



HACKATHON 2023

FarmConnect Questionnaire

DECEMBER

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FarmConnect

FarmConnect - Empowering Farmers through Digital Market Access

Questionnaires:

Market Price Information System:

1. Understanding Farmer Information Needs:

- What types of crops do you primarily cultivate?
- How often do you check market prices for your produce?
- What specific information about market prices would be most helpful to you?

2. Usability and Accessibility:

- How comfortable are you with using mobile applications or web platforms?
- What features do you think are essential for a user-friendly market price information system?
- Are there any specific challenges you face in accessing information digitally?

3. Preferences for Information Delivery:

- How frequently would you prefer to receive market price updates?
- What communication channels do you use most frequently (SMS, mobile apps, web platforms)?
- Is there a preferred time for receiving market information updates?

Electronic Marketplace:

1. Direct Selling Experience:

- Have you previously engaged in direct selling of your produce?
- What challenges have you faced in selling your produce directly to buyers?
- What features would facilitate a smooth transaction process for you?

2. Communication and Negotiation:

- How do you currently communicate with potential buyers?
- What aspects of communication and negotiation do you find most challenging?
- What features would assist you in negotiating with buyers through the platform?

3. *Trust and Security:*

- How important is it for you to have a secure and trustworthy platform for selling your produce?
- What security measures do you think would make you feel more comfortable using an electronic marketplace?
- Are there specific concerns you have regarding the security of your transactions?

4. *Post-Transaction Support:*

- After a transaction, what support or information would you find valuable?
- How do you currently handle post-transaction activities (delivery, payment confirmation, etc.)?