



SM6P07NI Digital Media Project

20% Report

2024-25 Autumn

Student Name: Kritan Chandra Shrestha

London Met ID: 22067395

College ID: NP01MM4A220078

External Supervisor: Saugat Basnet

Internal Supervisor Parwat Bhujel

Assignment Due Date: Wednesday, May 7, 2025

Assignment Submission Date: Wednesday, May 7, 2025

Word Count: 2376

I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.

Turnitin Similarity Check

 turnitin Page 2 of 19 - Integrity Overview Submission ID trn:oid::3618:94681426

1% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Match Groups

-  4 Not Cited or Quoted 1%
Matches with neither in-text citation nor quotation marks
-  0 Missing Quotations 0%
Matches that are still very similar to source material
-  0 Missing Citation 0%
Matches that have quotation marks, but no in-text citation
-  0 Cited and Quoted 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- | | |
|----|--|
| 1% |  Internet sources |
| 0% |  Publications |
| 1% |  Submitted works (Student Papers) |

 turnitin Page 3 of 19 - Integrity Overview Submission ID trn:oid::3618:94681426

Match Groups

-  4 Not Cited or Quoted 1%
Matches with neither in-text citation nor quotation marks
-  0 Missing Quotations 0%
Matches that are still very similar to source material
-  0 Missing Citation 0%
Matches that have quotation marks, but no in-text citation
-  0 Cited and Quoted 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- | | |
|----|--|
| 1% |  Internet sources |
| 0% |  Publications |
| 1% |  Submitted works (Student Papers) |

Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	Internet	
	www.marktplaats.nl	<1%
2	Submitted works	
	Middlesex University on 2024-04-02	<1%
3	Internet	
	longbowadvantage.applytojob.com	<1%

Abstract

This project focuses on the design of the UI/UX for AgriBaato, a digital platform that connects Nepalese farmers, traders, and agribusiness. The design method for creating a responsive, user-friendly interface for both the "AgriBaato Corporate" and "AgriBaato Farmer" platforms involve extensive planning, UI trend research, competitor analysis, and testing. The documentation includes information on the project's aim, target audience, tools and technologies used, planning and development stages, production phases, user testing feedback, and final product evaluation. The goal was to produce a visually appealing and effective design that meets the needs of users while also improving agricultural accessibility.

Contents

Turnitin Similarity Check.....	2
Abstract.....	3
Table of Figures	5
1 Introduction	1
1.1 Topic	2
1.2 Area of Research	3
2 Aims of Project.....	4
3 Target Audience.....	5
4 Product Research	6
4.1 GeoKrishi	6
4.2 Agri Webb	8
5 Technologies Employed.....	10
6 Project Plan.....	11
7 Production Phases	13
7.1 Planning and Research.....	13
7.2 Wireframing.....	14
7.3 Low Fidelity	23
7.4 Graphic Designing	32
7.5 High Fidelity Design	34
7.6 Prototyping.....	45
7.7 Testing and Optimization	46
8 Resources.....	47
9 User Testing & Findings	49
9.1 Survey Results.....	50
10 Conclusion.....	61
11 References	62
12 Appendix	63

Table of Figures

Figure 1 Agribaato Logo	2
Figure 2 GeoKrishi Website	6
Figure 3 GeoKrishi Website 2	7
Figure 4 Agri Webb Website	8
Figure 5 Agri Webb Website 2	9
Figure 6 Google Forms	10
Figure 7 Canva.....	10
Figure 8 Figma	10
Figure 9 Previous Gantt Chart.....	11
Figure 10 Updated Gantt Chart	12
Figure 11 Home Page Wireframe.....	14
Figure 12 Marketplace Wireframe	15
Figure 13 marketplace 2 Wireframe	16
Figure 14 post a bid Wireframe	17
Figure 15 marketprices Wireframe	18
Figure 16 bidding Wireframe	19
Figure 17 resources Wireframe.....	20
Figure 18 about us Wireframe	21
Figure 19 user dashboard wireframe.....	22
Figure 20 homepage Low Fidelity	23
Figure 21 marketplace Low Fidelity	24
Figure 22 bidding Low Fidelity.....	25
Figure 23 marketplace Low Fidelity	26
Figure 24 post a bid Low Fidelity.....	27
Figure 25 marketprices Low Fidelity	28
Figure 26 resources Low Fidelity	29
Figure 27 about us Low Fidelity	30
Figure 28 signin Low Fidelity	31
Figure 29 Graphic Designing.....	32
Figure 30 Graphic Designing.....	33
Figure 31 Graphic Designing.....	33
Figure 32 homepage High Fidelity	34
Figure 33 marketplace High Fidelity	35
Figure 34 marketplace High Fidelity	36
Figure 35 bidding High Fidelity	37
Figure 36 bidding sellerview High Fidelity	38
Figure 37 post a bid High Fidelity	39
Figure 38 marketprices High Fidelity	40
Figure 39 resources High Fidelity	41
Figure 40 aboutus High Fidelity	42
Figure 41 signin High Fidelity	43
Figure 42 user dashboard High Fidelity.....	44

Figure 43 Prototyping	45
Figure 44 Prototyping 2	45
Figure 45 Optimization	46
Figure 46 Optimization 2	46
Figure 47 Lenovo Legion 5 Pro	47
Figure 48 NVIDIA GeForce RTX 3060	47
Figure 49 Survey Results	50
Figure 50 Questionnaire1	50
Figure 51 Questionnaire2	51
Figure 52 Questionnaire 3	51
Figure 53 Questionnaire 4	52
Figure 54 Questionnaire 5	52
Figure 55 Questionnaire 7	53
Figure 56 Questionnaire 9	54
Figure 57 Questionnaire 11	55
Figure 58 Questionnaire 13	56
Figure 59 Questionnaire 15	57
Figure 60 Questionnaire 17	58
Figure 61 Questionnaire17	58
Figure 62 Questionnaire 18	59
Figure 63 Questionnaire 19	59
Figure 64 Questionnaire 20	60

1 Introduction

This course covers the complete UI/UX design process for AgriBaato, a digital platform that aims to simplify and facilitate agricultural transactions in Nepal. This platform attempts to bring together farmers, merchants, cooperatives, and agribusinesses into a cohesive ecosystem that allows for real-time market pricing, bidding systems, and marketplace collaboration. The documentation describes each stage of the design process, beginning with the topic and study area selection, then establishing user personas, identifying key objectives, and doing extensive product and competition analysis. It also includes the technology used, the planning and production phases, the creation of wireframes and prototypes, and usability testing and assessment. This program promotes a user-centered design philosophy, with a focus on navigational simplicity, accessibility, and clear service communication. The report includes comments from real users to help modify the final product and ensure that it is functional and meets user needs and expectations.

1.1 Topic

The topic of this project is AgriBaato – A UI/UX Design for a Digital Agricultural Platform in Nepal.

This project aims to create a user-friendly and interactive digital platform to improve the agricultural trading experience for both farmers and agribusinesses in Nepal. The platform is separated into two major interfaces: AgriBaato Farmer, which allows farmers to post products, monitor real-time prices, and connect with buyers, and AgriBaato Corporate, which allows cooperatives and merchants to handle bids, explore the marketplace, and access agricultural resources. Extensive research, planning, and testing were conducted during the design process to guarantee that the final product is both functional and accessible to the intended customers.



Figure 1 AgriBaato Logo

1.2 Area of Research

Here's a more detailed expansion on each research area:

User Interface Design Trends:

Current UI design trends, including visual features like icons, buttons, and micro-interactions, can be researched to assist in developing a modern and intuitive interface. Color themes like nature-inspired or colorful tones complement AgriBaato's agricultural focus while taking color psychology into account to improve user experience. Typography selections, such as sans-serif fonts for readability and aesthetic appeal, will provide clarity and structure, resulting in a polished and accessible design.

Competitor Analysis:

Analyzing agricultural rivals can aid in the identification of industry standards, user preferences, and design trends. By analyzing rivals' strengths and shortcomings, AgriBaato may provide unique features that set it apart, hence enhancing usability and functionality. Studying successful platforms' best practices provides vital insights into efficient UI/UX design, ensuring that AgriBaato stands out while providing an intuitive and competitive user experience.

Responsive and Interactive Designs:

A flexible design guarantees that AgriBaato's platform adapts smoothly to all screen sizes, enhancing accessibility across devices such as smartphones, tablets, and computers, which is especially significant in rural areas. Interactive components, such as real-time market price updates and dynamic product listings, can help users interact and improve their experience. The design, which focuses on straightforward navigation and simple job flows, will make it easier for users to interact with the site, increasing engagement and happiness.

2 Aims of Project

The aim of this project is to create a practical, responsive, and visually appealing user interface for AgriBaato, an agricultural platform that serves both farmers and corporate users in Nepal. The design will prioritize improving the user experience by incorporating modern UI/UX principles such as straightforward navigation, accessible layouts, and interactive components customized to the demands of various user groups. The goal is to develop an intuitive platform that streamlines agricultural transactions, promotes market pricing transparency, supports fair bidding procedures, and improves buyer-seller communication. By solving usability and accessibility issues, the project hopes to empower users in both rural and urban settings, resulting in more efficient and inclusive digital agriculture.

3 Target Audience

AgriBaato's core target audience consists of Nepalese farmers, traders, cooperatives, and agribusiness experts, who are mostly located in rural and semi-urban areas of Nepal. The age range is 25 to 55 years, and this demographic is particularly active in agriculture and trading. The website is gender-inclusive, catering to both male and female users while embracing women's rising participation in agricultural and agribusiness. The ethnicity of users is broad, reflecting Nepal's multi-ethnic population, with a focus on assisting local communities across provinces.

These specific audiences are being targeted because they have a direct engagement in agriculture production, trading, and supply chain operations. Farmers need real-time market prices and expanded market prospects, whereas corporate customers need tools for transparent bidding and networking with service providers. The UI/UX design aspires to be simple, intuitive, and accessible, considering varying degrees of digital literacy and providing inclusion for people with less technical knowledge. This guarantees that the platform is useful, user-friendly, and relevant to the individuals it is meant to serve.

4 Product Research

4.1 GeoKrishi

Focus: An agricultural decision-support tool for Nepali farmers (planning, weather, and input tracking).



Figure 2 GeoKrishi Website

Good Points:

Expert knowledge of all aspects of Nepal's agricultural sectors.

Employs local experts plus temporary scheduling with climate predictions.

Our platform communicates exclusively in Nepali language.

Bad Points:

Limited trading options, largely for informational purposes.

The website's design does not accommodate small displays.

The images are out of date, and the iconography is inconsistent.

Analysis:

GeoKrishi helps farmers through advisories without providing them with opportunities to connect to markets. The system concentrates on farm practices instead of marketplace activity.

Implementation for AgriBaato:

Join province or district filtering data to help users explore local information.

Take inspiration from crop calendars today so we can add them later as an optional feature.

Place modern visual design first and build trading tools starting from buying and selling.

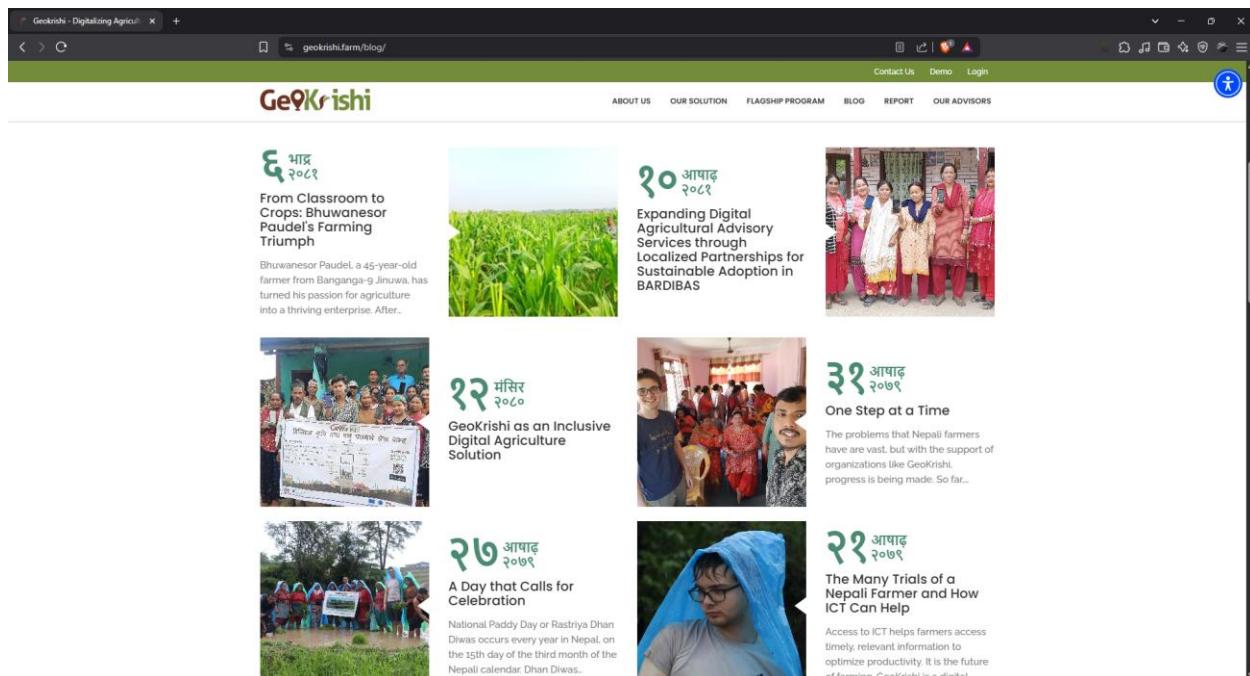


Figure 3 GeoKrishi Website 2

4.2 Agri Webb

Focus: Commercial farms can benefit from digital farm and livestock management software.

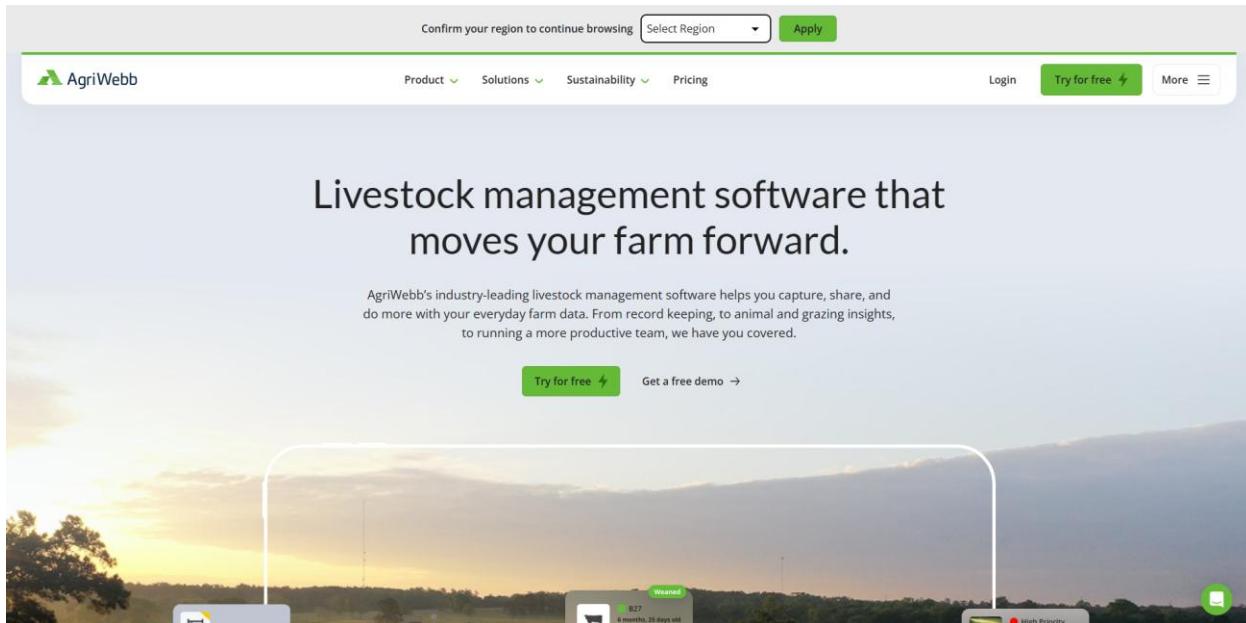


Figure 4 Agri Webb Website

Good Points:

Excellent data management dashboards.

It allows you to capture data offline.

Let's keep detailed farm operations in a simple daily journal.

Bad Points:

Too complex for small farmers.

The system prioritizes livestock information which is not beneficial for farmers who only grow crops.

Market leaders designed their platform primarily for enterprise use, but it remains beyond rural users who lack technical training.

Analysis:

Agri Webb's powerful functions do not match the needs of crop-farming small farmers in Nepal. The registrar on data will supply information for future visualization needs.

Implementation for AgriBaato:

In future releases we will build a lightweight dashboard to present essential farm data including price records, sales performance and winning auctions.

Design a simple interface that shows visual information to prevent an overloaded display of data.

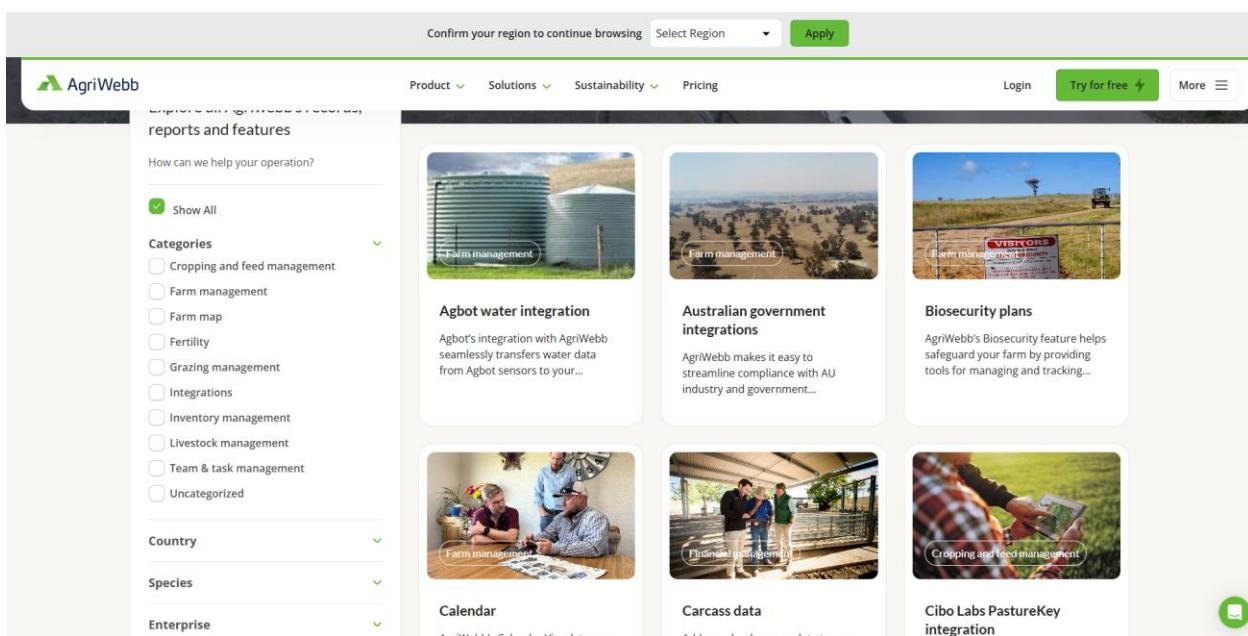


Figure 5 Agri Webb Website 2

5 Technologies Employed

To ensure a professional and user-centered conclusion, the AgriBaato UI/UX design project was developed using a variety of software tools and approaches.

Figma was the primary tool for developing low-fidelity wireframes, high-fidelity mockups, and interactive prototypes. It provided real-time collaboration, design consistency, and simple iteration throughout the design process.

To maintain visual coherence and correspond with the agricultural theme, a carefully chosen color palette was used, with an emphasis on earthy and natural tones that represent trust and progress. Canva stock photos were used to increase visual appeal and provide relevant, high-quality graphics to supplement the content.

Furthermore, Google Forms was used to develop and distribute user questionnaires, enabling for the collection of user comments and insights that influenced design choices. These technologies combined to create a visually beautiful, functional, and user-friendly design.



Figure 8 Figma



Google Forms

Figure 6 Google Forms



Figure 7 Canva

6 Project Plan

The AgriBaato UI/UX project was originally intended to build a client-based product; however, due to the client's inability to sign the proposal, the project was shifted to focus purely on design without a genuine client. The initial timeframe comprised steps such as proposal approval, research, wireframing, feedback collecting, and prototype creation, with the goal of completing all phases by mid-semester.

A low-fidelity prototype in Figma was produced for early testing, demonstrating essential user flows for both the AgriBaato Corporate and Farmer platforms. It consisted of pages such as the homepage, market price dashboard, and bidding part, which were tested with peers and instructors. The high-fidelity prototype was improved based on user feedback, including clearer navigation, better visuals, and increased responsiveness.

Testing was initially scheduled to be finished by Week 6, however due to changes in project objectives and a higher emphasis on design quality, the final design was completed by Week 24. To provide a more intuitive and user-friendly product, key enhancements included a refined navigation flow, enhanced UI components, and consistent visual styling.

These is the Coursework 1 Gantt Chart.

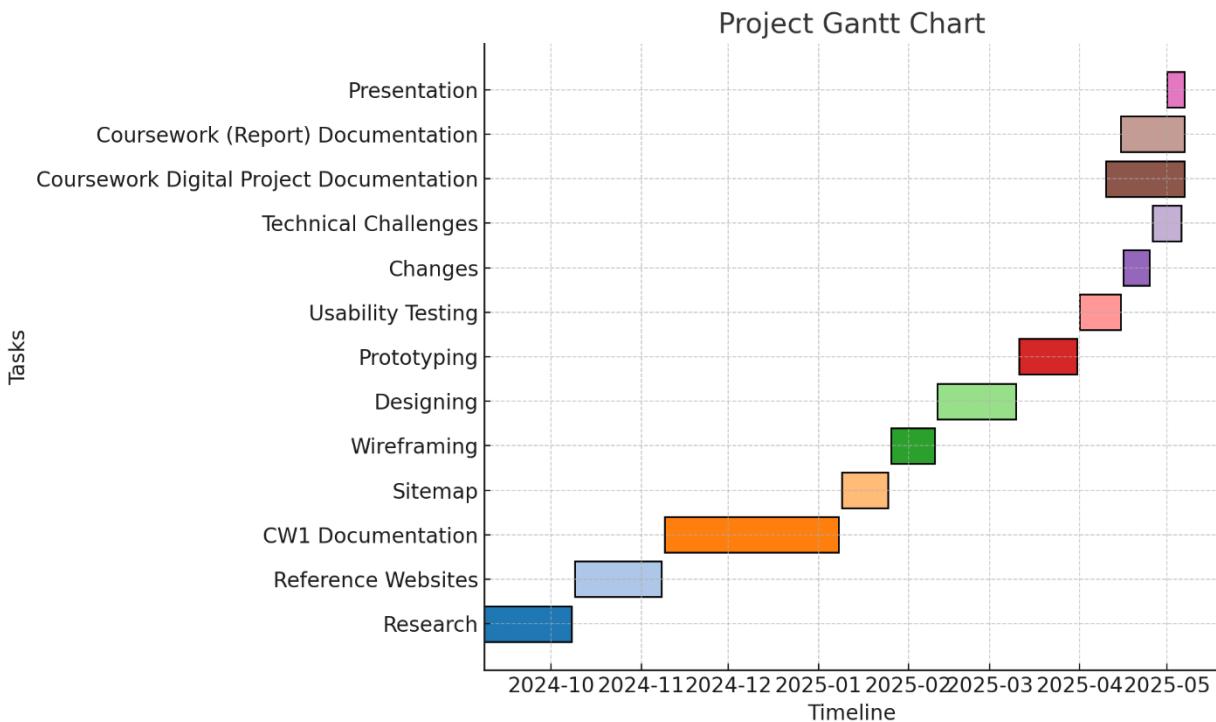


Figure 9 Previous Gantt Chart

Updated Gantt Chart

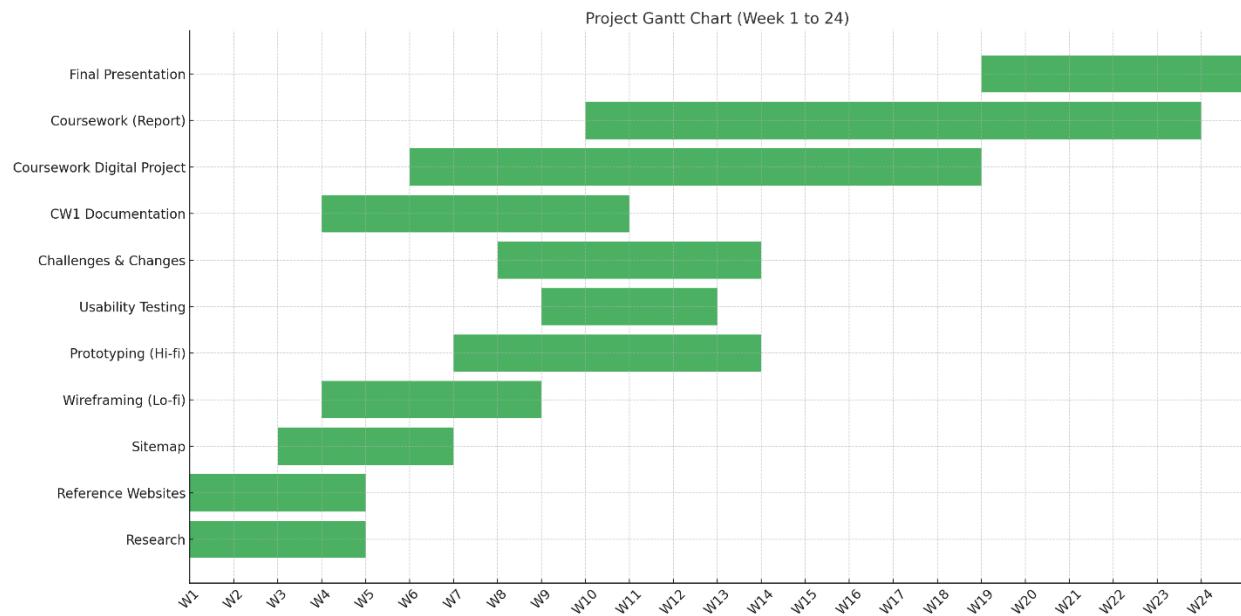


Figure 10 Updated Gantt Chart

7 Production Phases

7.1 Planning and Research

This phase included background study on UI/UX design trends, color schemes, typography, and responsive design. Competitor analysis assisted in identifying strengths and weaknesses in similar agricultural platforms. The target audience was selected, and project objectives were formed based on user requirements.

7.2 Wireframing

Figma was used to develop initial sketches and digital wireframes for essential sections such as the homepage, market dashboard, and product listing. These wireframes lacked visuals and focused on layout, content organization, and user flow only.



Figure 11 Home Page Wireframe

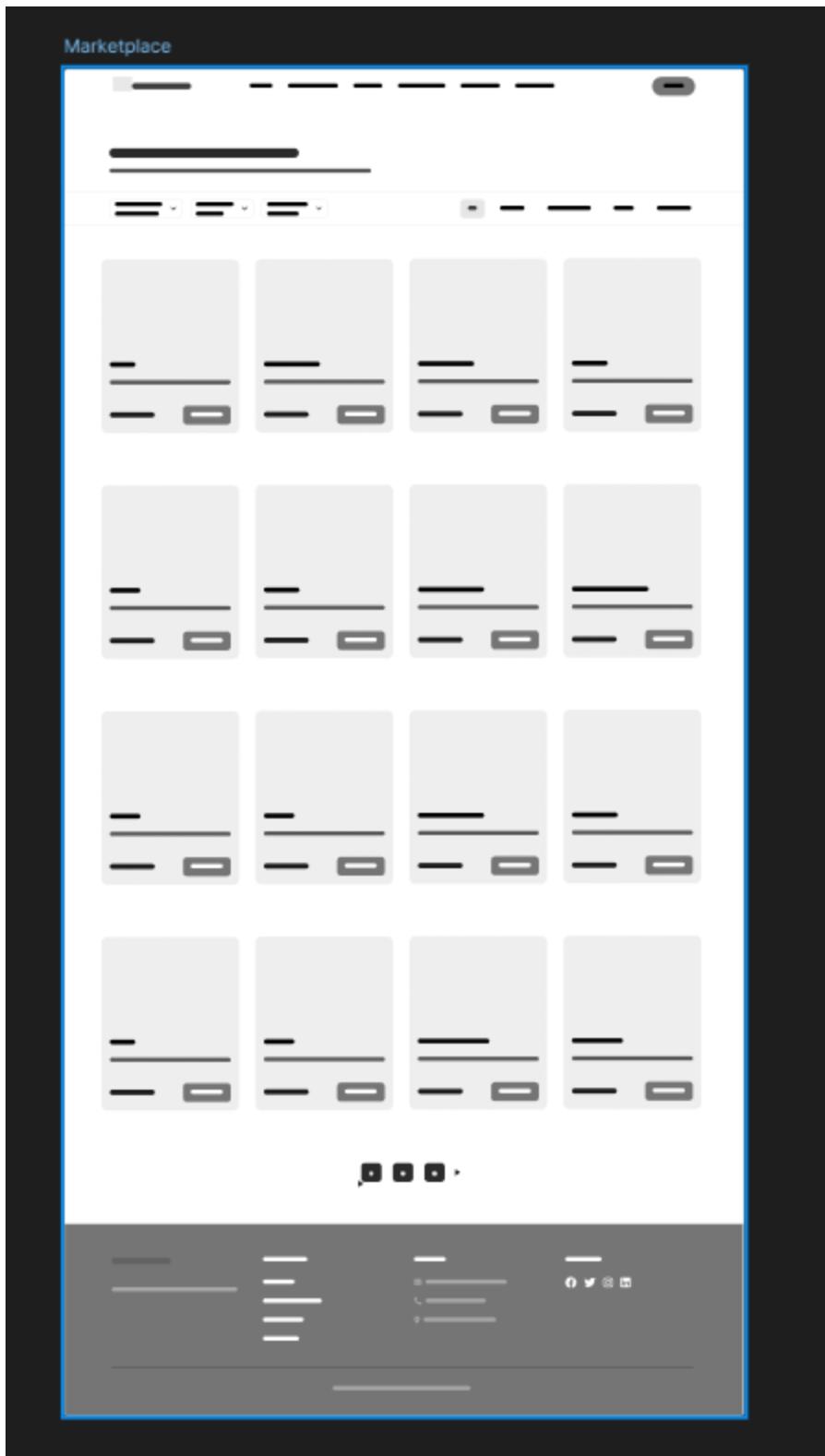


Figure 12 Marketplace Wireframe



Figure 13 marketplace 2 Wireframe



Figure 14 post a bid Wireframe

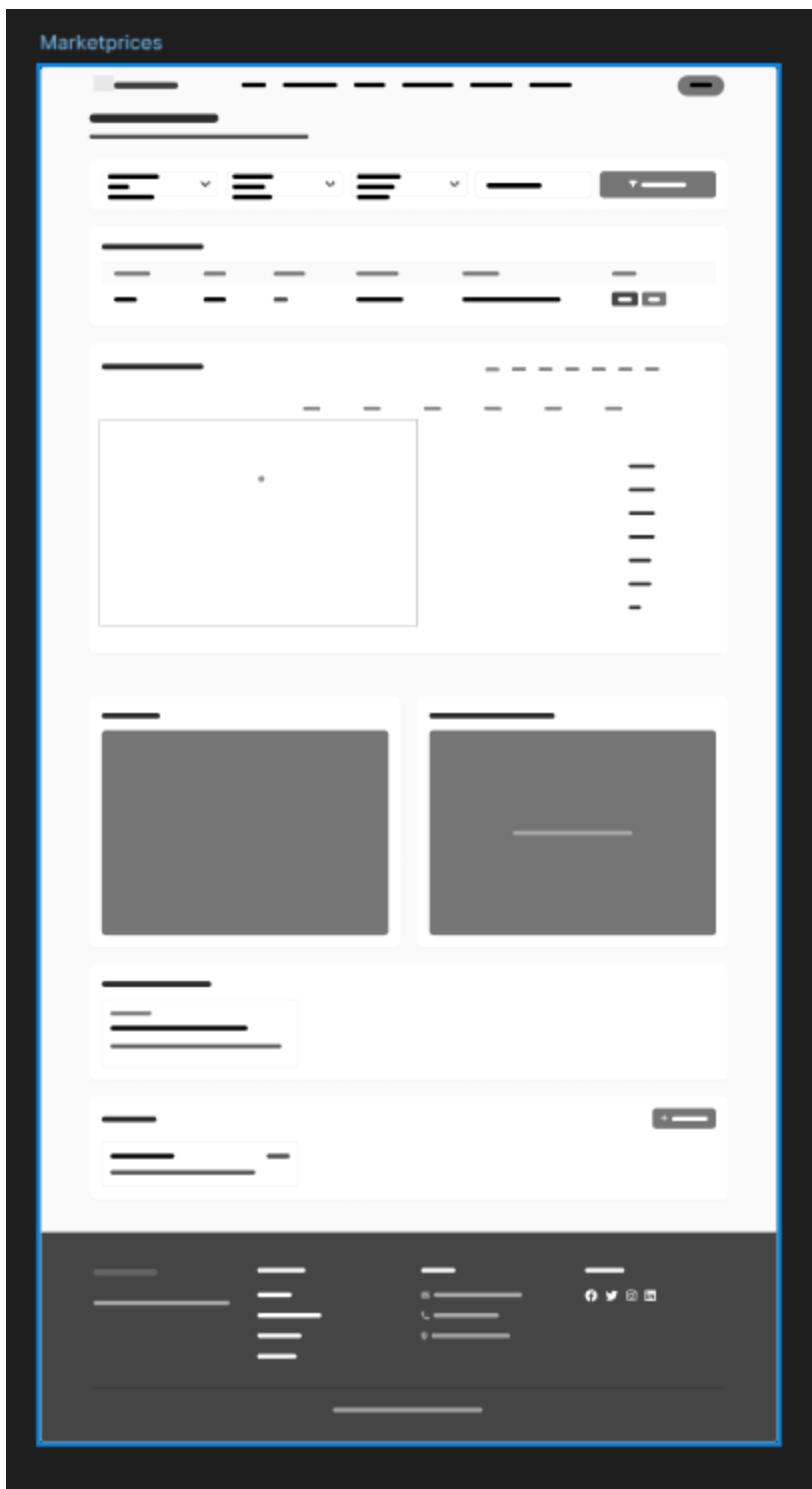


Figure 15 marketprices Wireframe

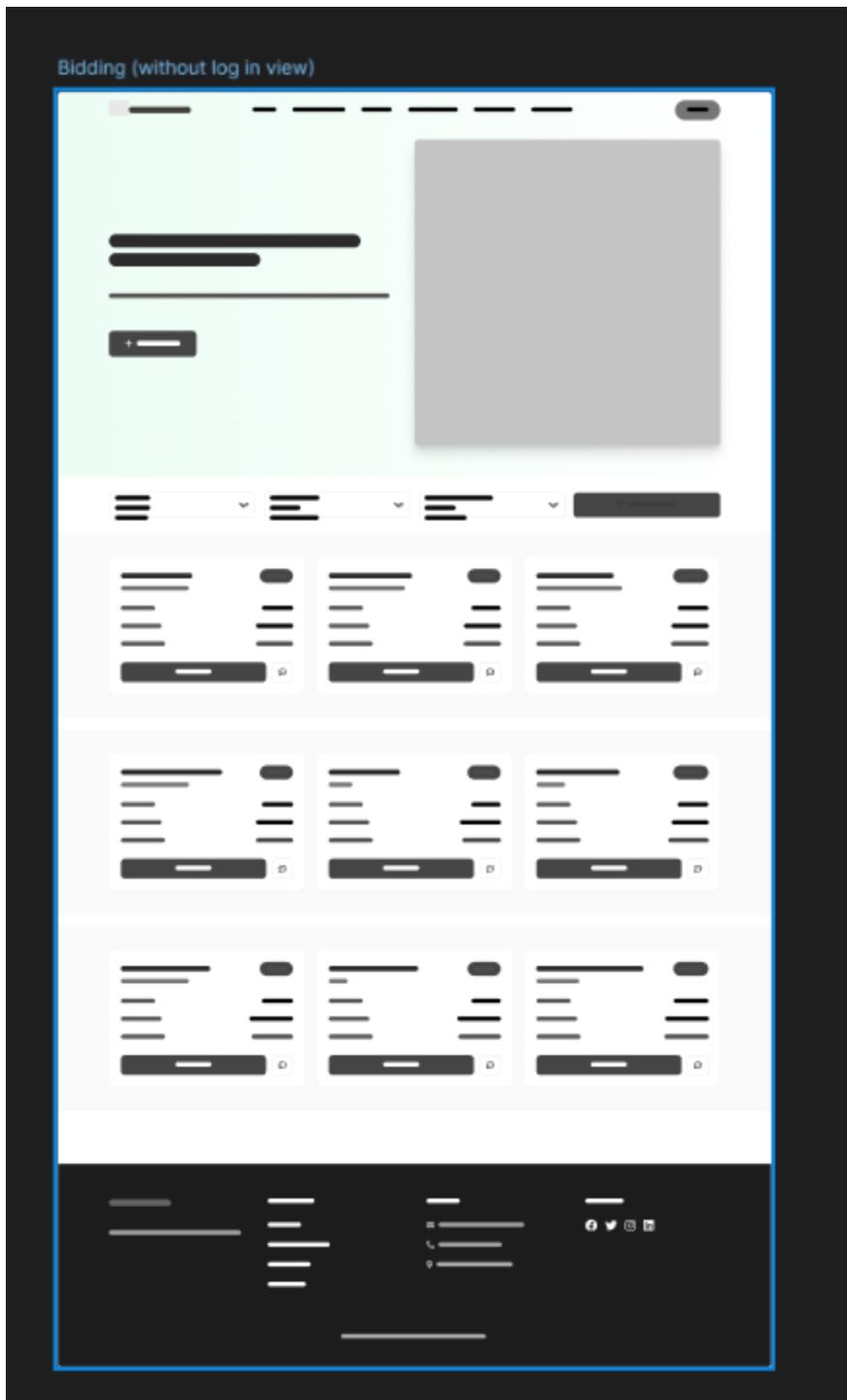


Figure 16 bidding Wireframe



Figure 17 resources Wireframe



Figure 18 about us Wireframe



Figure 19 user dashboard wireframe

7.3 Low Fidelity

Low-fidelity prototypes in Figma were created to demonstrate basic interactions and layout positioning. These comprised simple placeholders and were used to solicit input from instructors and peers for preliminary usability enhancements.

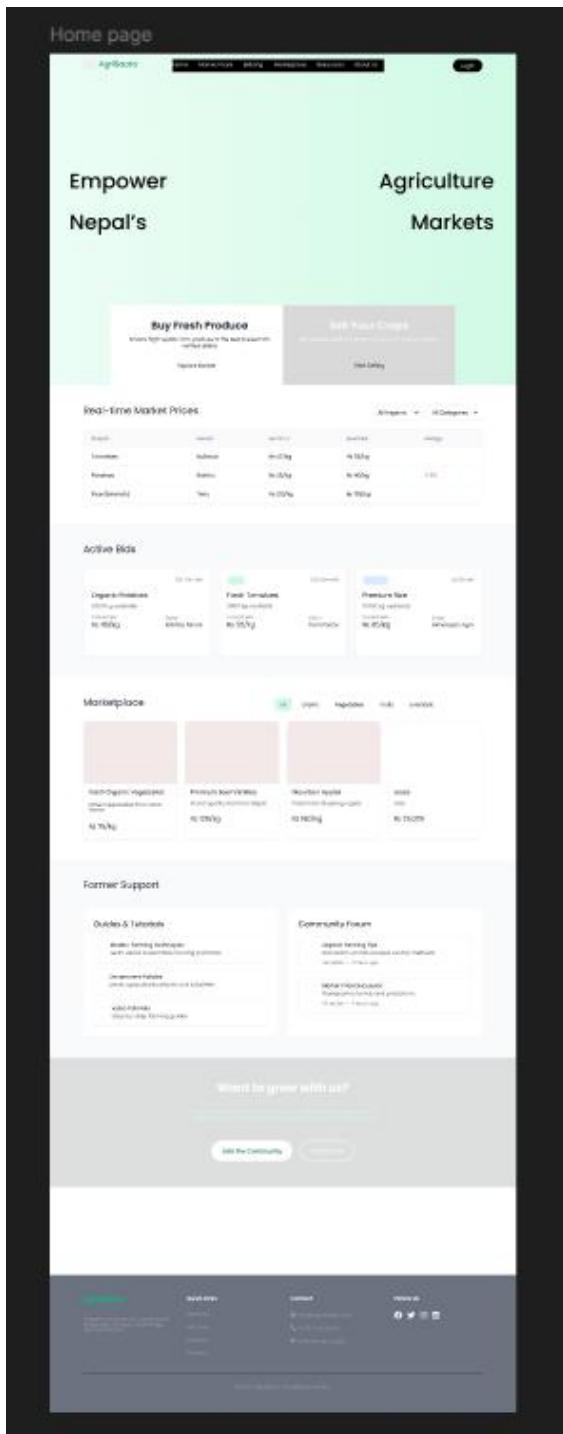


Figure 20 homepage Low Fidelity

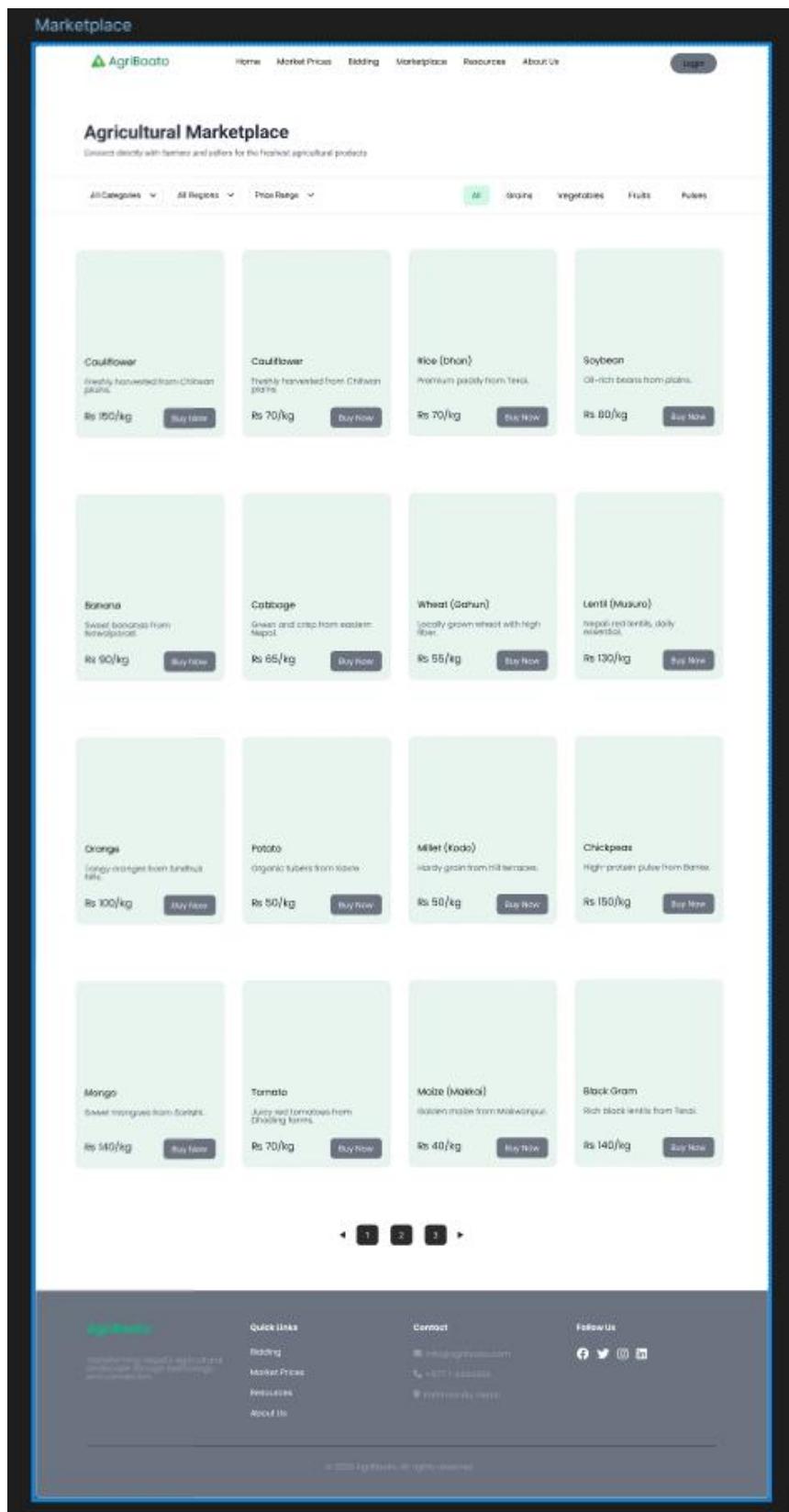


Figure 21 marketplace Low Fidelity

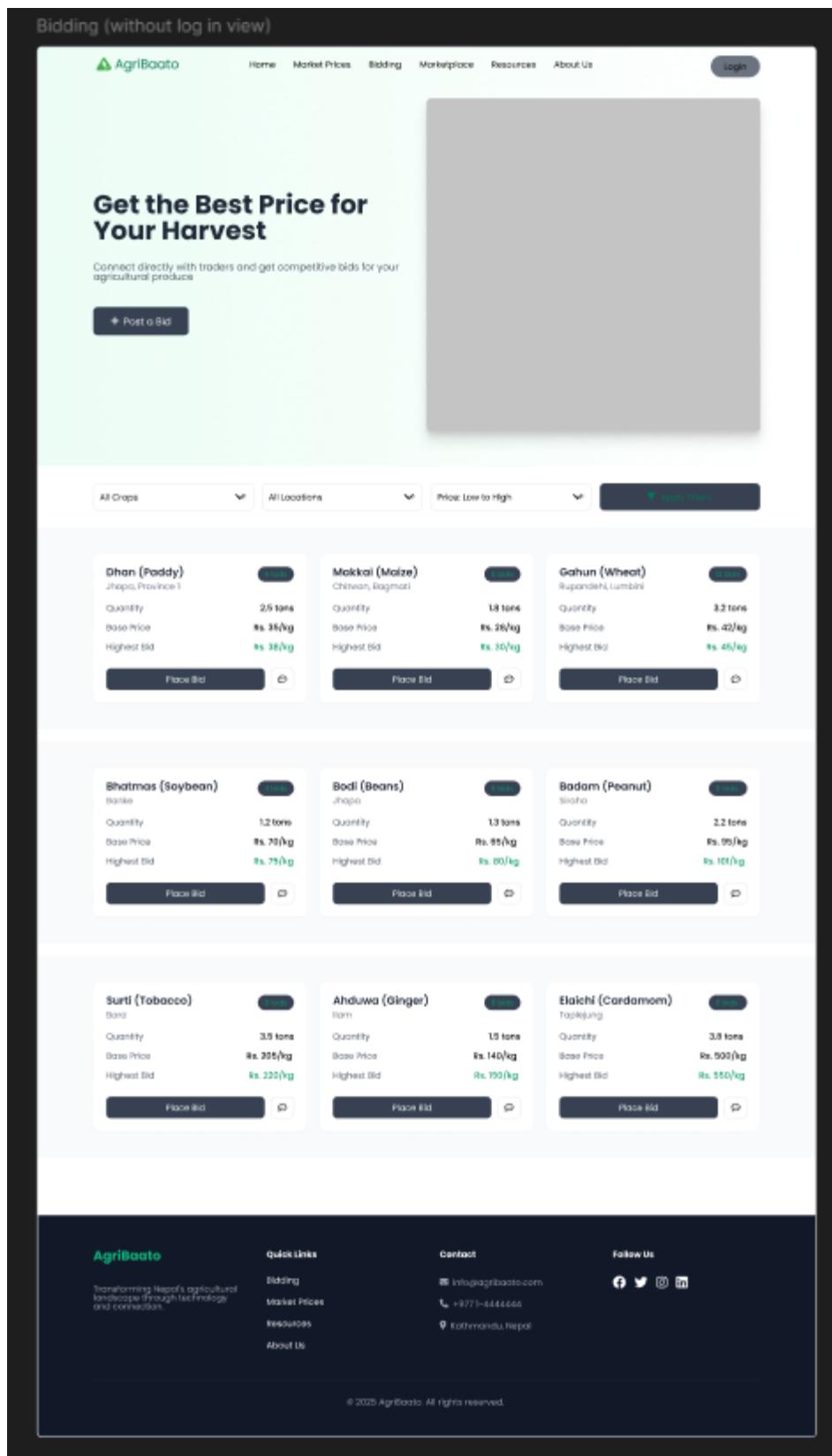


Figure 22 bidding Low Fidelity

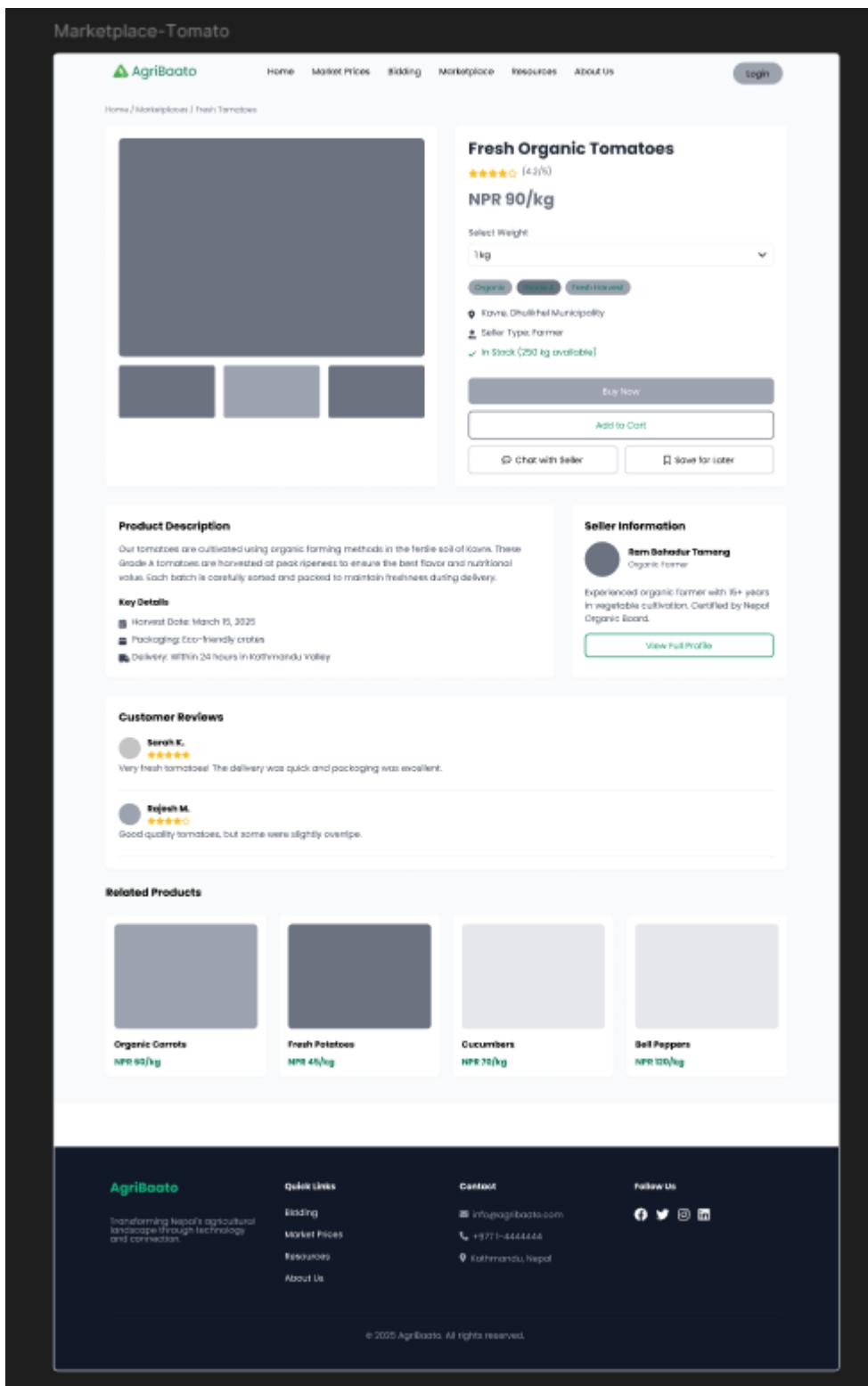


Figure 23 marketplace Low Fidelity

Post a bid

Post Your Crop for Bidding

Fill in the details below to list your crop for traders to bid on

Drop Name

Quantity

Expected Price per KG

Available From

Pickup Location

Product Quality Organic Grade A Fresh Harvest

Upload Images
Maximum 5 Images, PNG or JPEG

Additional Notes

Figure 24 post a bid Low Fidelity

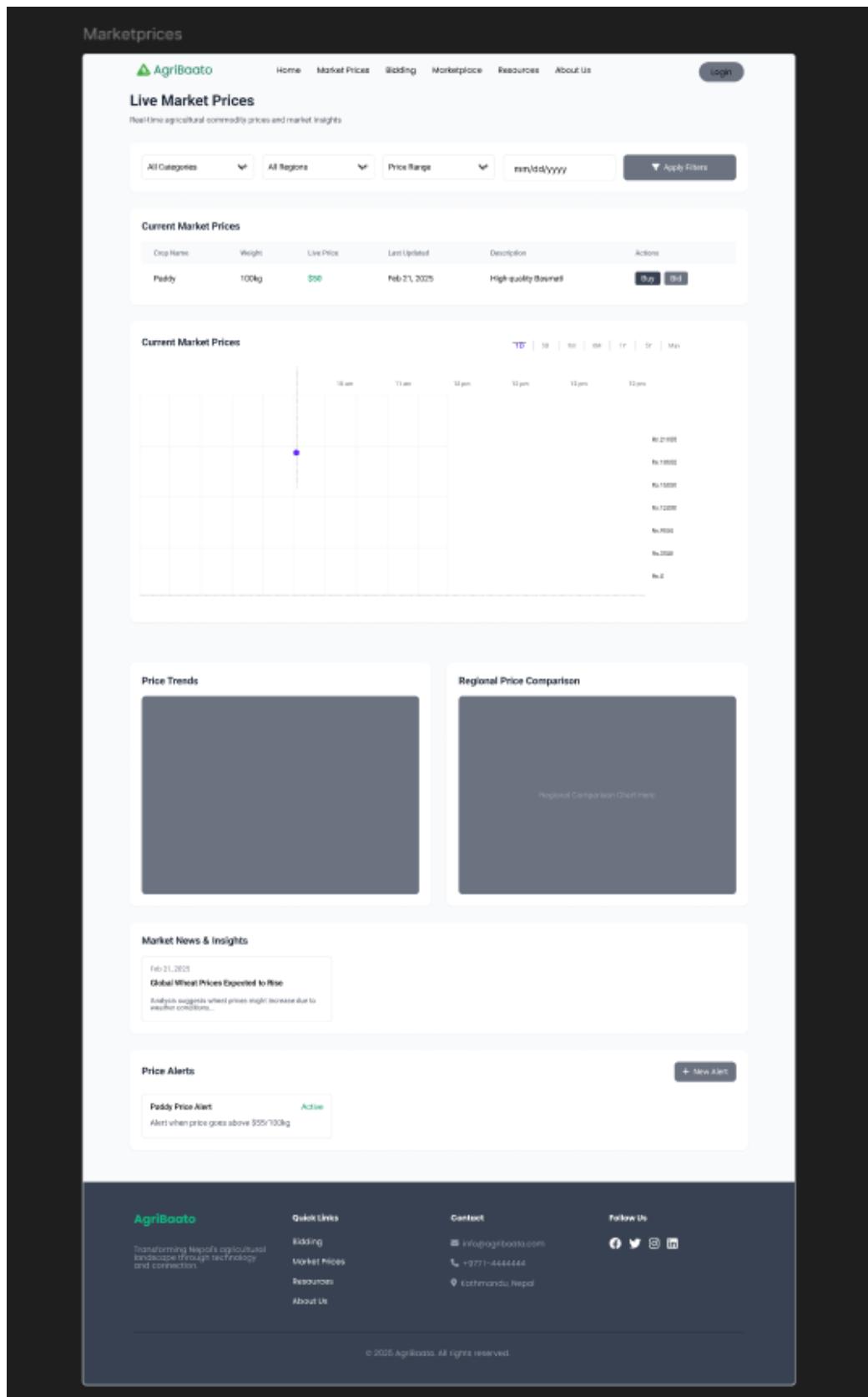


Figure 25 marketprices Low Fidelity

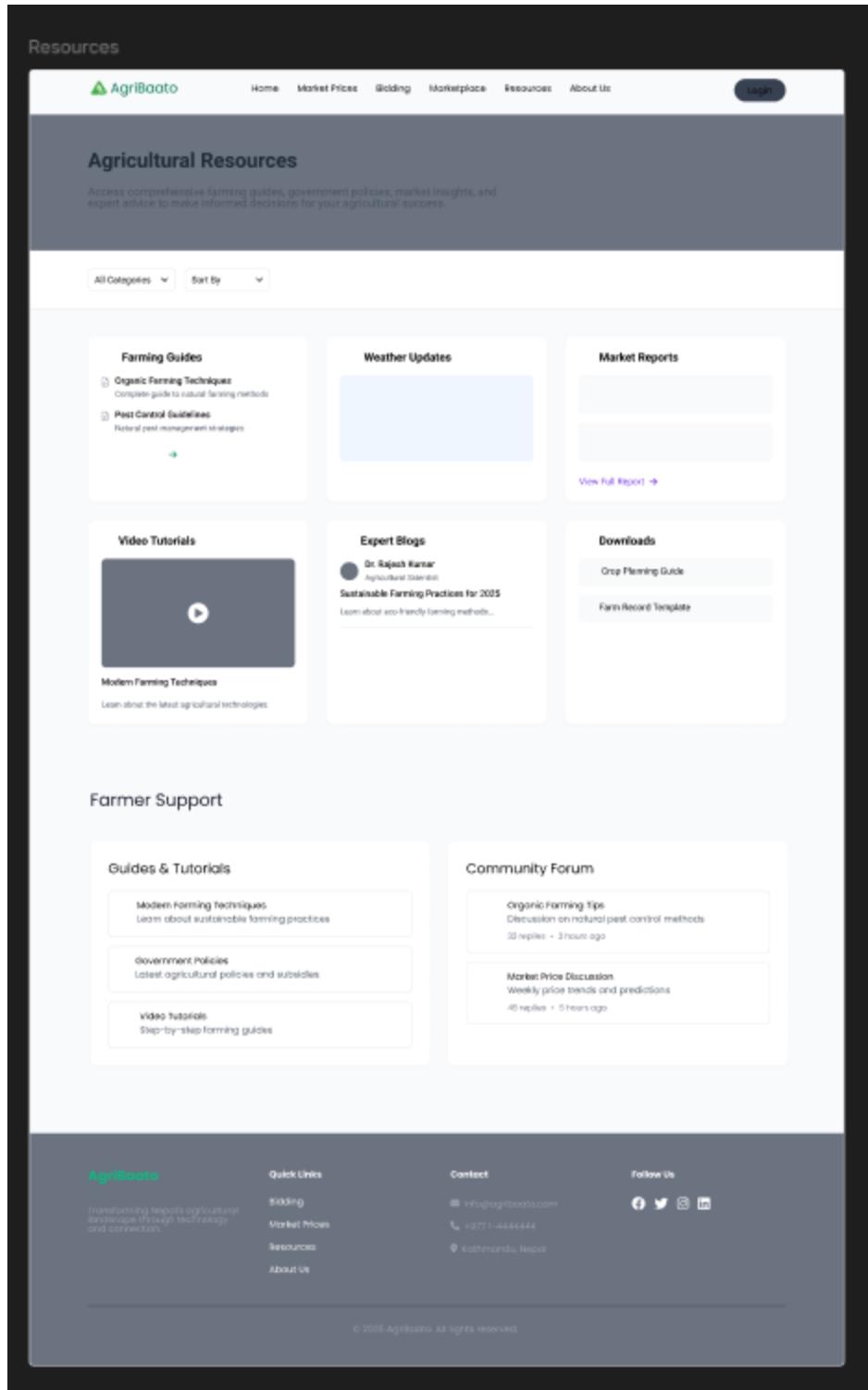


Figure 26 resources Low Fidelity

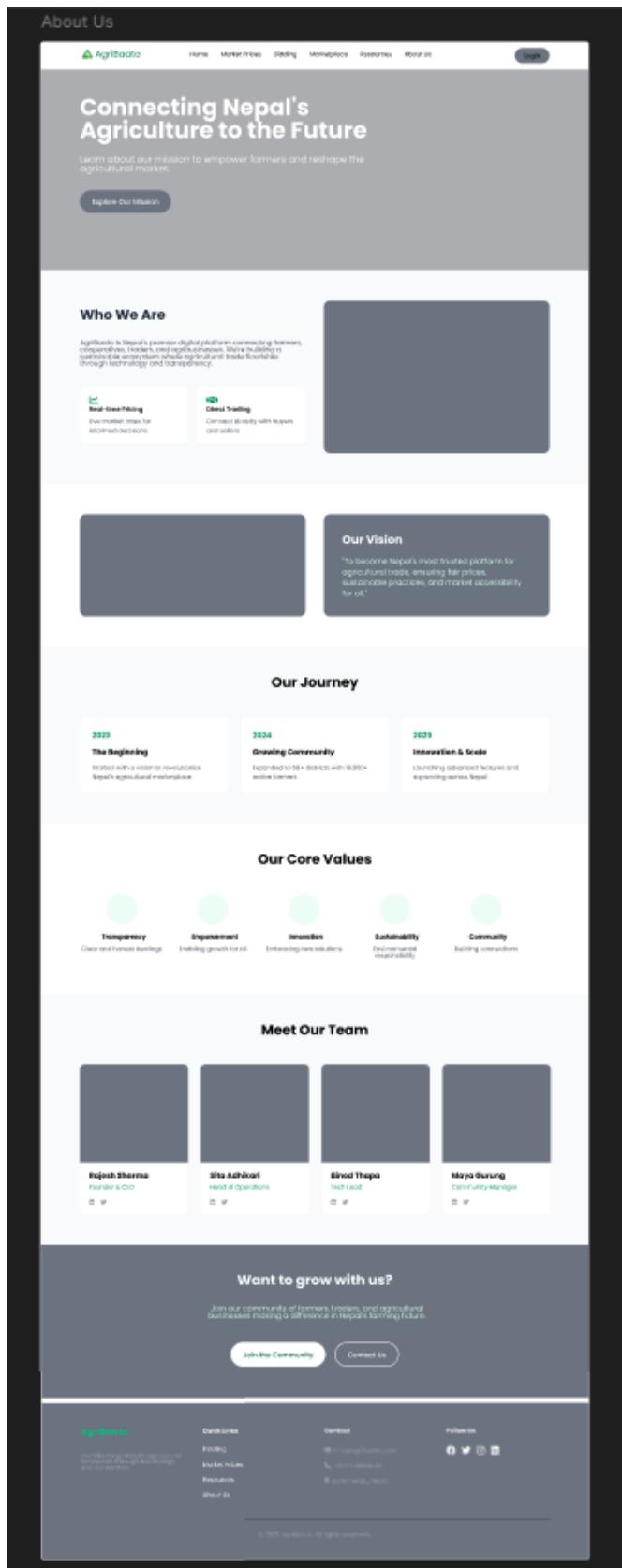


Figure 27 about us Low Fidelity

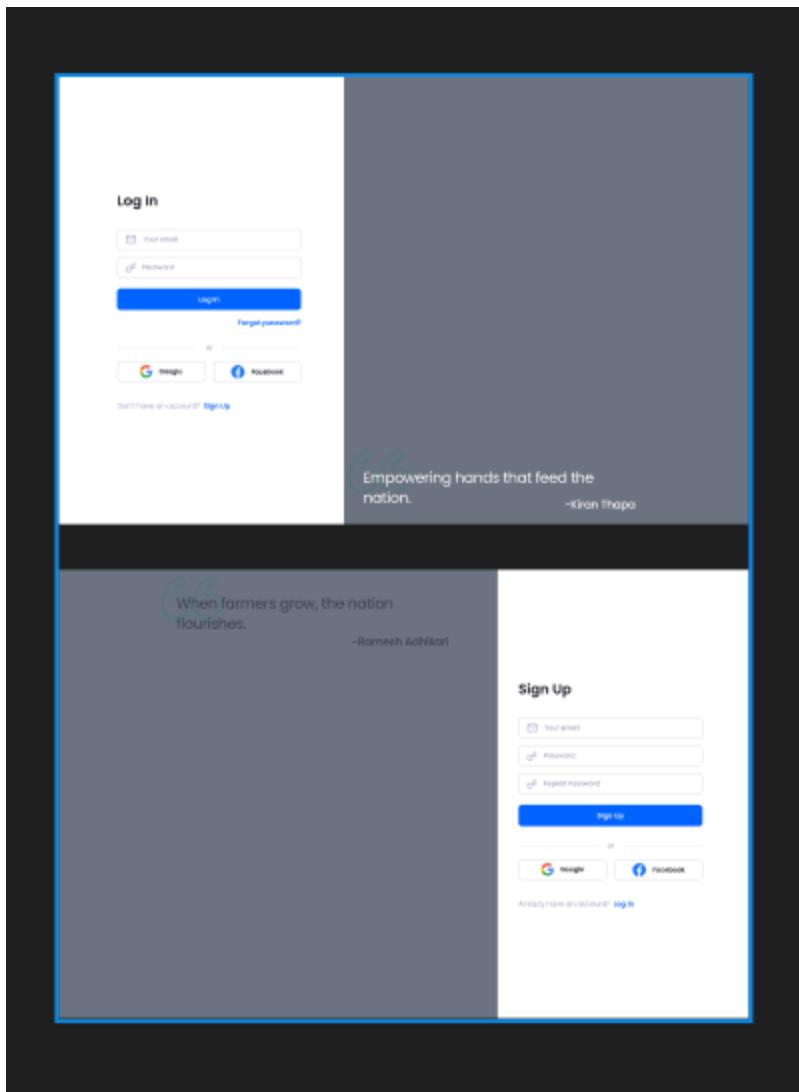


Figure 28 signin Low Fidelity

7.4 Graphic Designing

Visual elements such as graph, banners, and backgrounds were created. A consistent color palette inspired by agriculture (green, brown, and earthy tones) was applied, and Canva was used for selecting relevant stock images that reflect Nepalese farming culture.



Figure 29 Graphic Designing

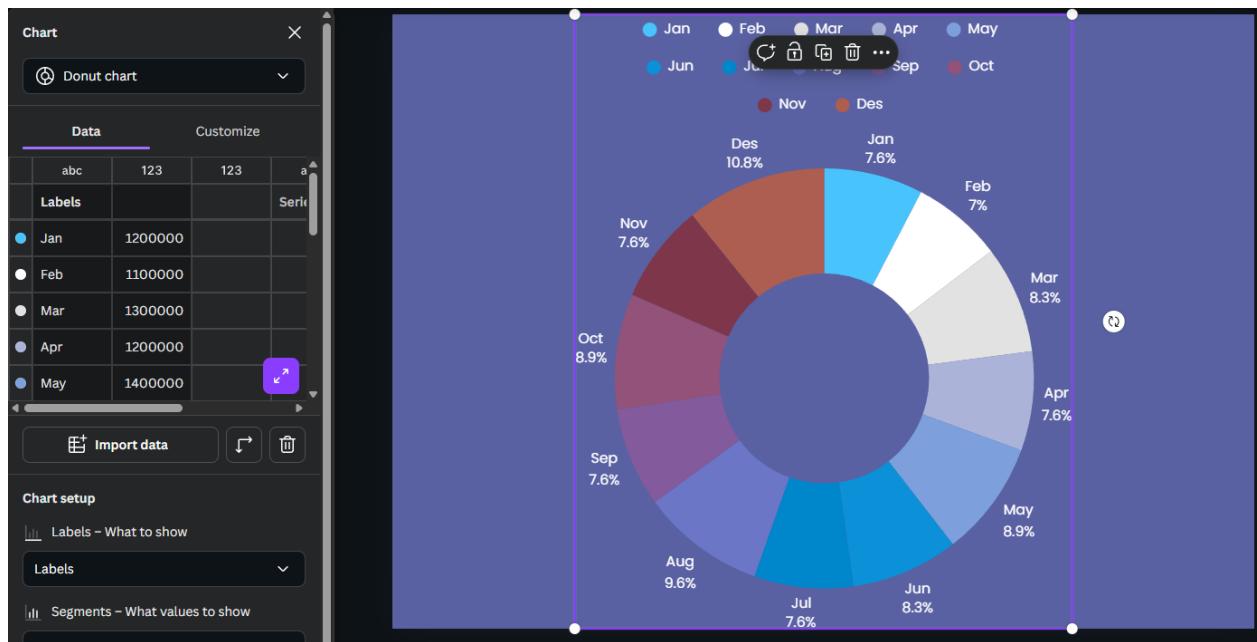


Figure 30 Graphic Designing

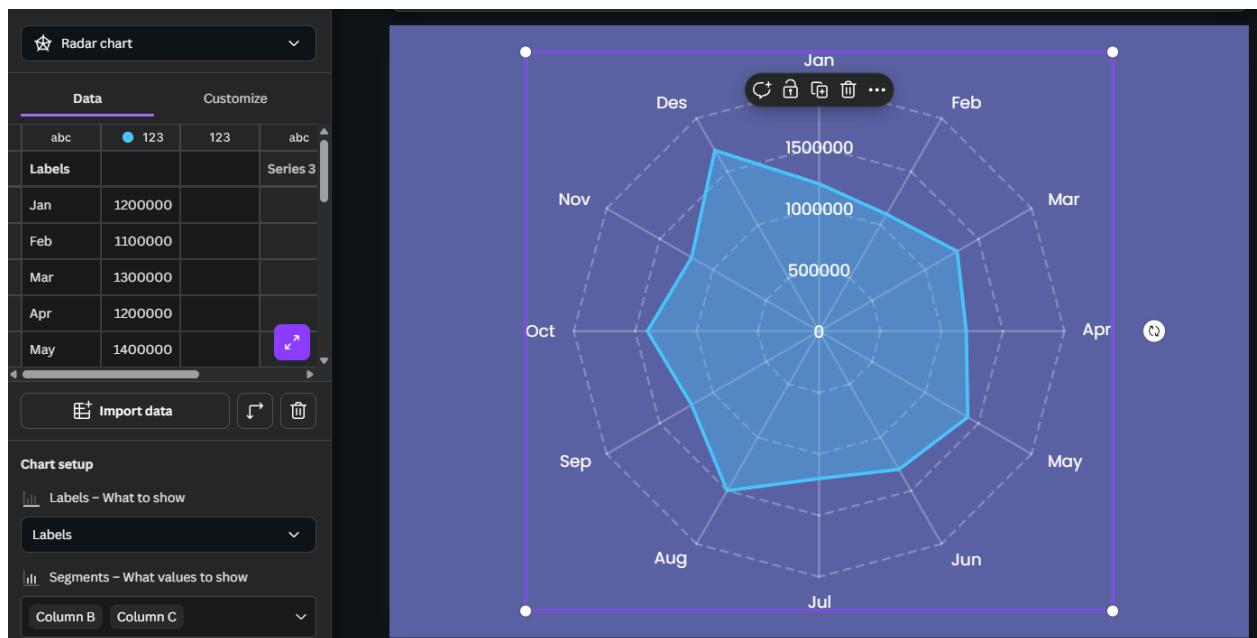


Figure 31 Graphic Designing

7.5 High Fidelity Design

Figma was used to develop refined versions of each page, including final font, graphics, space, and UI elements. The pages appeared more like a real program, and they adhered to modern UI/UX standards for responsiveness and clarity.

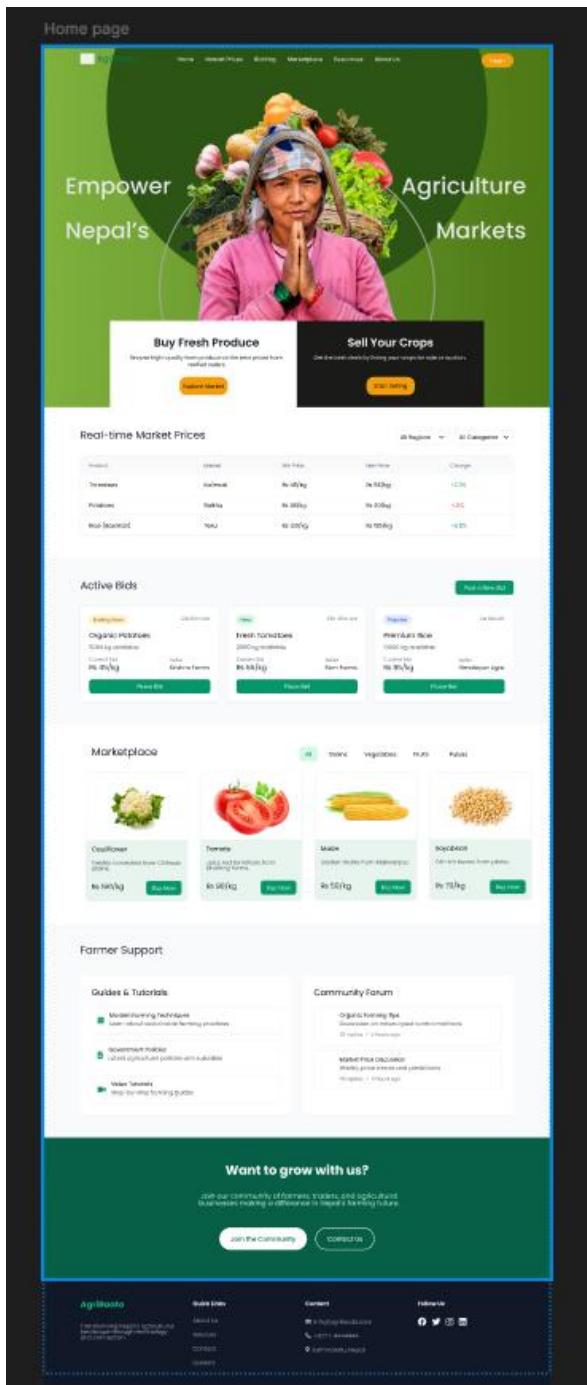


Figure 32 homepage High Fidelity

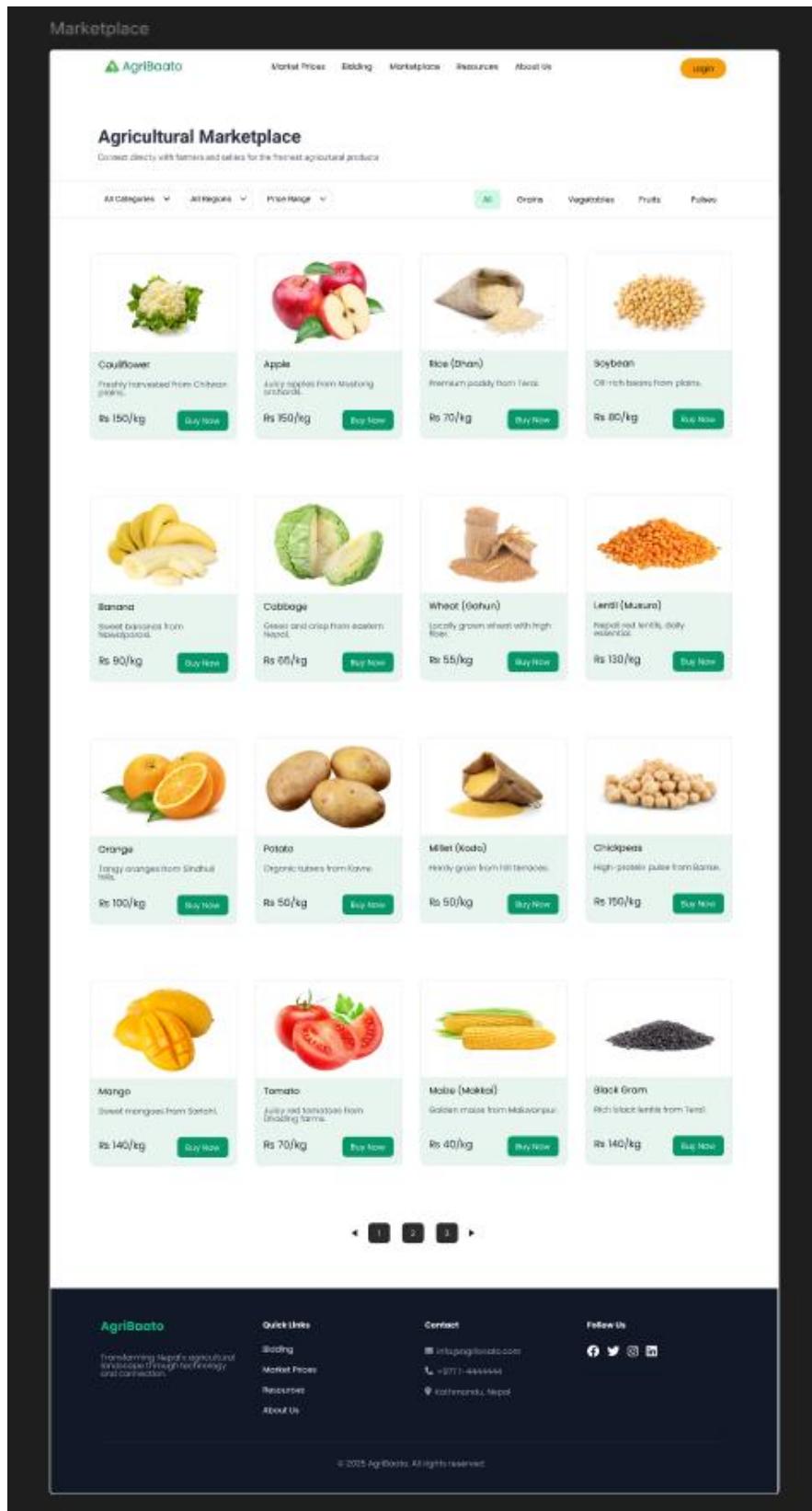


Figure 33 marketplace High Fidelity

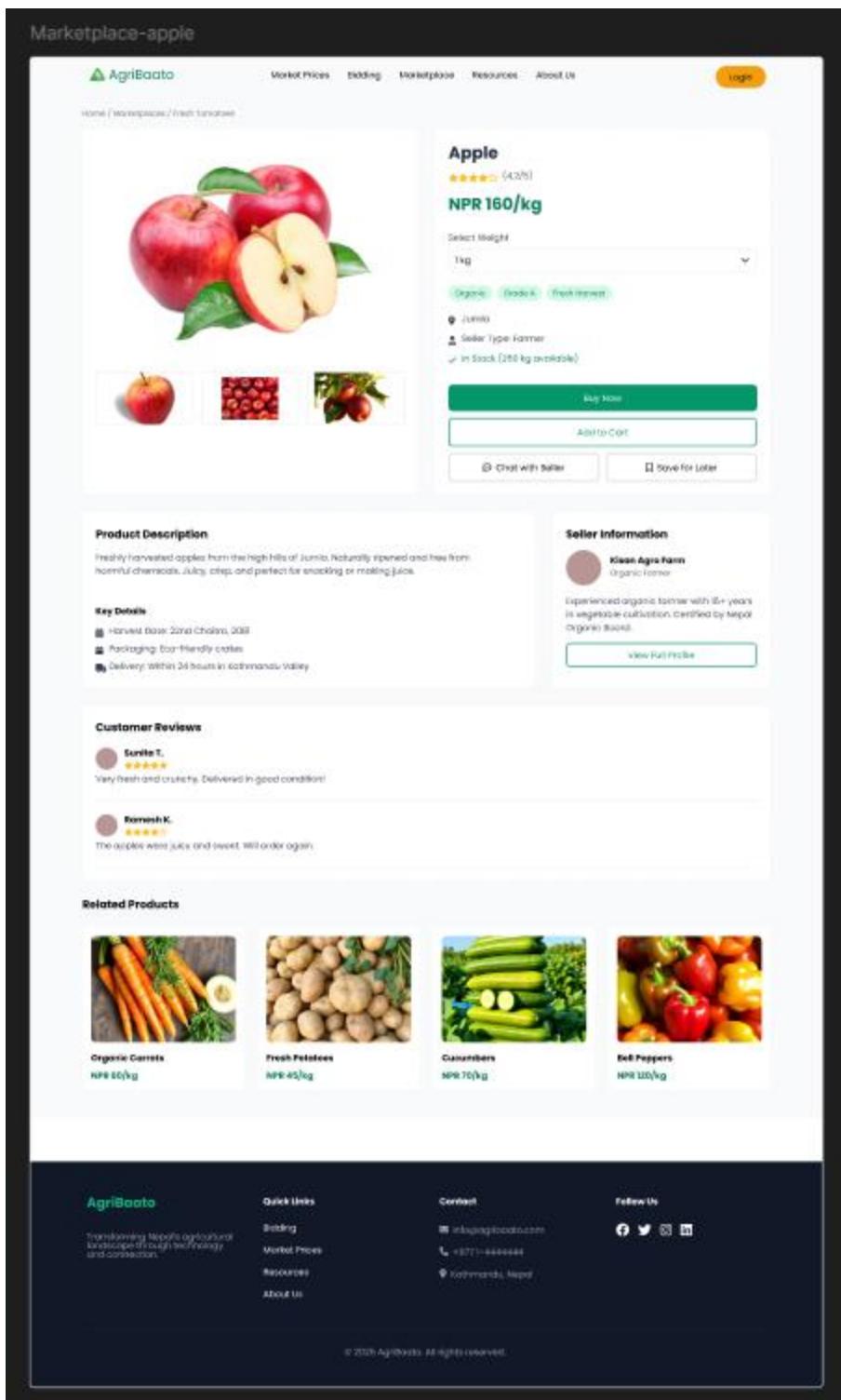


Figure 34 marketplace High Fidelity

Bidding (without log in view)

The screenshot shows the AgriBoato bidding interface. At the top, there's a navigation bar with 'AgriBoato' logo, 'Market Price', 'Bidding', 'Marketplace', 'Resources', 'About Us', and a yellow 'Login' button. Below the navigation is a large image of two farmers working in a field at sunset.

Get the Best Price for Your Harvest

Connect directly with traders and get competitive bids for your agricultural produce.

+ Post a bid

Filter options: All Crops, All Locations, Price: Low to High, Apply Filters.

Crop	Quantity	Base Price	Highest Bid	Action
Dhan (Paddy) Jhapa, Province I	25 tons	Rs. 25/kg	Rs. 30/kg	Place Bid
Makkai (Maize) Chitwan, Region	10 tons	Rs. 28/kg	Rs. 30/kg	Place Bid
Gahun (Wheat) Kapilbasti, Lumbini	3.2 tons	Rs. 42/kg	Rs. 45/kg	Place Bid
Bhotmas (Soybean) Sarlahi	1.2 tons	Rs. 70/kg	Rs. 75/kg	Place Bid
Bodi (Beans) Rupandehi	1.2 tons	Rs. 65/kg	Rs. 66/kg	Place Bid
Bodam (Peanut) Siraha	2.2 tons	Rs. 105/kg	Rs. 110/kg	Place Bid
Surti (Tobacco) Biratnagar	3.6 tons	Rs. 305/kg	Rs. 320/kg	Place Bid
Aduwa (Ginger) Baitadi	10.500kg	Rs. 140/kg	Rs. 150/kg	Place Bid
Elaichi (Cardamom) Tolkaity	3.8 tons	Rs. 500/kg	Rs. 550/kg	Place Bid

AgriBoato
Transforming Nepal's agricultural landscape through technology and connectivity.

Quick Links:
Bidding, Market Price, Resources, About Us.

Contact:
Email: info@agriboto.com, Phone: +977 1-4444444, Address: Kathmandu, Nepal.

Follow Us: Facebook, Twitter, Instagram, LinkedIn.

© 2025 AgriBoato. All rights reserved.

Figure 35 bidding High Fidelity

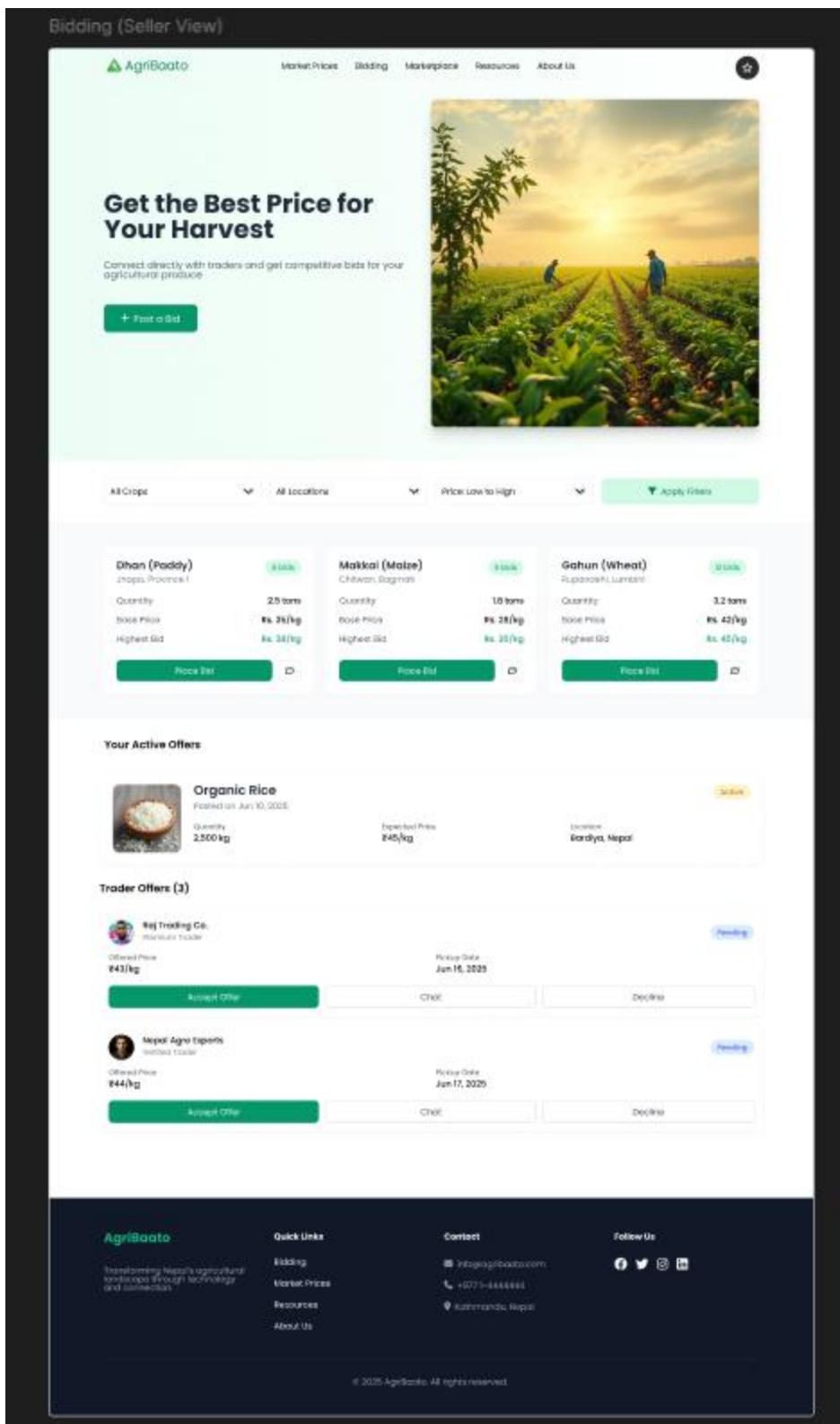


Figure 36 bidding sellerview High Fidelity

Post a bid

Post Your Crop for Bidding
Fill in the details below to list your crop for traders to bid on

Crop Name: Select a crop Quantity: Enter quantity (KG)

Expected Price per KG: Rs. 0.00 Available From: mm/dd/yyyy

Pickup Location: Enter complete address

Product Quality: Organic Grade A Fresh Harvest

Upload Images: Drag and drop your images here or click to browse. Maximum 5 Images, PNG or JPEG

Additional Notes: Enter any additional details about your crop...

Figure 37 post a bid High Fidelity

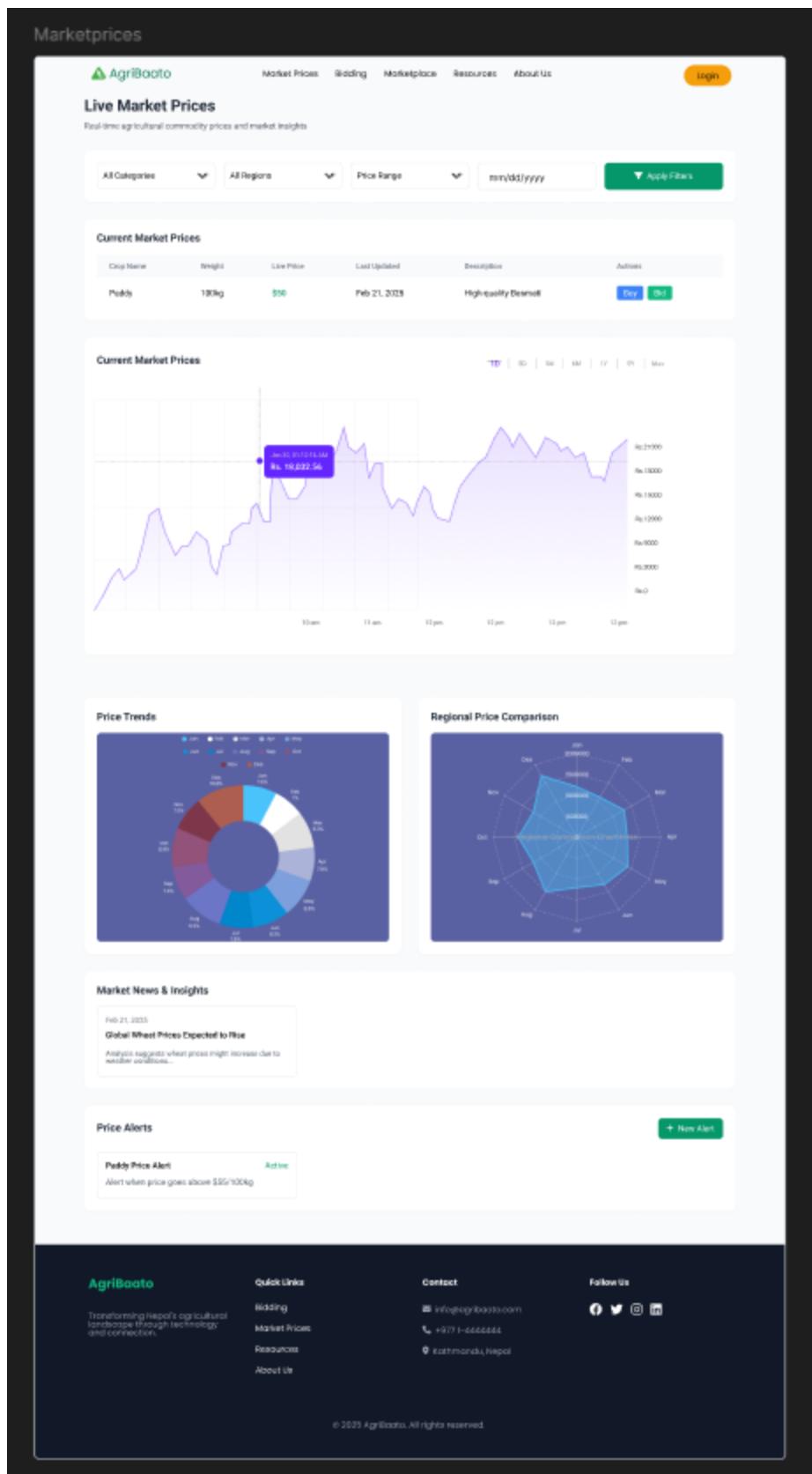


Figure 38 marketprices High Fidelity

Resources

AgriBaato

Market Prices Bidding Marketplace Resources About Us Login

Agricultural Resources

Access comprehensive farming guides, government policies, market insights, and expert advice to make informed decisions for your agricultural success.

All Categories Sort By

Farming Guides

- Organic Farming Techniques
- Pest Control Guidelines

[View All Guides →](#)

Weather Updates

Today's Forecast: 28°C

Min	Max
24°	32°
Night	Day
12°	26°

Market Reports

Rice	₹ 35/kg
Wheat	₹ 28/kg

[View Full Report →](#)

Video Tutorials

Modern Farming Techniques

Learn about the latest agricultural technologies

Expert Blogs

Dr. Rajesh Kumar
Agricultural Scientist

Sustainable Farming Practices for 2025

Learn about eco-friendly farming methods...

Downloads

- Crop Planning Guide
- Farm Record Template

Farmer Support

Guides & Tutorials

- Modern Farming Techniques
- Government Policies
- Video Tutorials

Community Forum

- Organic Farming Tips
- Market Price Discussion

AgriBaato
Transforming Nepal's agricultural landscape through technology and connection.

Quick Links

- Bidding
- Market Prices
- Resources
- About Us

Contact

- info@agribaito.com
- +977-1-4444444
- Kathmandu, Nepal

Follow Us

© 2025 AgriBaato. All rights reserved.

Figure 39 resources High Fidelity

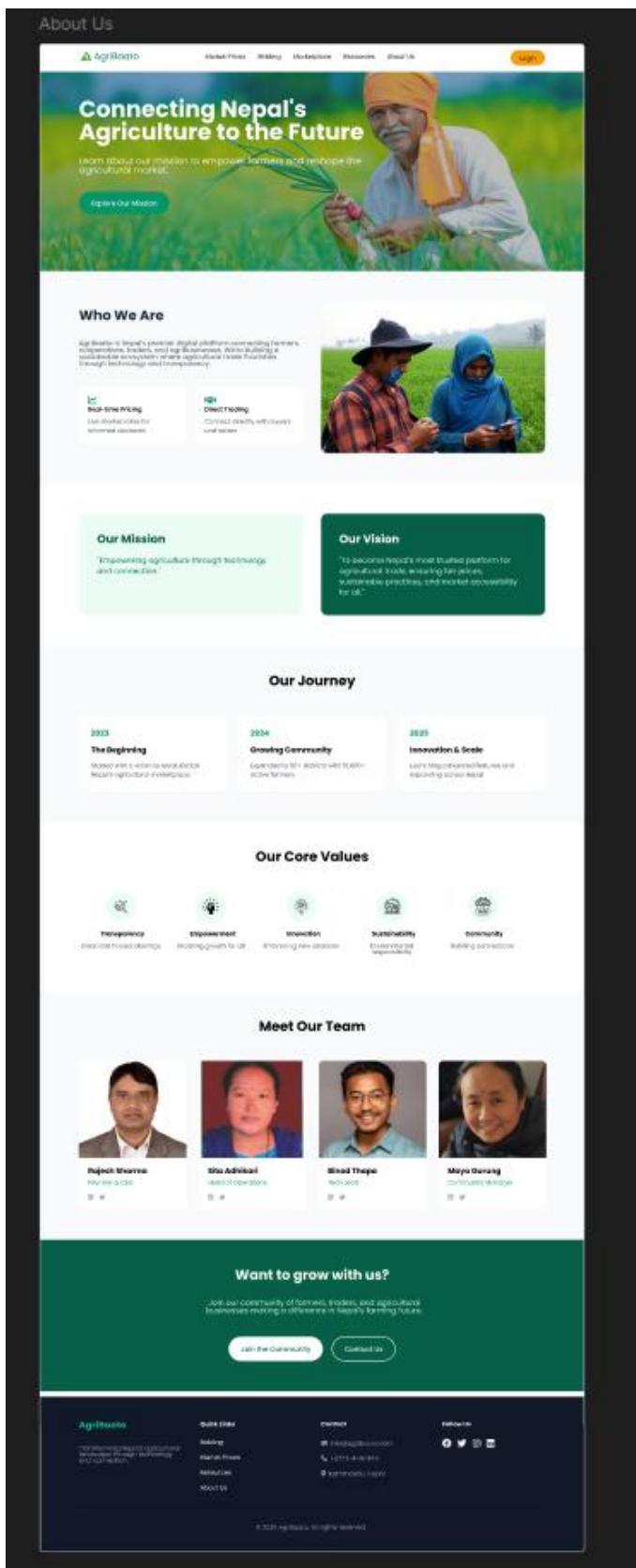


Figure 40 aboutus High Fidelity

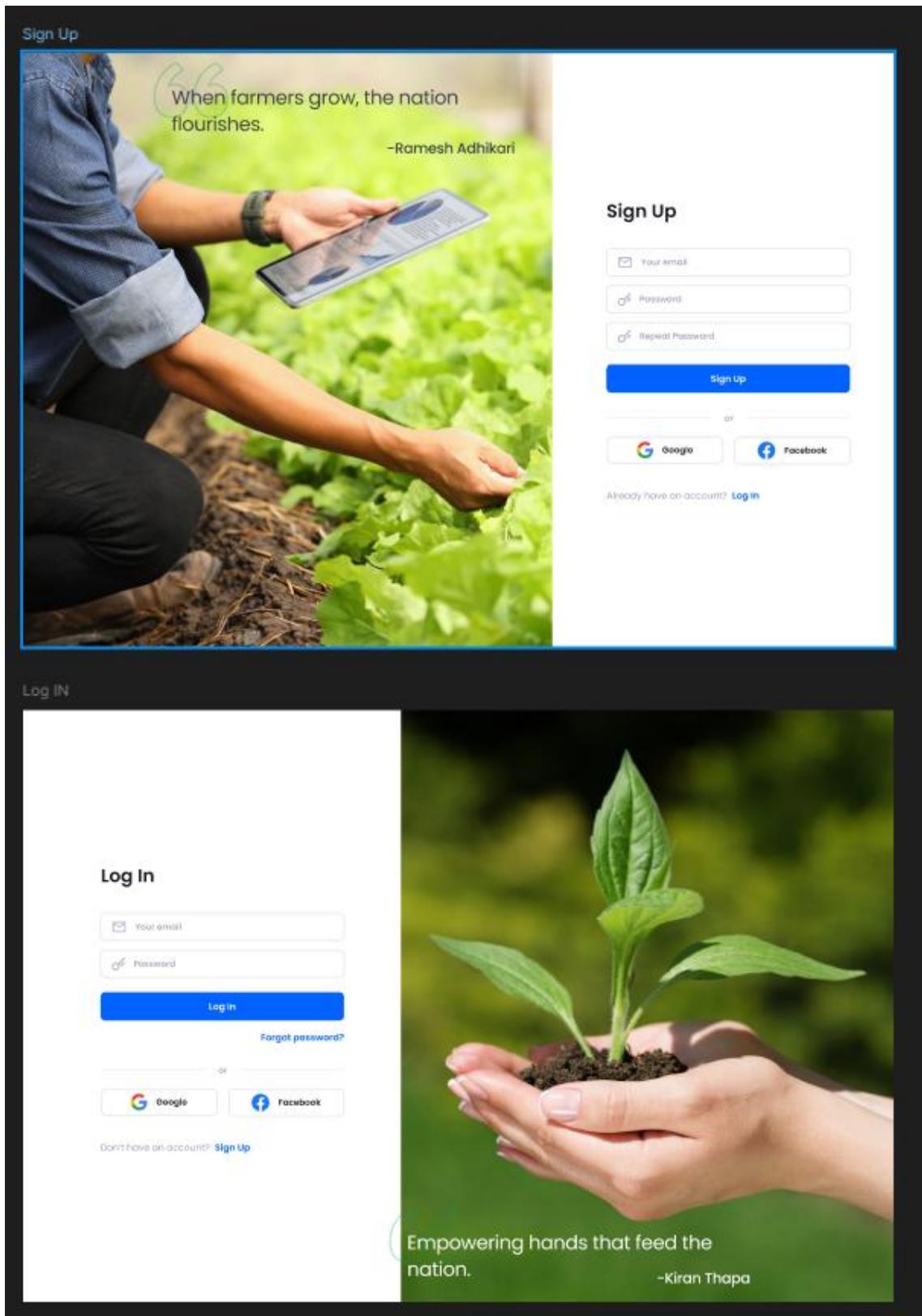


Figure 41 signin High Fidelity

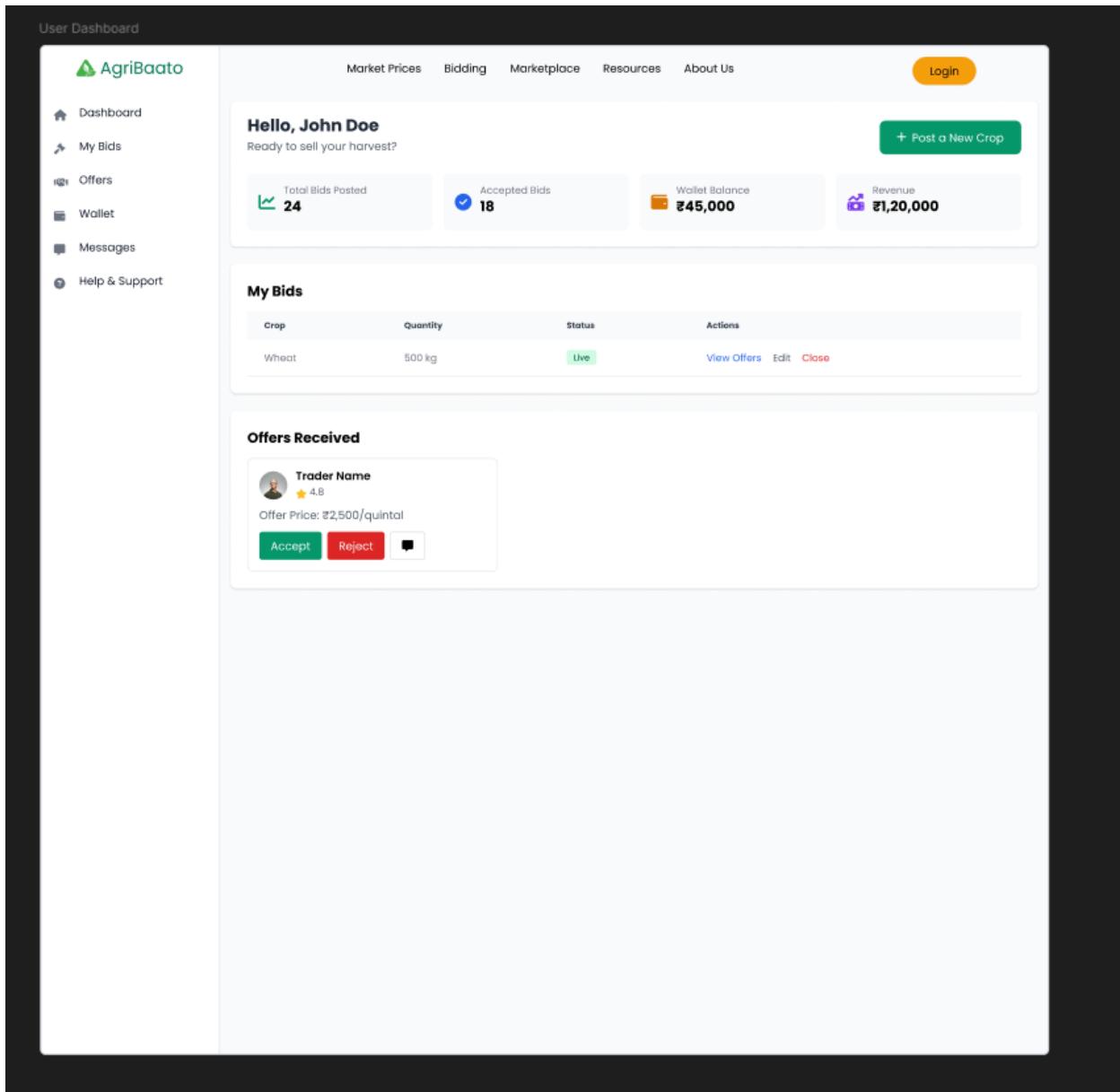


Figure 42 user dashboard High Fidelity

7.6 Prototyping

Figma was used to construct an interactive prototype of user journeys across both platforms (Corporate and Farmer). To imitate actual usage, key tasks such as viewing market pricing, bidding, and uploading products were made clickable.

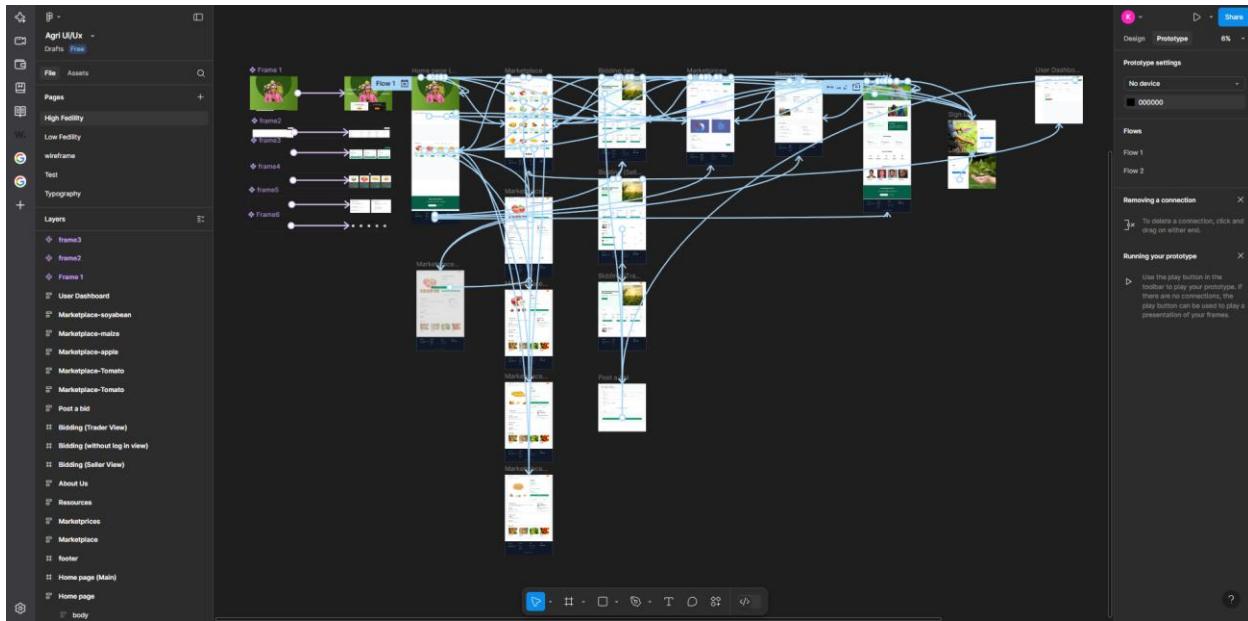


Figure 43 Prototyping

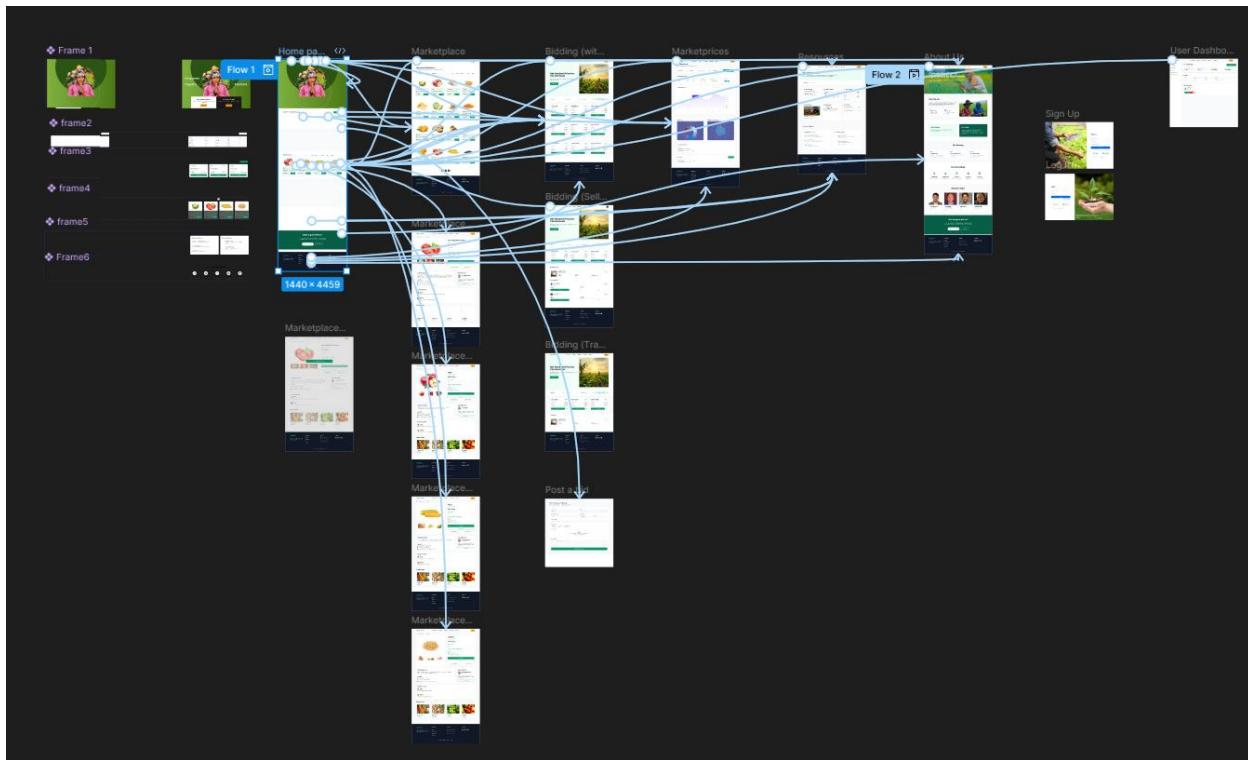


Figure 44 Prototyping 2

7.7 Testing and Optimization

A small number of users and tutors tested the prototype for feedback. As a result, UI components were modified, navigation flow was streamlined, and minor visual concerns were addressed. The final version was finished in Week 24, ensuring that the product was both user-friendly and visually coherent.



Figure 45 Optimization

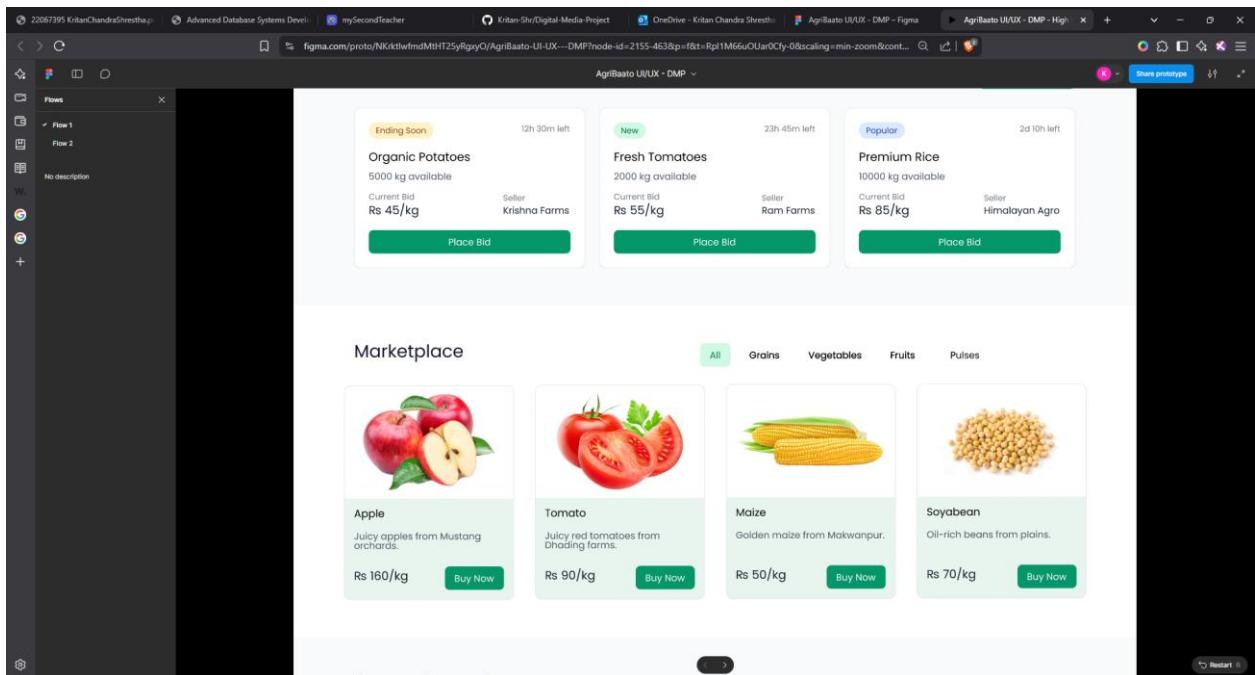


Figure 46 Optimization 2

8 Resources

User Interface design and prototyping will be done in Figma. Image adjustments & stock footage from Canva.

Google forms will be used for usability testing.

Hardware specifications:

Lenovo Legion 5 Pro



Figure 47 Lenovo Legion 5 Pro

NVIDIA GeForce RTX 3060



Figure 48 NVIDIA GeForce RTX 3060

Processor: AMD Ryzen 7 6800H with Radeon Graphics



Installed RAM: 16 GB

Softwares:

- Figma
- Google Forms
- Canva

9 User Testing & Findings

User Demographics: To better understand the target audience, we collected information on user type (farmer, trader, or general user), age group, and digital experience.

Ease of Navigation: Determined whether users considered the platform's structure logical and easy to move between pages.

Clarity of Purpose: Assessed how well users understood the platform's features, such as bidding and marketplace listings.

Task Completion: We asked if users could easily complete tasks including submitting crops, placing bids, and viewing market prices.

Visual Design and Branding: Obtained feedback on color, layout, typefaces, and overall visual appeal.

Content Clarity: Determined whether text labels, buttons, and CTAs were clear and contextually relevant.

Functionality input: Gathered input on the usability and simplicity of important elements such as real-time price display and profile dashboard.

Response and Performance: Provide feedback on design speed or responsiveness (mainly for post-development).

Suggestions for Improvement: Provide open-ended input on prospective new features or upgrades.

Overall Satisfaction: Finally, ask about the overall experience, user rating, and likely to use or recommend the platform.

9.1 Survey Results

What is your name ?

30 responses

Pabitra Acharya

Bibek Karki

Aayush Sharma

Ramesh Bhandari

Rupa Chaudhary

Bimala Rana

Anil Gautam

Smriti Neupane

Sanjay Khadka

Figure 49Survey Results

1. How easy was it to navigate the website?

31 responses

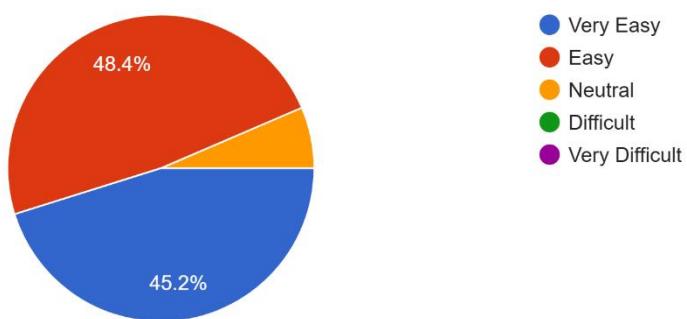


Figure 50 Questionnaire1

2. Did you understand the purpose of the website on the homepage?

31 responses

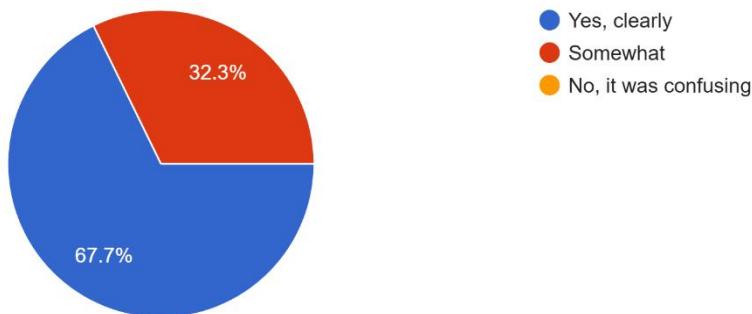


Figure 51 Questionnaire 2

3. How would you rate your experience on the Marketplace page?

31 responses

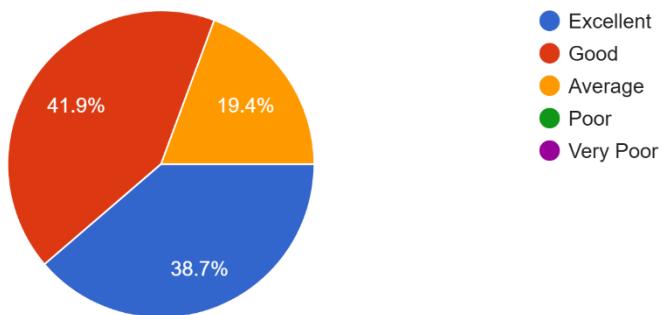


Figure 52 Questionnaire 3

4. Did the Real-Time Market Prices page help you make decisions?

31 responses

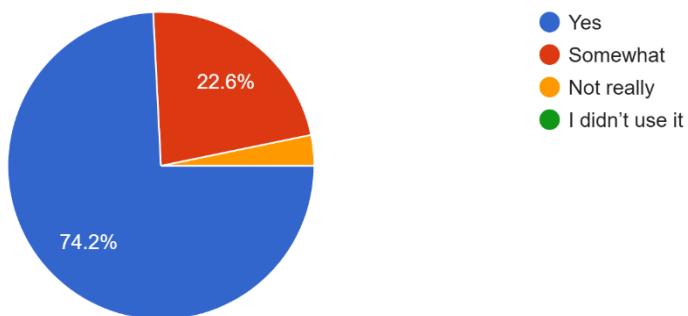


Figure 53 Questionnaire 4

5. How useful was the Bidding system for selling or buying crops?

31 responses

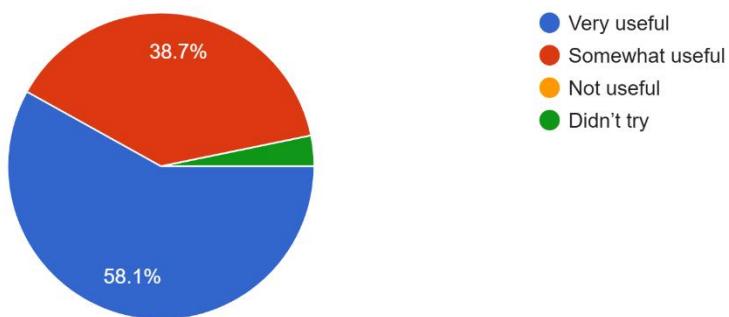
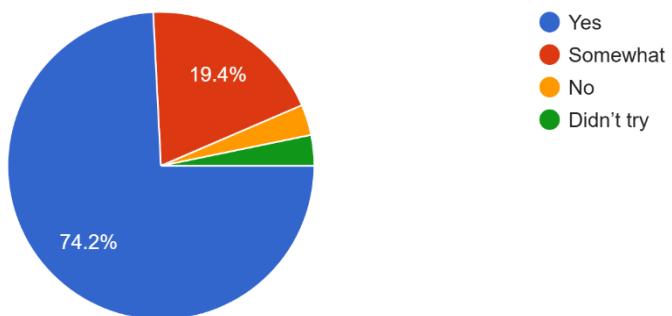


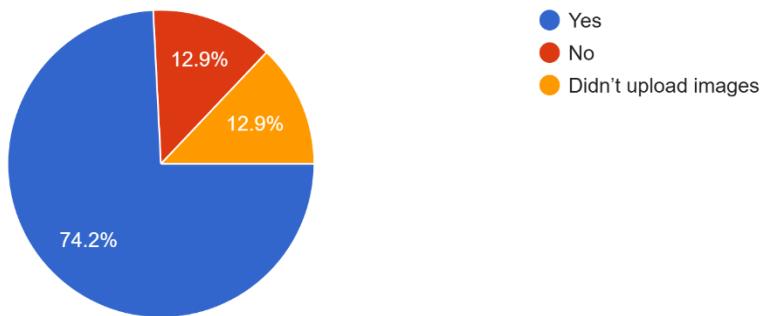
Figure 54 Questionnaire 5

6. Was the Post Bid form easy to fill out?

31 responses

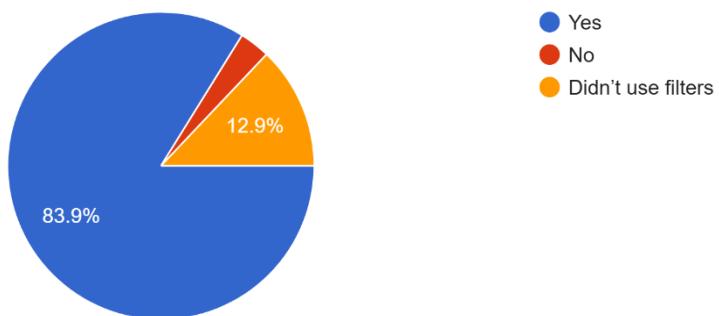
**7. Was uploading images during the bid process helpful?**

31 responses

*Figure 55 Questionnaire 7*

8. Did the crop filters work effectively on the Marketplace?

31 responses



9. How satisfied were you with the Profile Creation process?

31 responses

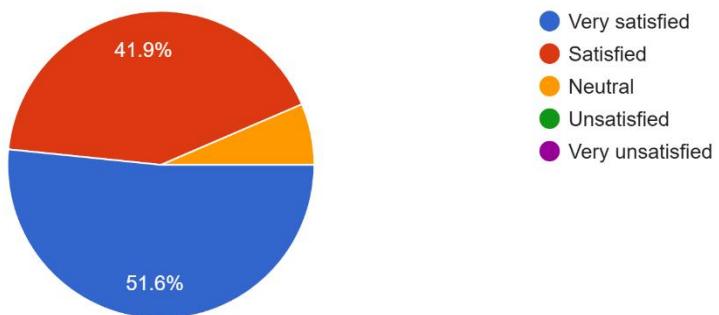
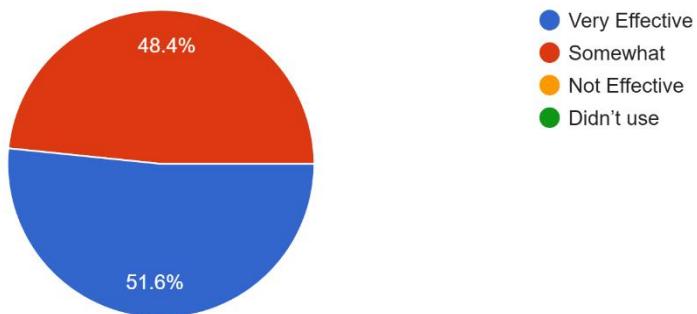


Figure 56 Questionnaire 9

10. Was the chat feature with traders/farmers effective?

31 responses



11. How clear were the product descriptions on Marketplace items?

31 responses

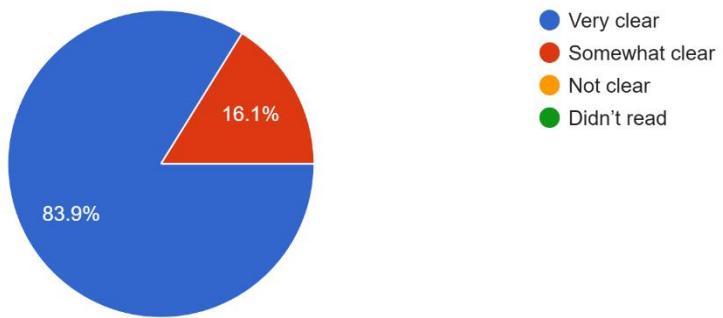
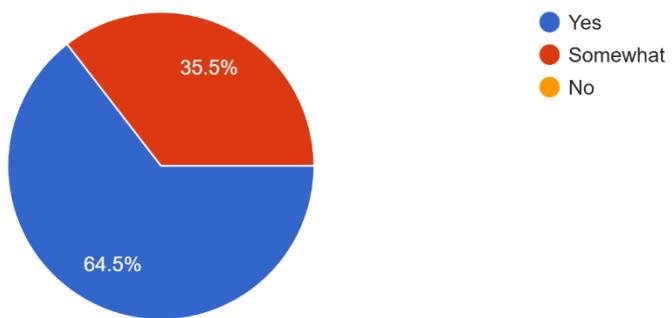


Figure 57 Questionnaire 11

12. Did you find what you were looking for easily?

31 responses



13. How would you rate the design of the site visually?

31 responses

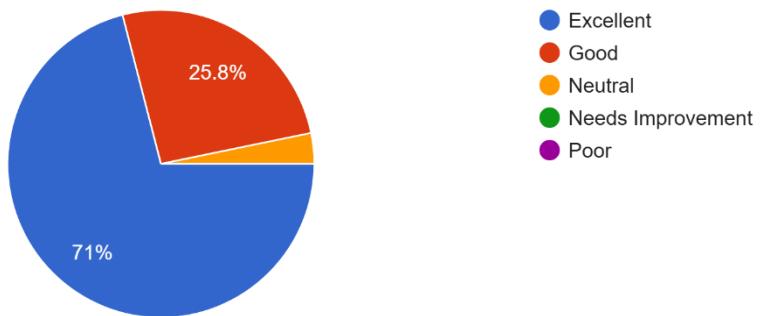
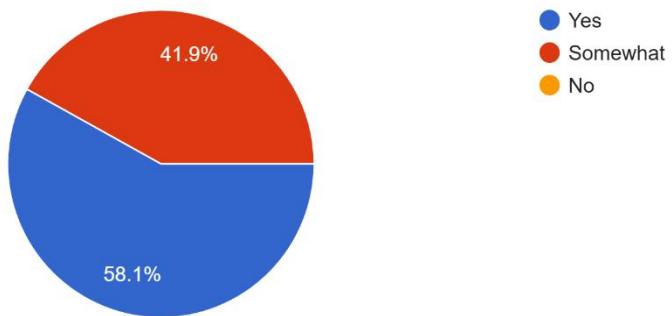


Figure 58 Questionnaire 13

14. Was it clear when crops were available (dates/quantity)?

31 responses



15. Was it easy to understand how bidding works?

31 responses

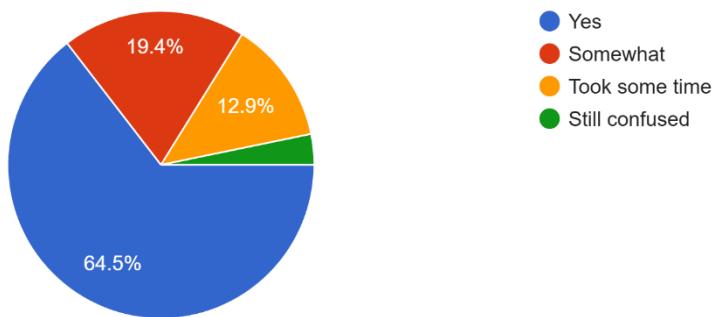


Figure 59 Questionnaire 15

16. Did any page take too long to load or respond?

31 responses

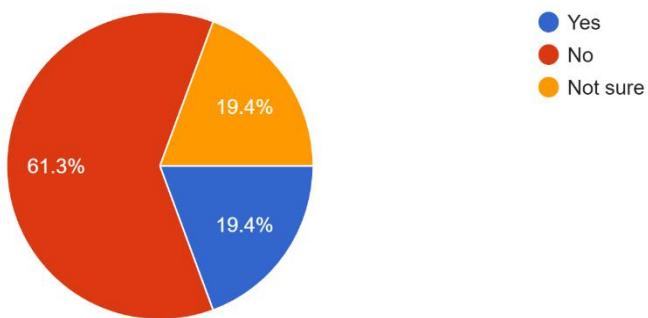


Figure 60 Questionnaire 17

17. How was your experience on mobile view (if tested)?

31 responses

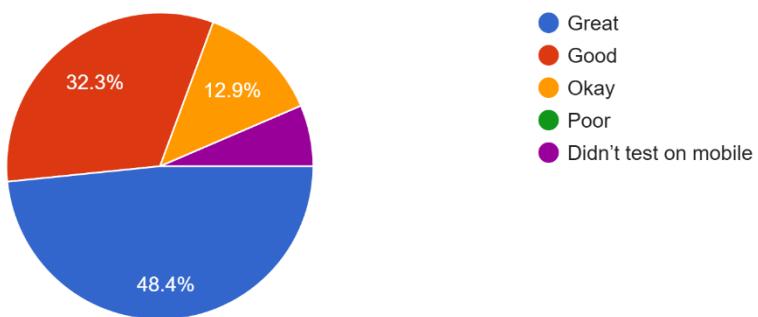


Figure 61 Questionnaire17

18. Would you use this platform regularly if launched?

31 responses

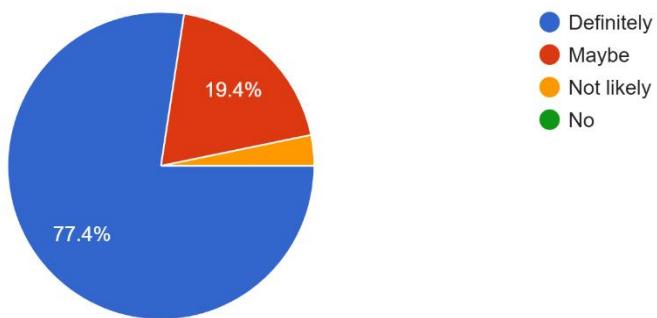


Figure 62 Questionnaire 18

19. What are the main reasons you would use the AgriBaato platform? (Select all that apply)

31 responses

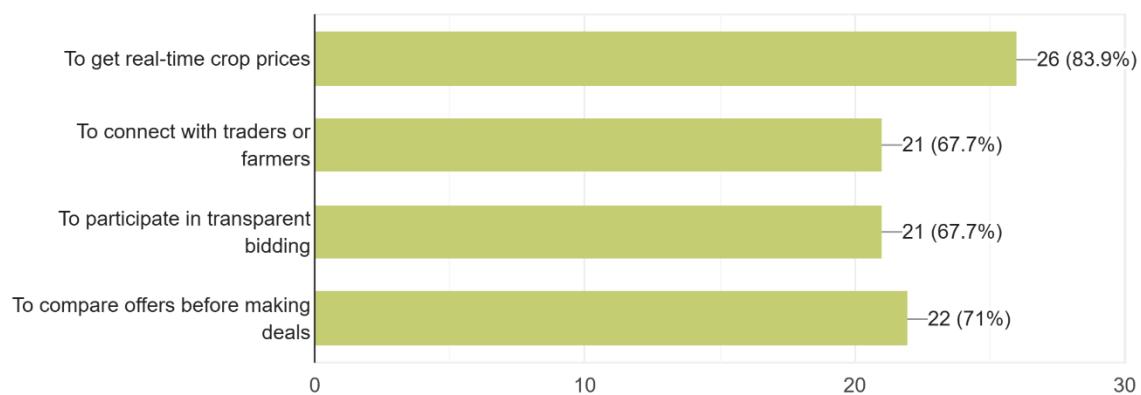


Figure 63 Questionnaire 19

20. What improvements would you like to see in the platform? (Select all that apply)

31 responses

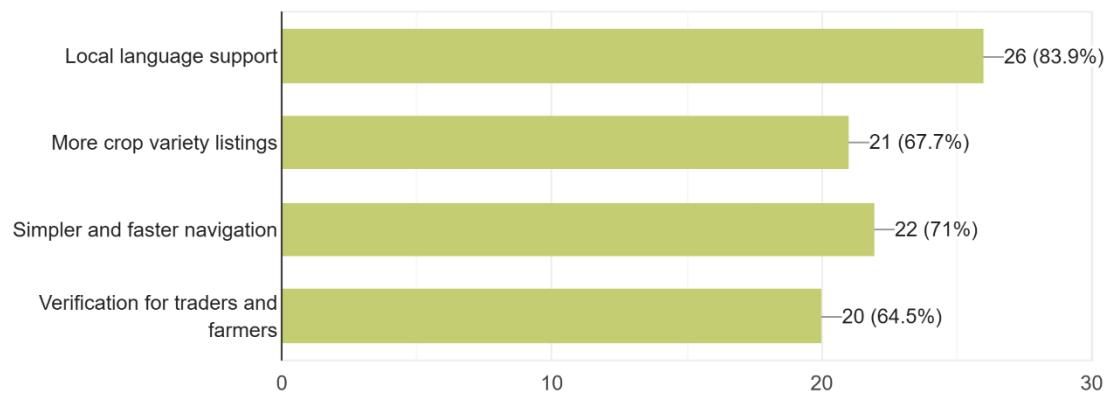


Figure 64 Questionnaire 20

10 Conclusion

This project successfully met its goal of creating a user-centered digital platform, AgriBaato, to facilitate agricultural transactions in Nepal. The documentation covers the full design process, from topic selection and research to target audience identification, project objective definition, and product evaluation. It described the planning processes, which included creating a Gantt chart, identifying resources, and breaking down production. User personas, information architecture, wireframes, prototypes, branding, and color schemes were all extensively documented.

In addition, the project integrated a number of user-requested features, including real-time market prices, an interactive bidding mechanism, crop screening, and a dedicated marketplace. Usability testing and survey results were gathered to assess the design's effectiveness and clarity, which were then used to make additional improvements. The end result is a fully designed high-fidelity prototype that reflects the practical and aesthetic components of an efficient digital platform.

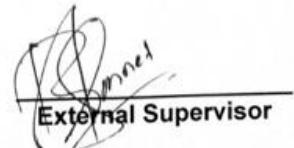
Overall, this paper provides a comprehensive and systematic account of how UX concepts were used to develop a meaningful and accessible solution for Nepal's agricultural community. Through easy design, efficient interaction, and compelling visual communication, the project successfully bridged the gap between farmers and dealers.

11 References

Geokrishi.farm. (2020). *Geokrishi - Digitalizing Agriculture in Nepal*. [online] Available at: <https://geokrishi.farm/> [Accessed 7 May 2025].

AgriWebb. (n.d.). *AgriWebb | Livestock Farm Management Software*. [online] Available at: <https://www.agriwebb.com/>.

12 Appendix

FYP Logbook Entry Sheet			
Meeting No: 1	Date: 9/8/2024		
Start Time: 8:00 AM	End Time: 9:30 AM		
Items Discussed: discuss what to do in fyp is UI/UX design.			
Achievements: got idea to do design different brand types of website.			
Problems (if any):			
Tasks for Next Meeting: Do research about different types of website design and brand.			
 Student Signature		 External Supervisor	
 Internal Supervisor			

FYP Logbook Entry Sheet**Meeting No:** 2**Date:** 9/15/2024**Start Time:** 8:00 AM**End Time:** 9:00 AM

Items Discussed: discuss about the research done about different brand and website design.

Achievements: got more specific idea to design what kind of website to design

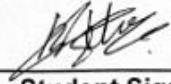
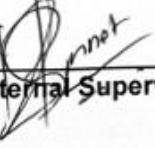
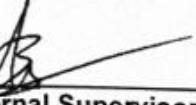
Problems (if any):

Tasks for Next Meeting: Documentation discussion

Student Signature

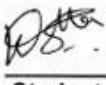
External Supervisor

Internal Supervisor

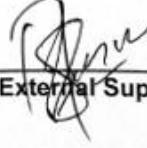
FYP Logbook Entry Sheet			
Meeting No: 3	Date: 11/17/2024		
Start Time: 8:30 AM	End Time: 9:00 AM		
Items Discussed: documentation discussion			
Achievements: do client finalize			
Problems (if any):			
Tasks for Next Meeting: Client finalization, Content finalization, present proposal,			
 Student Signature		 External Supervisor	
		 Internal Supervisor	

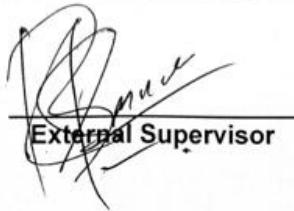
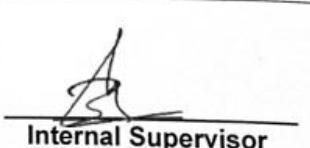
FYP Logbook Entry Sheet

FYP Logbook Entry Sheet	
Meeting No: 1	Date: 2024/12/18
Start Time: 8:15 AM	End Time: 8:30 AM
Items Discussed: Client finalized, do what to do in documentation	
Achievements: What to do in documentaries	
Problems:	
Tasks for Next Meeting: (Write down the task assigned to you by your supervisor) Documentation	


Student Sign

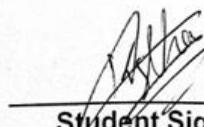
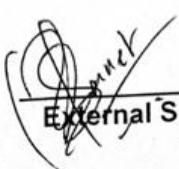
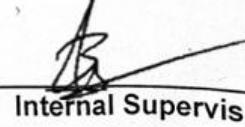

Internal Supervisor Sign


External Supervisor Sign

FYP Logbook Entry Sheet			
Meeting No: 5	Date: 2024/12/22		
Start Time: 8:30 AM	End Time: 9:00 AM		
Items Discussed: Review of documentation			
Achievements: Correction on documentation			
Problems (if any):			
Tasks for Next Meeting: Finalized the documentation			
 Student Signature		 External Supervisor	
		 Internal Supervisor	

Logbook Entry Sheet

Use this form to record meetings with the supervisor. The completed form needs to be signed off by the student and the supervisor.

Logbook Entry Sheet**Meeting No:** 6**Date:** 12/29/2024**Start Time:** 8:30 AM**End Time:** 9:00 AM**Items Discussed:** Discuss about the documentation**Achievements:** Correction in documentation**Problems (if any):****Tasks for Next Meeting:** Finalize all content in documentation
Student Signature
External Supervisor
Internal Supervisor

Logbook Entry Sheet

Use this form to record meetings with the supervisor. The completed form needs to be signed off by the student and the supervisor.

Logbook Entry Sheet**Meeting No:** 7**Date:** 1/19/2025**Start Time:** 8:30AM**End Time:** 9:00AM

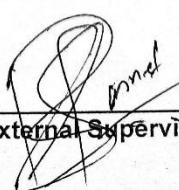
Items Discussed: Discuss about website selling-point and competitions

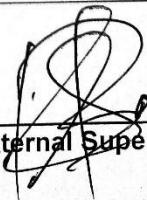
Achievements: got idea to research different brands
Selling point and achieve unique
Selling Point for your brand.

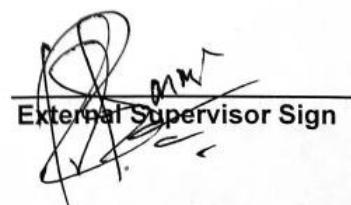
Problems (if any):

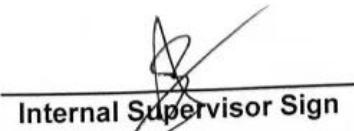
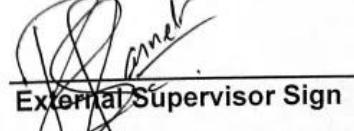
Tasks for Next Meeting: research about pre-production for
ui/ux design wireframe, usb.



Student Signature
External Supervisor
Internal Supervisor

FYP Logbook Entry Sheet**FYP Logbook Entry Sheet****Meeting No:** 2**Date:** 9/03/2025**Start Time:** 8:30 AM**End Time:** 9:00 AM**Items Discussed:** I discussed the theme, color palette, and website page review.**Achievements:** I gained a clear understanding of the bidding system concept.**Problems:** Explored whether the bidding system should follow a B2B or B2C model.**Tasks for Next Meeting:** bidding system research and incorporating colors into the homepage design.
Student Sign
Internal Supervisor Sign
External Supervisor Sign

FYP Logbook Entry Sheet**FYP Logbook Entry Sheet****Meeting No:** 9**Date:** 16/03/2025**Start Time:** 8:45 AM**End Time:** 9:30AM**Items Discussed:** I discussed the design review and bidding page review.**Achievements:** I successfully understood the concept of bid now and buy now.**Problems:** website main sell unique selling point**Tasks for Next Meeting:** Defining the user persona and unique selling point
Student Sign
Internal Supervisor Sign
External Supervisor Sign

FYP Logbook Entry Sheet**FYP Logbook Entry Sheet****Meeting No:** 10**Date:** 3/23/2025**Start Time:** 8:45AM**End Time:** 9:30AM**Items Discussed:** discuss about 3d elements, review of marketplace page**Achievements:** Get idea of 3D animation website, marketplace and real time price animation bar chart**Problems:** bidding system in marketplace place new in next same section.**Tasks for Next Meeting:** Marketplace page updates and make new page.
Student Sign
Internal Supervisor Sign
External Supervisor Sign

FYP Logbook Entry Sheet**FYP Logbook Entry Sheet****Meeting No:** 11**Date:** 3/30/2025**Start Time:** 8:50AM**End Time:** 9:40AM**Items Discussed:** Review updated design, discuss about minimal, creative design, and user persona**Achievements:** got idea to make better minimal design and buy and bid option in different pages.**Problems:** buying and bidding option merger will be separated in different pages.**Tasks for Next Meeting:** update updated design from reference design and report writing update.
Student Sign
Internal Supervisor Sign
External Supervisor Sign

FYP Logbook Entry Sheet**FYP Logbook Entry Sheet****Meeting No:** 12**Date:** 4/13/2025**Start Time:** 9:00AM**End Time:** 9:50AM

Items Discussed: Review updated design and discussed about 3D elements and documentations.

Achievements: get feedback of updated design, got idea to make line graph using after effects and get reference of documentations.

Problems: line graph animation in live market prices page and in which 3D elements page should include.

Tasks for Next Meeting: Correction of updated design, used 3D Start documentation and used 3D elements in one page.


Student Sign
Internal Supervisor Sign**External Supervisor Sign**

Gantt Chart

