**Data Collection**

We can employ various research and data collection methods to gather information from potential producers. Here's a step-by-step approach:

**Conduct Surveys:**

Design and distribute surveys to farmers in the JIMMA, KAFFA, SIDAM and GONDAR areas. Include questions about their current challenges in exporting coffee and Selit, their willingness to participate in a digital platform, and the type of information they would be comfortable sharing**.**

**interviews:**

Conduct interviews with a sample of farmers and exporters to gain more in-depth insights into their needs, preferences, and concerns. We use open-ended questions to encourage detailed responses.

**Conducting Survey via Google Form**

Gathering valuable data from students at AAU University, focusing on those with a background in agriculture from JIMMA, KAFA, SIDAMA, and GONDER. To facilitate this process, preparations will be made to develop and distribute a Google Form survey among the targeted participants.

**Desktop Research:**

Conduct desktop research to understand the current state of the agricultural export sector in Ethiopia. Analyze existing data, reports, and studies to identify trends, challenges, and potential solutions.

**Social Media and Online Platforms:**

Utilize social media platforms such as Facebook and Telegram, along with online forums, to reach out to stakeholders. Create online surveys or engage in discussions to gather opinions and preferences related to the proposed platform, targeting exporters.

**Ethical Considerations**:

Ensure that their data collection methods adhere to ethical standards. Clearly communicate the purpose of data collection, obtain informed consent, and assure participants of their data confidentiality. By combining these research methods, we can build a comprehensive understanding of the needs and expectations of potential users for our platform. This research will inform the design and development of the system, ensuring that it addresses the real challenges faced by producers in Ethiopia.

Collecting data from potential exporters is crucial for understanding their needs and preferences. Here our suggested approach:

**Define Research Objectives:**

* Clearly define the objectives of your data collection. What specific information do you need from exporters? This might include their preferences, challenges they face in the current export process, and their expectations from a digital platform.

**Create a Survey:**

* Develop a structured survey with a mix of closed-ended and open-ended questions. Ensure that the questions align with your research objectives. You can use online survey tools like Google Forms or SurveyMonkey to create and distribute surveys.

**Online Platforms and Forums:**

* Join relevant online platforms and forums where exporters discuss industry-related topics. Engage in conversations, seek opinions, and, if appropriate, share a brief survey link.

Remember to approach exporters with a clear explanation of your project, its objectives, and how their insights will contribute to the success of the project. Always ensure ethical considerations and respect the privacy of participants.