

Ecosystem Member Surveys

Introduction

Surveys play a crucial role in understanding the needs, preferences, and challenges faced by stakeholders within our DApp's ecosystem. This document outlines the survey design, methodology, and key findings aimed at improving engagement and addressing concerns.

Survey Design

1. **Objective:**
 - Understand stakeholder perceptions, expectations, and experiences within the agricultural supply chain facilitated by our DApp.
 2. **Target Audience:**
 - Farmers, consumers, transportation companies, and other key stakeholders involved in the supply chain.
 3. **Methodology:**
 - Online surveys distributed via email, platform notifications, and social media channels.
 - Structured questions covering topics such as satisfaction levels, usability of the platform, transparency, traceability, and suggestions for improvement.
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Survey Sections

1. **Demographic Information:**
 - Gather data on participant roles, geographic location, and industry experience.
2. **Platform Experience:**
 - Assess user satisfaction with platform features, ease of navigation, and overall usability.
3. **Transparency and Traceability:**
 - Evaluate perceptions of transparency in product information, traceability of product origins, and trust in blockchain technology.
4. **Challenges and Concerns:**
 - Identify barriers faced by farmers, transportation companies, and consumers in using the platform.
 - Capture concerns related to supply chain integrity, market access, and technological adoption.
5. **Suggestions for Improvement:**
 - Solicit feedback on potential enhancements to the platform, new features, and educational resources.

- Encourage stakeholders to propose ideas for promoting sustainability and community engagement.
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Key Findings

1. User Satisfaction:

- Insights into satisfaction levels across different stakeholder groups.
- Identification of areas where improvements are needed to enhance user experience.

2. Challenges and Opportunities:

- Highlight key challenges faced by farmers, transportation companies, and consumers.
- Opportunities identified for leveraging blockchain technology and direct-to-consumer models.

3. Recommendations:

- Actionable recommendations for addressing concerns and capitalizing on growth opportunities.
- Strategies for enhancing platform functionality, increasing stakeholder engagement, and fostering a more sustainable supply chain.