



## SM6P07NI Digital Media Project

**50% Individual Coursework**

**2024-25 Autumn**

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<b>OneDrive Link:</b>	<a href="#">Digital Media Project</a>
<b>GitHub Link:</b>	<a href="https://github.com/Kritan-Shr/Digital-Media-Project">https://github.com/Kritan-Shr/Digital-Media-Project</a>

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## Introduction

This coursework covers the entire UI/UX design process for AgriBaato, a digital platform aimed at simplifying and facilitating agricultural transactions in Nepal. This platform aims to bring together farmers, traders, cooperatives, and agribusinesses into a unified ecosystem that facilitates real-time market pricing, bidding systems, and collaboration in the marketplace. The documentation details every phase of the design journey, beginning with the choice of topic and research area, then defining user personas, pinpointing key objectives, and performing thorough product and competitor analysis. Additionally, it encompasses the utilized technologies, the planning and production stages, the development of wireframes and prototypes, as well as usability testing and assessment. This initiative highlights a design strategy centered around users, with particular attention given to navigational simplicity, accessibility, and clear service communication. To refine the final product and ensure that the platform is functional and aligns with user needs and expectations, the report includes feedback gathered from real users.

**Project Title**

AgriBaato: A UI/UX Design for a Digital Agricultural Platform

A digital solution that connects farmers, traders, and agribusinesses using real-time pricing, a transparent bidding system and an easy-to-use marketplace to improve and streamline agricultural trading.

**Aim of the project**

The aim of this project is to study, design, and create a user-centric UI/UX prototype for AgriBaato, a digital platform that fills current gaps in Nepal's agricultural trade system. The platform aims to address real-world difficulties encountered by farmers, such as limited access to fair pricing, a lack of direct market connectivity, and difficult selling processes, by building a centralized online environment where:

- Farmers can examine current market values and list their produce for sale or bidding.
- Traders and cooperatives can bid transparently and participate in bulk transactions.
- Both sides can communicate directly, which increases trust, efficiency, and profit margins.

The project's goal is to promote digital inclusion in the agriculture sector by ensuring that even rural users with rudimentary digital literacy can easily traverse the platform due to its intuitive interface, multilingual support, and mobile-friendly design. Finally, the platform empowers users, lowers middleman exploitation, and strengthens Nepal's agricultural economy.

## Objectives

The main objective of this project is to create a simple and effective UI/UX for AgriBaato, an online platform that connects farmers and traders in Nepal to simplify agricultural transactions. This project seeks to address real-world agricultural market concerns such as lack of transparency, limited accessibility, and ineffective pricing negotiation mechanisms by developing a user-friendly digital solution.

### Key UX objectives:

User-Centered Design: Make sure the platform is easy to access and useable for both farmers and traders, considering their individual goals, needs, and levels of digital proficiency.

Improve Market Transparency: Enable real-time pricing, product listings, and bid-based transactions to help with decision-making.

Reduce Complexity: Provide simple navigation, clear forms, and visual signals that direct the user through the platform without confusion.

Promote Efficiency: Simplify the bid-posting process and ensure a smooth checkout experience for one-click purchases.

## Unique Selling Point

AgriBaato stands out as a dual-platform solution created expressly to address Nepal's fragmented and inefficient agriculture economy. It stands out for its dedicated features for farmers and traders, which combine real-time market information, a bidding system, and an interconnected e-commerce environment under one digital roof.

**Unique Selling Point:** Up-to-date crop pricing data enables users to make informed selling or buying decisions, increasing transparency.

**Bidding System for Bulk Deals:** A dynamic auction-style system that allows farmers to post crops and get many offers from traders, allowing them to choose the best price.

**One-Click Marketplace:** A quick and filterable purchasing alternative for customers and traders looking to buy fruits, grains, and vegetables right now.

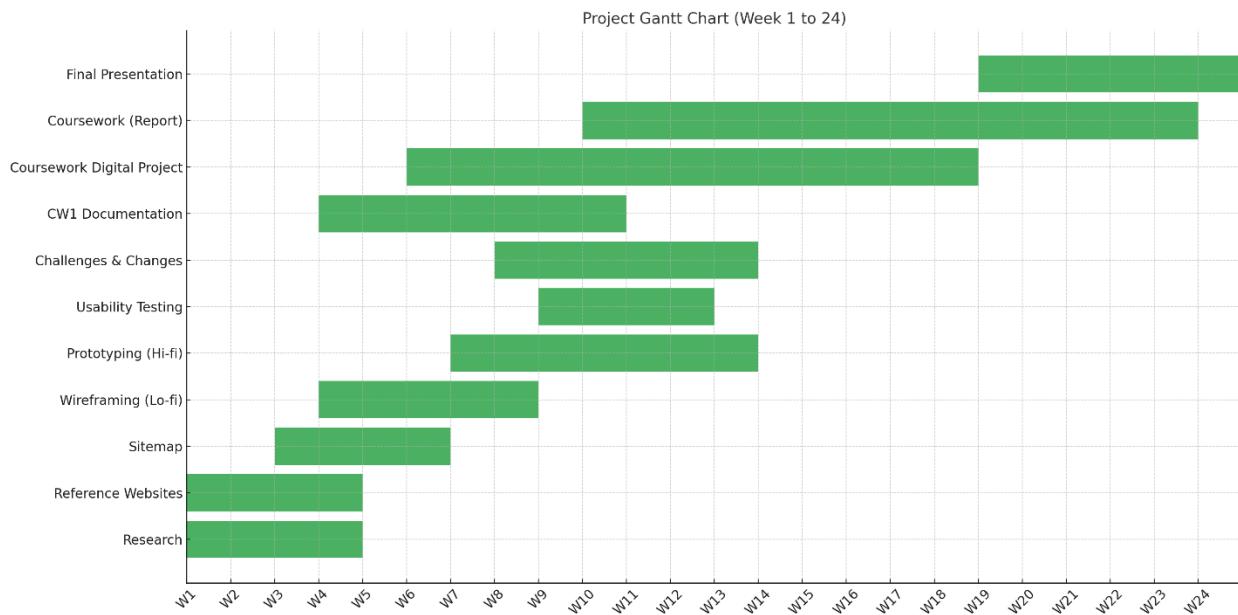
**Local Agricultural Focus:** Designed exclusively for Nepal's agricultural sector, featuring native crops, vernacular labels, and regional transaction logic.

**Visual and interactive UX:** User dashboards provide a more current and immersive interface experience.

This platform is about more than just buying and selling; it's about empowering the hands that feed the nation by providing better digital tools for growth, negotiation, and prosperity.

## Gantt Chart

Our Gantt chart shows how the AgriBaato UI/UX design project has 24 weeks of tasks that start with research preparation and finish with the final submission. During the first three weeks researchers studied markets and users to collect data from relevant business websites. The design team created our sitemap during this phase.



*Figure 1 Gantt Chart*

During Phase 2 from Week 4 through Week 8 developers worked on UX projects that started with wireframe creation then advanced to high-fidelity prototype creation. While setting up the type and colors we began working on basic user interface looks.

During Week 9 through Week 11 design polish took precedence while UI designers created detailed screens and tested appearance consistency within the team. During Phase 4 at Weeks 12 through 14 our team built digital mockups and prototypes then made them work interactively.

The testing and evaluation work took place between weeks 15 and 18. People tested our system for user experience while we gathered their opinions. Our team of testers

(one girl and two boys) tested our design while we assessed it ourselves. Our team updated the work based on feedback from users.

During Phase 6 (Week 19–21) I produced the coursework documentation (CWI) which outlined every obstacle and modification we made across the project.

During the seven-day final phase students compiled their presentation materials for submission. To plan for unexpected problems a buffer week was added to the completion date. Through the Gantt chart our team kept track of productivity and achieved design goals on schedule.

## Project Planning and Production Phases

### Phase 1 - Planning and Research

#### Competitor Analysis

#### GeoKrishi

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

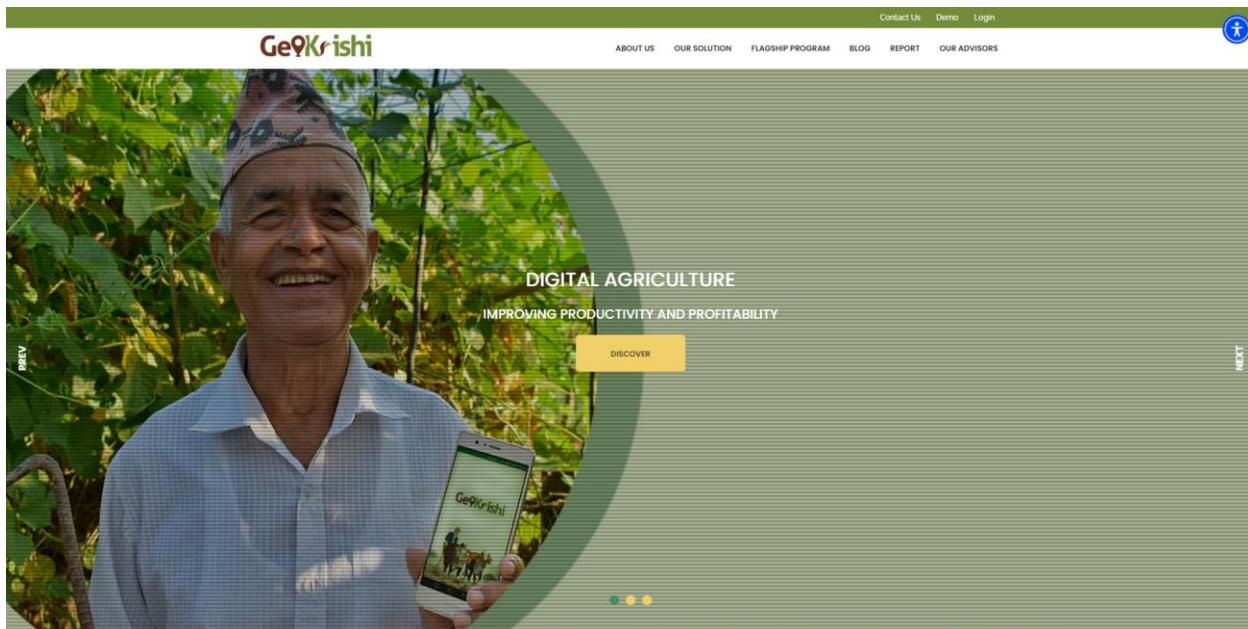


Figure 2 GeoKrishi Website

#### 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.

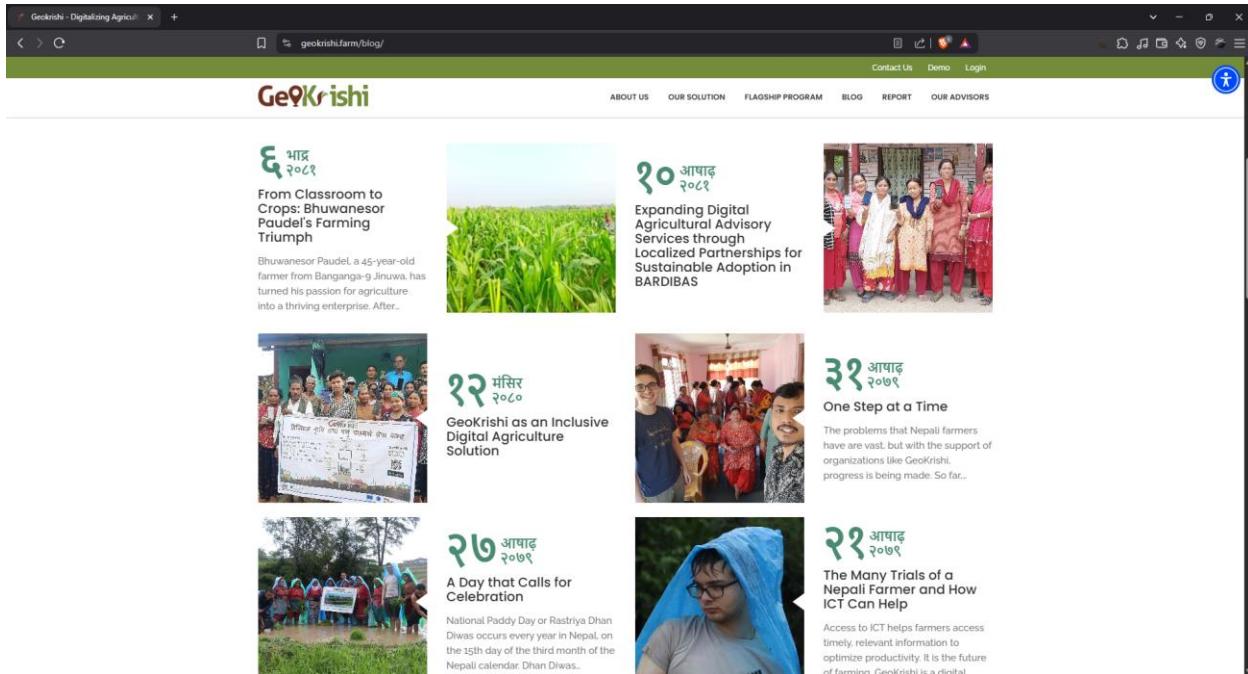


Figure 3 GeoKrishi Website 2

The screenshot shows the GeoKrishi website's 'Objectives' page. At the top, there's a navigation bar with links for 'ABOUT US', 'OUR SOLUTION', 'FLAGSHIP PROGRAM', 'BLOG', 'REPORT', 'OUR ADVISORS', 'Contact Us', 'Demo', and 'Login'. Below the navigation is a green header with the 'GeoKrishi' logo and the word 'Objectives'. A sub-header states: 'Our mission is to simplify and amplify the work of farmer/intermediator by adopting scientific methodology to provide location specific timely actionable information to increase farm productivity and maximize profitability.' A section titled 'Our Objectives are as follows' lists three items: i) Establish agricultural data infrastructure incorporating several data, products and tools useful for overall agricultural stages; ii) Remove technical and cultural barrier in the most simple and cost-effective way such that anyone can monitor real-time information from the farm; iii) Empower extension worker to provide better recommendation to the farmer through our district level agriculture advisory services center. To the right of the text is a video player showing a landscape view of fields and trees. Below the video, engagement statistics are displayed in large green numbers:

Category	Value
Farmers	205017
Community Centers	108
Re-skilled Youth	812
SME	56
High Value Crop and Livestock	32

Figure 4 GeoKrishi Website 3

## Agri Webb

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

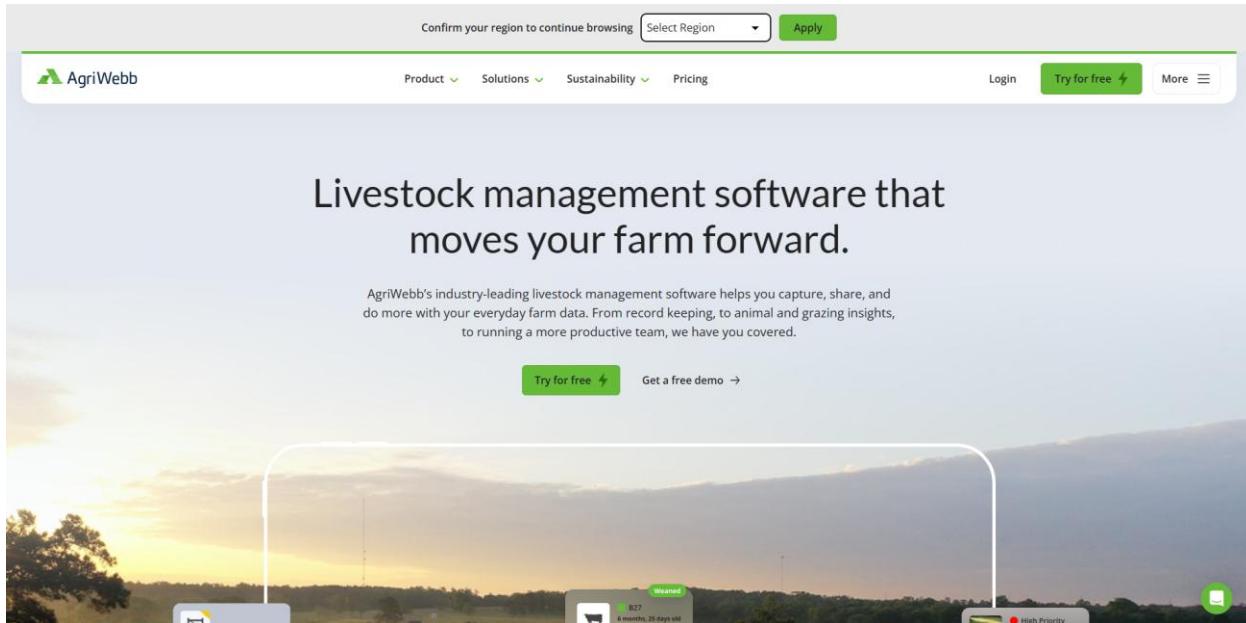


Figure 5 Agri Webb Website

### 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.

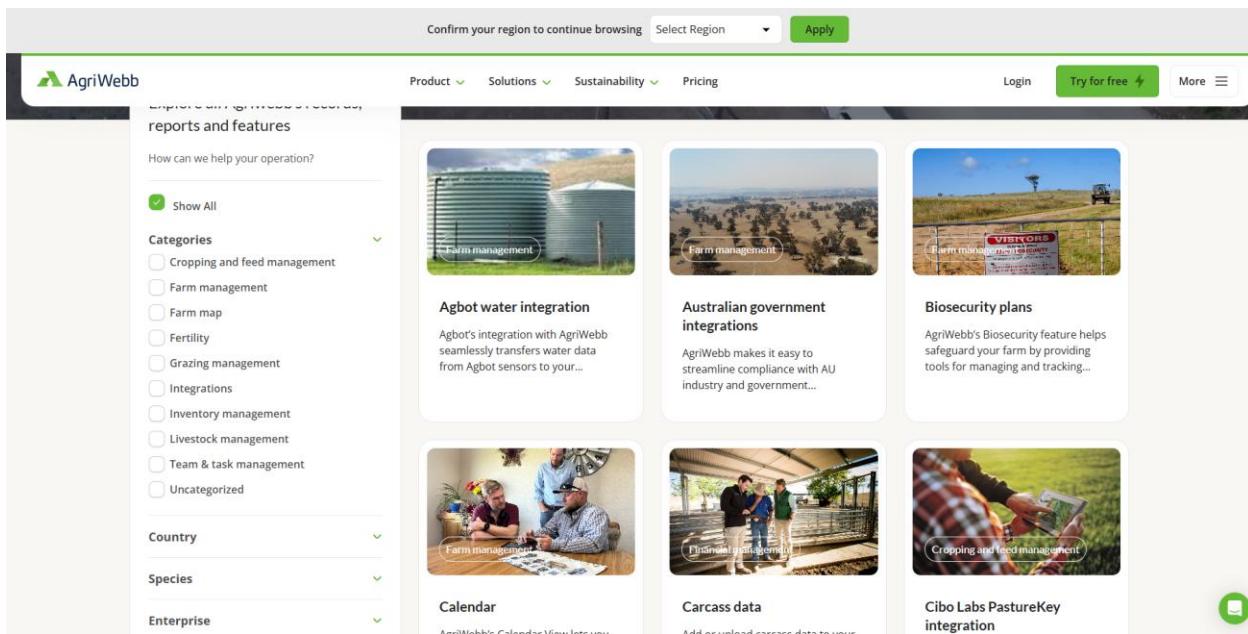


Figure 6 Agri Webb Website 2

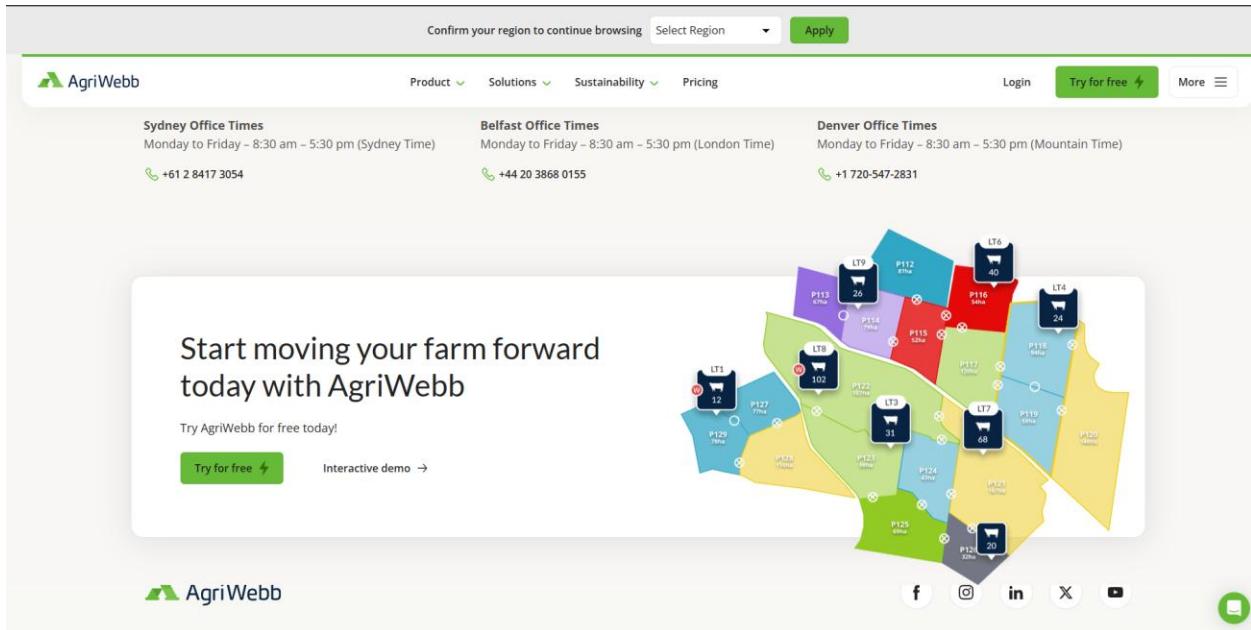


Figure 7 Agri Webb Website 3

## AgriBazaar

Focus: A B2B agri-trading platform that enables farmers and buyers to transact in huge quantities.

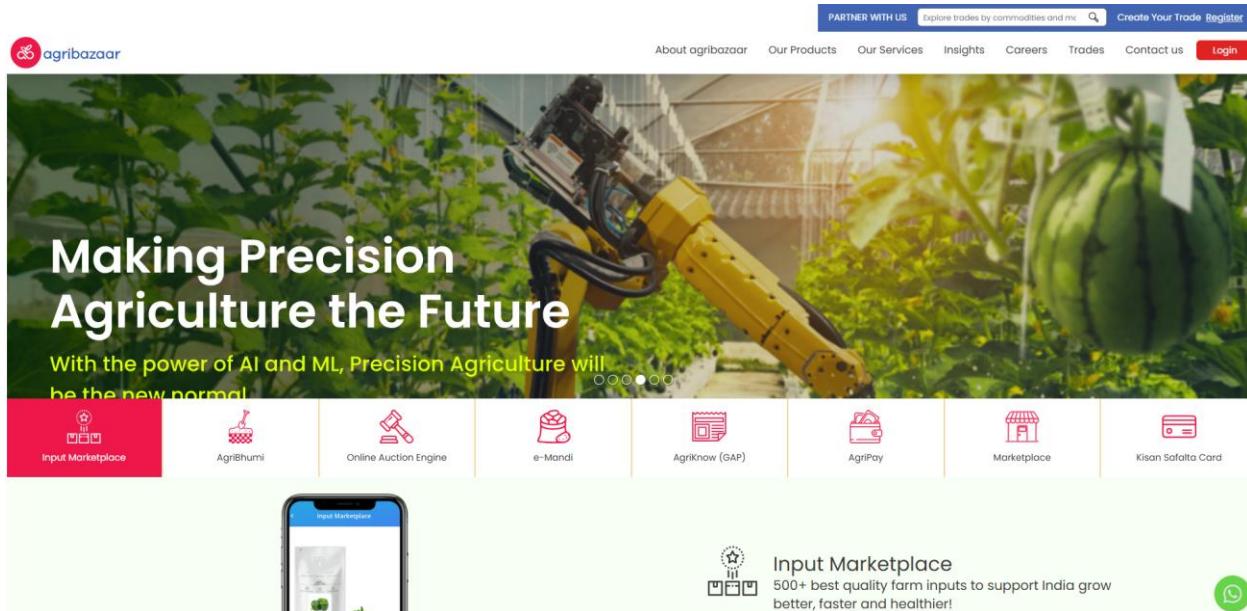


Figure 8 AgriBazaar Website

### Good Points:

- The marketplace features a clear bidding setup that shows the starting price and top bid updates plus time left.
- Buyers can do advanced property searching through Location, Pricing, Crop types and Seller Rating.
- Seller verification increases buyer trust.
- Notification system for bidding alerts.

### Bad Points:

- The website display contains too many text elements and tiny hard-to-read letters in one space.
- The system needs too many scripts making pages slow to load.
- It does not work well for people who want to shop by looking at pictures.

## Analysis:

AgriBazaar successfully handles large-scale transactions while struggling to create an easy-to-understand user interface. Users can take advantage of many functions yet find the platform hard to use at the beginning.

## Implementation for AgriBaato:

- Simplify the bidding UI with huge cards by cropping the image, quantity, base price, and timing.
- Keep the trader dashboard clean with real-time updates and distinct tabs for "Active Bids" and "Won Bids."
- Set up a review/rating system for dealers and farmers.

The screenshot shows the AgriBazaar website's search results page for 'Upcoming Trades'. On the left, there are filters for 'Select Type' (Buy), 'Select Commodity' (SOYBEAN, GROUNDNUT, MOONG, Imported Masoor\_Whole, Sugar\_Qtl), and 'Select Market' (NAFED BHOPAL, NAFED MUMBAI, NAFED AHMEDABAD, NAFED HYDERABAD, NAFED JAIPUR). The main area displays four trade listings:

- SELL TYPE:** HSM-502352 | **SELLER:** THE SHAHABAD COOP SUGAR MILLS LTD | **ITEM:** Sugar\_Qtl - 2024-25 | **QUANTITY:** 3,500 QTL | **LOCATION:** Godown No. 3, Shahabad, Shahabad, Haryana | **START DATE:** 2025-05-7 10:15:00 | **STATUS:** Upcoming Starts In 7h 9m
- SELL TYPE:** HSM-502353 | **SELLER:** THE SHAHABAD COOP SUGAR MILLS LTD | **ITEM:** Sugar\_Qtl - 2024-25 | **QUANTITY:** 3,500 QTL | **LOCATION:** Godown No. 8, Shahabad, Shahabad, Haryana | **START DATE:** 2025-05-7 10:15:00 | **STATUS:** Upcoming Starts In 7h 9m
- SELL TYPE:** HSM-502354 | **SELLER:** THE SHAHABAD COOP SUGAR MILLS LTD | **ITEM:** Sugar\_Qtl - 2023-24 | **QUANTITY:** 3,500 QTL | **LOCATION:** Godown No. 2, Shahabad, Shahabad, Haryana | **START DATE:** 2025-05-7 10:15:00 | **STATUS:** Upcoming Starts In 7h 9m
- SELL TYPE:** HAF-501944 | **SELLER:** HAFED SUGAR MILL ASSANDH | **ITEM:** Sugar\_Qtl - 2023-24 | **QUANTITY:** 1,500 QTL | **LOCATION:** Hafed Sugar Mill Assandh, Hafed Sugar Mill... | **START DATE:** 2025-05-7 10:55:00 | **STATUS:** Upcoming Starts In 7h 49m

Figure 9 AgriBazaar Website2

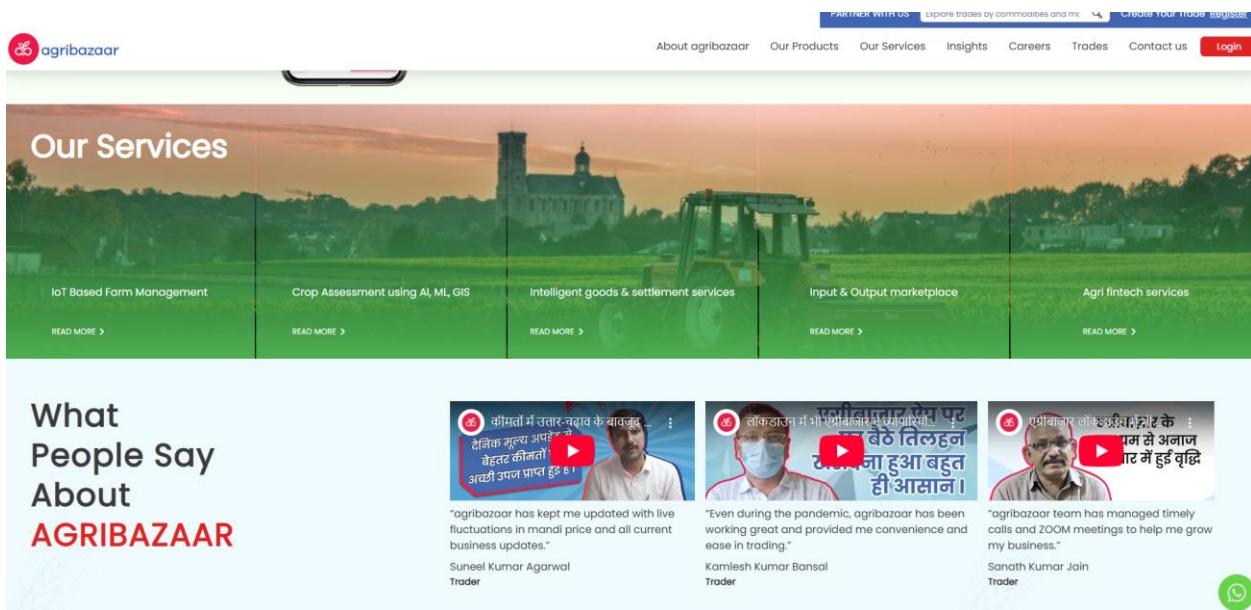


Figure 10 AgriBazaar Website 3

## Agrevolution

The focus is on an integrated farming ecosystem that includes input supply, consultancy, financing, and market access.

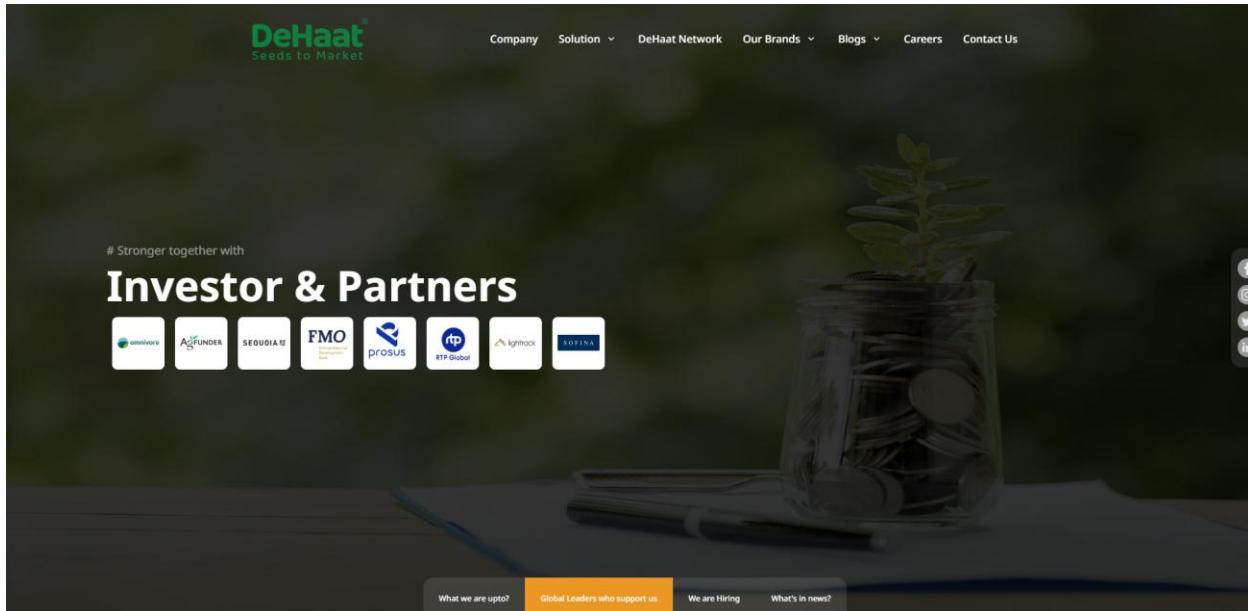


Figure 11 Agrevolution

### Good Points:

- Provides many service types under one easy-to-use system.
- Our brand design presents a clean look with clear service areas.
- Our design works with any screen size and our mobile version looks easy to use.
- Our system gives farmers seasonal and regional recommendations about their selected crops.

### Bad Points:

- User experience becomes hard to navigate when multiple functions are placed together.
- Homepage lacks clarity; New users find it hard to determine which screen they should begin looking at first.
- Trader-side experience is less emphasized.

### Analysis:

The Agrevolution package serves all your needs, yet its complexity can be hard to navigate. The main page presents content that serves multiple types of users at the same time.

### Implementation for AgriBaato:

- Design an independent navigation path for users of both Portals.
- During Phase 1 we launch our marketplace and bidding capabilities without extra services.
- Follow our branding patterns but simplify written information.

### Digital Solution For Farmers

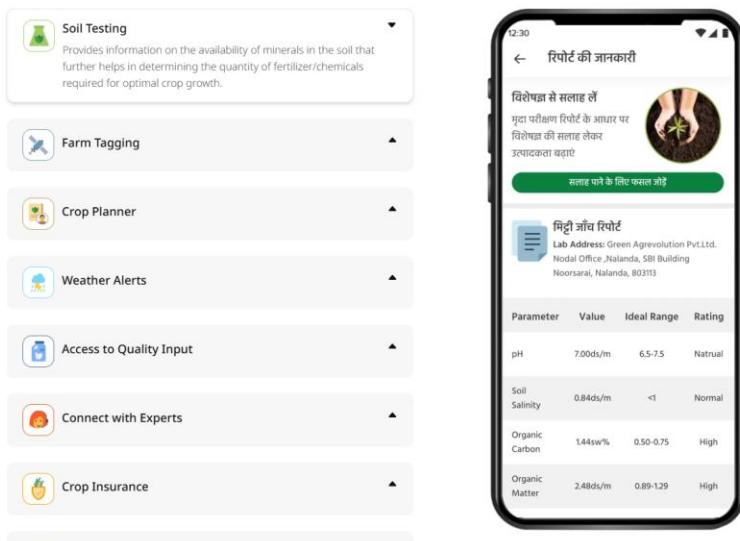


Figure 12 Agrevolution 2

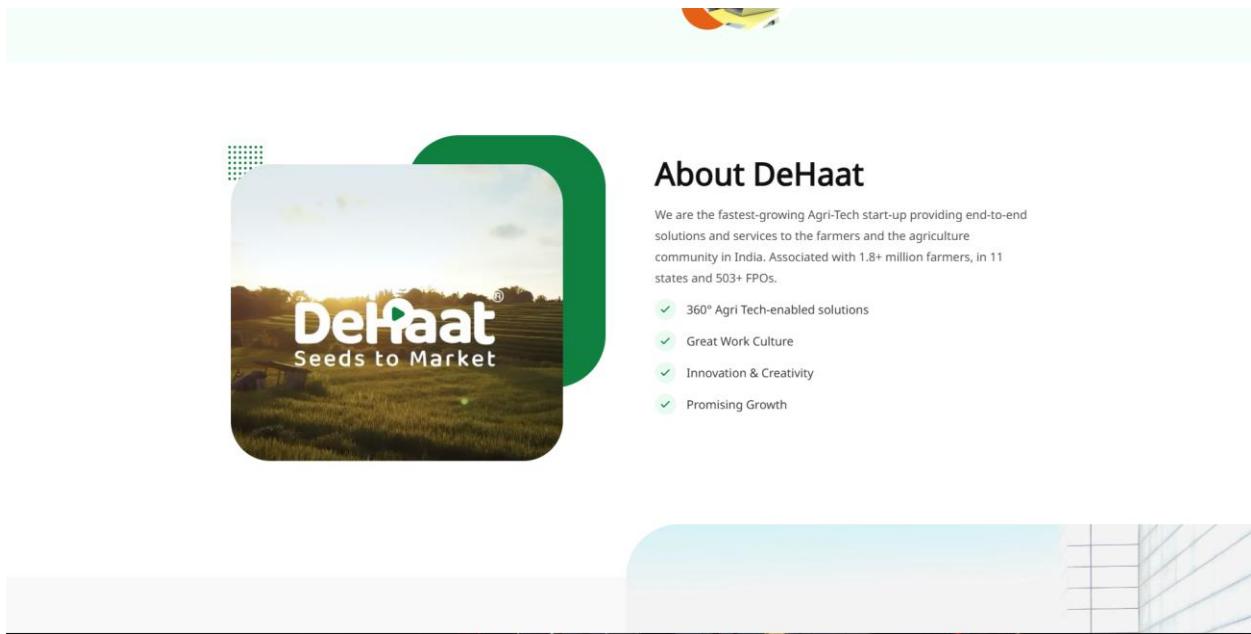


Figure 13 Agrevolution3

## Kisan Network

Focus: Farmers receive comprehensive supply chain support, including logistics, digital payments, and buyer networks.

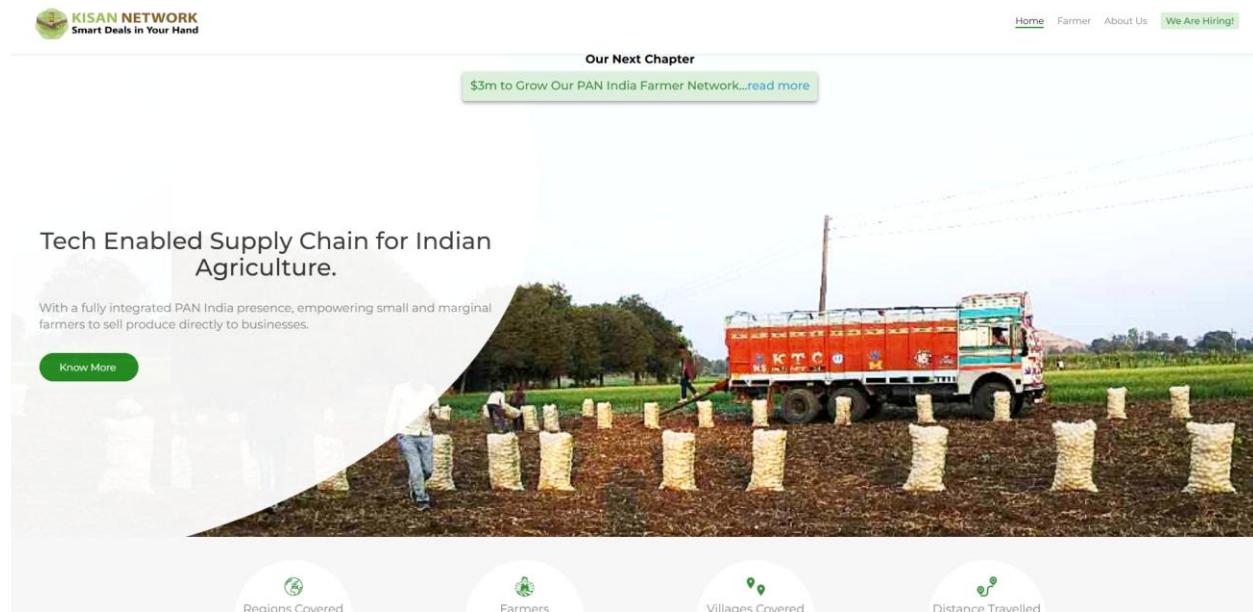


Figure 14 Kisan Network

### Good Points:

- Our system enables rural users to work with their preferred local and regional languages.
- Our platform includes comprehensive back-end features for logistics and online payments built as a natural part of the system.
- Our basic text-based layout functions perfectly across slow internet connections.
- Provides a mobile first experience.

### Bad Points:

- The system displays information without exciting product visuals that make users want to interact.
- Basic platform tools need a user account to use them.
- The crop details appear as dense text without useful charts or icons.

## Analysis:

The Kisan Network system places more importance on working behind the scenes than in clearly presenting content to users. Its success comes from technical backbone improvements not public interaction or design openness.

## Implementation for AgriBaato:

- Users should get to see crops before they need to register as guests.
- Display crop listings with images and prices through easy-to-read product cards.
- Switch to pre-populated drop-down menus to let users select information faster. For instance, districts and crop varieties.
- Rephrase the following sentence. Make sure the website operates properly on weak internet connections in rural Nepal.



Figure 15 Kisan Network 2

**KISAN NETWORK**  
Smart Deals In Your Hand

Home Farmer About Us We Are Hiring!

Sourcing Sorting Grading Packaging Dispatch Delivery

Read More >

### Improving farmers' crop selling experience

**Transparent Pricing**  
 Building trust with quality driven competitive prices factoring in all associated costs and expenses.

**Simple Payment**  
 Direct to bank account. On Time. No installments.

**Hassle Free**  
 Local logistics support with direct farm sourcing.



Read More >

### Assuring buyers of consistency in supply

Figure 16 Kisan Network 3

## User Persona

A fictional, in-depth depiction of a typical user or user segment for your platform is called a user persona. To create a more user-centered experience, UI/UX designers utilize it to gain a deeper understanding of user demands, habits, goals, and pain areas.

# Rajesh Kumar

**Challenges**

- Struggles with getting fair market prices for crops
- Limited access to direct buyers
- Dependent on middlemen who reduce profits
- Needs a simple and easy-to-use platform

**Preferred Platform Features**

- Simple UI: Mobile-friendly, regional language support
- Bidding System: Transparent auction for better pricing
- Direct Trading: Secure transactions with verified buyers
- Market Insights: Price trends and demand forecasts
- Logistics Support: Delivery or pickup assistance



**Age** 42

**Location** Chitwan, Nepal

**Occupation** Small-Scale Farmer

**Tech-Savviness** Moderate

☰
🌿
⭐
⌚

Figure 17 User Persona 1

Kritan Chandra Shrestha

29

# Sita Gurung

**Challenges**

- Inconsistent supply from local farmers
- Difficulty identifying reliable and quality produce at scale
- Lack of real-time access to farm-level crop availability

**Preferred Platform Features**

- Crop Listings: Detailed profiles of available produce
- Bulk Bidding System: Ability to bid for large quantities
- Farmer Ratings: Trust indicators based on previous deals
- Notifications: Alerts for when specific crops are posted
- Integrated Logistics: Option to schedule pickups or deliveries



\*

Age
35

Location
Chitwan, Nepal

Occupation
Agribusiness Owner

Tech-Savviness
High

Figure 18 User Persona 2

# Binod Thapa

**Challenges**

- Needs quick access to available crops across various districts
- Faces competition from direct farm-to-market models
- Lacks a centralized trading platform with verified sources

**Goals**

- Quickly find farmers offering crops for sale
- Evaluate prices and place offers or bids instantly
- Expand sourcing network without physical travel
- Remain competitive with newer digital trade models

**Preferred Platform Features**

- Live Trading Dashboard: See crops being traded in real time
- Search & Filter Tools: Find crops by location, type, or price
- Instant Messaging: Chat directly with sellers
- Transaction History: Track past trades and performance
- Multi-language Support: Especially Nepali and regional dialects



Age 50

Location Birgunj, Nepal

Occupation Agricultural Trader

Tech-Savviness Moderate



Figure 19 User Persona 3

## Information Architecture

Information Architecture (IA) describes how the product's information and features are logically arranged and browsed. AgriBaato's IA was developed with clarity, simplicity, and role-specific flows for farmers and traders, providing ease of use and little cognitive strain.

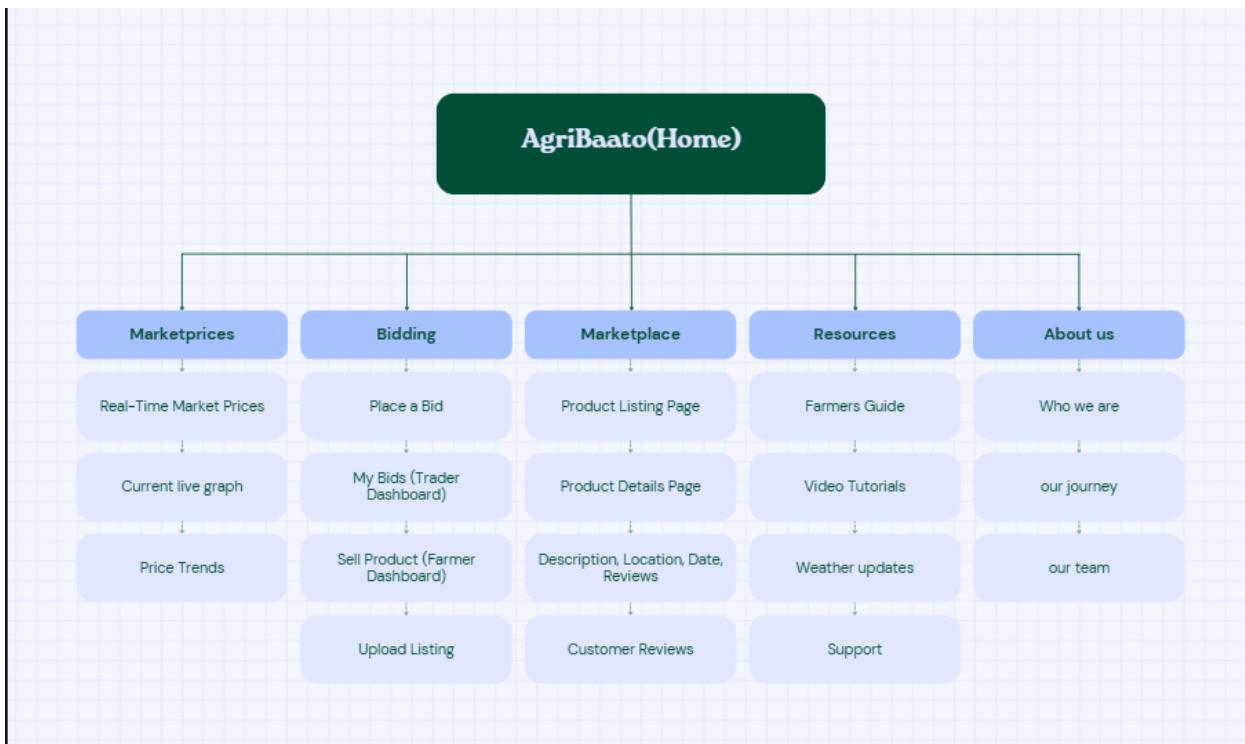


Figure 20 Information Architecture- AgriBaato

## Scope of the Project

The scope shows exactly which features and capabilities AgriBaato platform includes as part of its product development. It links user requirements (Strategy) to all Information Architecture structural choices made by the team.

### In-Scope Features:

The product design includes these features which we have developed for the current prototype on the desktop platform.

#### Core features for farmers:

- Sell Product Page - Form for entering product information (crop name, amount, location, price, harvest date).
- Manage Listings Dashboard - View, update, and delete listings.
- Bidding Participation - Advertise bulk crops and solicit bids from traders.
- Real-Time Market Pricing: View the most recent pricing for typical agricultural items.
- View Market Opportunities: Filter-based demand discovery from dealers.
- Profile management entails updating personal and farm information.

#### Important features for traders:

- Marketplace: Browse and filter products by region, crop kind, and price.
- Crop data, vendor information, and reviews can all be found on the product detail page.
- Bidding System - Place bids on bulk crops and track your bid history.
- Trader Dashboard - View active bids, winning bids, and buying history.
- Contact farmers - Send notifications following a successful bid or purchase.

### Shared Features:

- Login/Signup Flow with Role Selection (Farmer or Trader).
- User Dashboard - Dashboards for specific roles, with sidebar navigation.
- Reviews System - Submit and read customer product reviews.
- The Help & FAQ section provides basic assistance to new users.
- Branding Consistency - A unified UI that uses the same brand color, typefaces, and logo on all pages.

### Future enhancements (post-scope ideas):

- These features can be explored in future iterations if the product is developed further.
- Version is responsive and mobile-friendly.
- SMS-based login and farm notifications
- The real-time chat function
- Verified seller/trader badges.
- Price records that use blockchain technology for transparency.
- Crop calendar and weather insights

## Functional Specifications

The functional specifications of AgriBaato main outline are Home, Market Prices, Bidding, Marketplace, and Resources.

AgriBaato starts with a Home page which demonstrates to users the system's function with two defined roles: Farmers and Traders. Users can find "Post a Product," "Browse Market" and "Join as Trader" buttons on the interface. This page features information about the platform's real-time pricing capabilities alongside transparent transaction systems and bidding process along with easy navigation and login access from the simple navigation bar.

The Market Prices page shows currently active live information about market prices which is updated daily for agricultural products. Users can see data presented as tables or cards which include dynamic filters based on product type and location and date parameters. Price trends on this page are shown through visual marking elements which include curved arrows and colored indicators. Real-time data supports the system which enables traders and farmers to make informed purchase and sales decisions.

The Bidding page presents separate interfaces which serve farmers and traders. Through the form submission farmers can advertise their crops for bidding by providing crop name details and quantity information along with anticipated kilogram price and availability date as well as location and product quality and optional attachments. Following listing publication traders can access the listings to view current bids alongside possibilities to offer their prices. Users can see both base price and top bid amount while tracking the number of active offers on a listing alongside messaging capabilities for direct farmer-trader negotiations. The system creates opportunities for equitable pricing practices and active price competition.

The Marketplace page enables both traders to browse accessible crops using a searchable product display feature. Visitors viewing products will access their detailed view through a new page which shows product descriptions alongside harvest dates and locations alongside customer feedback and seller information. A simplified "Buy Now" transaction enables direct sales beyond traditional bidding procedures. The page supports quick purchases of limited quantities of smaller items.

Users can access educational information through this platform's dedicated educational hub. The page features articles combined with how-to guides along with seasonal farming tips and official government resource links. The platform uses crop types and

farming topics as information categories to assist users with practice development and decision enhancement.

The website integrates consistent user features throughout all pages, allowing users to register, select their profile type, build accounts and maintain their profiles, create listings, browse offers, start messaging with other users and give ratings to transactions. Farmers maintain control of their inventory listings through the website platform to handle offers and traders directly purchase products, or place offers on the system which farmers can accept or decline. Both user types benefit from dashboards which provide easy tracking of their accessible activities.

## Phase 2 – Wireframes

Wireframing is an important component of the design process since it lays out the basic framework of the interface before going on to specific visuals. It focuses on layout, hierarchy, and functionality without visual distractions, which aids in the validation of user flow and interactions early on.



Figure 21 Homepage Wireframes

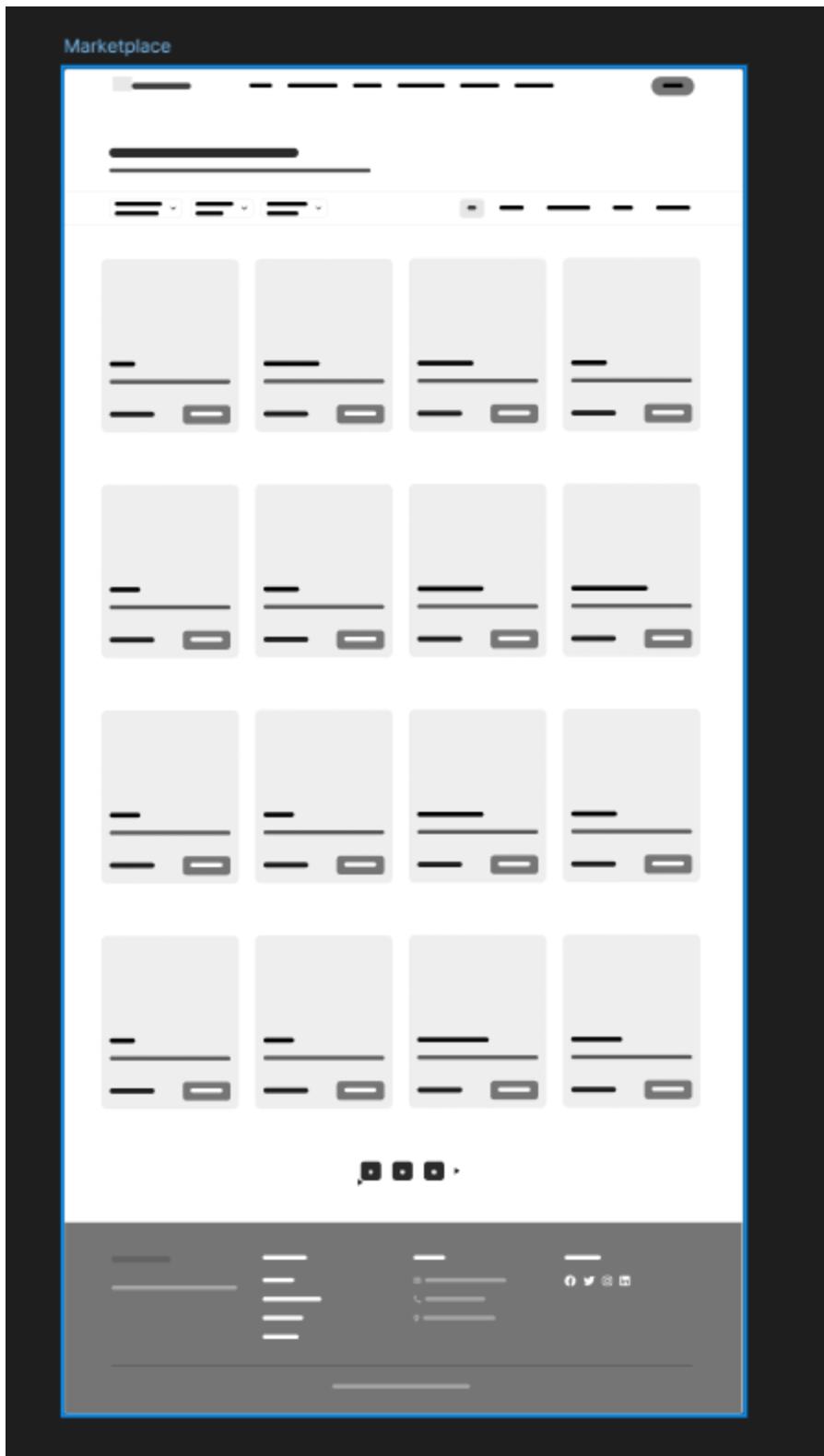


Figure 22 Marketplace Wireframes



Figure 23 Marketplace Wireframe



Figure 24 Post a bid Wireframe

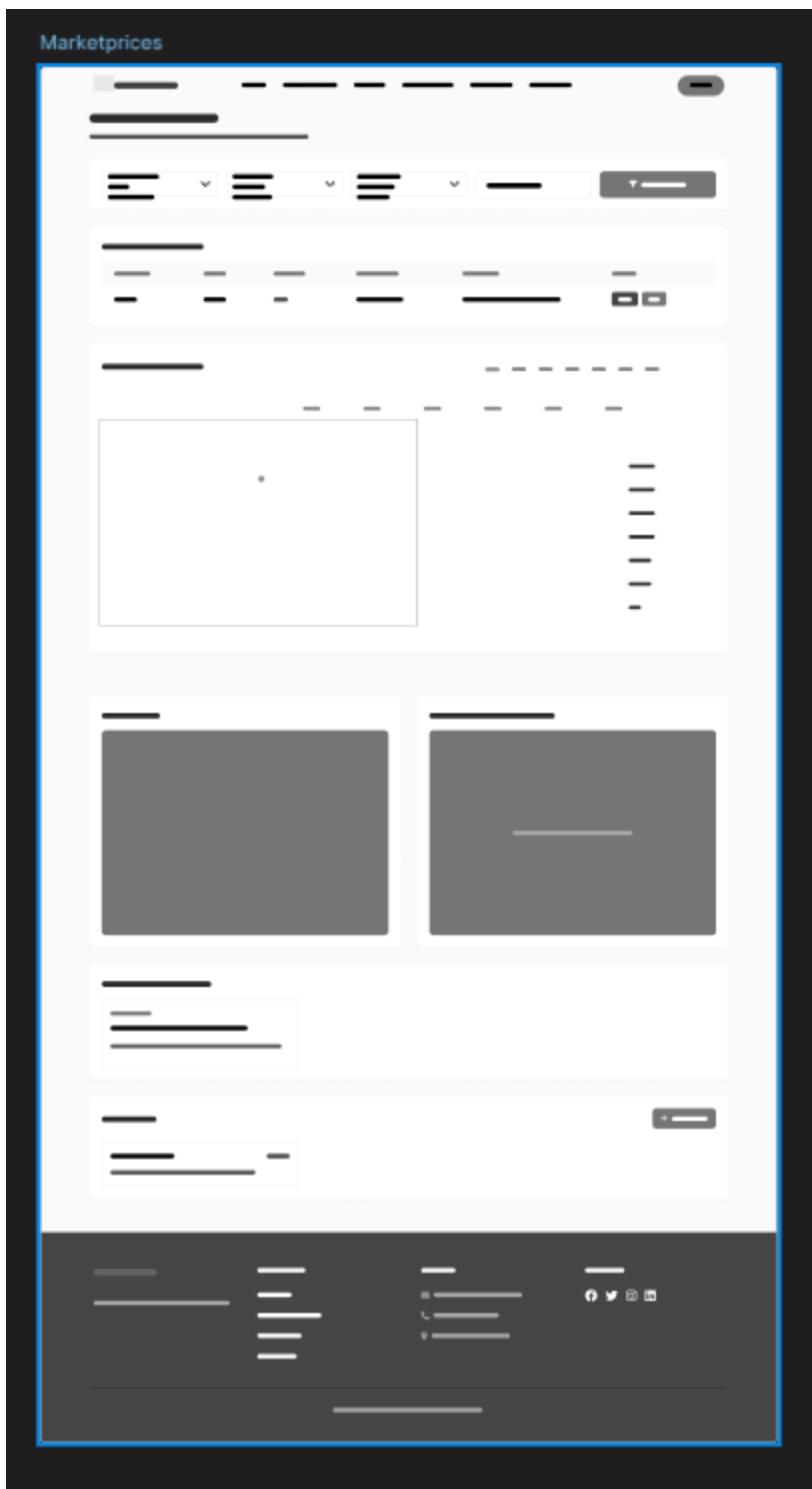


Figure 25 Marketprices Wireframes

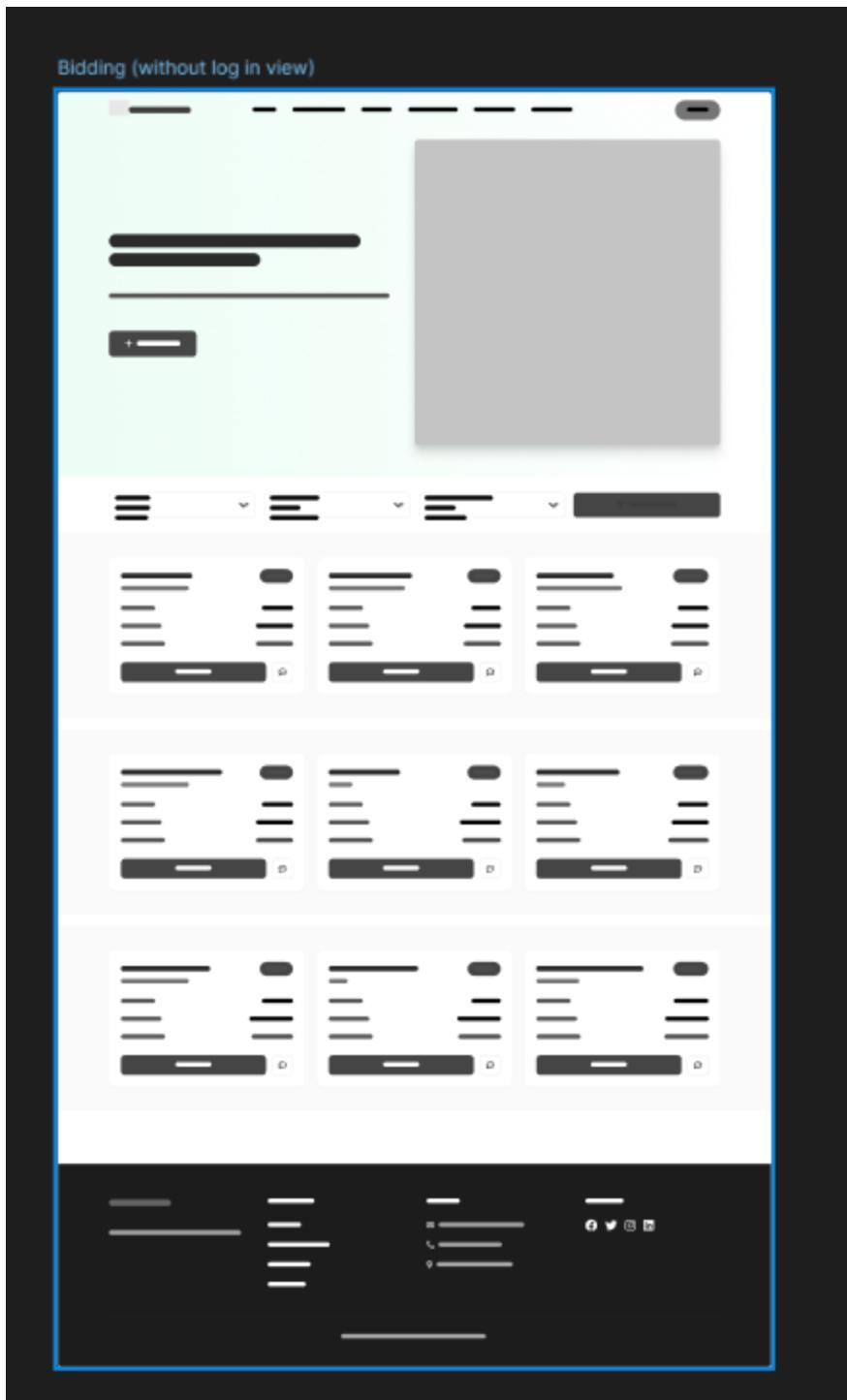


Figure 26 Bidding Wireframes



Figure 27 Resources Wireframes



Figure 28 About us Wireframes



Figure 29 User Dashboard Wireframes

## Phase 3 – Branding

### Brand Identity

Our brand identity exists to make our core mission visible which is building an open digital platform for Nepalese agriculture markets. Through modern technology AgriBaato builds an open digital network that better serves Nepal's agricultural trading sector. AgriBaato was named to point farmers on the best route toward agriculture success.

As a reliable digital partner AgriBaato wants to help rural trade networks and farming communities with its warm trustworthy and enabling brand character. Our platform uses soft pleasant colors alongside straightforward layouts and simple design features that ensure everyone can navigate the system from their first visit. The design team took farm-centric themes to create UI elements that work well on digital platforms.

Our visual identity lets customers use the platform with confidence and connects established farming with today's commerce. Each aspect of our brand depicts agriculture in such a way that it builds respect for the field as it links producers to customers.

## Logo

This is the logo of AgriBaato.



*Figure 30 AgriBaato Logo*

**Font**

Figure 31 Typography

## Color Palette

To express the agricultural ethos while maintaining great visual clarity throughout the UI, the AgriBaato platform employs a vivid yet grounded color palette. Each color was carefully chosen to maximize user engagement and create a visually unified identity.

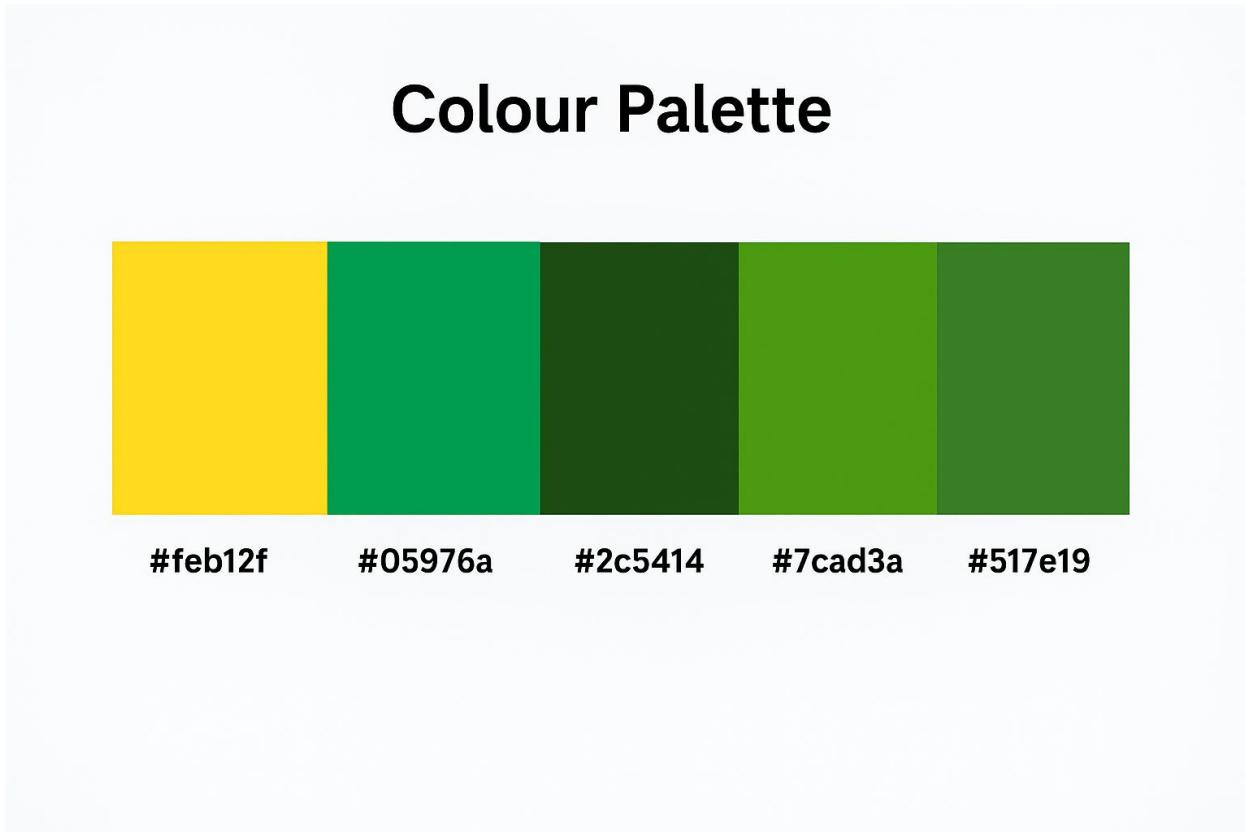


Figure 32 Colour palette

#feb12f: The site uses strong red elements for main Call to Action buttons including Login and hero section components.

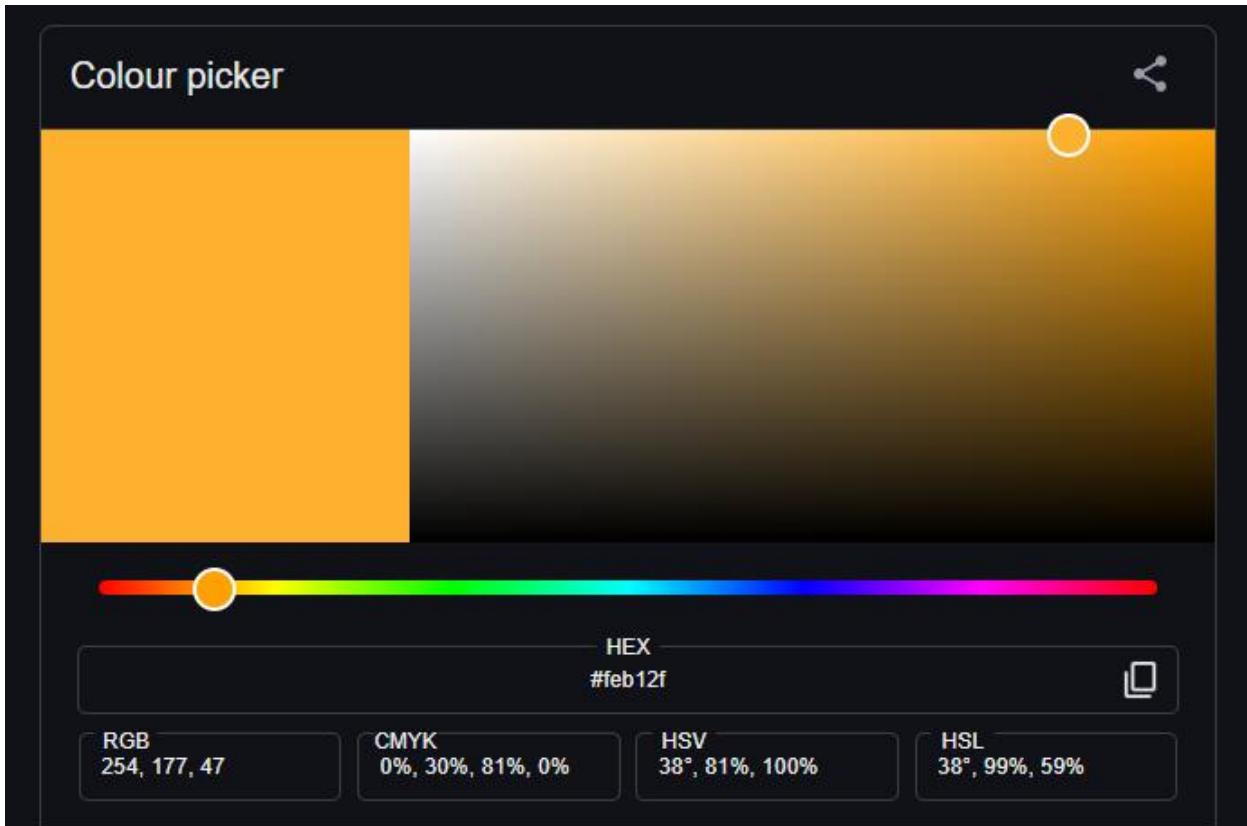


Figure 33 Color Palette 1

#05976a: Users see positive action buttons in fresh green colors that represent growth and advancement.

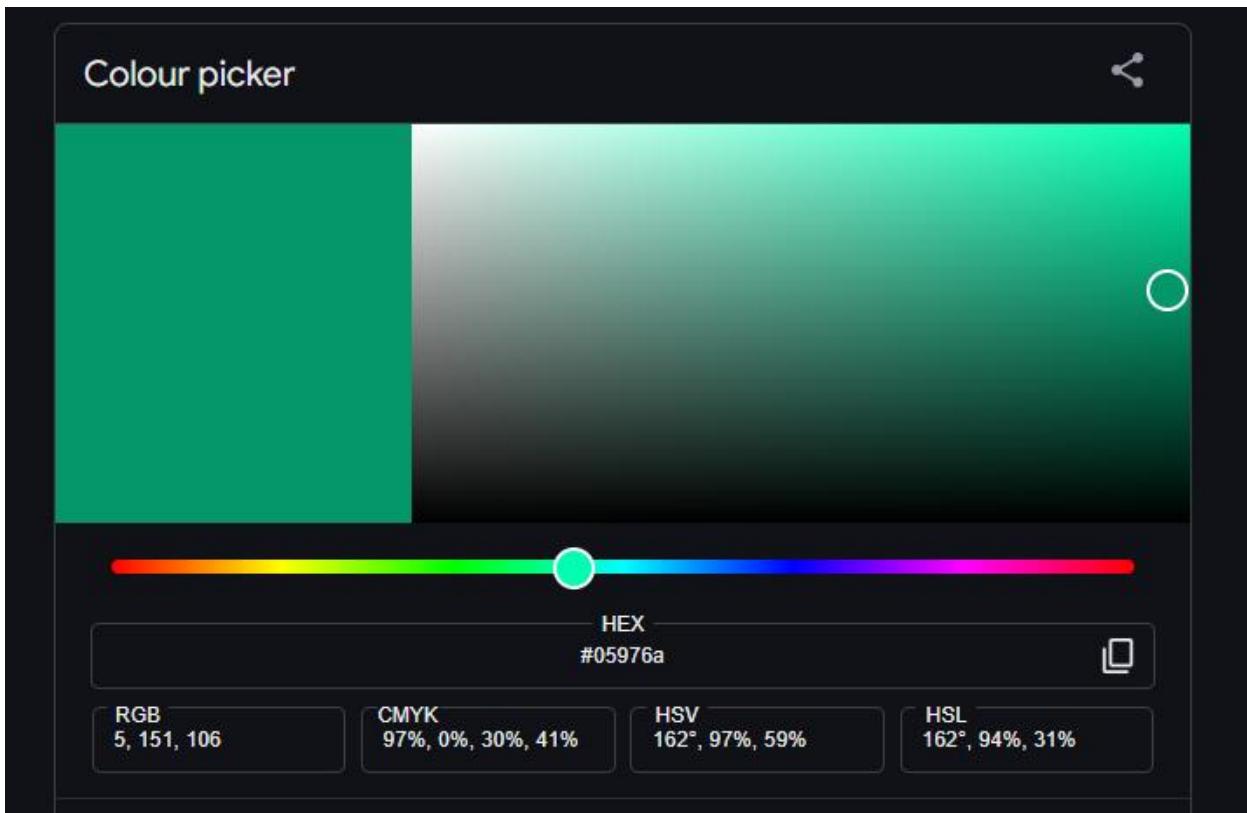


Figure 34 Color Palette 2

#2c5414, #7cad3a, #517e19: These natural green colors from agriculture stand as the base for hero section backgrounds and support UI design to make the experience feel familiar.

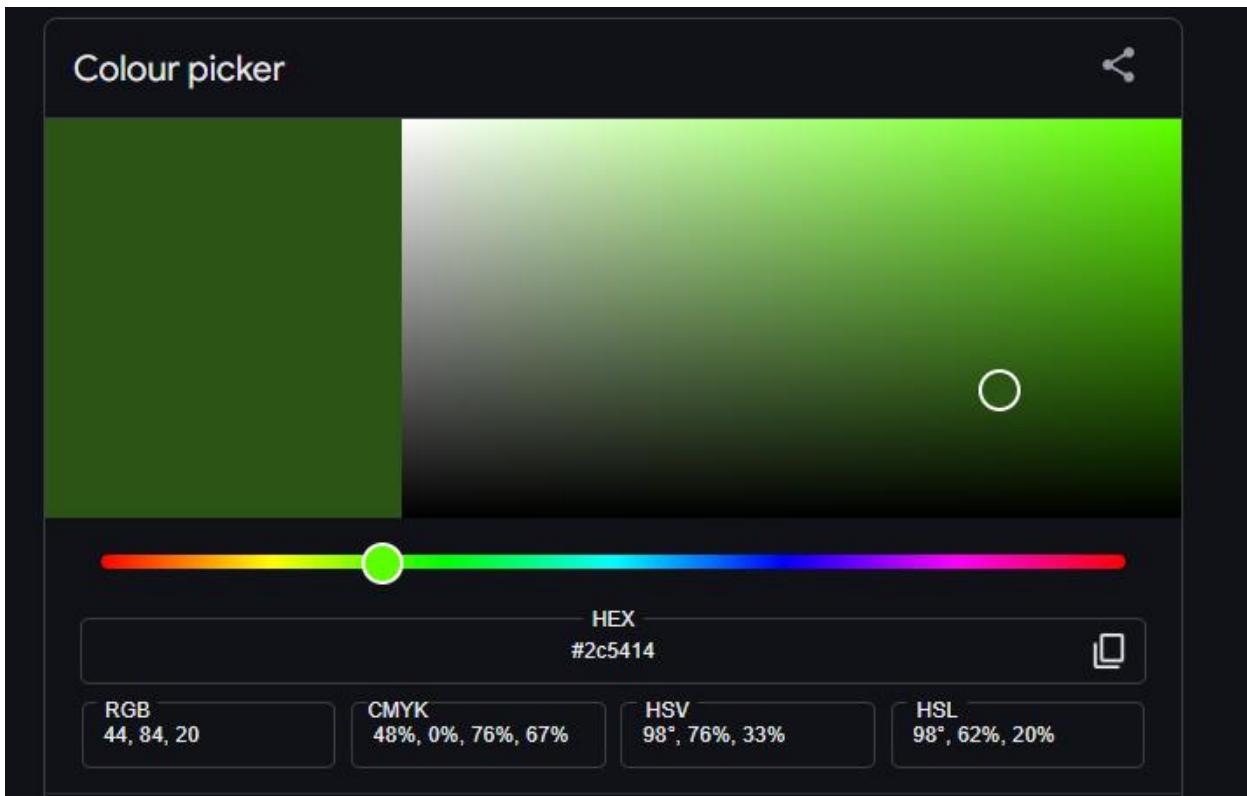


Figure 35 Color Palette 3

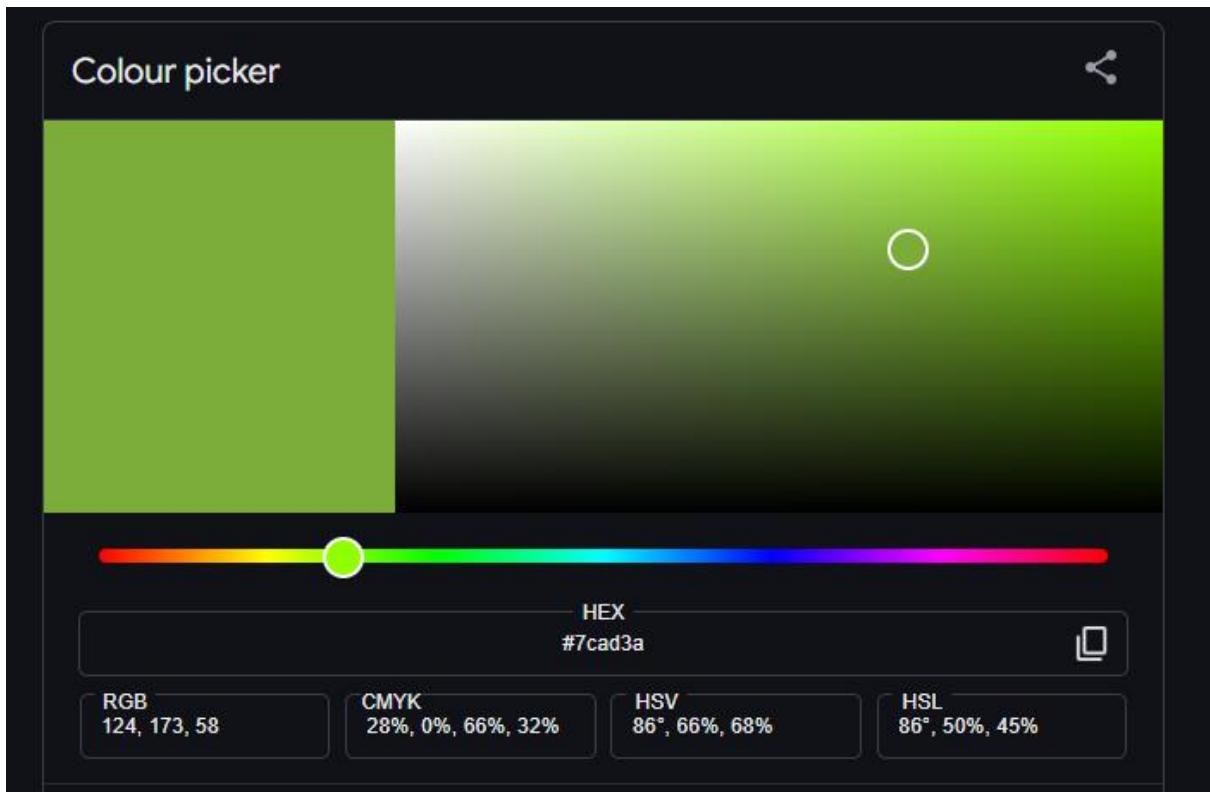


Figure 36 Color Palette 4

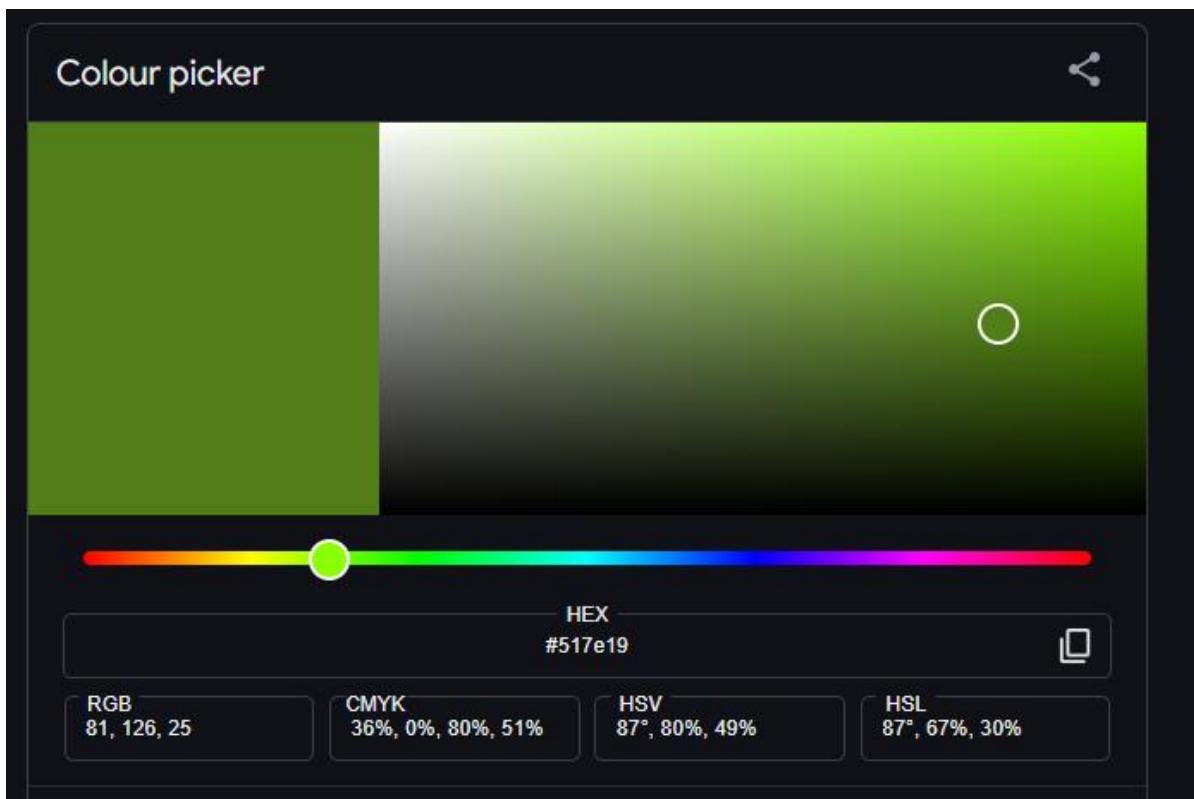


Figure 37 Color Palette 5

#e8f4ef: The background presents a smooth neutral choice that helps both contents show well and stay easy to read across all parts of the design.

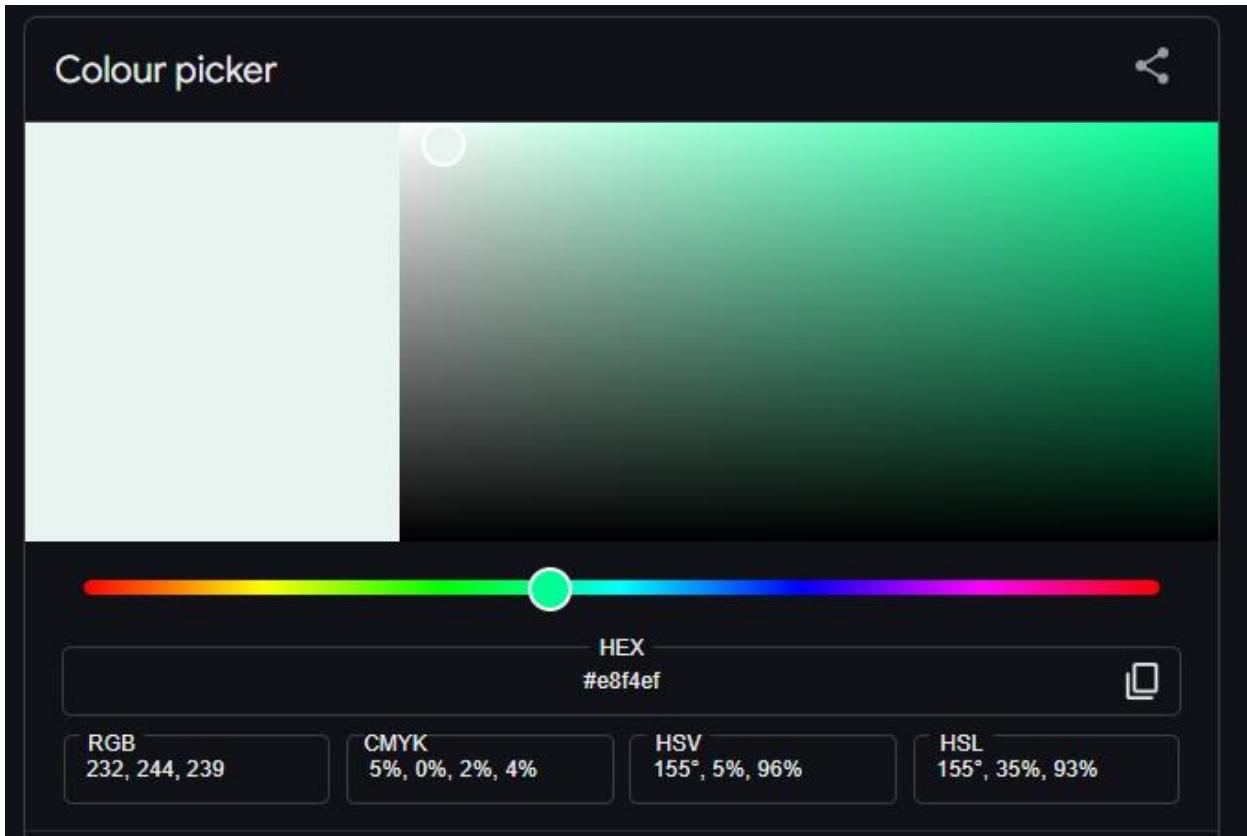


Figure 38 Color Palette 6

## Graphic Designing

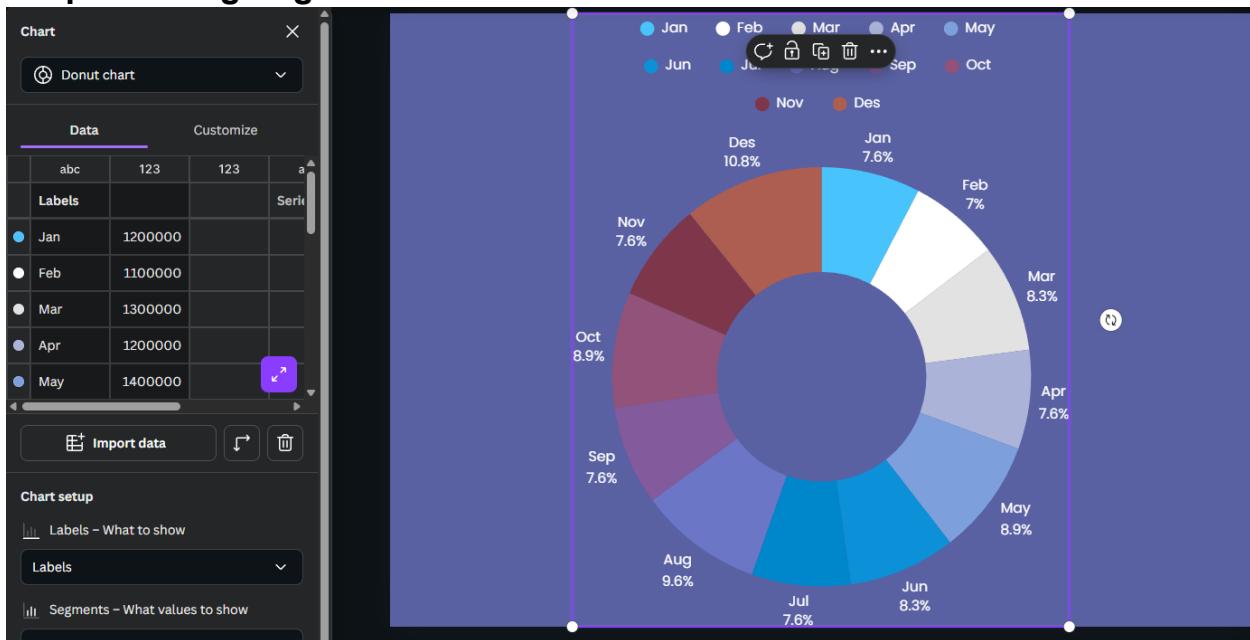


Figure 39 Graphic Designing

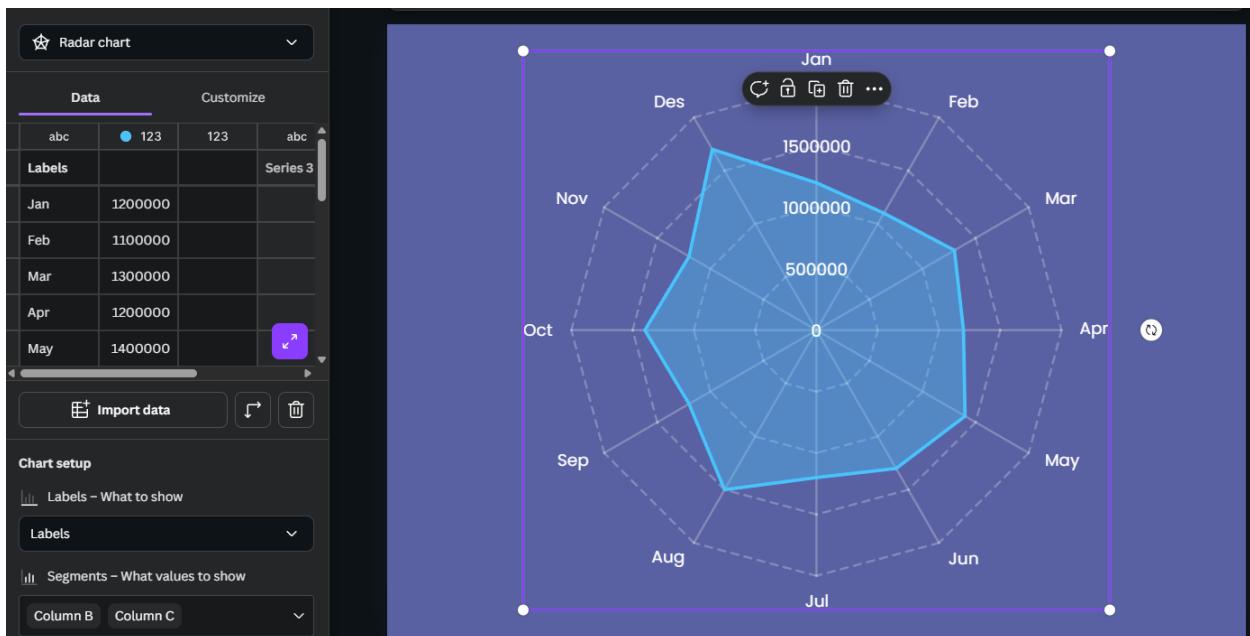


Figure 40 Graphic Designing 2

## Phase 4 – Design

### Low Fidelity

Low-fidelity wireframes were generated to lay out the basic framework of each page. These were created in grayscale to highlight layout, navigation, and utility over color and branding. Pages such as Home, Marketplace, Bidding System, Resources, Login/Signup, and User Dashboard were designed with a focus on straightforward navigation, content arrangement, and user flow. Before moving forward with comprehensive design, these wireframes assisted in identifying usability issues.

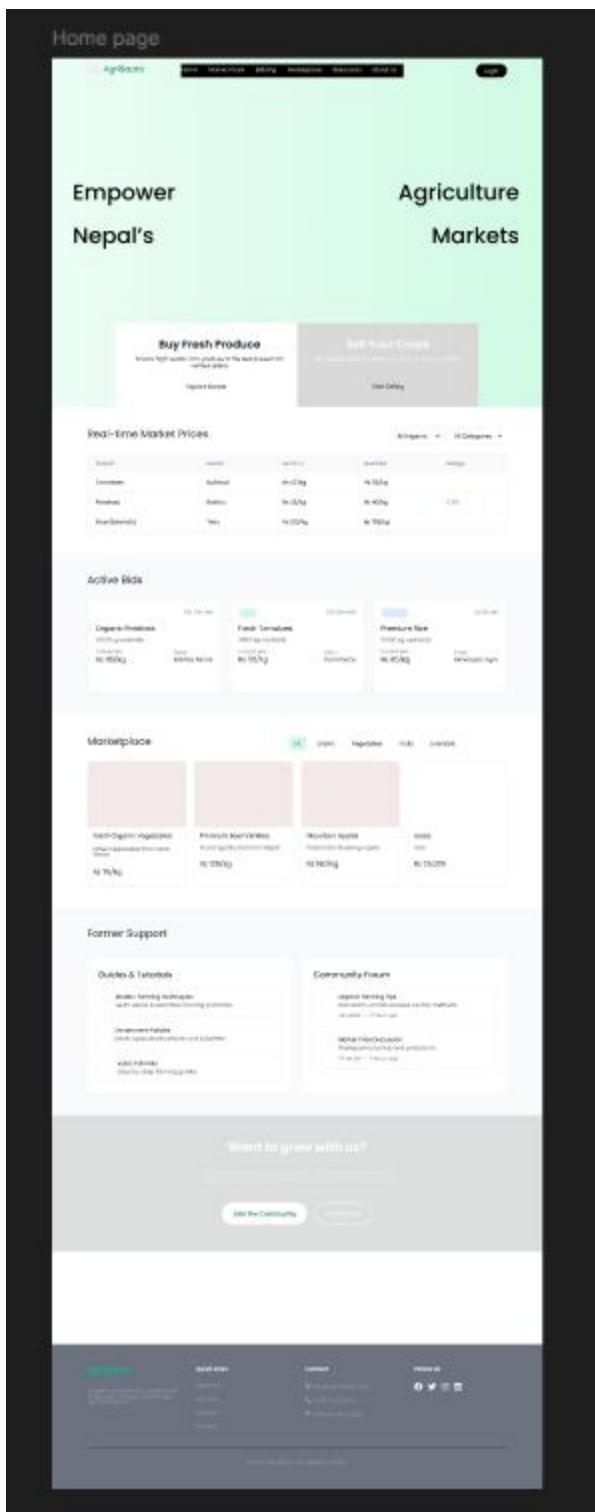


Figure 41 Homepage Low Fidelity

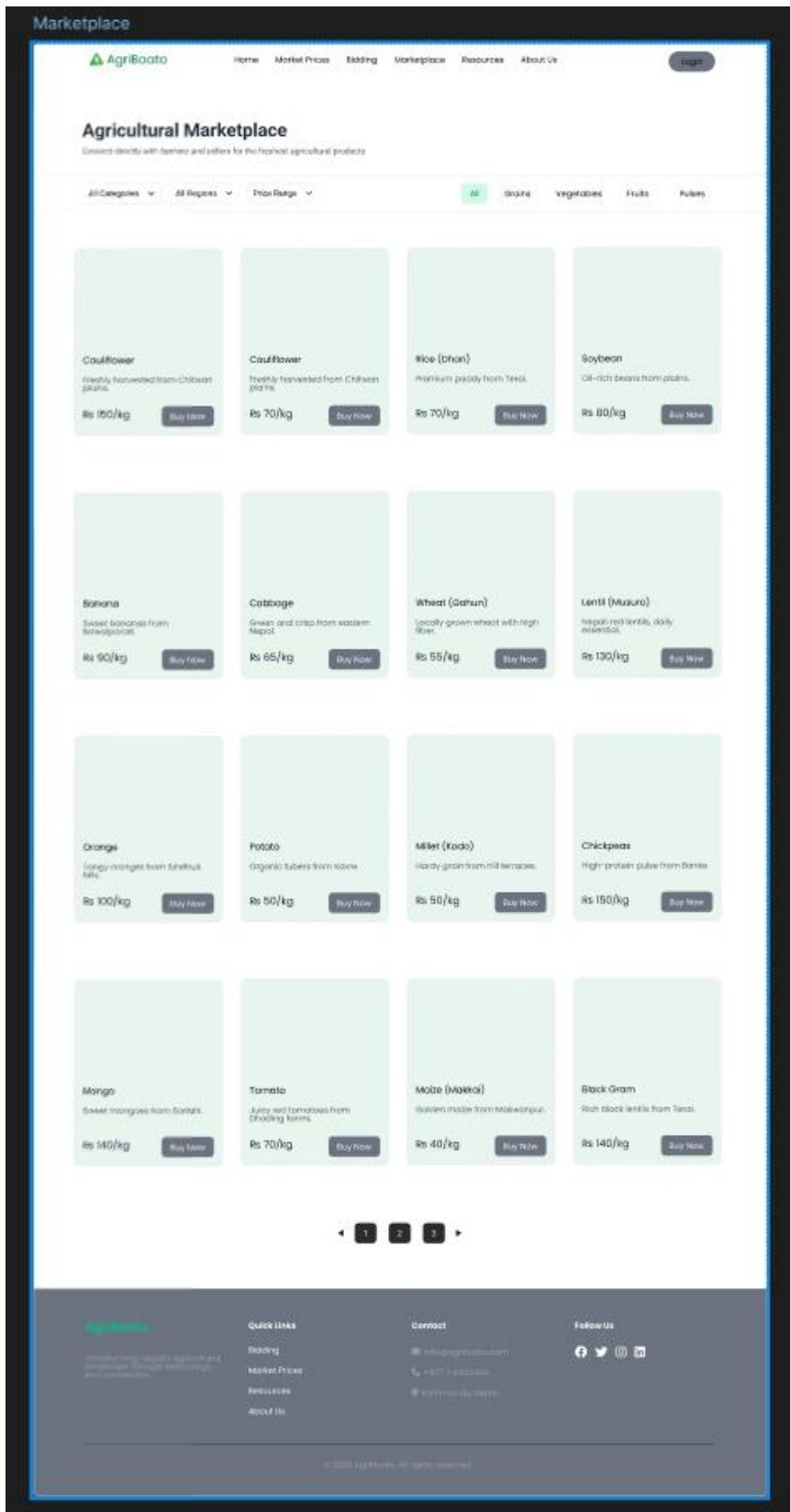


Figure 42 Marketplace Low Fidelity

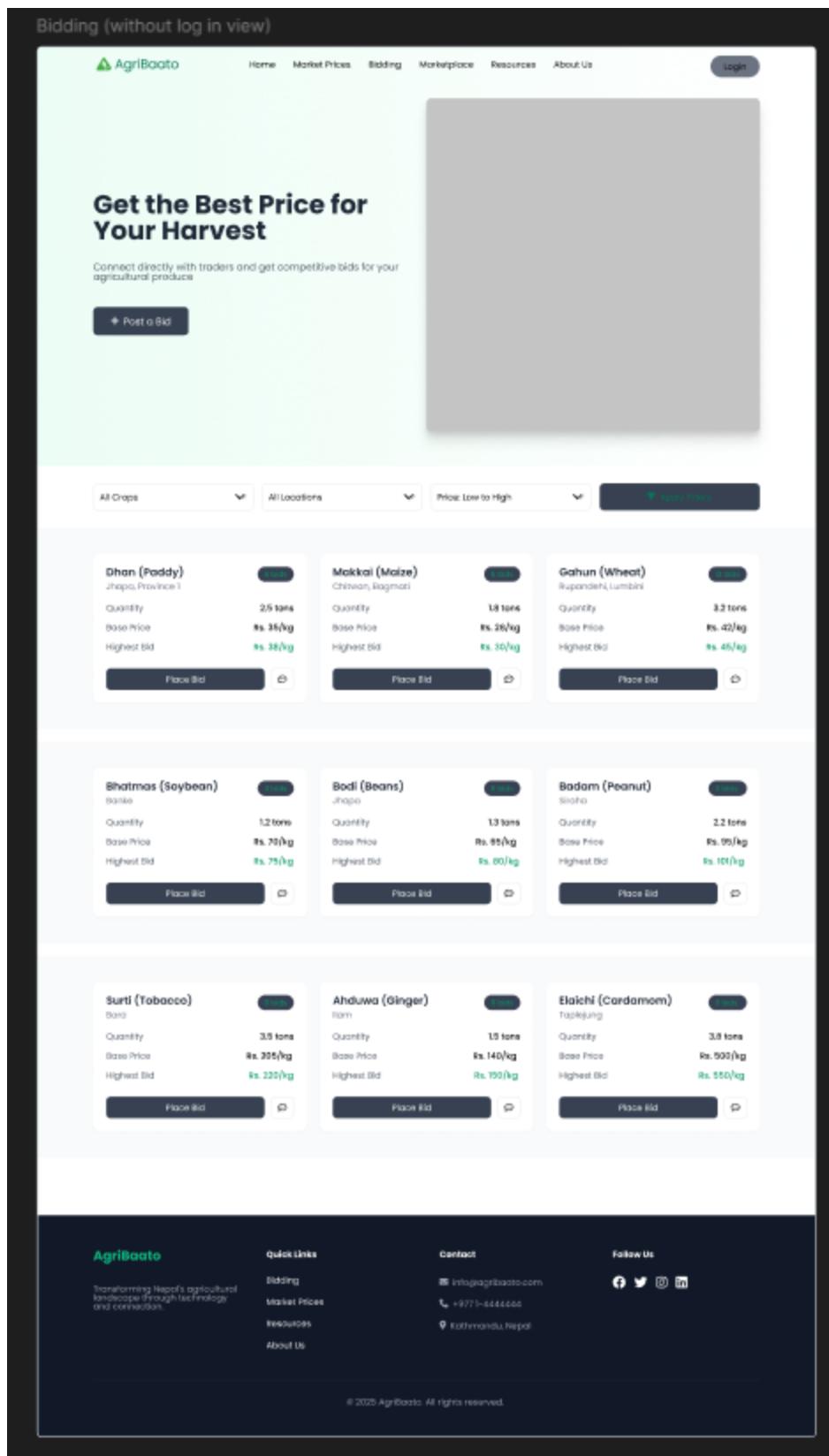


Figure 43 Bidding Low Fidelity

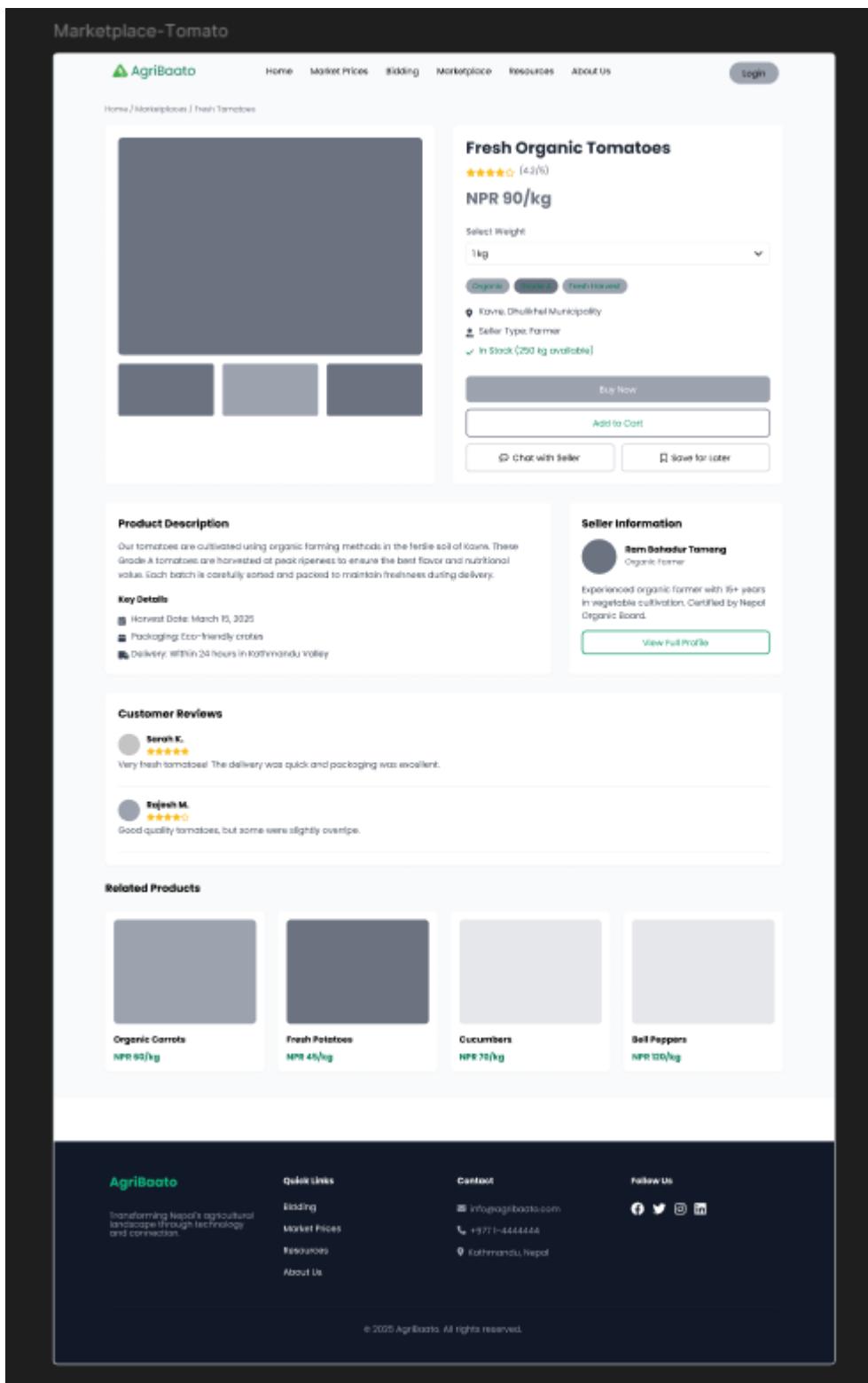


Figure 44 Marketplace Low Fidelity

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 45 Post a bid Low Fidelity

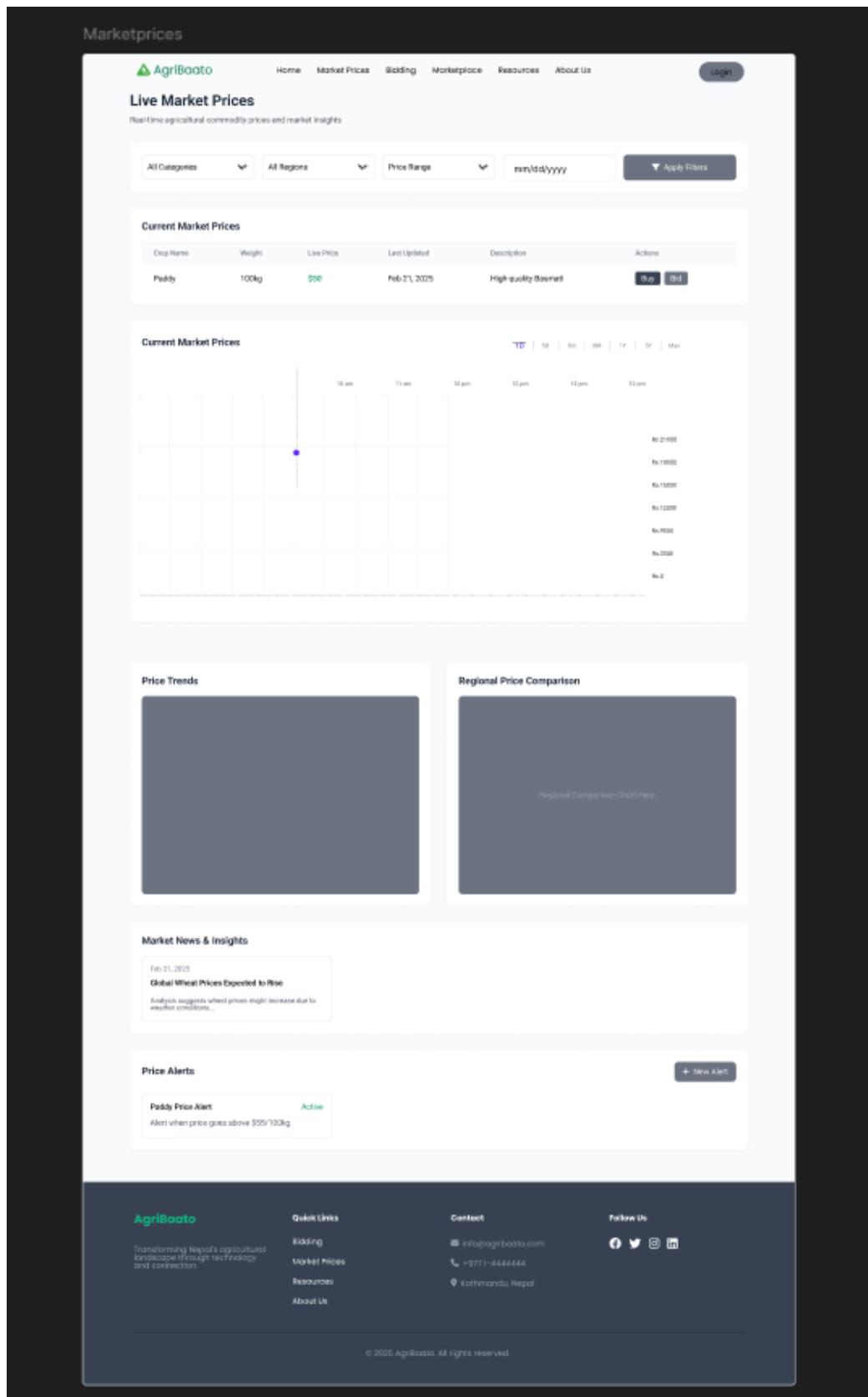


Figure 46 Marketplaces Low Fidelity

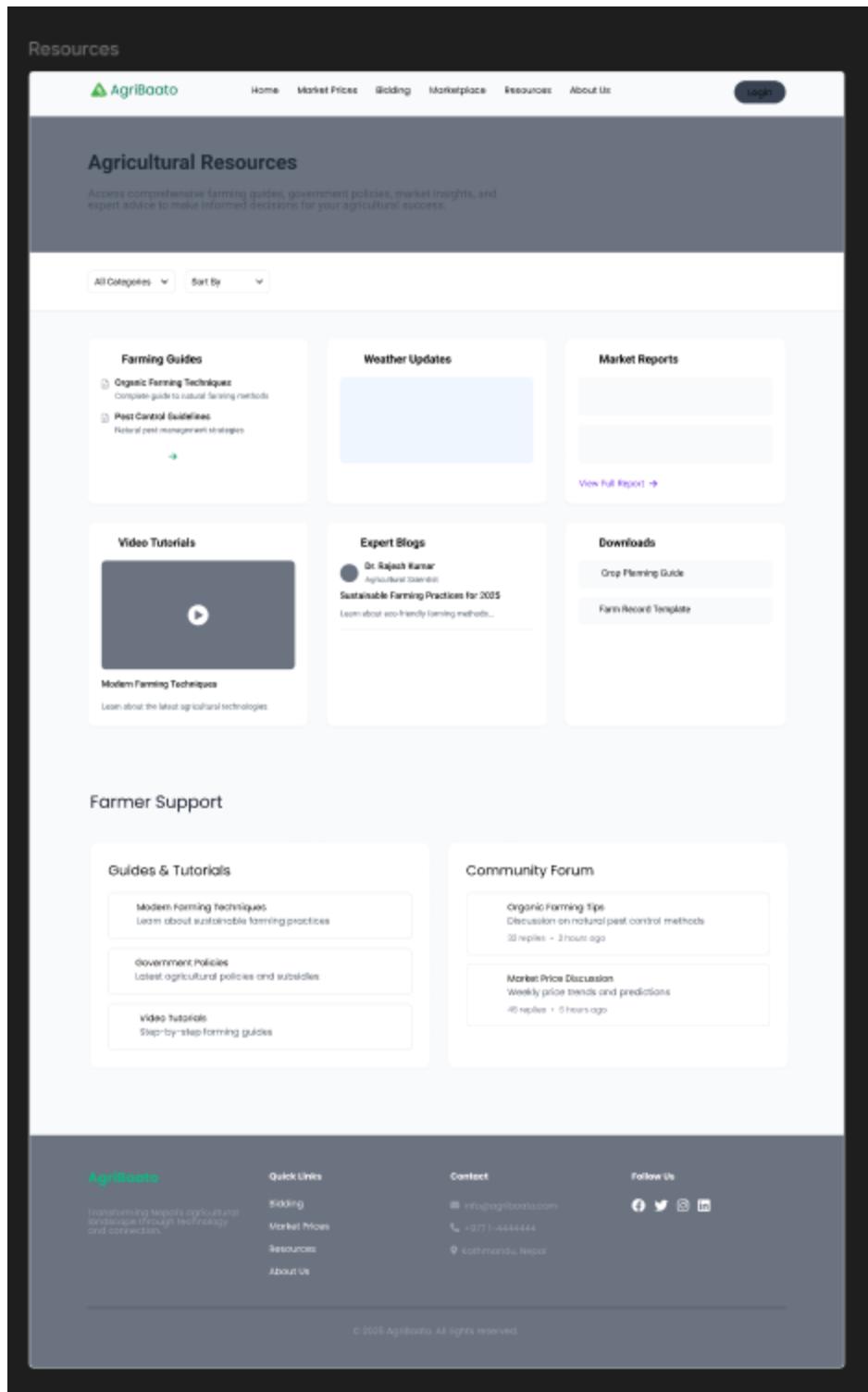


Figure 47 Resources Low Fidelity

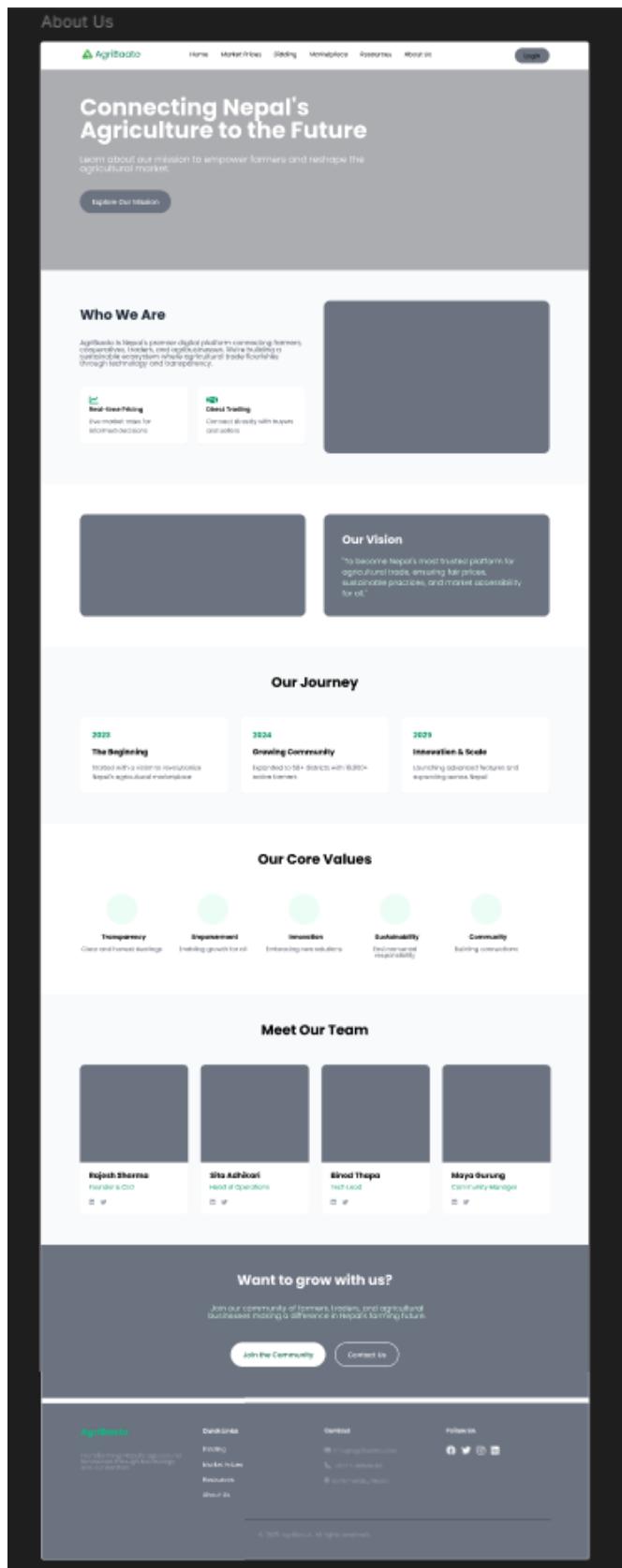


Figure 48 About us Low Fidelity

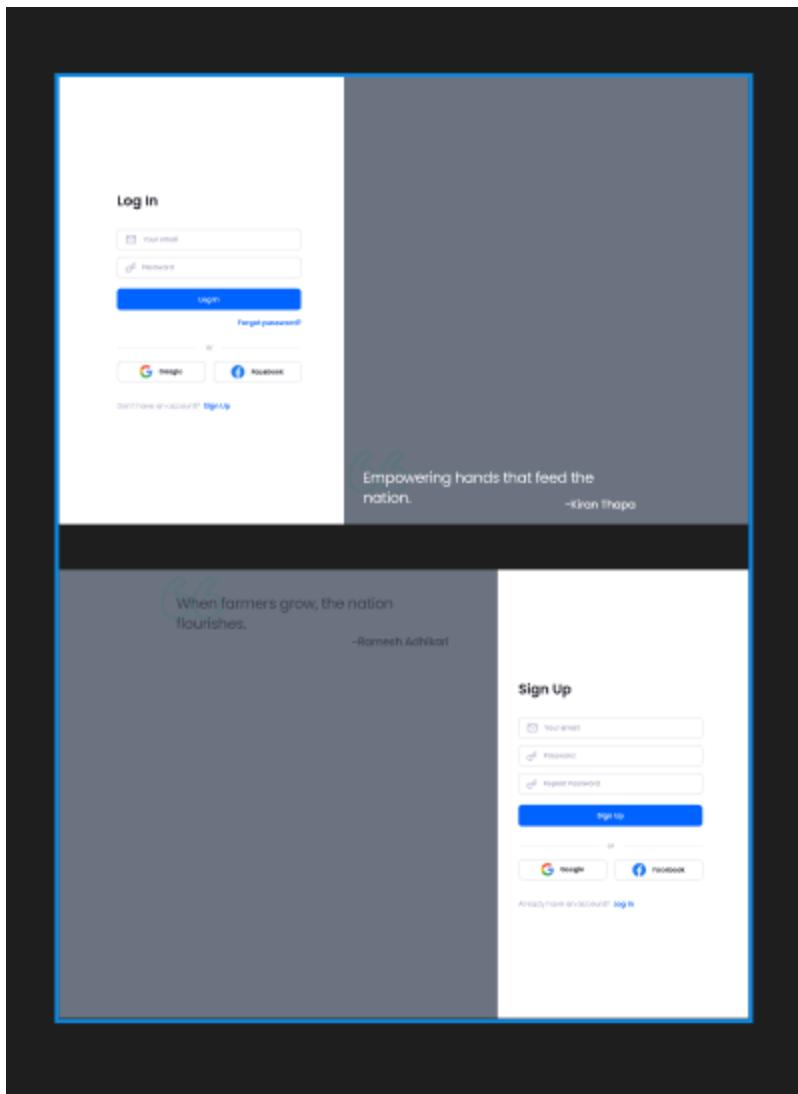


Figure 49 Sign in Low Fidelity

## High Fidelity

Colors, font, iconography, and real content are all used in high-fidelity mockups to represent branding. These designs capture the AgriBaato platform's final appearance and feel. Interactivity features including buttons, cards, and forms were stylized to improve clarity and engagement. Realistic material and visuals were used to closely emulate the user experience.

These mockups were used for prototyping and user testing in order to collect final feedback prior to development. In the PC version, all pages were built to focus solely on one breakpoint.

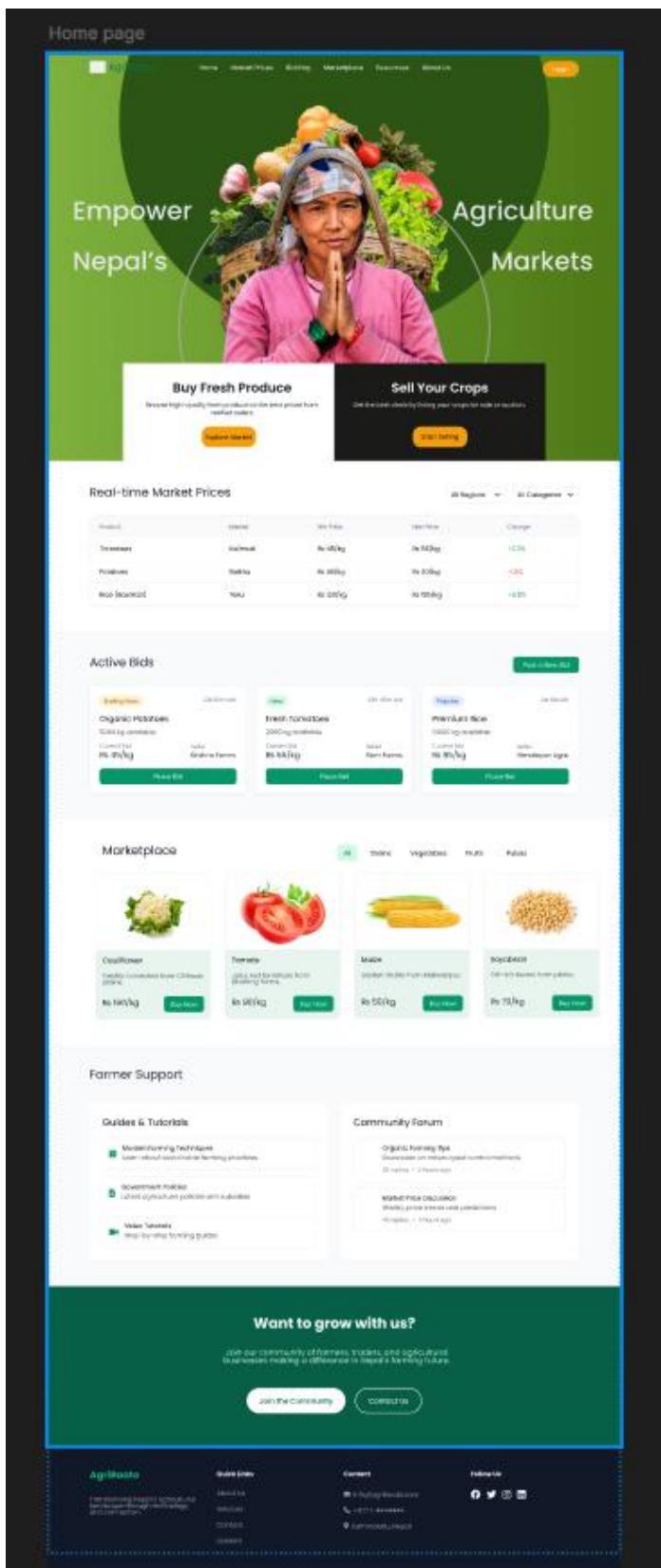


Figure 50 Home Page High Fidelity

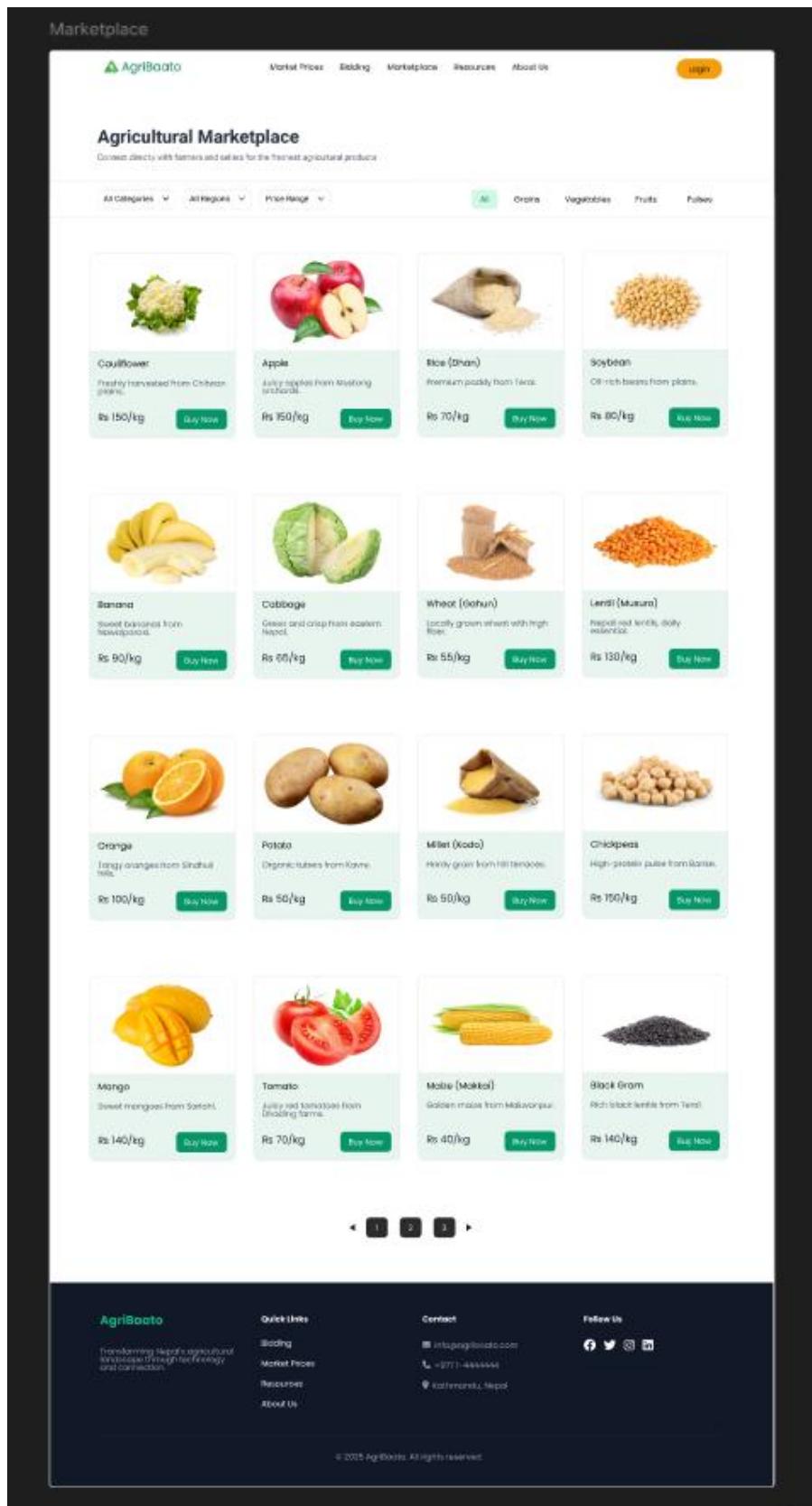


Figure 51 Marketplaces High Fidelity

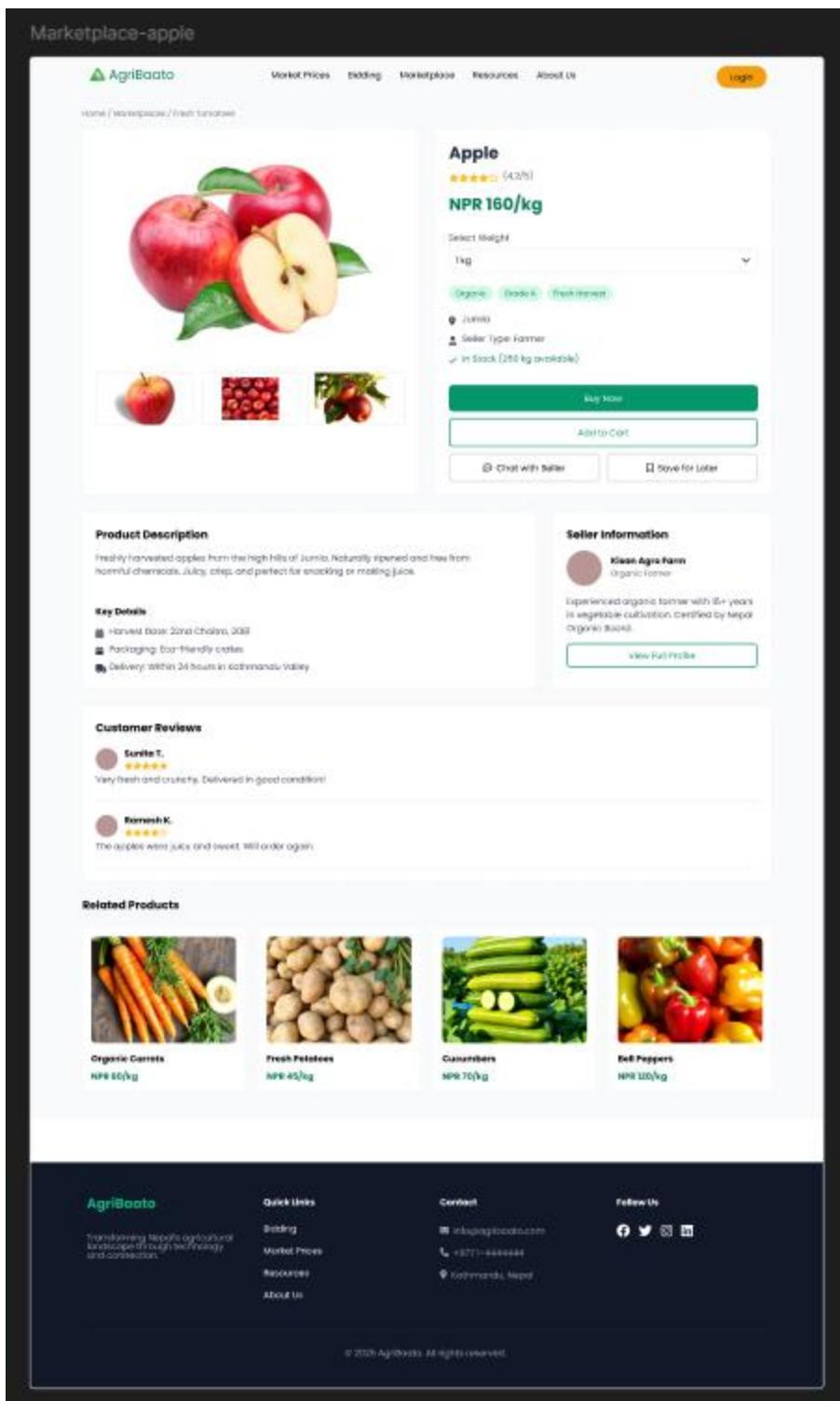


Figure 52 Marketplace High Fidelity 2

The screenshot shows a product page for 'Maize' on the AgriBoato platform. At the top, there's a navigation bar with links for 'Market Prices', 'Bidding', 'Marketplace', 'Resources', and 'About Us'. A 'Login' button is also present. The main content area features a large image of two ears of maize. Below it, the product name 'Maize' is displayed with a 4.2/5 rating. The price is listed as 'NPR 50/kg'. A dropdown menu for 'Select Weight' shows '1 kg' selected. Below the weight dropdown are three buttons: 'Organic', 'Trade X', and 'Fresh Harvested'. To the right of these buttons are two small icons: a person icon labeled 'Seller' and a checkmark icon labeled 'In Stock (260 kg available)'. A large green 'Buy Now' button is prominently displayed, followed by 'Add to Cart', 'Chat with Seller', and 'Save for Later' buttons. On the left side, under 'Product Description', it says 'Sun-dried maize directly sourced from local farmers. Ideal for animal feed, flour milling, or direct consumption. No chemical treatment, 100% natural.' Below this is a section for 'Key Details' with three bullet points: 'Harvest Date: 10th October, 2022', 'Packaging: Eco-friendly crates', and 'Delivery: Within 24 hours in Kathmandu Valley'. On the right side, under 'Seller Information', it shows a profile picture of a person, the name 'Shree Ganesh Traders', and the title 'Organic Farmer'. It also states 'Experienced organic farmer with 15+ years in vegetable cultivation. Certified by Nepal Organic Board.' and a 'View Full Profile' button. Below this section is a 'Customer Reviews' section with two reviews: one from 'Amit K.' (4 stars) and one from 'Aswara D.' (4 stars). Both reviews mention the quality of the maize. At the bottom of the page, there's a 'Related Products' section featuring images and details for 'Organic Carrots', 'Fresh Potatoes', 'Cucumbers', and 'Bell Peppers'. The footer contains the AgriBoato logo, a tagline 'Transforming Nepal's agricultural landscape through technology and connection.', and links for 'Quick Links' (Bidding, Market Prices, Resources, About Us), 'Contact' (info@agribotto.com, +977-1-4444444, Kathmandu, Nepal), and 'Follow Us' (links to social media platforms like Facebook, Twitter, Instagram, and LinkedIn). The footer also includes a copyright notice: '© 2022 AgriBoato. All rights reserved.'

Figure 53 Marketplace High Fidelity 3

The screenshot shows a product page for 'Soybean' on the AgriBoato platform. At the top, there's a navigation bar with links for 'Market Prices', 'Bidding', 'Marketplace', 'Resources', and 'About Us'. A yellow 'Login' button is also present. The main content area features a large image of soybeans, a price of 'NPR 70/kg', and a 'Select Weight' dropdown set to '1 kg'. Below this are buttons for 'Organic', 'GMO-free', and 'Non-GMO'. A seller profile section includes a photo of a person, the name 'morpali agro enterprise', and a note about being an experienced organic farmer with 15+ years in vegetable cultivation, certified by Nepal Organic Board. There are also buttons for 'Buy Now', 'Add to Cart', 'Chat with seller', and 'Save for later'. The 'Product Description' section states: 'High-protein soybeans freshly collected from Banke district. Cleaned and ready to cook or process. Excellent for making soybean oil or curries.' The 'Key Details' section lists: 'Hypovire (Dwarf-Fluff crystals, 2kg)', 'Packaging: Eco-friendly crates', and 'Delivery: Within 24 hours in Kathmandu valley'. The 'Customer Reviews' section shows two reviews: one from 'Robin L.' (4.5 stars) stating 'Used it for making oil. Excellent quality.', and another from 'Kritika S.' (4.5 stars) stating 'Good texture and taste. Worth the price.' The 'Related Products' section displays four other items: 'Organic Carrots' (NPR 60/kg), 'Fresh Potatoes' (NPR 45/kg), 'Cucumbers' (NPR 20/kg), and 'Bell Peppers' (NPR 120/kg). The footer contains the AgriBoato logo, quick links for 'Bidding', 'Market Prices', 'Resources', and 'About Us', contact information (info@agribaito.com, +977 1-8888888, Kathmandu, Nepal), and social media links for Facebook, Twitter, Instagram, and LinkedIn. A copyright notice at the bottom reads '© 2020 AgriBoato. All rights reserved.'

Figure 54 Marketplace High Fidelity 4

The screenshot shows the AgriBoato bidding page. At the top, there's a header with the AgriBoato logo, navigation links for Market Price, Bidding, Marketplace, Resources, and About Us, and a yellow 'Login' button. Below the header 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 agriculture 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)	25 tons	Rs. 25/kg	Rs. 30/kg	<a href="#">Place Bid</a>
Makkai (Maize)	10 tons	Rs. 28/kg	Rs. 30/kg	<a href="#">Place Bid</a>
Gahun (Wheat)	3.2 tons	Rs. 42/kg	Rs. 45/kg	<a href="#">Place Bid</a>
Bhatmas (Soybean)	1.2 tons	Rs. 70/kg	Rs. 75/kg	<a href="#">Place Bid</a>
Bodhi (Beans)	1.2 tons	Rs. 65/kg	Rs. 66/kg	<a href="#">Place Bid</a>
Badam (Peanut)	2.2 tons	Rs. 105/kg	Rs. 110/kg	<a href="#">Place Bid</a>
Surti (Tobacco)	3.6 tons	Rs. 305/kg	Rs. 320/kg	<a href="#">Place Bid</a>
Aduwa (Ginger)	10.500kg	Rs. 140/kg	Rs. 150/kg	<a href="#">Place Bid</a>
Elaichi (Cardamom)	3.8 tons	Rs. 500/kg	Rs. 550/kg	<a href="#">Place Bid</a>

**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.

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Figure 55 Bidding Page

The screenshot shows the 'Bidding (Seller View)' section of the AgriBaito platform. At the top, there's a banner with the text 'Get the Best Price for Your Harvest' and a button '+ Post a Bid'. Below this is a large image of farmers working in a field at sunset.

Filtering options include 'All Crops', 'All locations', and 'Price: Low to High'. A green 'Apply Filters' button is visible.

Three crop offers are listed:

- Dhan (Paddy)**: Jhapa, Province 1. Quantity: 25 tons. Base Price: Rs. 38/kg. Highest Bid: Rs. 38/kg. Buttons: 'Post Bid' (green), 'Edit' (blue).
- Makai (Maize)**: Chitwan, Bagmati. Quantity: 10 tons. Base Price: Rs. 28/kg. Highest Bid: Rs. 30/kg. Buttons: 'Post Bid' (green), 'Edit' (blue).
- Gahun (Wheat)**: Rupandehi, Lumbini. Quantity: 3.2 tons. Base Price: Rs. 42/kg. Highest Bid: Rs. 42/kg. Buttons: 'Post Bid' (green), 'Edit' (blue).

The 'Your Active Offers' section shows one active offer for 'Organic Rice' from 'Baj Trading Co.' with a quantity of 2500 kg and a price of Rs. 45/kg.

The 'Trader Offers (3)' section lists three pending offers from different traders:

- Baj Trading Co.**: Offered Price: Rs. 43/kg. Price Date: Jun 16, 2025. Buttons: 'Accept Offer' (green), 'Chat' (white), 'Decline' (white).
- Nepal Agro Experts**: Offered Price: Rs. 44/kg. Price Date: Jun 17, 2025. Buttons: 'Accept Offer' (green), 'Chat' (white), 'Decline' (white).

The footer contains the AgriBaito logo, quick links (Bidding, Market Prices, Resources, About Us), contact information (Email: info@agribaito.com, Phone: +977-9844444444, Address: Kathmandu, Nepal), and social media links (Facebook, Twitter, Instagram, LinkedIn).

Figure 56 Bidding Page (Seller view)

The screenshot shows the 'Bidding (Trader View)' section of the AgriBato platform. At the top, there's a navigation bar with links for 'Market Prices', 'Bidding', 'Marketplace', 'Resources', and 'About Us'. A 'Login' button is also present. Below the navigation is a large image of a field at sunset with two people working.

**Get the Best Price for Your Harvest**

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

**Place Bid**

Filter options: All crops, All locations, Price Low to High, Apply Filters.

**Crop Bids:**

- Dhan (Paddy)**: Jhapa, Province 1
 

Quantity	Base Price	Highest bid
2.5 tons	Rs. 25/kg	Rs. 28/kg
- Makkai (Maize)**: Chitwan, Sagarmati
 

Quantity	Base Price	Highest bid
1.0 tons	Rs. 28/kg	Rs. 25/kg
- Gohun (Wheat)**: Rupandehi, Lumbini
 

Quantity	Base Price	Highest bid
3.2 tons	Rs. 40/kg	Rs. 45/kg

**Place Bid** buttons are available for each crop.

**Active Offers:**

Offer Type	Item Description	Quantity	Expected Price	Location	Action
Offer	Organic Rice	2,000 kg	Rs. 25/kg	Kordiya, Nepal	Accept

**AgriBato Footer:**

- AgriBato**: Transformation of Nepali agriculture landscape through technology and connections.
- Quick Links**: Bidding, Market Prices, Resources, About Us.
- Contact**: Email: info@agribato.com, Phone: +977 1-4444444, Address: 9, Chandru, Kathmandu, Nepal.
- Follow Us**: Social media icons for Facebook, Twitter, LinkedIn, and Instagram.

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Figure 57 Bidding Page (Trader View)

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...

 Post Crop for Bidding

Figure 58 post a bid

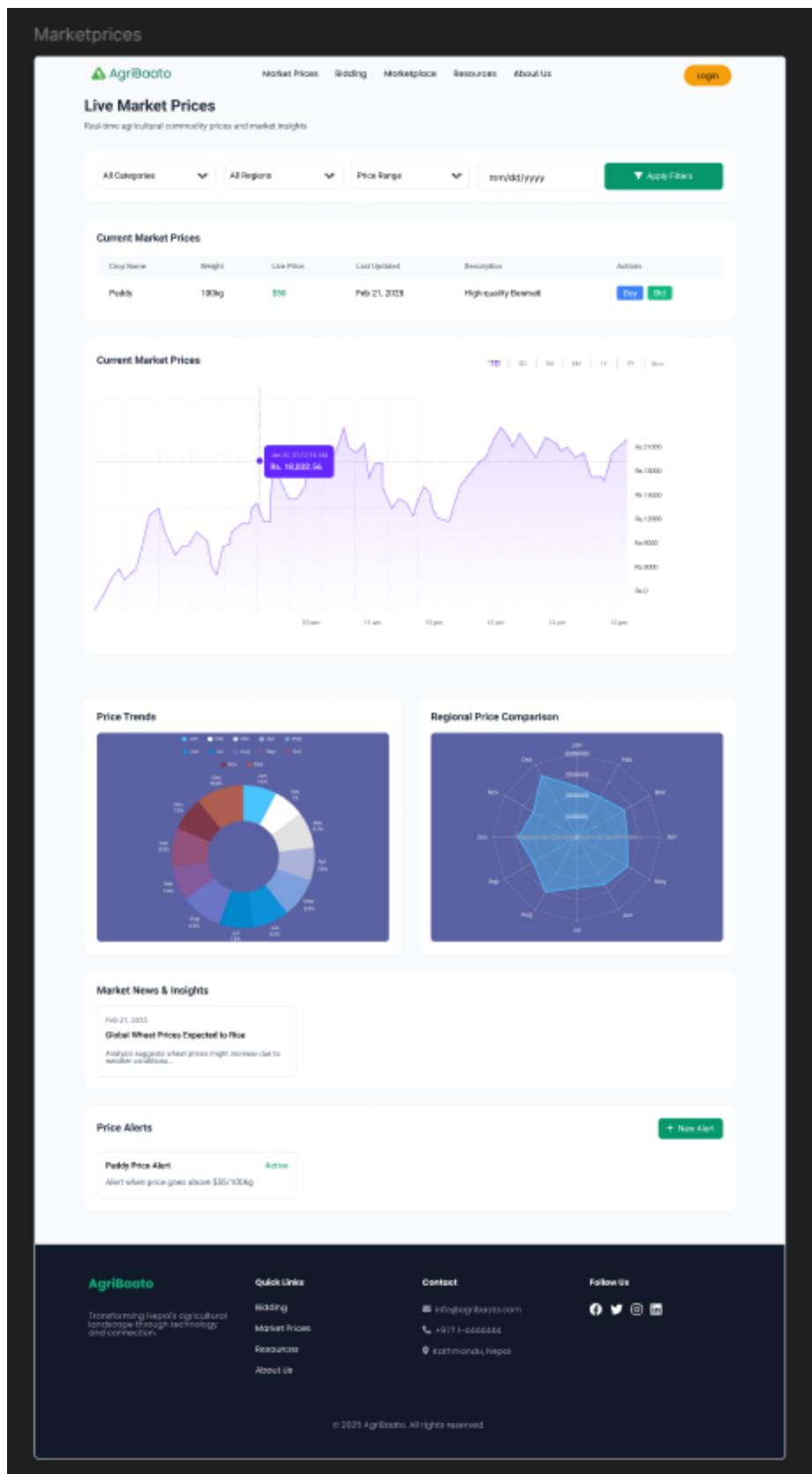


Figure 59 Marketprices high fidelity

**Resources**

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**

Mon	24°
Tue	27°
Wed	22°
Thu	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

**AgriBoato**  
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**

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- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

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Figure 60 resources high fidelity

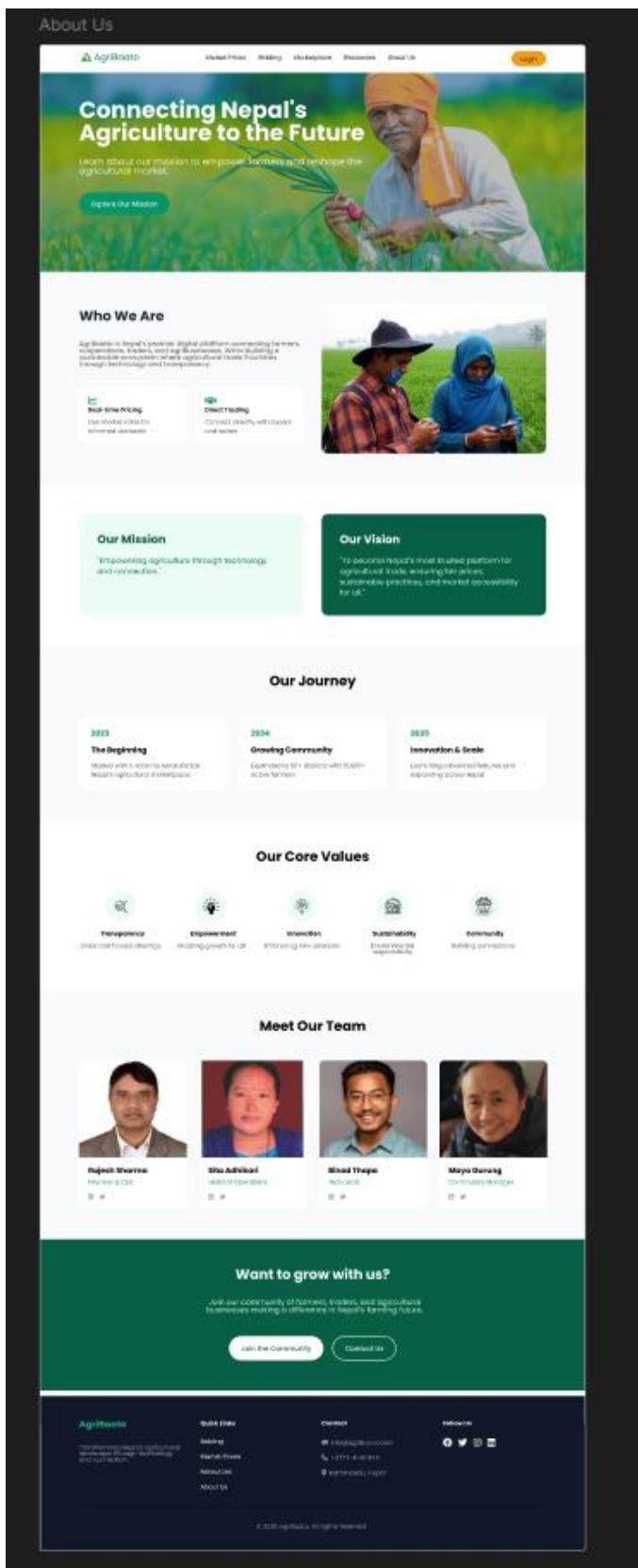


Figure 61 About Us High Fidelity

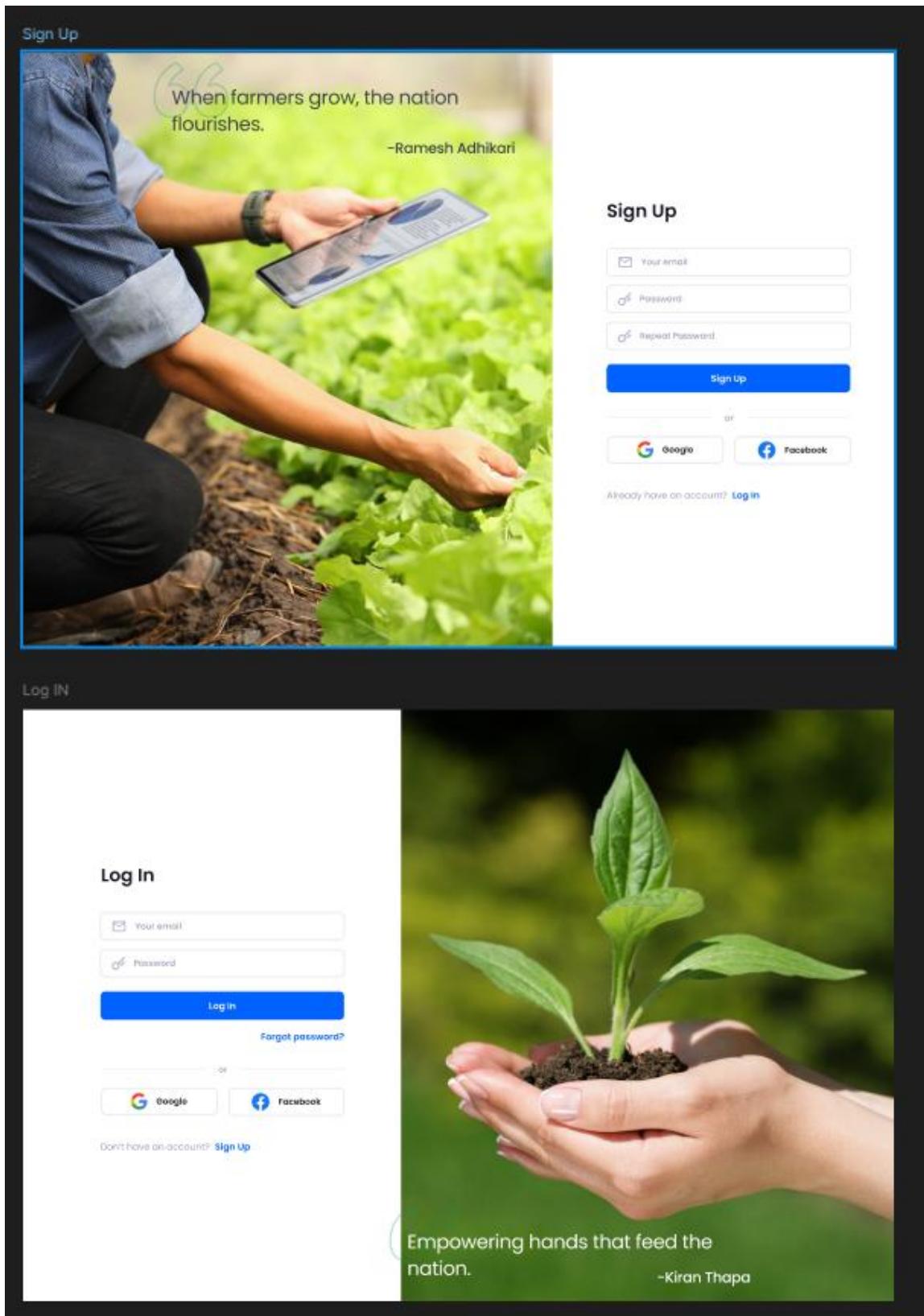


Figure 62 SignIn / LogIn

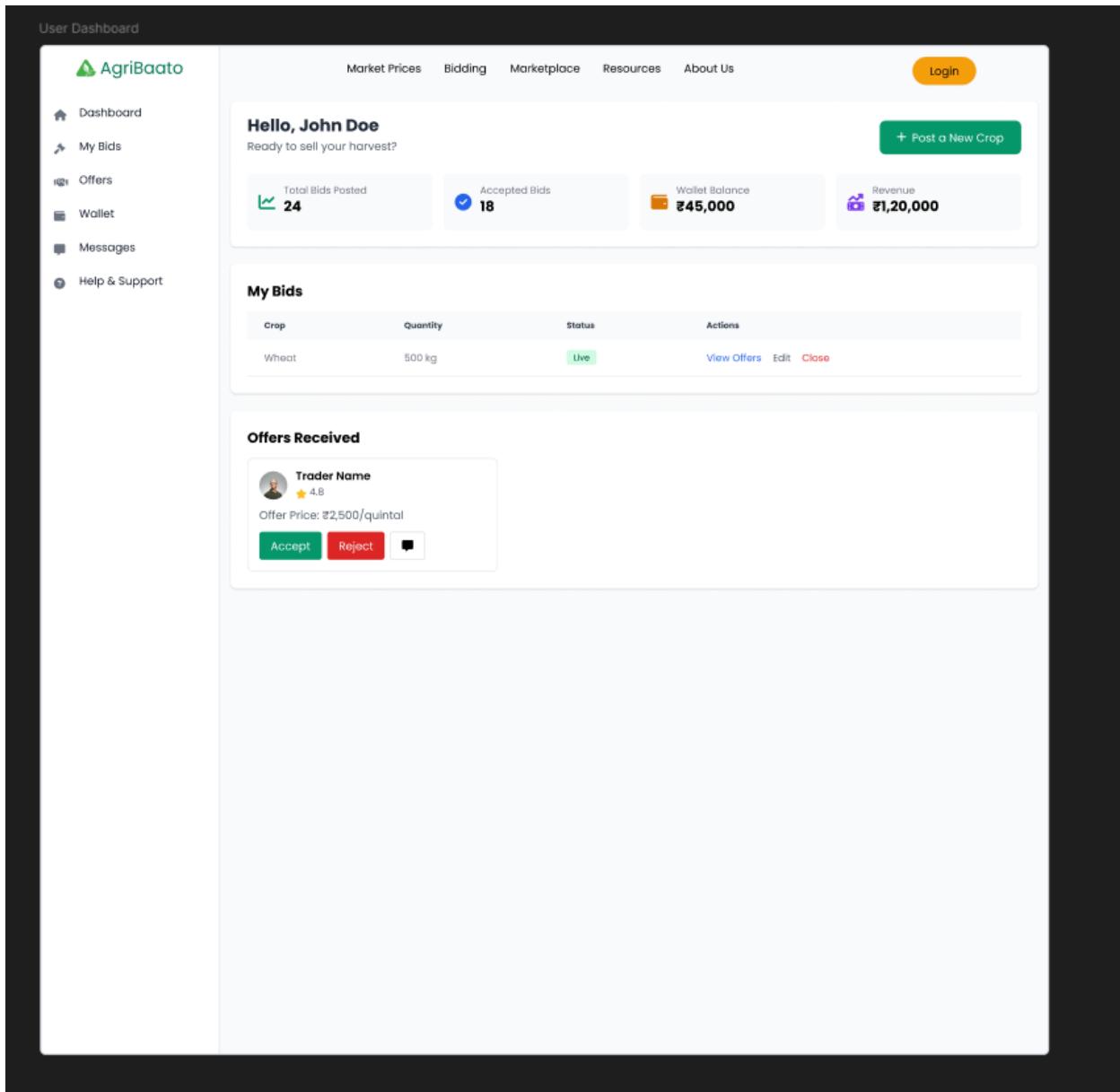


Figure 63 Dashboard High Fidelity

## Phase 5 – Prototyping

A functional prototype appeared using Figma after finalizing our detailed mockups. Users and stakeholders could see how the system worked during product flow through this prototype. Our team made navigation buttons and purchase buttons workable alongside dropdown menus and data input forms to develop platform simulation.

Our prototype served to do the following:

Test user traversal paths and system functions before programming begins.

Ask actual product users to test your system and give you, their response.

Show stakeholders the nearly complete base of the system before proceeding.

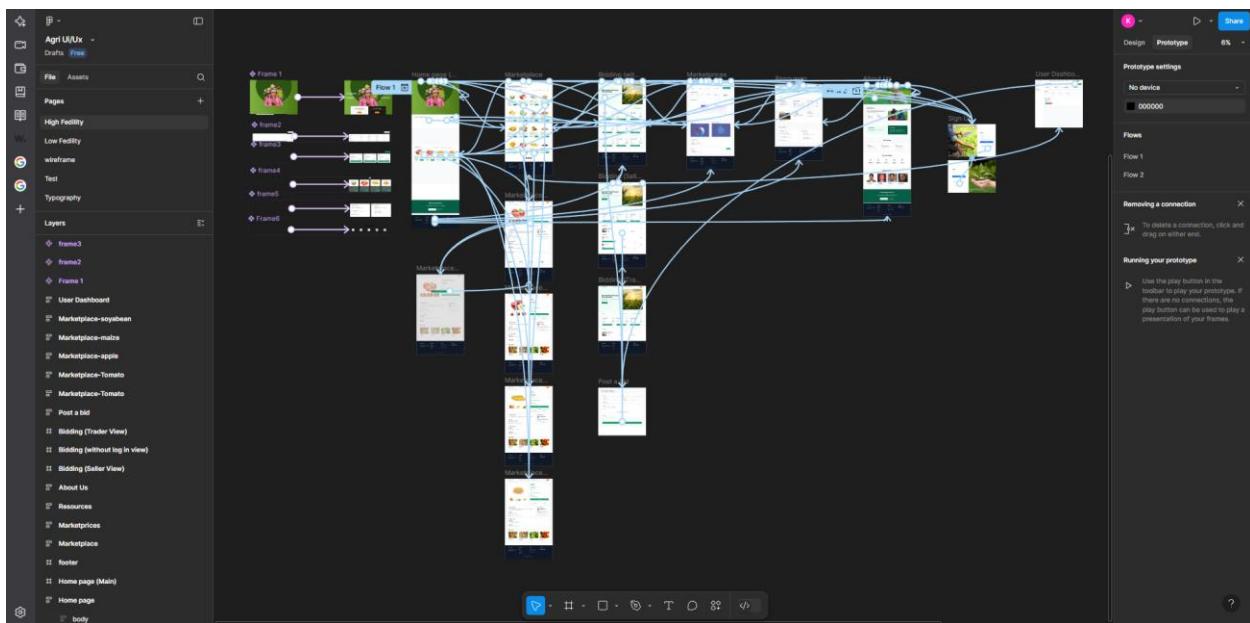


Figure 64 Prototyping

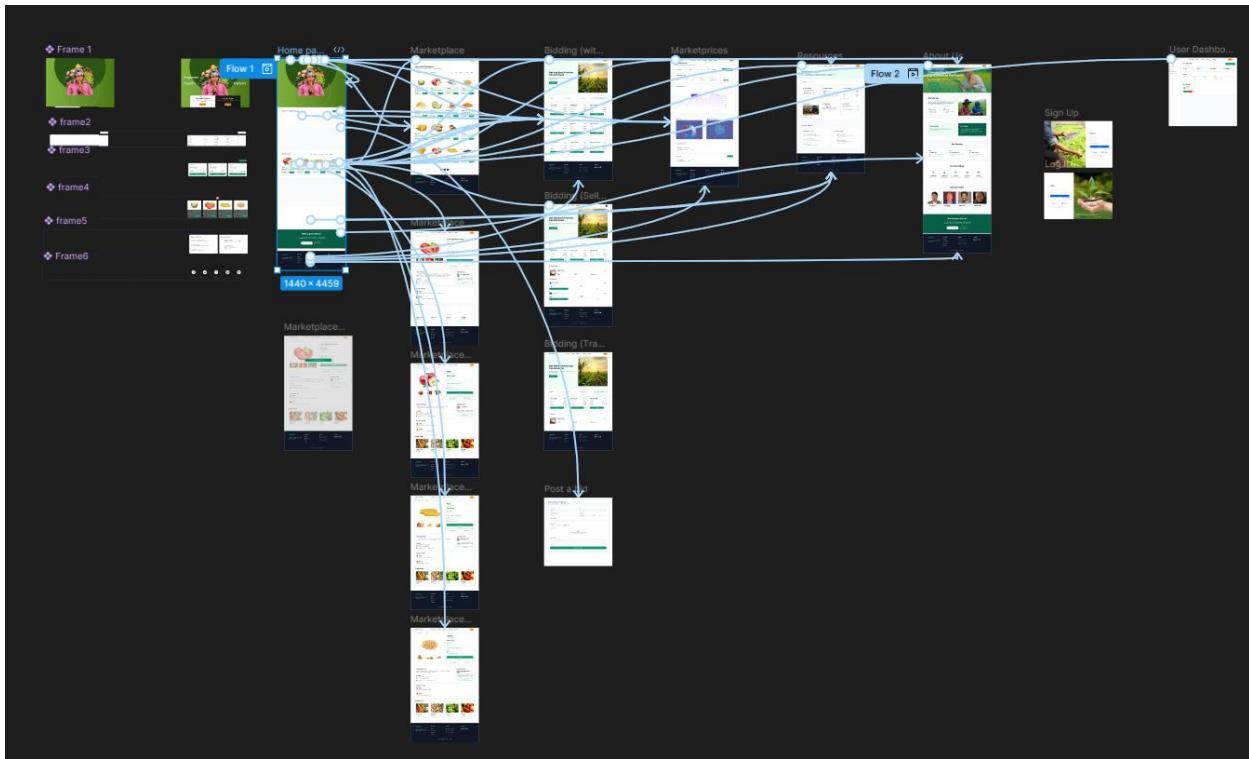


Figure 65 Prototyping 2

## User Testing and Findings

A user testing session with the prototype was carried out to assess usability. A Google Form was used to collect qualitative and quantitative input from 30 people, including potential farmers, dealers, and regular users.

### User Demographics

Our research used user types such as Farmer, Trader, General User along with age groups and digital experience to create precise market profiles.

### Ease of Navigation

We tested if users could understand the platform's design structure and move freely throughout the pages including Home, Marketplace and Product Detail.

### Clarity of Purpose

Our tests showed users' success in understanding the platform's mission and core features including the Bidding System and Marketplace Listings system.

### Task Completion

Asked users about their ability to perform activities including setting crop listings, making bids, viewing price information and the signup process.

### Visual Design & Branding

The test participants assessed whether the design-built trust looked modern yet simply.

### Content Clarity

The team tested how users can understand important text areas including buttons plus product labels and body text alongside call-to-action elements.

### Functionality Feedback

People told us about their experience using the platform's main features such as real-time prices, product filters and profile dashboards.

### Responsiveness & Performance

If desired, you can test how fast and responsive your design performs. This feedback should be tested after development is completed.

### Suggestions for Improvement

A run-through question which lets users reveal what programs or sections they want added to our product's updates.

### Overall Satisfaction

At the end the survey asked users to rate our platform and indicate if they would use or recommend it to others.

## Survey Result

What is your name ?

30 responses

Pabitra Acharya

Bibek Karki

Ayush Sharma

Ramesh Bhandari

Rupa Chaudhary

Bimala Rana

Anil Gautam

Smriti Neupane

Sanjay Khadka

Figure 66 Survey Responses Name List

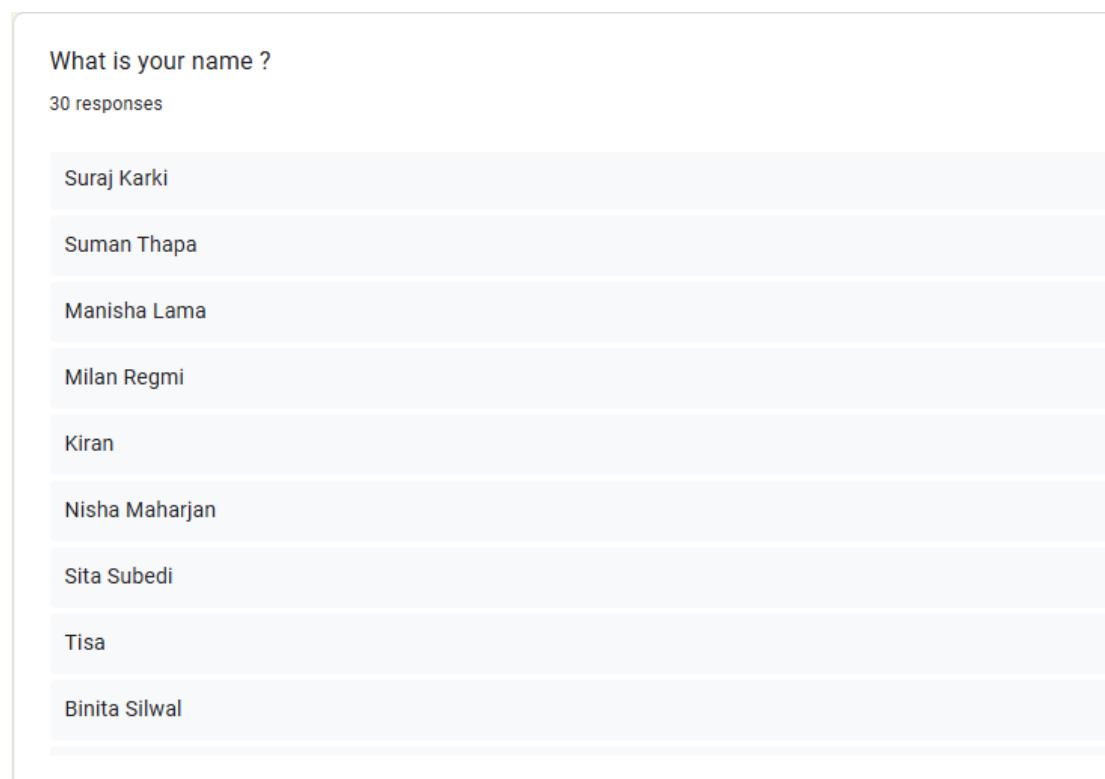


Figure 67 Survey Responses Name List 2

What is your name ?

30 responses

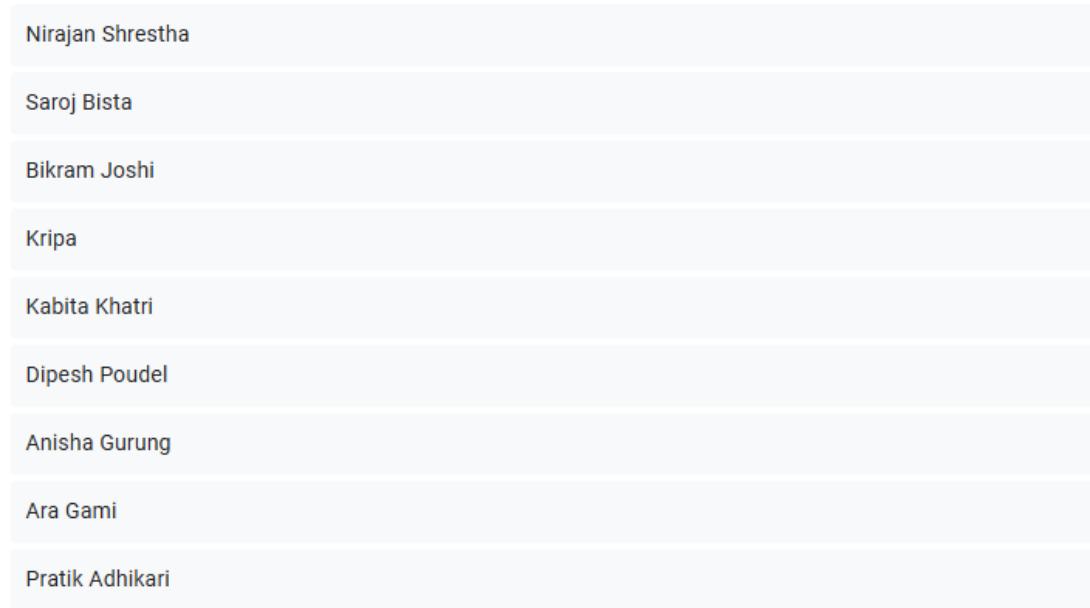


Figure 68 Survey Responses Name List 3

1. How easy was it to navigate the website?

31 responses

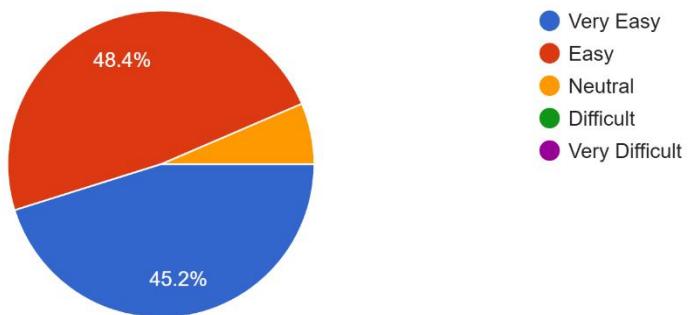


Figure 69 Questionnaire 1

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

31 responses

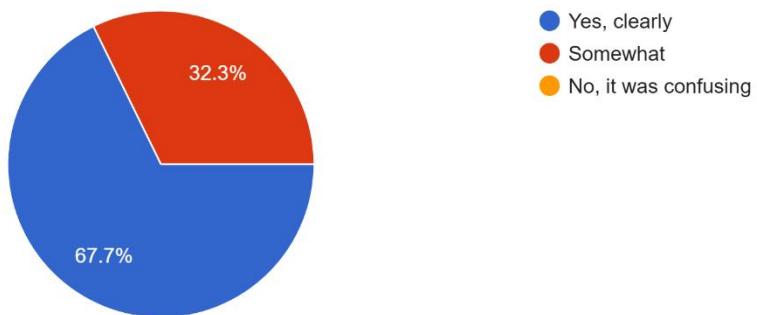


Figure 70 Questionnaire 2

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

31 responses

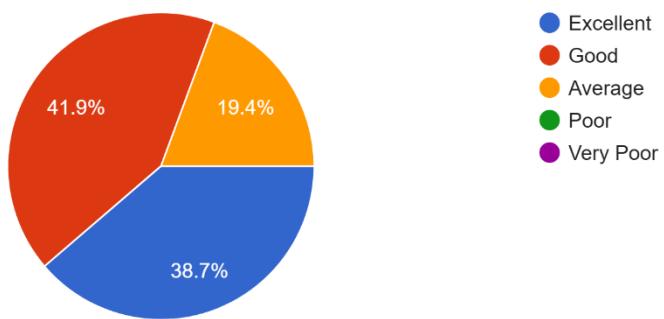


Figure 71 Questionnaire 3

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

31 responses

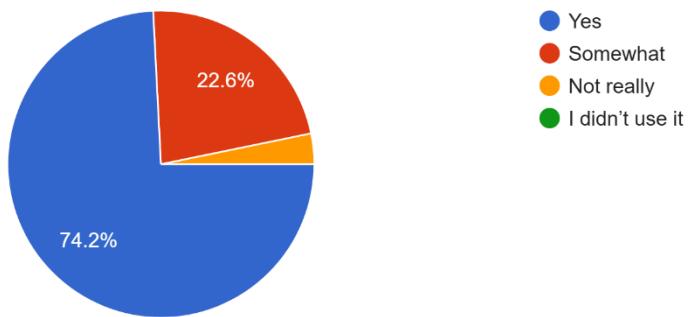


Figure 72 Questionnaire 4

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

31 responses

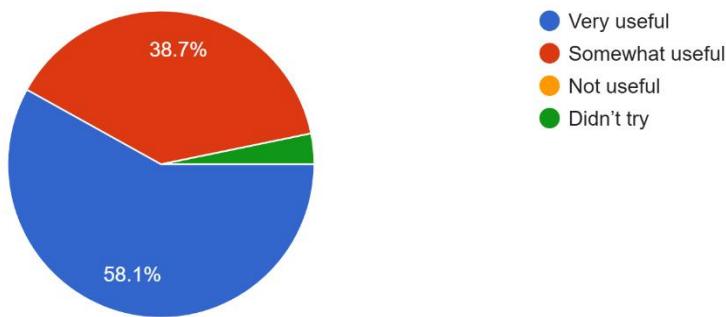


Figure 73 Questionnaire 5

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

31 responses

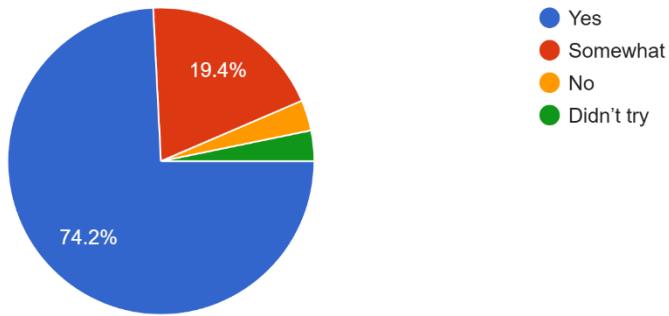


Figure 74 Questionnaire6

7. Was uploading images during the bid process helpful?

31 responses

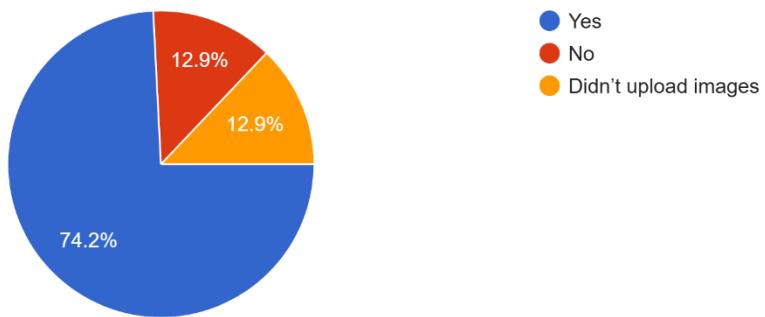


Figure 75 Questionnaire 7

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

31 responses

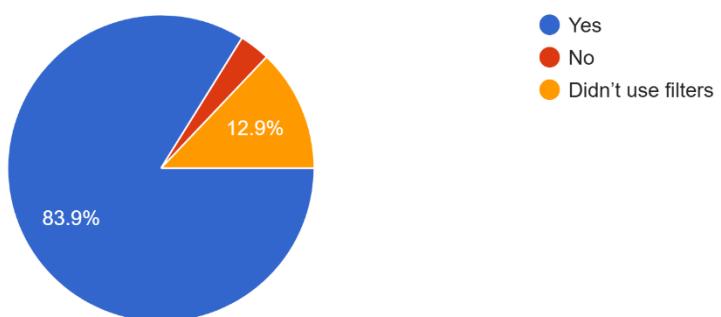


Figure 76 Questionnaire 8

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

31 responses

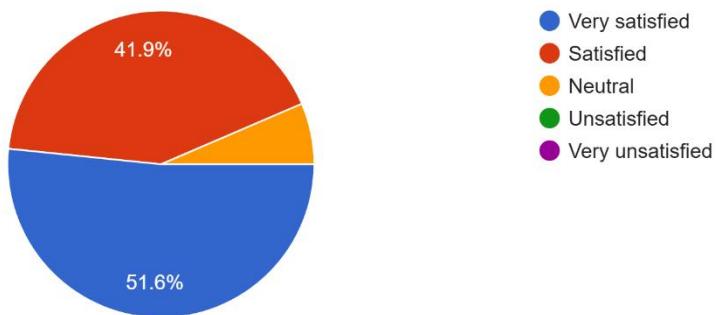


Figure 77 Questionnaire 9

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

31 responses

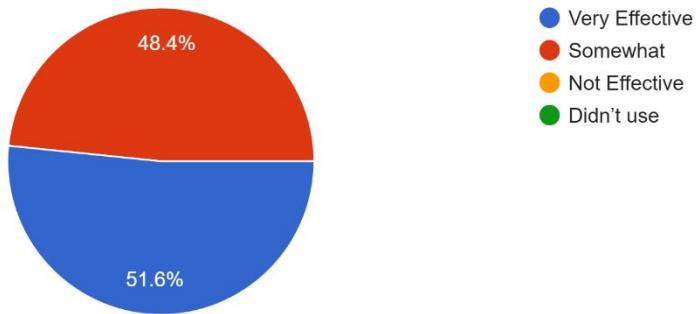


Figure 78 Questionnaire 10

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

31 responses

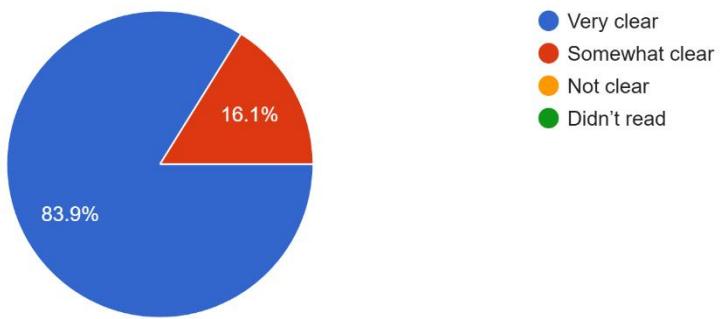


Figure 79 Questionnaire 11

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

31 responses

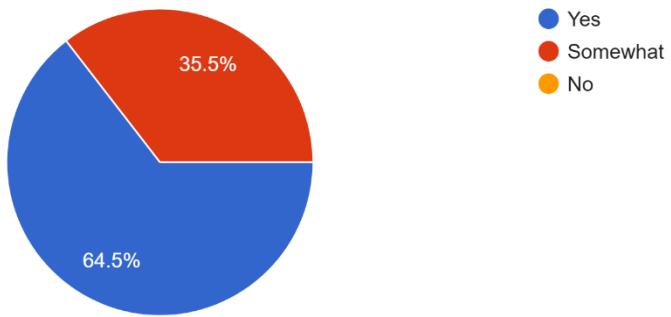


Figure 80 Questionnaire 12

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

31 responses

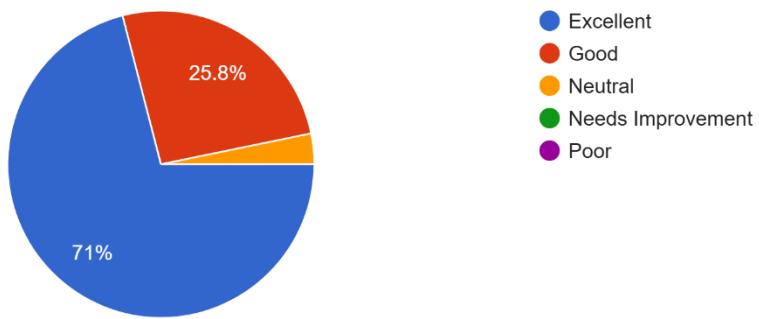


Figure 81 Questionnaire13

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

31 responses

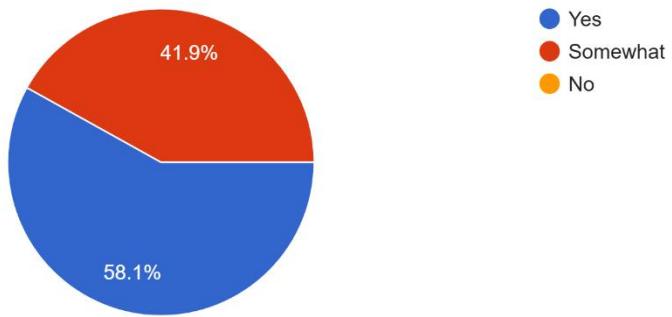


Figure 82 Questionnaire 14

15. Was it easy to understand how bidding works?

31 responses

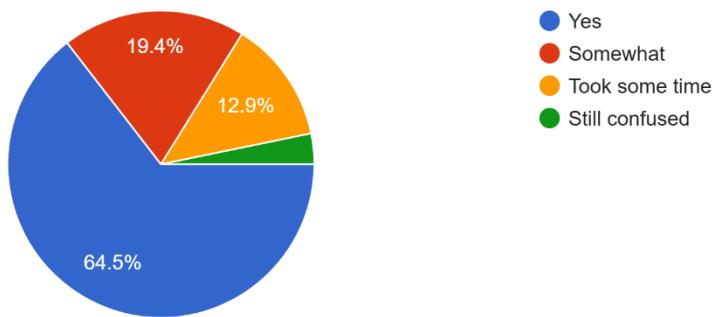


Figure 83 Questionnaire 15

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

31 responses

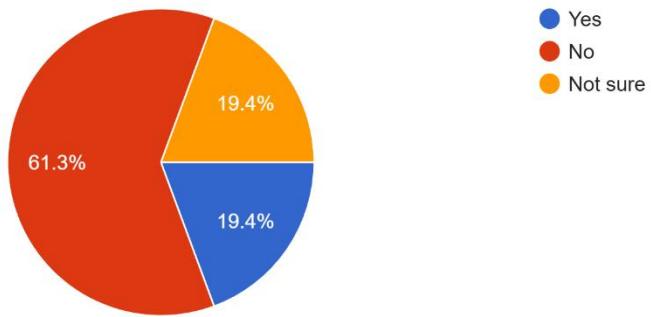


Figure 84 Questionnaire 16

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

31 responses

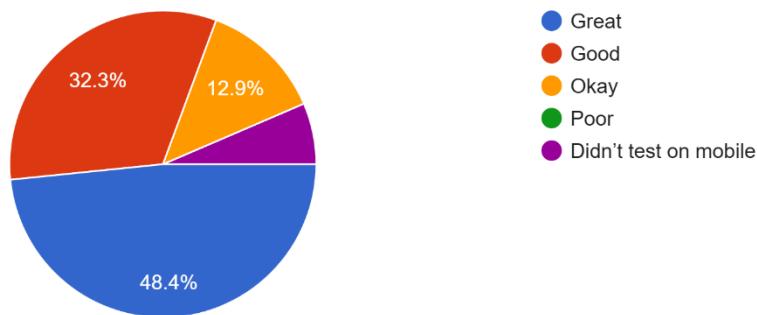


Figure 85 Questionnaire 17

18. Would you use this platform regularly if launched?

31 responses

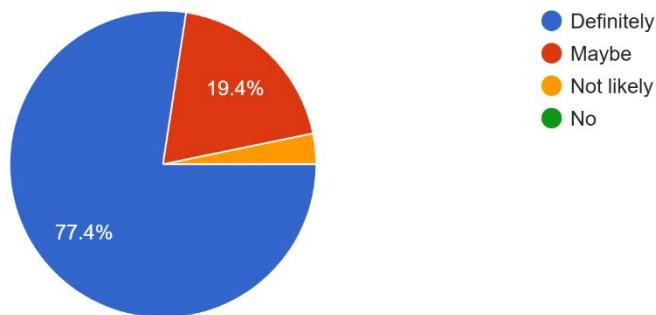


Figure 86 Questionnaire 18

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

31 responses

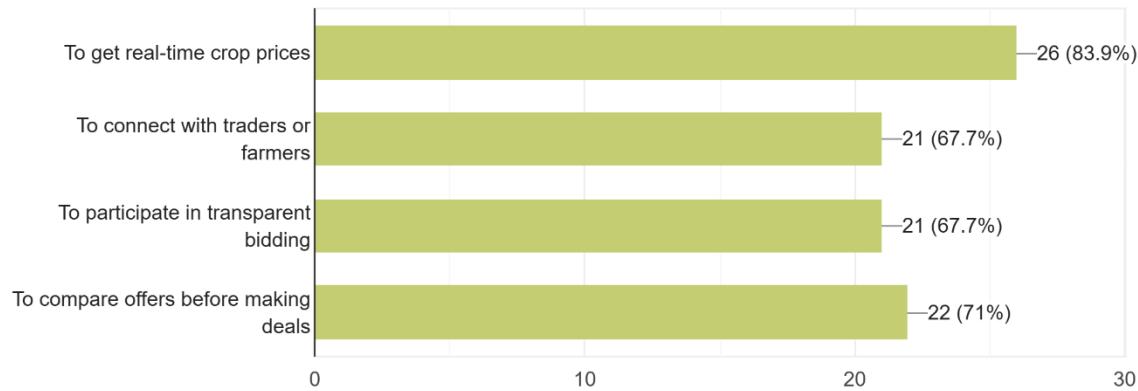


Figure 87 Questionnaire 19

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

31 responses

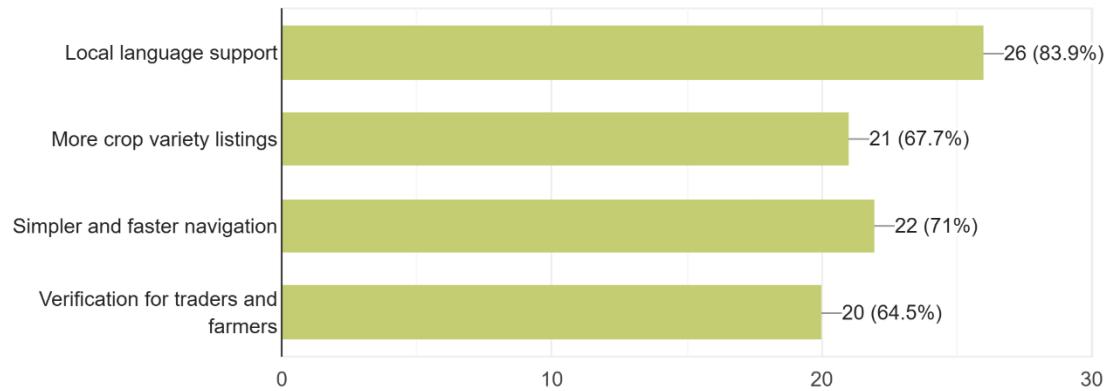


Figure 88 Questionnaire 20

## Survey Insights

### General Navigation & Understanding

Most users found your site navigation easy at 93.6% showing your design works well for everyone. Every user understood what the website does from the homepage including 67.7% who understood straight away.

### Marketplace Experience

The online market platform provides a good to excellent experience for 80.6% of users who find their product display and user interaction useful. The latest results show that 83.9% of customers think your description structure provides excellent information clarity. A large part of our users (64.5%) found their desired search results quickly yet 35.5% faced difficulty which shows us we need to update our search and filter interface. 83.9% confirmed crop filters worked well.

### Real-Time Market Prices & Bidding

The system shows current market prices while users take real-time actions. Most users (74.2%) confirmed that when prices update in real-time, they can better understand market values for their decisions. The auction system proved valuable to 96.8% of users and 64.5% found it easy to use though 12.9% still struggled to make sense of it. Most participants confirmed that filling out the post-bid form was straightforward while 74.2% agreed uploading images supported their bidding process.

### User Features (Profiles & Chat)

Our system offers user features and chat services for profile setup and messaging. Most users reached completion of the Profile Creation process with strong contentment at 93.5%. All users agreed that the chat feature was useful for chatting in the platform's design.

### Design & Visual Appeal

Our visual design elements received high marks with 96.8% of users rating them excellent or good. The crop information provided did not appear clearly to the survey participants because 58.1 percent rated it unclear and 41.9 percent found it somewhat unclear. Adding better visual displays may help in this area.

### Technical Performance

The measurements reveal slow-loading pages affected 19.4% of participants since 61.3% did not have this issue. Despite the positive ratings of almost half the users, the remaining users experienced problems with personal device performance. As this device operates on a desktop platform our findings target mobile potential for development.

### Platform Use & Feature Value

Our survey results show that 77.4% of respondents want to use our platform when it launches, which proves that customers need this solution.

Users were most attracted to: Real-time crop prices (83.9%) Transparent bidding (67.7%) Efficient crop trading (71%) Comparing offers (67.7%)

### Suggested Improvements

Top feature requests include: More crop variety listings (83.9%), Simpler, faster navigation (67.7%) Local language support (71%) Verified user profiles for trust (64.5%)

## Evaluation

### Self- Evaluation



*Figure 89 Self Evaluation*

I designed and built AgriBaato's desktop prototype based on basic UX principles to help both farmers and traders solve their specific real-life challenges. By using UX's five design elements I kept everything clear at every design phase during this project.

Although my design fulfilled all necessary functions, I recognize that I should have dedicated more resources to mobile optimization and accessibility work. Our research helped us learn effective ways to make bidding and product viewing easier by updating our design. Despite time management issues during wireframing and high-fidelity design we finished all essential tasks within the project deadline.

My future work will involve seeking user feedback sooner during prototyping than testing with a wider range of people. My work improved my knowledge of user-centered approaches and interface creation while adding to my document preparation skills.

## Third-Party Evaluation

Abhinav Devkota

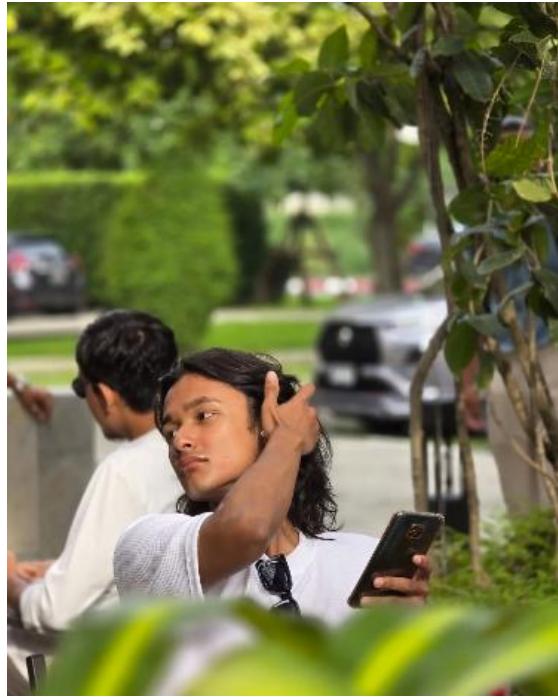


Figure 90 Abhinav Devkota

Abhinav thought the desktop form of AgriBaato worked easily for experts to use. Because of his IT knowledge he appreciated the well-organized wireframe design. He enjoyed the market exchange area most because farmers and buyers conduct direct open transactions. According to Ibrahim, the interface could work better with text chats that update in real time and dashboard filters that show information more clearly. He approved the platform because it works well for users with minimum digital understanding.

**Asuka Bhattachan**

*Figure 91 Asuka Bhattachan*

The design structure of the interface impressed Asuka. The user interface impressed Asuka with its modern design, clean formatting, and appropriate spacing. As a design student she saw that putting buttons and colors together made the interface look more inviting. She suggested teaching new users about the website's basic functions with a tutorial that explains bidding, crop upload, and dashboard navigation. She suggested making some parts easier to see for people with vision differences.

## Anush Shakya



Figure 92 Anush Shakya

Anush's farming background and business experience made him like seeing recent market rates and being able to interact directly with bidders. He found that buyers can trust sellers because the platform lets them see competing offers plus talk with interested bidders directly. He appreciated seeing local farm crops added to the platform plus the opportunity to bid in bulk. He recommended including local languages plus making interface labels easier to understand for rural users. He wants developers to make mobile compatibility an essential part of upcoming platform updates.

## Conclusion

To sum up, the AgriBaato UI/UX design project effectively showcased the process of creating a digital platform specifically designed for Nepal's agricultural sector. The documentation offered a structured overview of every phase, from developing the initial concept to the final evaluation and reflection. The design incorporates several features, including real-time crop prices, bidding, user profiles, and a user-friendly marketplace—all of which are in line with the project's primary objectives. A clear direction for usability and functionality was established through competitor analysis, information architecture planning, and wireframing. Testing conducted by users and third parties yielded constructive responses as well as aspects needing enhancement, aiding in the polishing of the definitive prototype.

This coursework demonstrates how UX principles can be applied to address real-world challenges and underscores the significance of design thinking in creating impactful digital solutions for local communities and stakeholders in the agricultural sector.

## Bibliography

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## Appendix

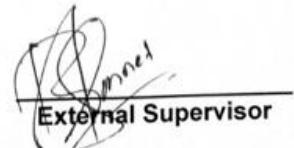
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<b>Meeting No:</b> 1	<b>Date:</b> 9/8/2024		
<b>Start Time:</b> 8:00 AM	<b>End Time:</b> 9:30 AM		
<b>Items Discussed:</b> discuss what to do in fyp is UI/UX design.			
<b>Achievements:</b> got idea to do design different brand types of website.		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

Figure 93 Log sheet 1

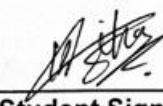
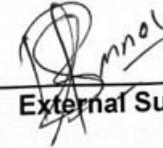
<b>FYP Logbook Entry Sheet</b>			
<b>Meeting No:</b> 2	<b>Date:</b> 9/15/2024		
<b>Start Time:</b> 8:00 AM	<b>End Time:</b> 9:00 AM		
<b>Items Discussed:</b> discuss about the research done about different brand and website design.			
<b>Achievements:</b> got more specific idea to design what kind of website to design			
<b>Problems (if any):</b>			
<b>Tasks for Next Meeting:</b> Documentation discussion			
 <hr/>		 <hr/>	
<b>Student Signature</b>		<b>External Supervisor</b>	
 <hr/>		 <hr/>	
		<b>Internal Supervisor</b>	

Figure 94 Log sheet 2

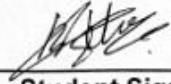
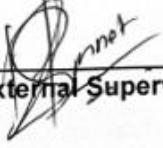
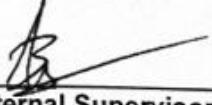
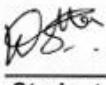
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<b>Meeting No:</b> 3	<b>Date:</b> 11/17/2024		
<b>Start Time:</b> 8:30 AM	<b>End Time:</b> 9:00 AM		
<b>Items Discussed:</b> documentation discussion			
<b>Achievements:</b> client finalize			
<b>Problems (if any):</b>			
<b>Tasks for Next Meeting: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

Figure 95 Log sheet 3

FYP Logbook Entry Sheet

<b>FYP Logbook Entry Sheet</b>	
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

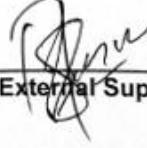
  
External Supervisor Sign

Figure 96 Log sheet 4

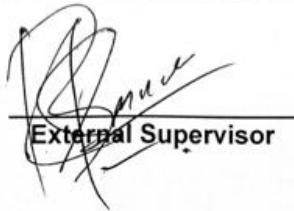
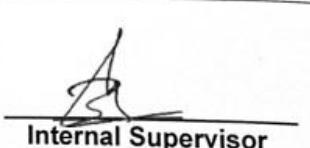
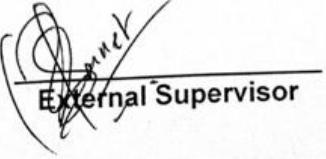
<b>FYP Logbook Entry Sheet</b>			
<b>Meeting No:</b> 5	<b>Date:</b> 2024/12/22		
<b>Start Time:</b> 8:30 AM	<b>End Time:</b> 9:00 AM		
<b>Items Discussed:</b> Review of documentation			
<b>Achievements:</b> Correction on documentation			
<b>Problems (if any):</b>			
<b>Tasks for Next Meeting:</b> Finalized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

Figure 97 Log sheet 5

**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.

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

  
**Student Signature**

  
**External Supervisor**

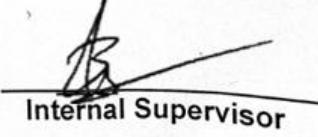
  
**Internal Supervisor**

Figure 98 Log sheet 6

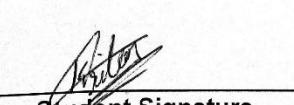
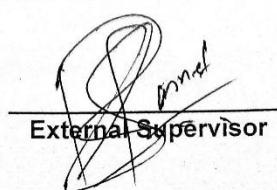
<b>Logbook Entry Sheet</b>		
<b>Meeting No:</b> 7	<b>Date:</b> 1/19/2025	
<b>Start Time:</b> 8:30AM	<b>End Time:</b> 9:00AM	
<b>Items Discussed:</b> Discuss about website selling-point and competitions		
<b>Achievements:</b> got idea to research different brands Selling point and achieve unique Selling Point for your brand.		
<b>Problems (if any):</b>		
<b>Tasks for Next Meeting:</b> research about pre-production for ui/ux design wireframe, usb.		
 _____ <b>Student Signature</b>	 _____ <b>External Supervisor</b>	 _____ <b>Internal Supervisor</b>

Figure 99 Log sheet 7

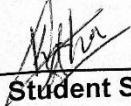
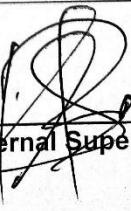
FYP Logbook Entry Sheet	
Meeting No: 8	Date: 01/03/2025
Start Time: 8:30 AM	End Time: 9:00 AM
<b>Items Discussed:</b> I discussed the theme, color palette, and website page review.	
<b>Achievements:</b> I gained a clear understanding of the bidding system concept.	
<b>Problems:</b> Explored whether the bidding system should follow a B2B or B2C model.	
<b>Tasks for Next Meeting:</b> bidding system research and incorporating colors into the homepage design.	
 Student Sign	 Internal Supervisor Sign
 External Supervisor Sign	

Figure 100 Log sheet 8

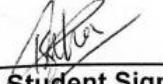
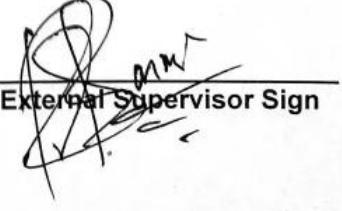
FYP Logbook Entry Sheet	
Meeting No: 9	Date: 16/03/2025
Start Time: 8:45 AM	End Time: 9:30AM
<b>Items Discussed:</b> I discussed the design review and bidding page review.	
<b>Achievements:</b> I successfully understood the concept of bid now and buy now.	
<b>Problems:</b> website main sell unique selling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

Figure 101 Log sheet 9

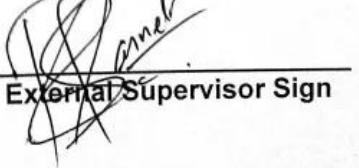
FYP Logbook Entry Sheet	
Meeting No: 10	Date: 3/23/2025
Start Time: 8:45AM	End Time: 9:30AM
<b>Items Discussed:</b> discuss about 3d elements, review of marketplace page	
<b>Achievements:</b> Get idea of 3D animation website, marketplace and real time price animation bar chart	
<b>Problems:</b> bidding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

Figure 102 Log sheet 10

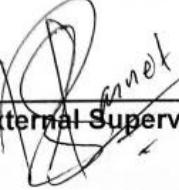
FYP Logbook Entry Sheet	
<b>Meeting No:</b> 11	<b>Date:</b> 3/30/2025
<b>Start Time:</b> 8:50AM	<b>End Time:</b> 9:40AM
<b>Items Discussed:</b> Review updated design, discuss about minimal, creative design, and user persona	
<b>Achievements:</b> got idea to make better minimal design and buy and bid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

Figure 103 Log sheet 11

FYP Logbook Entry Sheet		
Meeting No: 12	Date: 4/13/2025	
Start Time: 9:00AM	End Time: 9:50AM	
<b>Items Discussed:</b> Review updated design and discussed about 3D elements and documentations.		
<b>Achievements:</b> get feedback of updated design, got idea to make line graph using after effects and get reference of documentaries.		
<b>Problems:</b> line graph animation in live market prices page and in which 3D elements page should include.		
<b>Tasks for Next Meeting:</b> Correction of updated design, used 3d Start documentation and used 3D elements in one page.		
 Student Sign	 Internal Supervisor Sign	 External Supervisor Sign

Figure 104 Log sheet 12