

AgroApp

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01

Plan

- Identify needs: facilitate agricultural buying and selling.
- Define audience: farmers and agricultural workers
- Setting goals: increasing digital commerce
- Assign tasks and responsibilities

02

Design

- Create an intuitive platform for the target audience.
- Design a simple and attractive interface.

03

Develop

- Integrate databases.
- Implement functionalities: registration and login, product publication and search, direct contact.

04

Test

- Testing with real users (farmers)
- Bug fixes
- Adjustments based on feedback

05

Deploy

- Publish the system in a real or test environment.
- Deploy the app to check its functionality.
- Verify access in locations with limited connectivity.
- Server configuration (AWS-Azure).

06

Review

- Analyze results and plan improvements.
- Present progress to the product owner and users.
- Sprint Retrospective: Team analysis of what worked and what can be improved.
- Update the product backlog.

07

Launch

- Official public launch of the first version.
- Monitoring of user comments.
- Marketing campaign at agricultural fairs.
- Short training session on how to use the platform for the target audience.