KhetTalk

A Farmer-to-Farmer Knowledge Hub

Role: UX/UI Designer | Tool Used: Figma mac

Task

Design a two-way communication system between an individual farmer and FPC. Farmers need a platform to share their crop-specific challenges and receive guidance from experts, but there is no direct interface and no prior precedent for what this interaction can look like. The challenge was to design a system that fits into farmers' existing workflows and supports peer-to-peer learning alongside expert solutions.

Approach

Research

- Farmer's
- FPC

Context

Indian agricultural landscape includes **over 85% small and marginal farmers who need frequent guidance**.

- Farmers face **difficulty in reaching to FPC timely**.
- There is **no dedicated channel to ask questions** and get real time answers, as a result they they don't benefit much from the crop.
- Farmers are **highly dependent on local shops**, KVK, APMC, state departments of agriculture and word of the farmer ecosystem for need-based advice and help at critical field stages.
- **Lack of tech knowledge** also affect the communication and getting advice.

FPC (farmer producer company)

- Farmer producer company is a farmer organisation registered in a company, allowing farmers to form resources and engage in collective farming, bulk purchasing, processing and marketing of agricultural produce.
- Due to high scale of farmers they are unable to give feedback on individual basis.
- **They lack in tracking of queries** and prioritisation in farmers issue.
- **Unable to share or retrieve history of communication** and share gains.

Persona's

Creating personas of farmers and FPC, after research for better understanding.

- Farmer Persona - Ramesh Patil

Ramesh is a farmer from Latur with 8 acres, mostly soybean, tested seeds before adoption, and learns from his neighbours. He is facing heavy pest pressure and wants to know when to spray and which pesticide to use, but the nearest KVK is far and he has no direct channel to ask questions.

Age	Education	Language
34	10th, Vocational	Marathi, Hindi

Tech Comfort	Crops	Experience
Low	Soybean, and seasonal vegetables	Approx. 10 years

Goal

- Wants to know when to spray and which pesticide to use to protect his soybean crop.
- Wants to know when to harvest and how to time his sale for better prices.
- Wants to know which seeds to buy next season based on what worked this year.

Pain points

- Nearest KVK is far and he has no direct channel to ask questions.
- Spends money on pesticides and fertilisers based on guesswork and neighbours' advice.
- Misses critical field stages because he doesn't know what to do next.

Need

- Need a platform to ask questions and get answers.
- Need to know when to spray and which pesticide to use.
- Need to know when to harvest and how to time his sale for better prices.
- Need to know which seeds to buy next season based on what worked this year.

- FPC Member - Ajay Deshmukh

Ajay is a agronomist, Officer at Legume Farmer Producer Company, Department of Cooperation and Farmers Welfare, Government of India. He is responsible for supporting farmers in Latur, Maharashtra. Ajay's role requires him to coordinate farmers and provide advice on sowing and harvest cycles.

Age	Education	Language
41	M.Sc. in Agronomy	Hindi, Marathi, English

Goal

- Wants to know the status of farmer's issue.
- Wants to know which farmer's issue is pending and which issue is resolved.
- Wants to know which farmer's issue is critical and needs immediate attention.
- Wants to know which farmer's issue is recurring.

Pain points

- Receives scattered queries from farmers with no way to track them.
- Cannot prioritise which issue to address first because there is no visibility into what is critical or pending.
- Unable to share or retrieve history of communication with farmers.

Need

- Need a dashboard to track queries and prioritise critical issues.
- Need to know which issue is pending and which issue is resolved.
- Need a way to share or retrieve history of communication with farmers.

Simplifying the problem statement

How might we design a simple, accessible, and effective two-way communication system between individual farmers and FPC staff on field.

- Farmers can easily raise queries and receive guidance in a trusted format.
- FPC staff can prioritise, track, and respond to farmer issues in a structured way.

Research insight & observations

Farmer

- Most farmers **don't type their queries they prefer voice** and images to communicate.
- **Farmer don't know who is contact they just want to know the answers** of there solution.
- Farmer are comfortable with basic apps like youtube to watch farming videos, WhatsApp for communication.
- They **want to know techniques of farming** to avoid crop failure.
- There are **similar queries of multiple farmer during the cropping season** or if they produce **same crop in same region**.
- They sometimes receive false advice from neighbours or from farmers. This indicates that farmers seek for trusted advice or peer review.

FPC (Farmer producer company)

- **Handle multiple farmers queries** and facing difficult in tracking them.
- Similar queries are by multiple farmers, it can be for the same rip or seasonal.
- Prefers the getting difficulty in communication with farmers due to network and technology problem.
- **Facing difficulty, segregating similar types of queries** and responding to them.
- They also **suggest protocol and remedy to farmers**.

Ideate

Design objective

- Built a WhatsApp-style **Peer-to-peer and media-heavy** option so that it is easy for farmer to share visual issues that a purely FAQ system can't.
- Platform can track their queries and create a history of queries for farmer to go back and forth.
- For FPC platform they can sort and filter different or similar type of queries easily.
- Platform provides a dashboard for FPC staff to track, prioritise, and respond to queries.
- For actionable peer feedback can give upvotes for their general queries, if they are unable to do communication with FPC due to constraints.
- **Easy to use interface for farmers** as they not very technology literate.

Platform flow

Farmer
Farmer
Raise query
Upvote
Upvote
Upvote