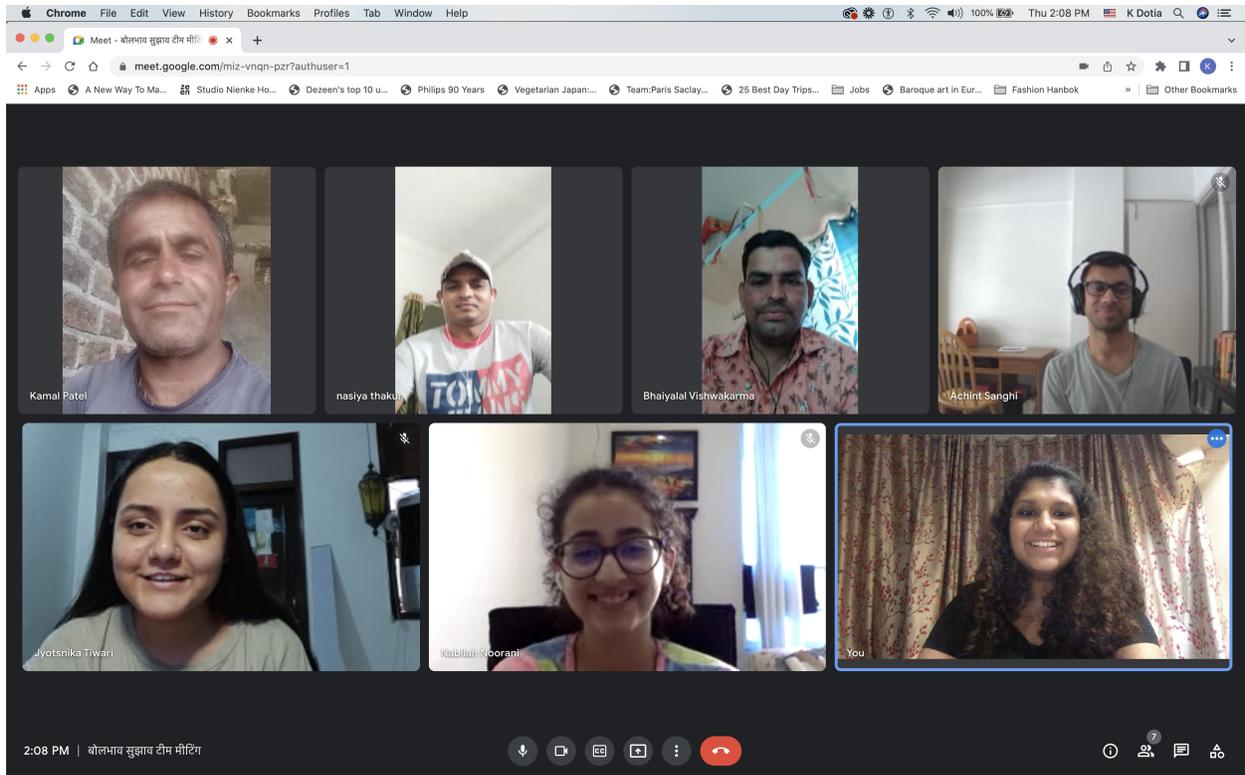


Concept Feedback for mandi review web app

Type	Farmer Meeting
Participants	
Created	@May 13, 2022 11:28 AM
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Created By	
Notes by	
Team	Community Engagement

Meeting hosting by the community team on 12/05/22. Led by Karishma, for questions reach out to me at karishmadotia@gramhal.org



We met with 3 farmers from our Beta group, Bhaiyalalji (farmer), N. Thakurji (also a KVK agri- scientist), and Kamalji (also into teaching and is involved in other communities) to show the figma wireframe ([prototype link](#)) and get their views on this concept. The wireframes were tested by kamal ji and Thakurji, since Bhaiyalal ji's network was having issues, I didn't ask him to screenshare and test.

Here are the key ideas that came out of the meeting

- **Solve late rate problems** - At the beginning we asked the users where they would like Bolbhav to improve as a priority - the common themes were solve late rate problems and bring mandi calendar
- **Form Bolbhav Communities of farmers** - In the beginning, Thakurji also mentioned they would like to see more groups of farmers on Bolbhav. Like we have this community group for feedback, they would like to form groups with other farmers so they can talk with each other, help each other, train each other on between using Bolbhav.

- **FB whatsapp have easy to use and understand interface** - Following up on the community idea given by Thakurji, towards the end of the meeting I asked if use facebook and their groups feature. They said yes, Kamal ji mentioned about using twitter, fb, whatsapp and said these are the most popular apps which everyone has around them and their interface is easy to use.
- **On switching to a Bolbhav website for community engagement-** I further asked if we were to design a website like fb groups but this is a Bolbhav platform and the ui/ux is similar to FB would they want to use it - Bhaiyalal said yes, why not, we will definitely use.
Kamal ji suggested that we experiment whatever we would like to introduce on whatsapp and facebook because these are the most “charchit” (popular, most discussed) apps that everyone has and it is easy to use, and then we can decide based on the results of the experiment.
Thakurji didn't add any specific ideas but agreed with both.
- **On webpage side interface** - Like button is a good feature - Thakurji's first thought on looking at the webpage was that it is great to have the like button so others can see and like what he posted and support his thoughts.
The bell icon was not very intuitive to other Bolbhav team member so has been changed to just text called mandi suchna.
- **Interaction with the whatsapp side interface** - Since users did not have previous experience with testing on figma it took them some time to understand how to use the demo and do the given tasks. After they got comfortable, I noticed that both Thakurji and Kamalji didn't really read so much text, we must keep text to minimal and add emojis wherever possible.
Kamal ji clicked on the blue link that was in the text before the options, there were two CTAs (Call to Action) fighting for attention- that has been now changed and the blue link will be added to text about mandi digital office
- **Selection of sawaal puche and seva sudhare options** - Thakurji chose seva sudhare option, and Kamal ji chose sawaal puche. Kamal ji also remarked as he chose, prasansha toh face to face bhi kar sakte hai - this validates our hypothesis that farmers will be willing to give feedback to mandi to improve their services and directly raise concerns with the mandi.
- **Are there current ways of giving feedback?** - Farmers said that this is a good initiative because currently there is no “vyavastha” to give feedback, they just go to

the mandi, sell, and come back. Achint mentioned about google reviews on mandi's google maps page in the team discussion later but Nabilah mentioned that these were not from farmers, must be from other officials

- **Promoting this feature - Janta ki Rai** - farmers said that we should promote this feature in tutorials, short videos, youtube videos. Kamal ji suggested we could name this Janta ki Rai, or Apki Rai.
- **Impact of this feature** - They say this is a good platform for farmers to interact with each other and also each what others think of the mandi. On asking specifically for impact on mandi - they said sure they can also read and take action.
- **Feature suggestion for V2** - There could be pre-filled templates that farmers could select as well as an option for farmers to type their questions or comments.
- **Promoting Bolbhav generally** - These influencer type farmers (like our beta user) want us to offer them will tools like videos or tutorials that they can share in workshops, teach to other farmer's kids about how to use Bolbhav. Kamal ji and Thakur ji felt that they were quite "advanced" so they understand how to use whatsapp bot but they were discussing on how they can help other farmers who are not so tech savvy.
- **Kamal ji also suggested that we should bring Agri- experts to the platform,** and these can be from farmers network as these experts know the farmers well so they will easily come on board