



AgriBaato UI/UX Design

Agenda



Project Title



Aim of the
Project



Target
Audience



Unique
Selling Point



Production
Process



Survey
Insights

Project Title

AgriBaato: Connecting Agriculture and Technology in Nepal

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 design a responsive and user-friendly interface for AgriBaato, a platform that connects farmers and corporate users in Nepal.

It focuses on enhancing usability, transparency, and communication in agricultural transactions while reducing reliance on middlemen through direct buyer-seller interaction.

Target Audience

Demographics: Nepalese farmers, traders, cooperatives, and agribusiness professionals, aged 25–55, mainly from rural and semi-urban areas.

Inclusivity: Gender-inclusive platform supporting both men and women, reflecting increasing female participation in agriculture.

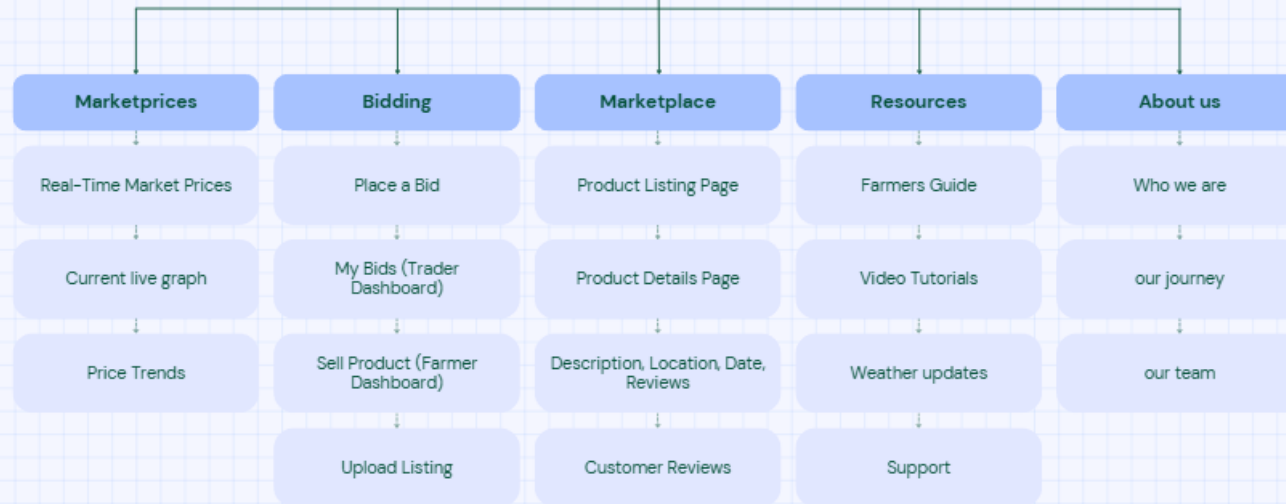
Need-Based Targeting: Farmers require real-time pricing and market access, while corporate users need tools for bidding and service networking.

Ethnicity: Made for people from all ethnic groups in Nepal, so it works well and feels relevant to everyone.

Unique Selling Point

- Live up-to-do crop pricing data
- Bidding System for bulk deals
- One click Marketplace
- Local Agricultural Focus
- Visual and interactive UX

AgriBaato(Home)



Information Architecture



Production Process

Topography

On the desktop, the heading has a 72px size in the heading, 54px size in the title heading, 36px size in the sub-heading, 24px size in the menu, 18px size in the body, and 14px in the footer.

The font used for this website is Poppins.

Frame 1

Main Heading

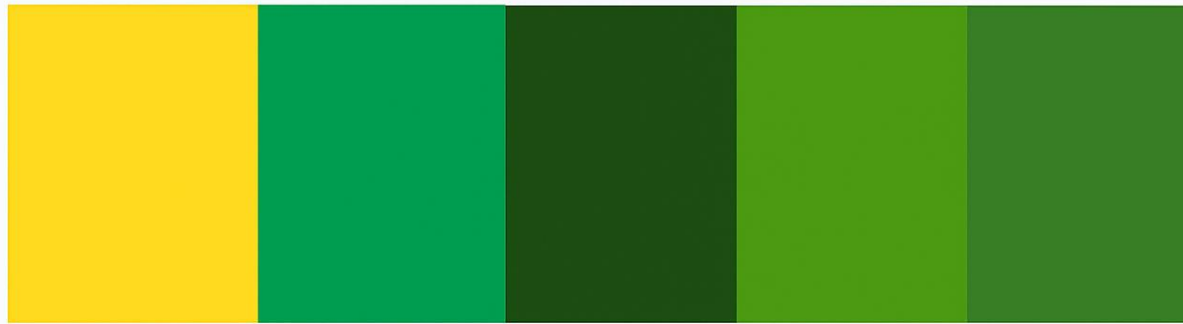
Title Heading

SUB HEADING

Menu/Button

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sit amet quam at dui pellentesque posuere. Donec auctor congue purus eu ultrices. Curabitur a euismod est. Nunc vitae ligula venenatis, ullamcorper nibh at, interdum odio. Integer tincidunt eros nisl, non convallis felis pulvinar eu. Phasellus maximus blandit ante vitae pharetra. Nulla facilisi. Duis porta purus mi, eu lacinia sapien fermentum sed.

Colour Palette



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#05976a

#2c5414

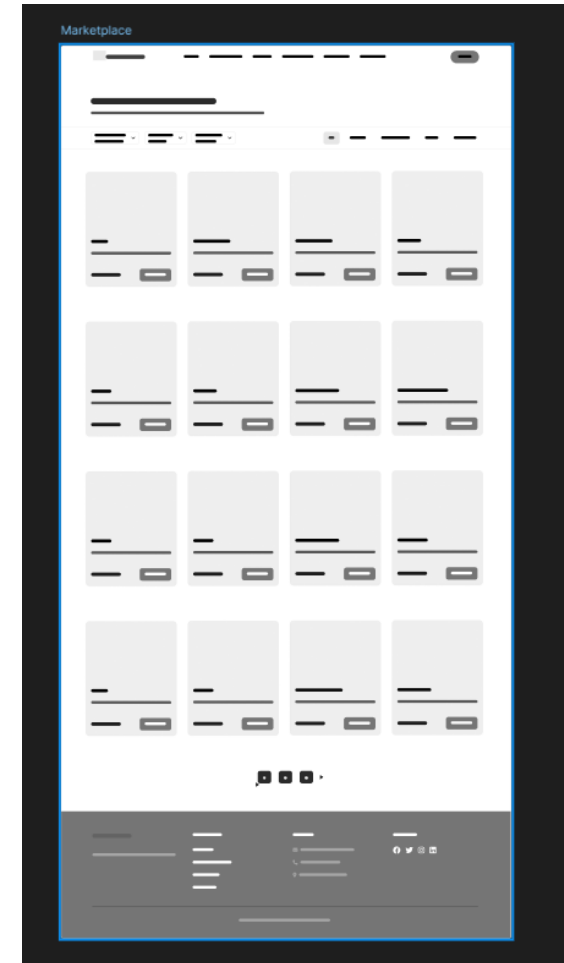
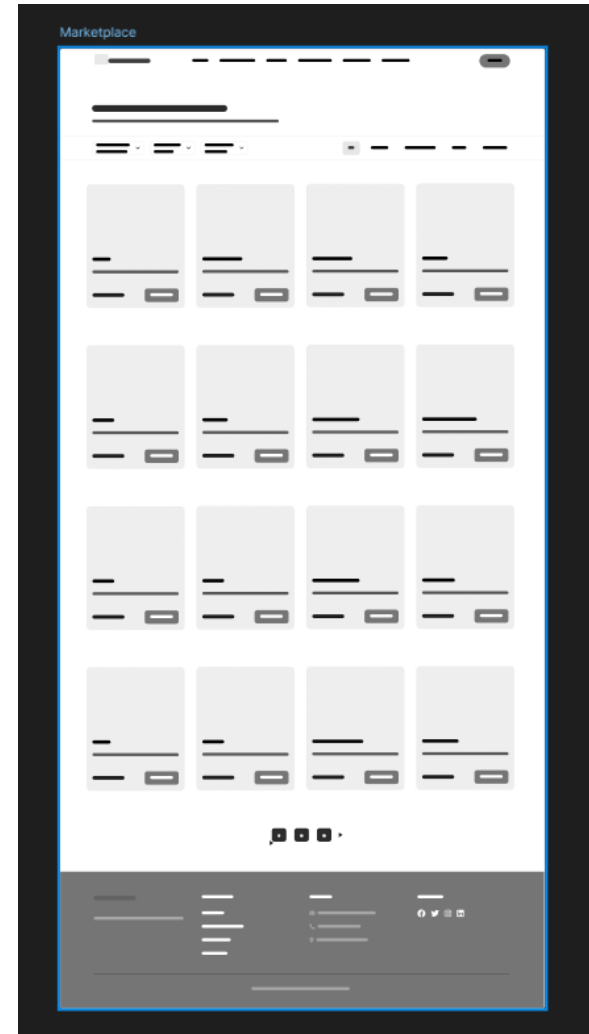
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Colour
Palette

Skeleton

Wireframes helped us design the skeleton of the website, ensuring the placement of key elements was intuitive and user-friendly.



Skeleton

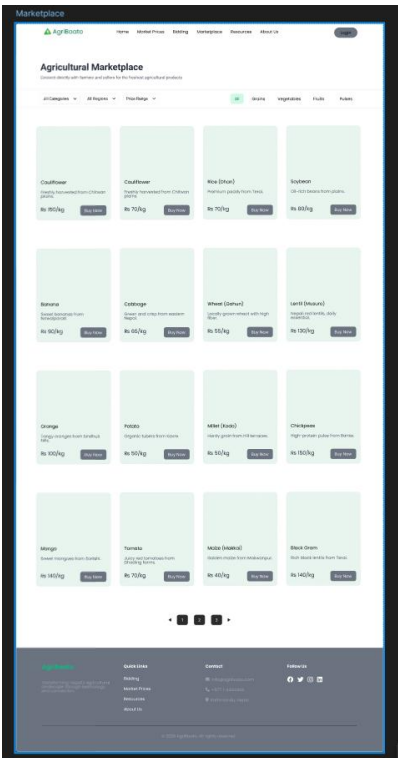
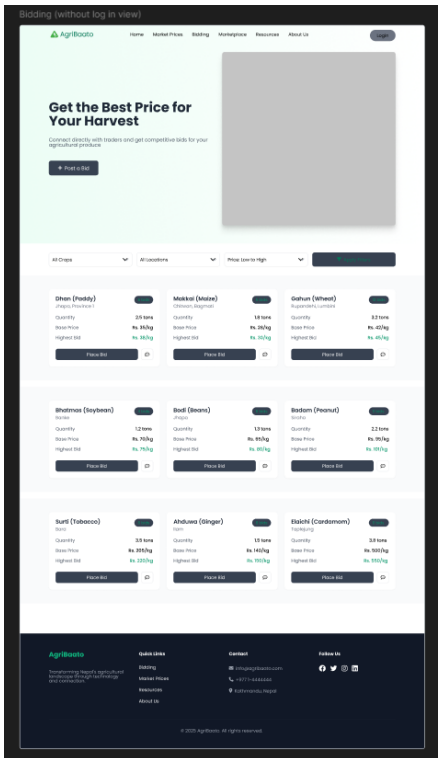
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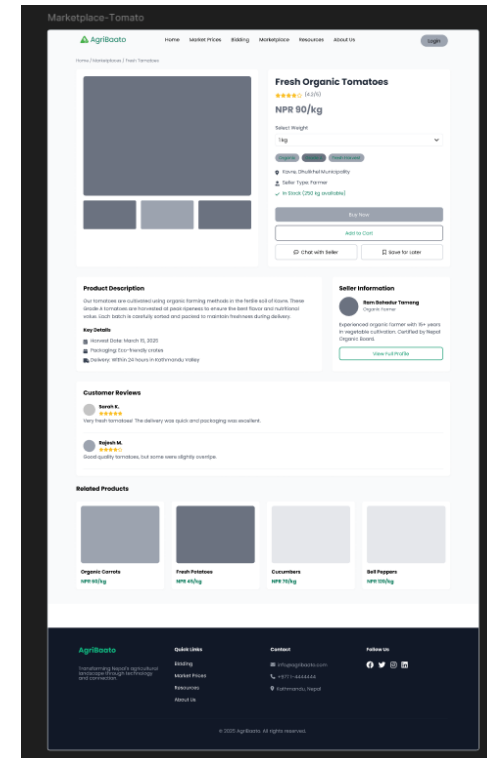
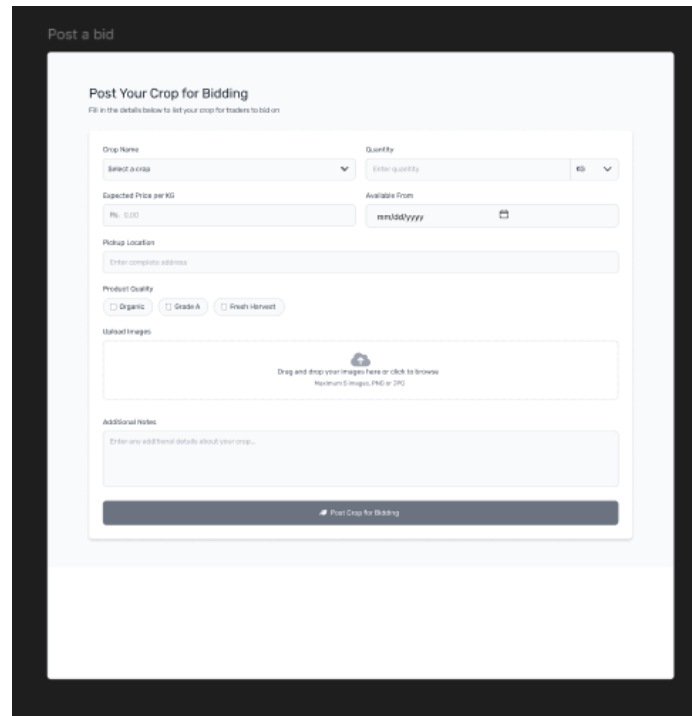
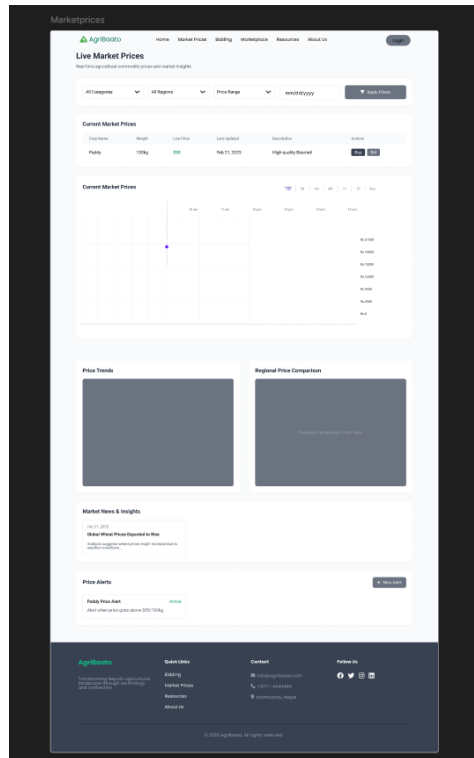
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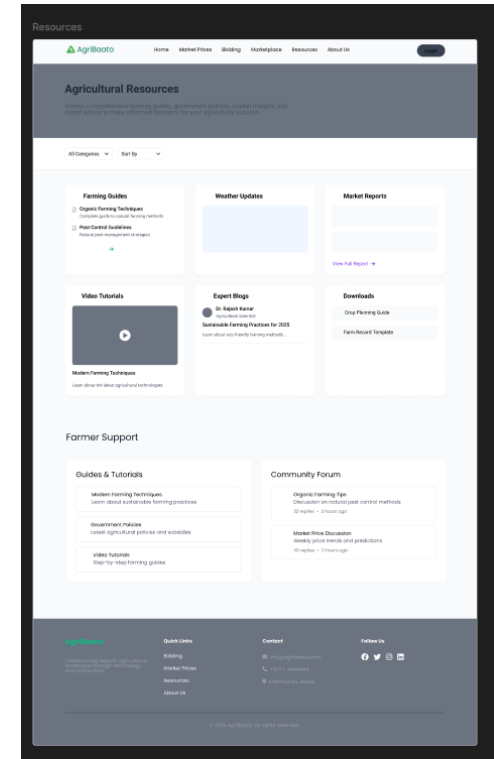
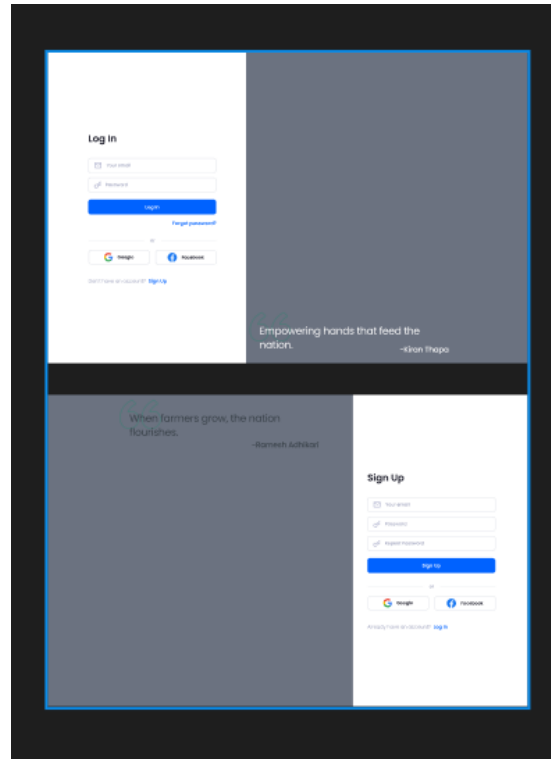
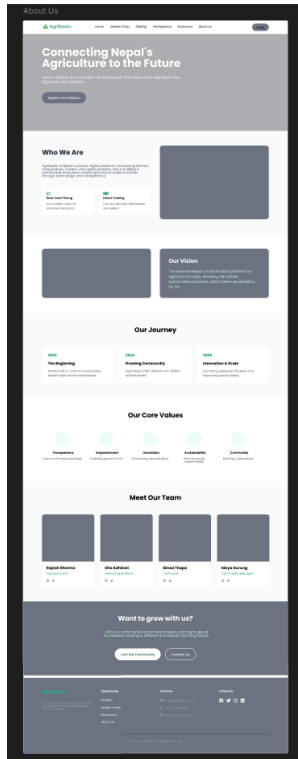




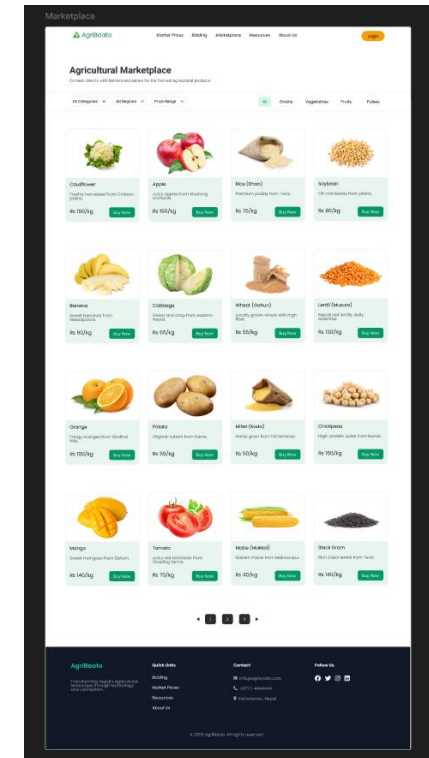
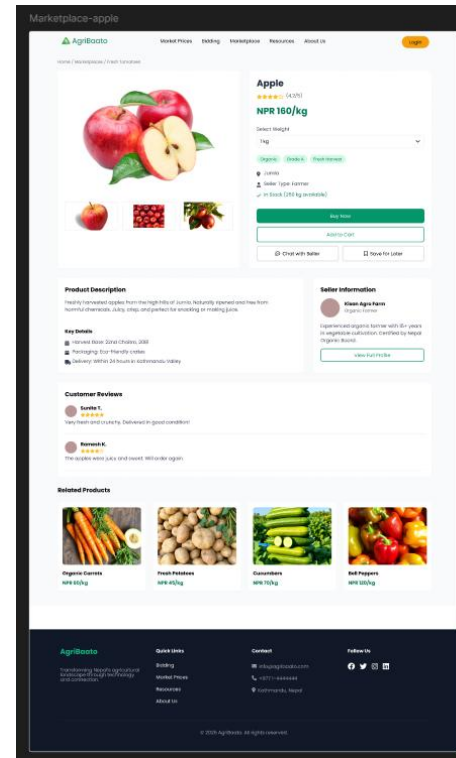
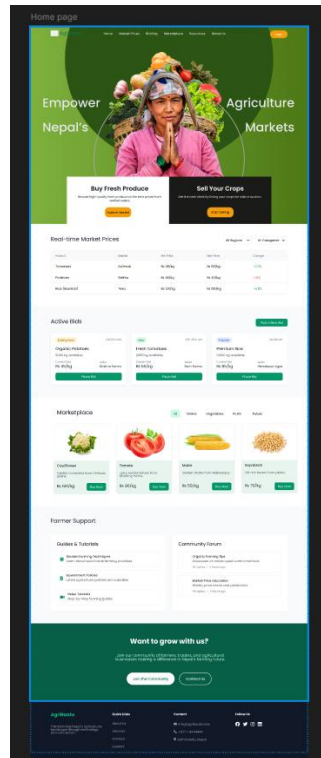
Low fidelity



Low fidelity

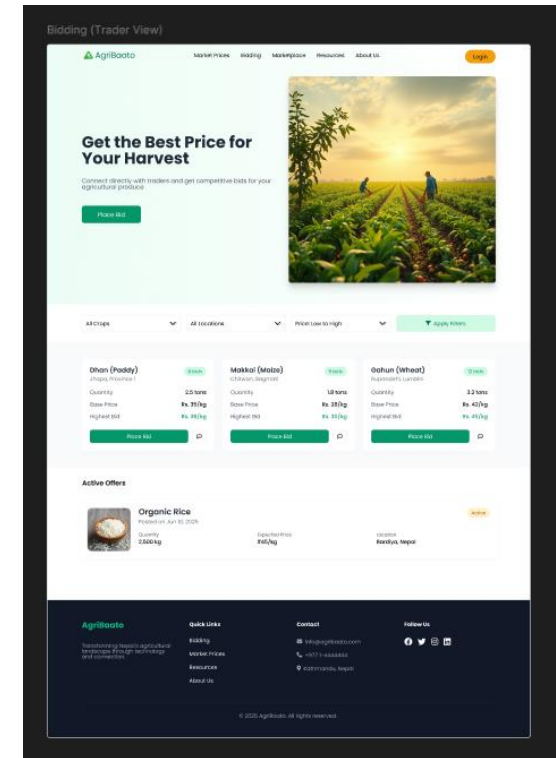
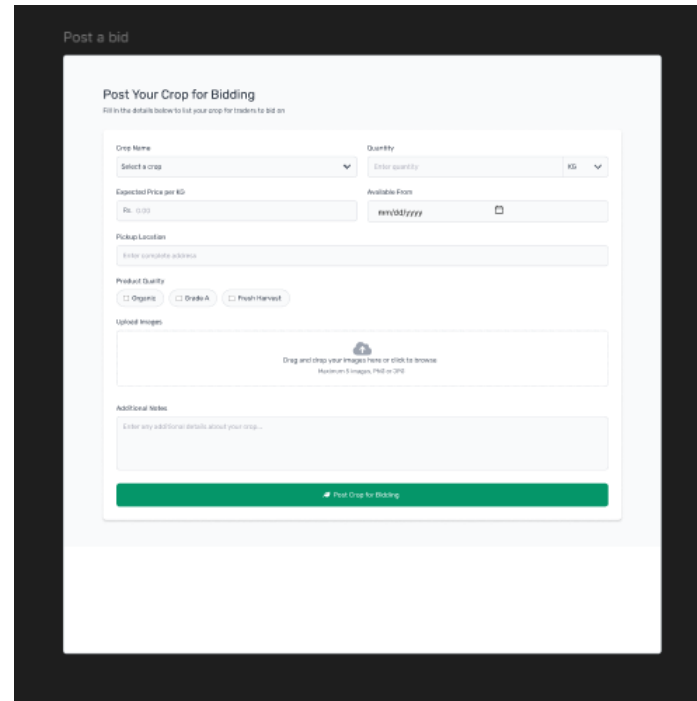
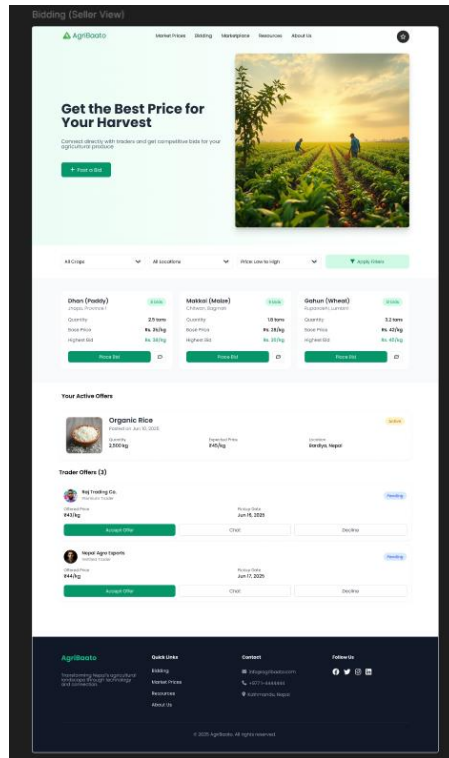


Low fidelity

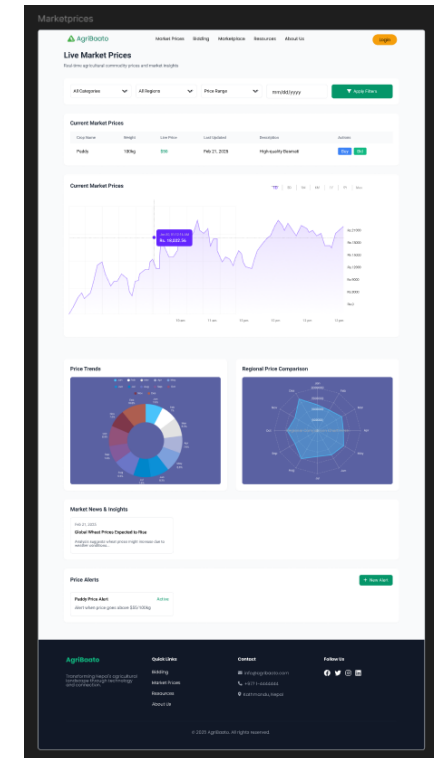
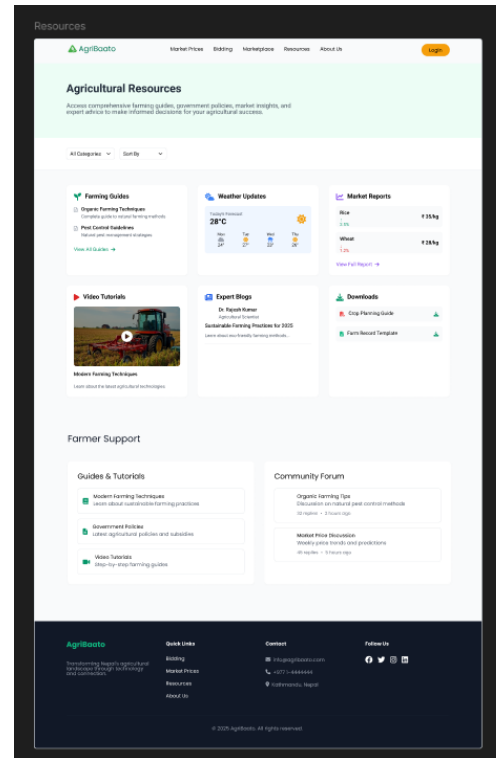
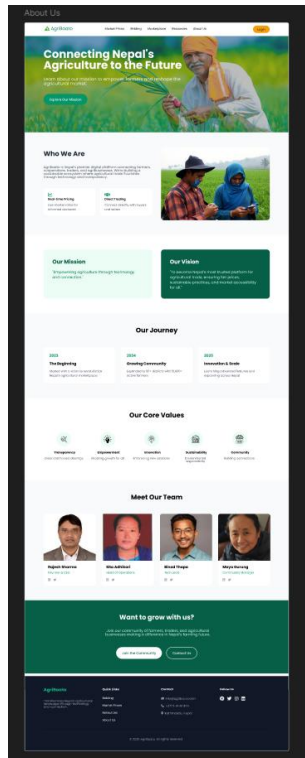


High fidelity

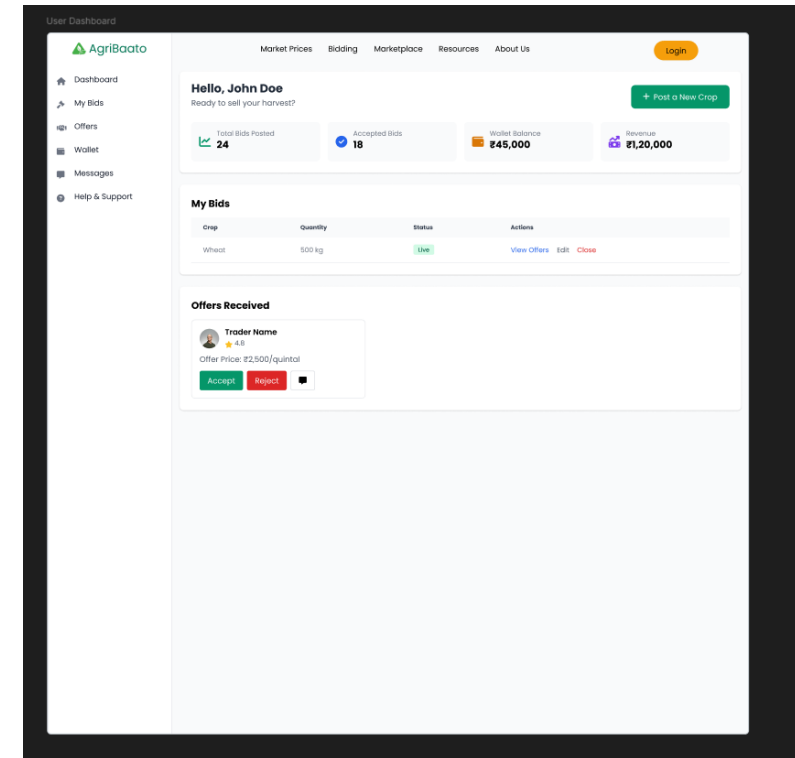
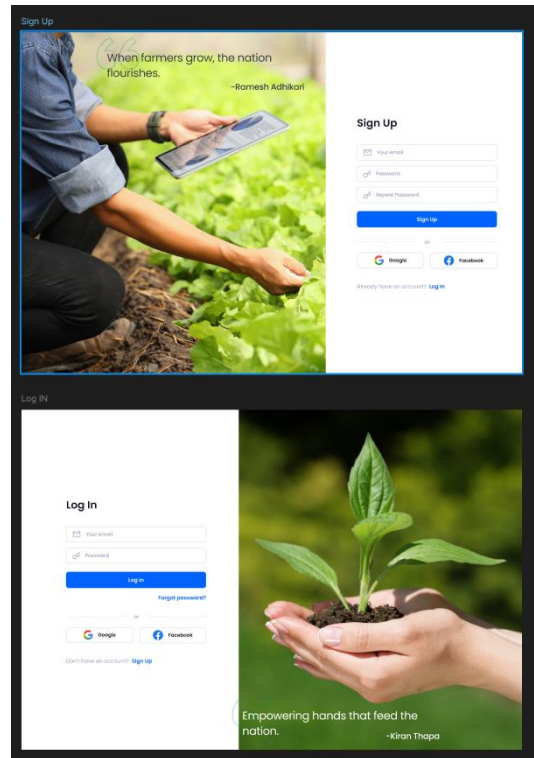




High fidelity



High fidelity



High fidelity

Survey Insights

Navigation: Most users found the layout easy to follow, but some suggested clearer labeling for menu items.

Visual Appeal: The majority appreciated the color scheme and clean design, describing it as modern and trustworthy.

Feature Usefulness: Users found real-time market prices and the bidding system to be the most valuable features.

Improvement Suggestions: Feedback included requests for language options, simpler instructions, and mobile-friendly optimization.



Thank you

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