

Questionnaire for Operational Users

Purpose:

This questionnaire is designed to gather information from **agro-retailers and suppliers** about their current business operations, challenges in product sourcing or distribution, and their expectations for the GrowLink digital platform. The collected data will guide system design, ensuring it aligns with real user needs.

Section A: General Information

1. What is your role?
☐ Agro-Retailer ☐ Supplier / Manufacturer ☐ Other (please specify):

 2. How long have you been in the agricultural supply business?
☐ Less than 1 year ☐ 1–3 years ☐ 3–5 years ☐ More than 5 years
 3. In which governorate or region do you primarily operate?
☐ Beheira ☐ Fayoum ☐ Minya ☐ Sharqia ☐ Other: _____
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Section B: Current Business Processes

4. How do you usually communicate with your suppliers or customers?
☐ Phone calls ☐ Messaging apps ☐ In-person visits ☐ Other: _____
5. How do you currently place or receive orders?
☐ Manual (calls / visits) ☐ Paper forms ☐ Spreadsheets ☐ Through an existing online system
6. How often do you face issues such as delivery delays or order mistakes?
☐ Rarely ☐ Sometimes ☐ Often ☐ Very often
7. How do you usually handle payments?
☐ Cash ☐ Bank transfer ☐ Mobile wallet ☐ Other: _____

8. Have you ever used any digital platform to buy or sell agricultural inputs?

☐ Yes ☐ No → If yes, what was your experience like?

Section C: Challenges and Needs

9. What are the biggest challenges you currently face in your business?

☐ Price fluctuations ☐ Delayed deliveries ☐ Limited product availability ☐ Lack of credit access ☐ Other: _____

10. How important are the following features to you? (*1 = Not Important, 5 = Very Important*)

Feature	1	2	3	4	5
Price transparency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery tracking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credit or BNPL options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product comparison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order history records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24/7 platform access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11.

Would you be willing to use a digital system that centralizes orders, payments, and deliveries?

☐ Yes ☐ No ☐ Maybe (depending on training/support)

Section D: System Expectations

12. What device would you most likely use to access the platform?

☐ Smartphone ☐ Computer ☐ Tablet

13. How important is Arabic language support for you?

☐ Very important ☐ Somewhat important ☐ Not important

14. How confident are you in using digital platforms or apps for business?

☐ Very confident ☐ Somewhat confident ☐ Not confident

15. What additional features would you like GrowLink to include?
