING SYSTEM FOR HIGH-QUALITY PRODUCTS?





HOW OFTERN DO YOU VISIT FARMER`S MARKETS?

USER PERSONA

Rajesh Kumar

"Farmer specializing in Fruits and Vegetables."

AGE	42
JOB TITLE	Farmer
STATUS	Married
LOCATION	Uttar Pradesh, India

PRIMARY GOALS

Rajesh aims to expand his reach to a broader audience and increase his sales by using technology.
He wants to increase visibility for his seasonal produce and sell at competitive prices, using a bidding system to attract more buyers.
Rajesh is also interested in online ordering systems to streamline orders and deliveries, reducing product wastage and increasing efficiency.

FARMING METHOD

Primarily Direct Sales at Markets

CHALLENGES

Struggles with marketing seasonal products and attracting consistent buyers, especially for perishable goods.
Needs better exposure for his farm and products to ensure he reaches a larger audience of buyers.

TECHNOLOGY COMFORT LEVEL

Rajesh is moderately tech-savvy. He is comfortable with smartphones and apps for basic tasks but requires an easy-to-use platform for farming-related activities.
He may need guidance on how to use more advanced app features like bidding and location-based services.

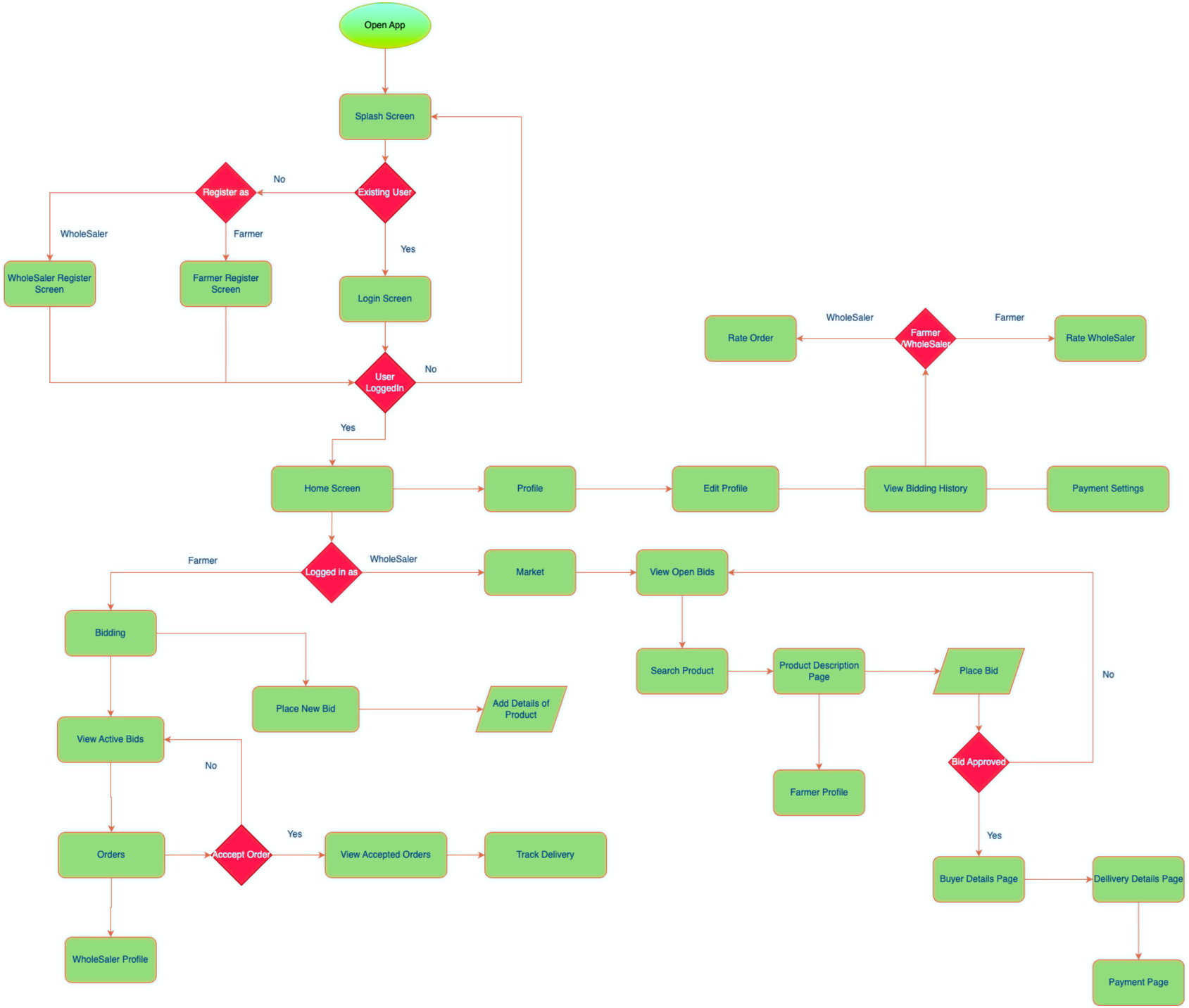
APP FEATURES HE VALUES THE MOST

Location-based search to identify nearby buyers and markets, increasing his visibility.
Bidding system for selling high-quality produce to ensure competitive pricing.
Online ordering system for seamless transactions and to manage orders efficiently.
Market insights such as seasonal trends and pricing data to stay competitive.

LIFESTYLE AND BEHAVIOR

Rajesh spends most of his time in the fields and markets. He uses his smartphone to stay connected with the market and potential buyers but does not have time for complex tech solutions.
He values a simple, intuitive interface for the app that allows him to quickly list his products, manage orders, and track sales.

Information Architecture



MOODBOARD

FarmBid

An app for wholesalers to connect with farmers for buying products through bid thus maximizing profit for farmer and maintaining uniform market prices across.

Inspiration

1 These Images convey the sense of trust and usability ease.

Colour Pallet

2 Lucky Lime to symbolize growth and agriculture, creating a fresh and trustworthy feel. Black enhances readability and professionalism, while White ensures a clean, user-friendly interface. This palette improves clarity, usability, and engagement for farmers using the bidding app.

Font

Aa

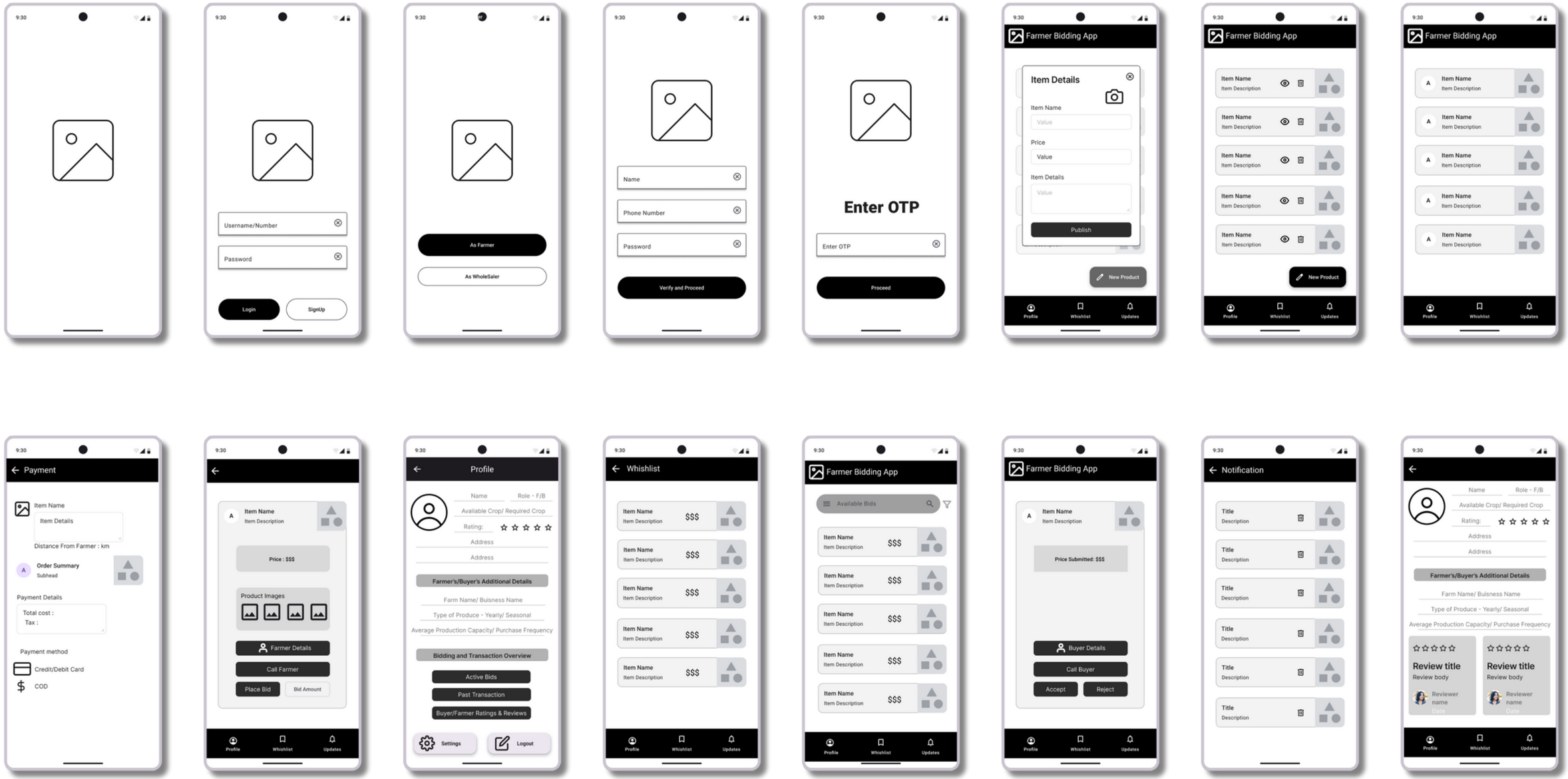
Istok Web

Aa

Orienta

3 Istok Web for its clean, modern look, ensuring readability in the Farmer Bidding App. Oreinta adds a unique, organic feel, complementing the agricultural theme. Together, they enhance usability, trust, and engagement, making the interface both professional and approachable.

LOW FIDELITY WIREFRAME


9:30
Username/Number
Password
Login
SignUp
As Farmer
As WholeSaler
Name
Phone Number
Password
Verify and Proceed
Enter OTP
Enter OTP
Proceed
Farmer Bidding App
Item Details
Item Name
Value
Price
Value
Item Details
Value
Publish
New Product
Profile
Whishlist
Updates
Item Name
Item Description
Payment
Item Name
Item Details
Distance From Farmer : km
Order Summary
Subhead
Payment Details
Total cost :
Tax :
Payment method
Credit/Debit Card
COD
Price : $$$
Product Images
Farmer Details
Call Farmer
Place Bid
Bid Amount
Profile
Name
Role - F/B
Available Crop/ Required Crop
Rating:
Address
Address
Farmer's/Buyer's Additional Details
Farm Name/ Buisness Name
Type of Produce - Yearly/ Seasonal
Average Production Capacity/ Purchase Frequency
Bidding and Transaction Overview
Active Bids
Past Transaction
Buyer/Farmer Ratings & Reviews
Settings
Logout
Whishlist
$$$
Available Bids
Price Submitted: $$$
Buyer Details
Call Buyer
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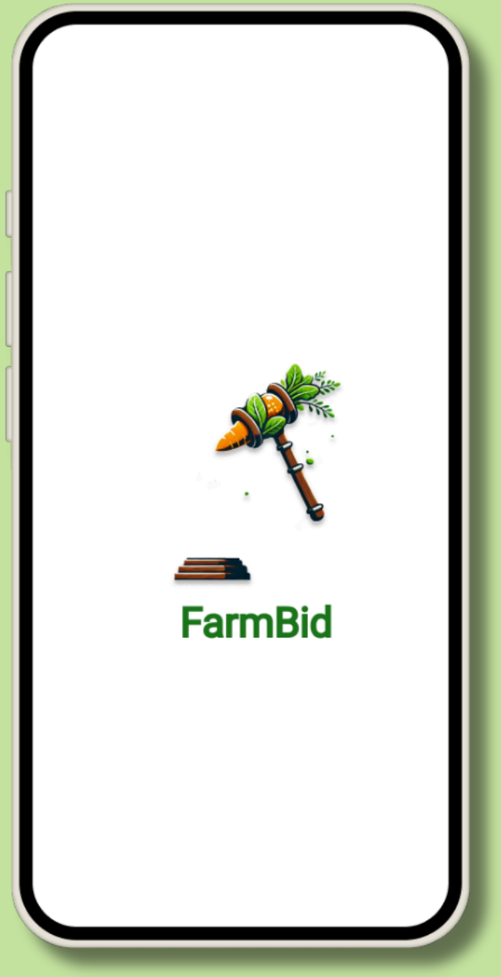
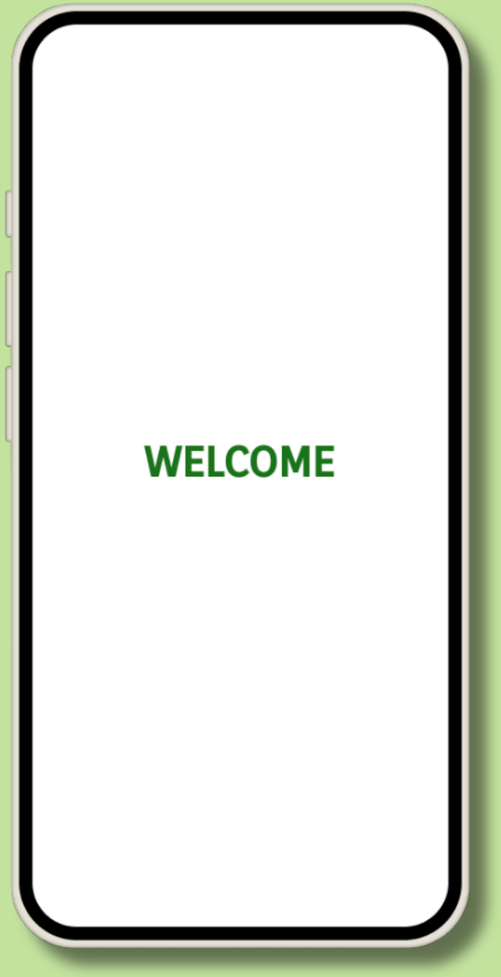
Reviewer name
Date

HIGH FIDELITY WIREFRAME

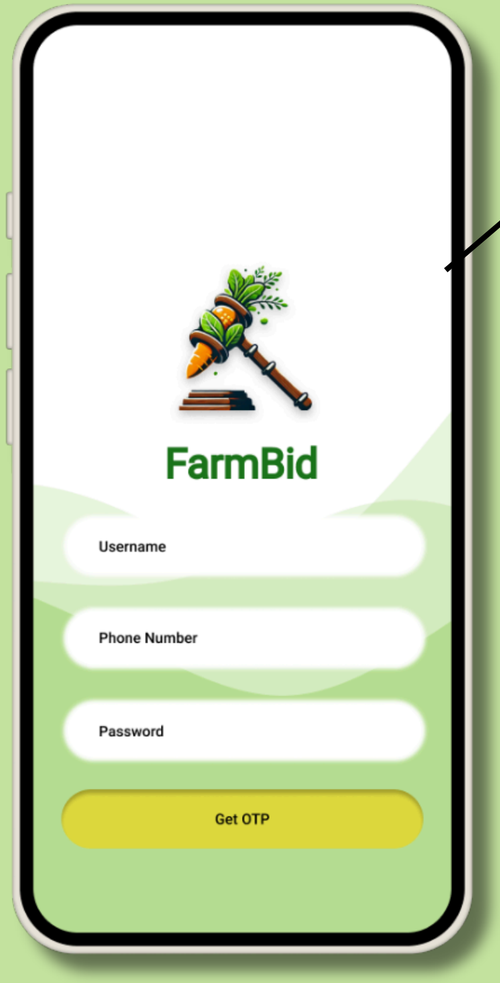




This is the Intro Animation of the The App

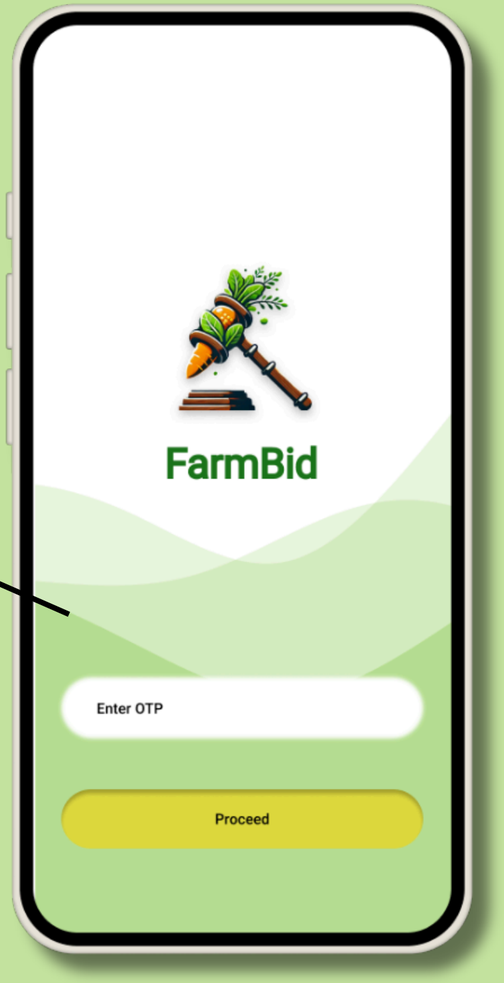
App Logo

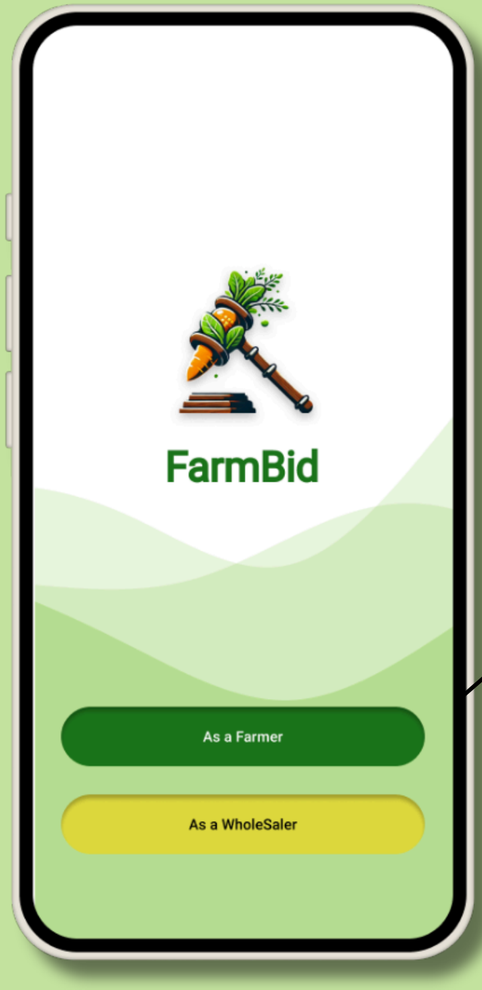
LogIn And Signup



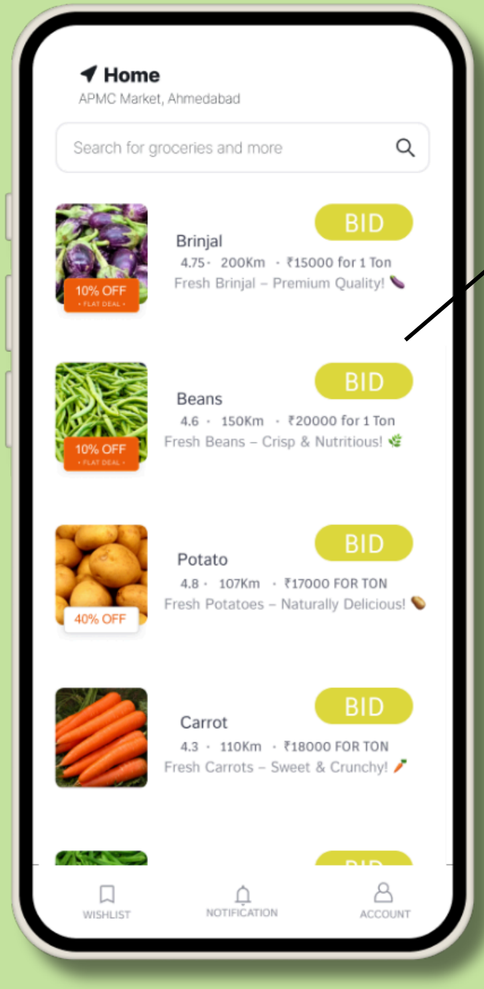
SignUp Page

OTP Page



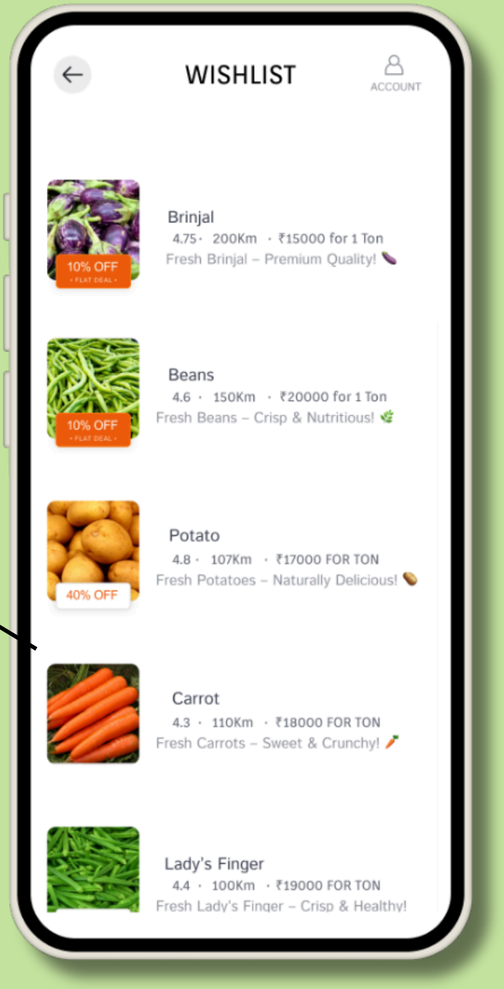


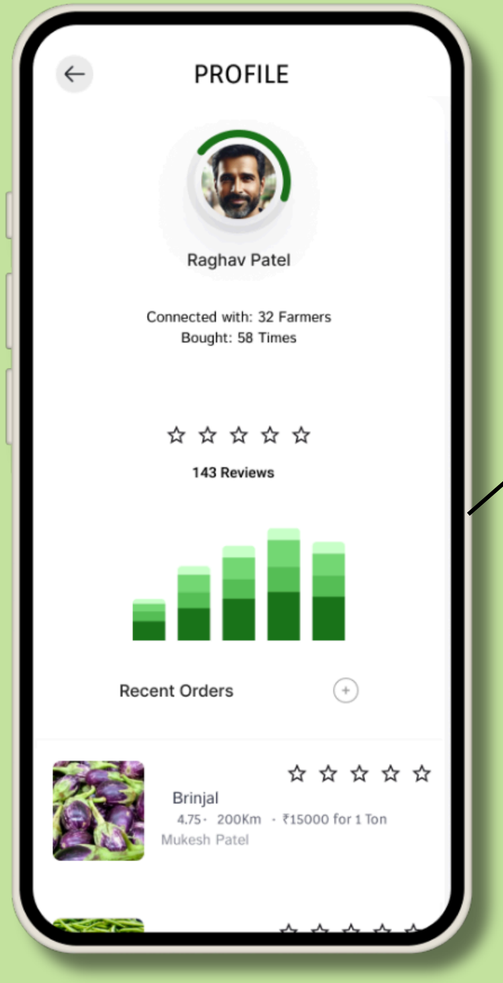
Register as Farmer or Wholesaler



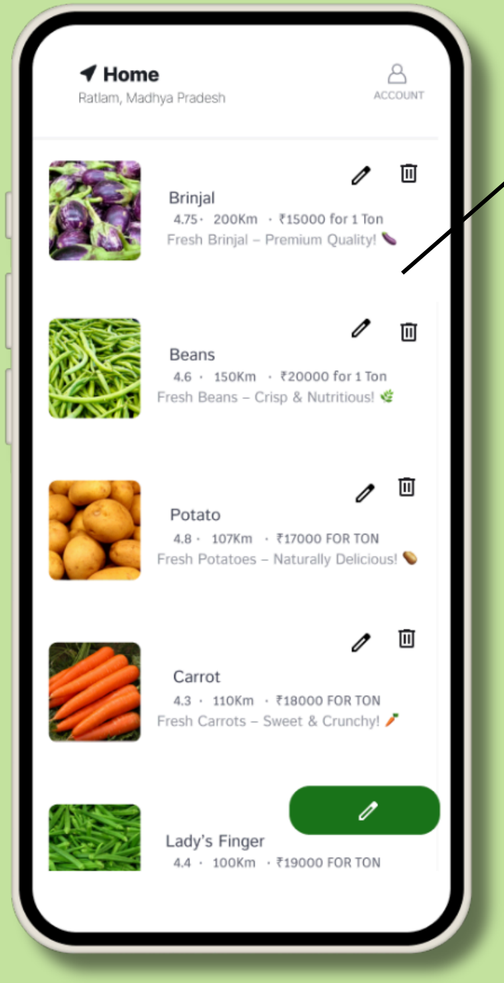
Wholesaler Bidding Page

Wishlist



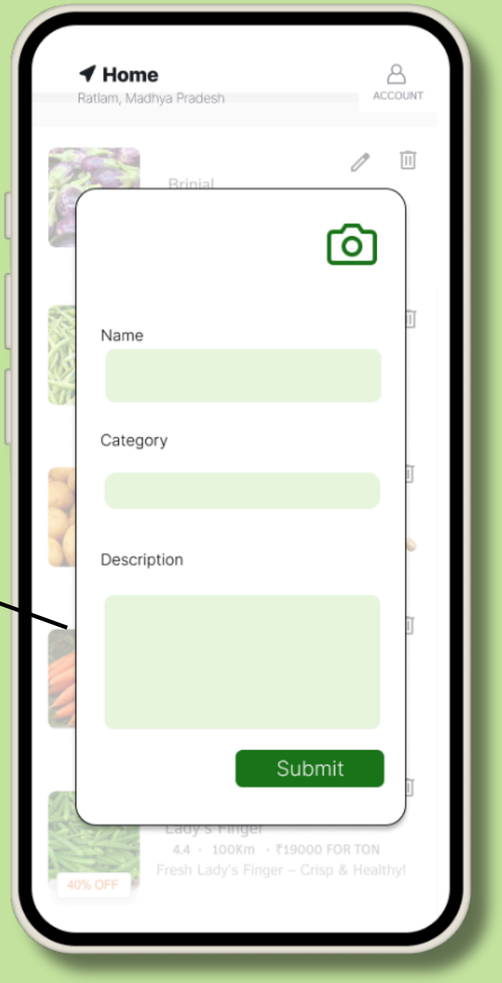


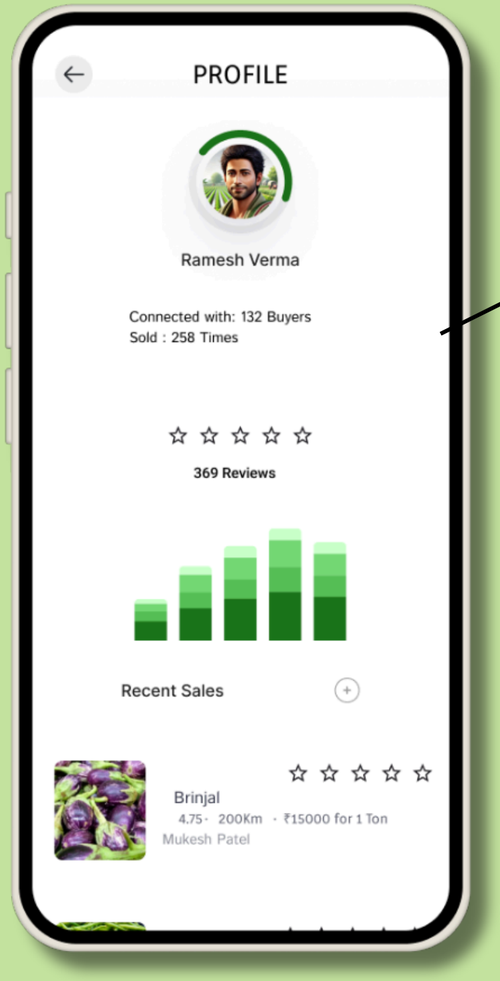
Wholesaler Profile & Recent Activity



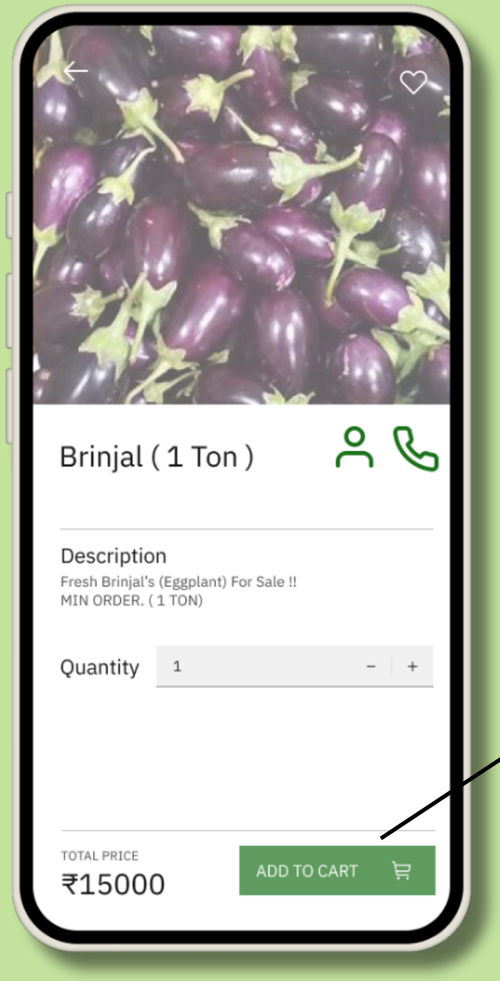
Farmer: Add, Edit, Remove Items

+ Add Item



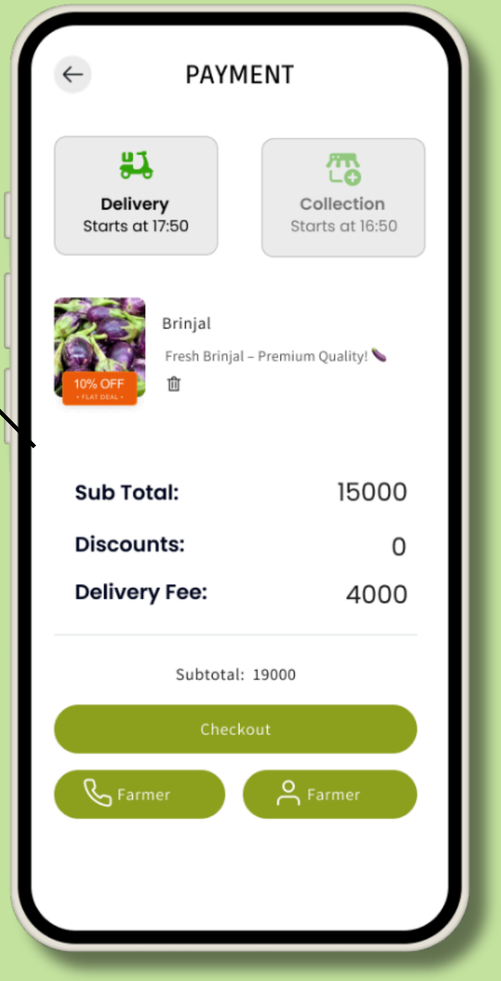


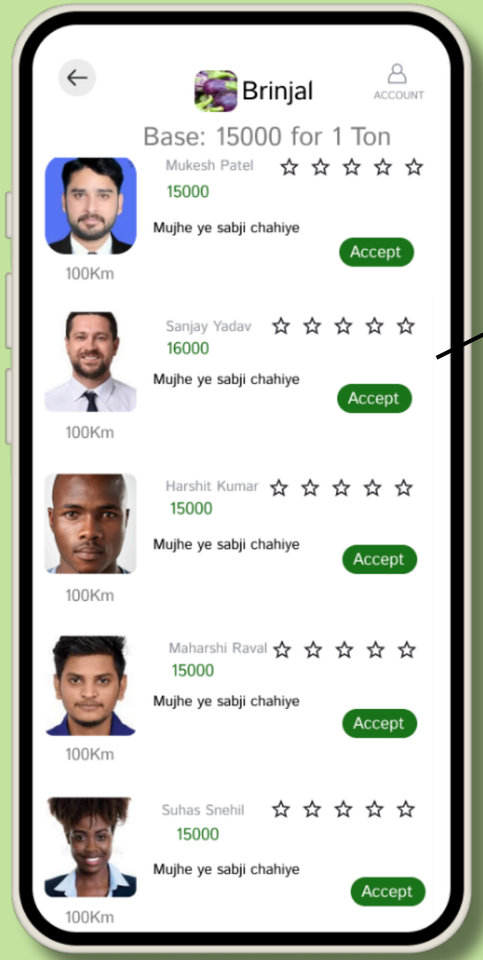
Farmer Profile & Activity



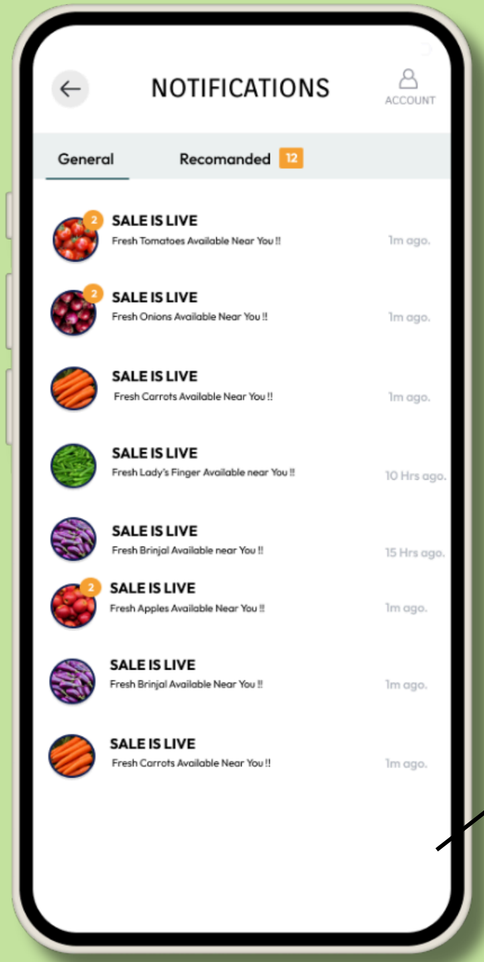
Availability of vegetable | Add to Cart

Payment Page



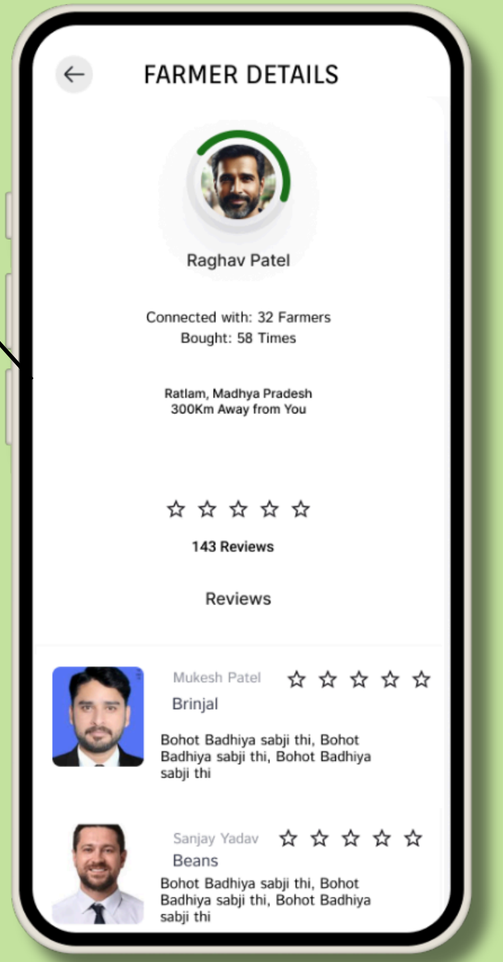


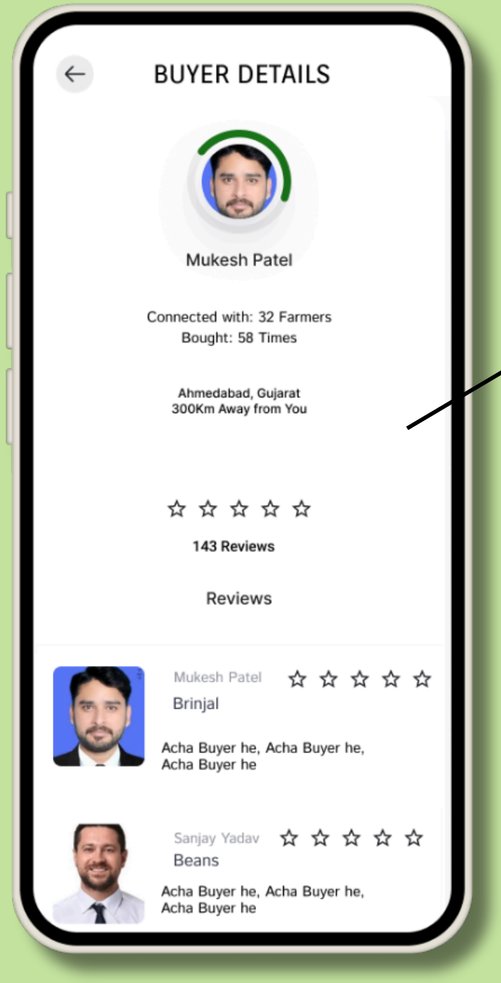
Offers from Wholesalers



Notifications (Buyer)

Farmer Details





Buyer Details

THANK YOU