Mobile App for Direct Market Access for Farmers

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Abstract. To address the challenges farmers, face in accessing markets, we propose the creation of a mobile application that connects them directly with consumers and retailers. This app will include features for listing produce, negotiating prices, and managing transactions, thereby reducing reliance on intermediaries. By providing a user-friendly platform for farmers to showcase their products and connect with buyers directly, the solution aims to enhance farmers' income potential and promote a more sustainable agricultural economy.

Keywords. Mobile Application, Direct Market Access, User-friendly Platform, Transaction Management, agricultural economy

1. INTRODUCTION

The agricultural sector is a vital component of many economies, providing livelihoods for millions of people worldwide. However, farmers often struggle to sell their produce directly to markets, forcing them to rely on middlemen who typically offer lower prices, reducing the income farmers can earn [1]. This makes it hard for farmers to get fair prices and affects their ability to make a good living. Additionally, without direct market access, farmers can't negotiate better deals, leaving them dependent on intermediaries. This dependency not only impacts their financial stability but also discourages them from investing in better farming practices or expanding their operations.

Recent studies have highlighted the potential of mobile applications to address these challenges. For instance, mobile applications have been shown to increase farmers' access to agricultural information, financial services, and markets [2]. Moreover, mobile applications can facilitate direct market linkages, reducing the reliance on intermediaries and enabling farmers to negotiate better prices [3]. Furthermore, mobile applications can provide a platform for farmers to showcase their products and connect with buyers directly, enhancing their income potential and promoting a more sustainable agricultural economy [4].

Building on these findings, this paper proposes the creation of a mobile application that connects farmers directly with consumers and retailers. The app will include features for listing produce and negotiating prices, thereby reducing reliance on intermediaries. By providing a user-friendly platform for farmers to showcase their products and connect with buyers directly, the solution aims to enhance farmers' income potential and promote a more sustainable agricultural economy.

2. RESEARCH METHODOLOGY

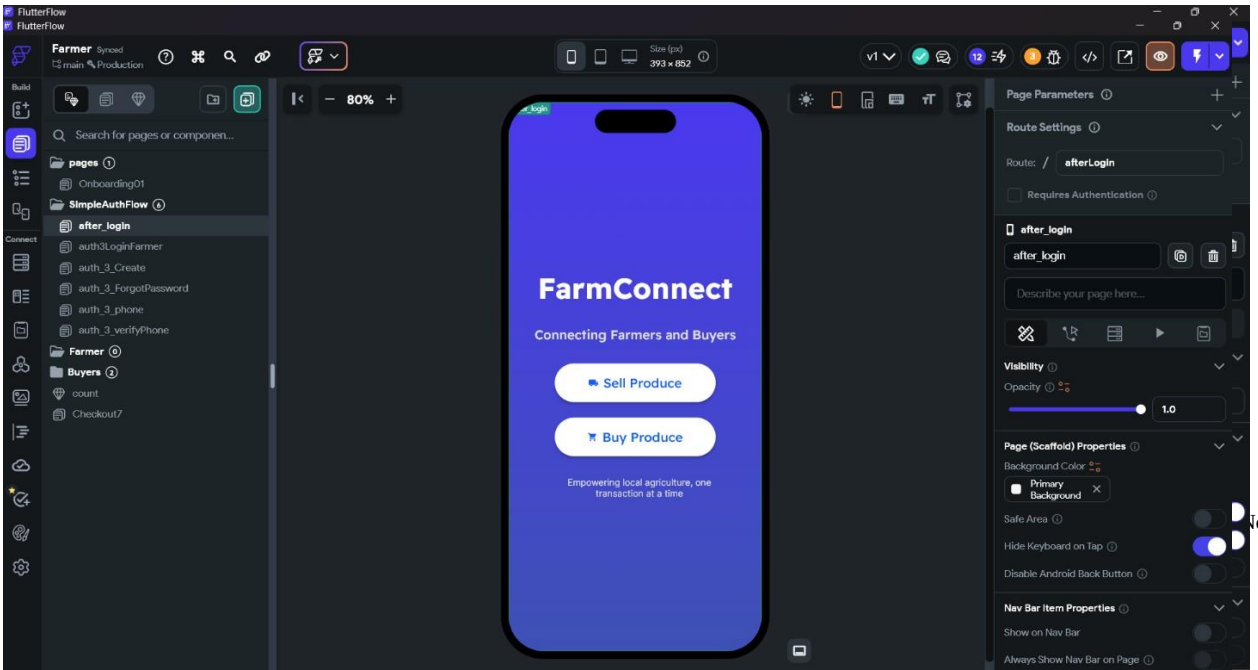
This study focuses on developing a mobile application for direct market access to farmers, utilizing FlutterFlow and Firebase. The system comprises two primary components: a farmer interface and a consumer interface. The farmer interface allows farmers to list their produce and negotiate prices while the consumer interface enables consumers to browse and purchase produce directly from farmers. Data was collected by testing the system with several users, including farmers and consumers, and their interaction data was stored in a Firebase database. The structured database helped in managing the interactions, recording transactions, and organizing data efficiently for analysis. The iterative process of testing and feedback allowed for improvements in both the system's design and functionality, ensuring a user-friendly and effective platform for direct market access.

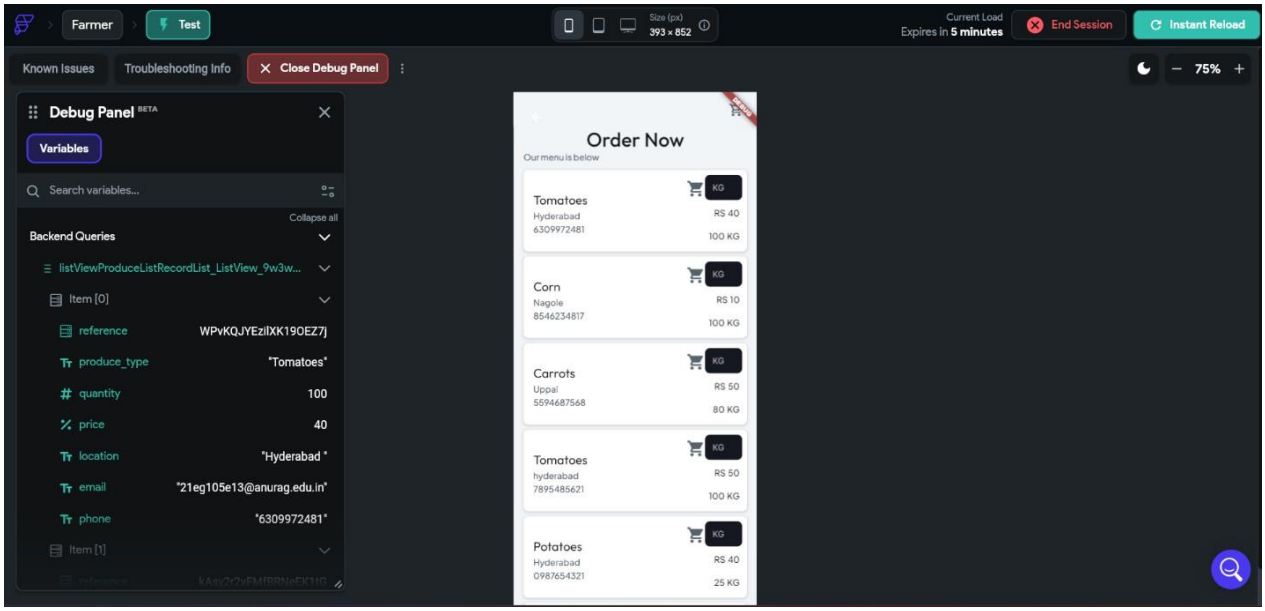
3. THEORY

In theory, the mobile application will be activated once the user downloads and installs it, from which the user can take to the registration page to register themselves as either a farmer or a consumer. Both of these cases will be monitored by an administrator. Once the vital information is entered into the registration portal and a successful registration is accomplished, the information is stored inside of a user's database in the Firebase collection. On the main site, the user is transferred to the homepage and their menu board will depend on the bracket of the users they fall into, farmers or consumers. The farmers will be able to access their dashboards and list their produce and negotiate prices, whereas the consumers will be able to browse and purchase produce directly from farmers. The application will use routing to guide users around the application and the various operations they will undertake as they partake in exploring it. We use a combination of FlutterFlow and Firebase to manage the interactions, record transactions, and organize data efficiently for analysis. The administrator will be able to monitor all activities and regulate them with thorough inspection to avoid any discrepancies.

4. RESULTS AND DISCUSSION

The FarmConnect mobile application, developed using FlutterFlow, aims to connect farmers directly with consumers and retailers, minimizing reliance on intermediaries. The key features, including produce listing and price negotiation were successfully implemented and tested in the alpha phase by the development team.

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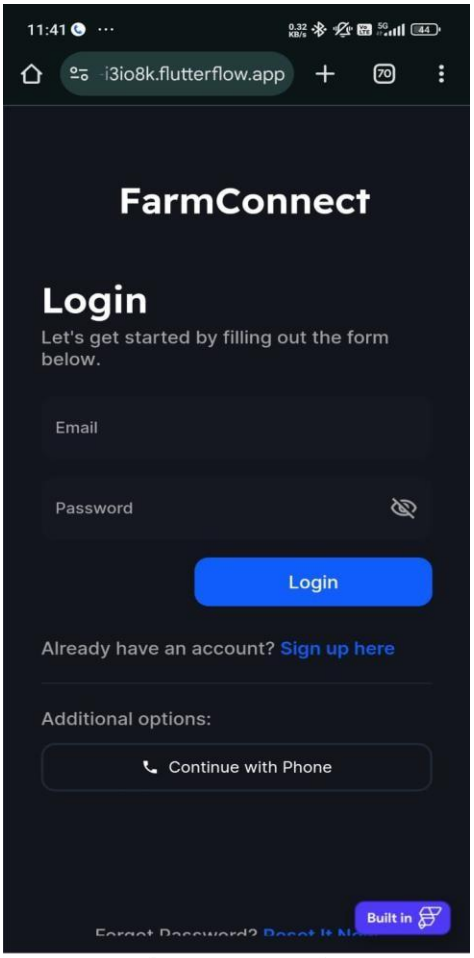
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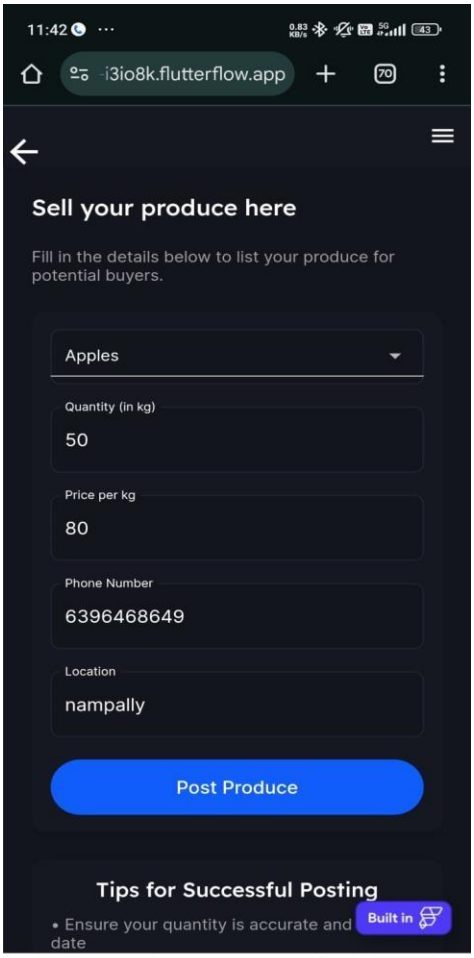
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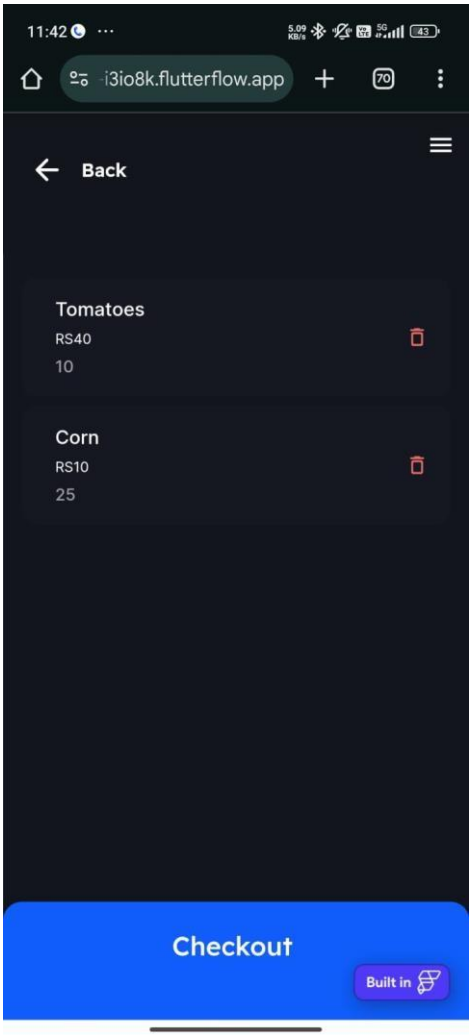

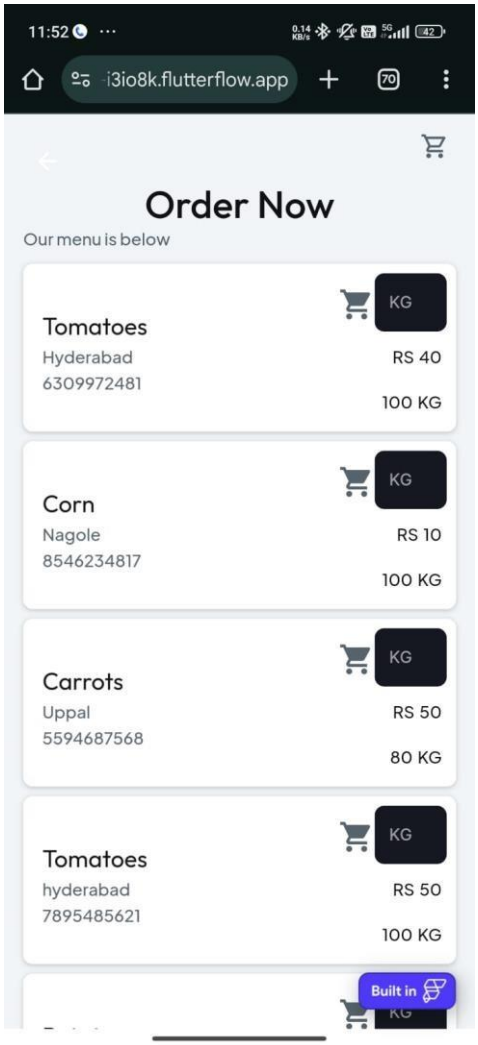

4.1. Preparation of Figures

The following figures illustrate the functionality and integration of the different components within the working system of the FarmConnect app.

1. Formatting Figures

Class Diagram: The diagram (Figure 1) represents a system with seven classes: User, Farmer, Buyer, Produce, Chat, Order and Payment class. The User class is the base class for Farmer and Buyer. A Farmer has a list of Produce and can post Produce. A Buyer has a list of Orders and can browse Produce and place Orders. Produce has attributes like name, price, and quantity. The Chat class facilitates communication between users, with attributes for sender, receiver, and message content. The Order class tracks order details like order ID, date, status, and has a method to calculate the total. The Payment class manages payment information including payment ID, amount, and date, along with a method to make payments. The relationships between classes are depicted with cardinality notations: '1' for one, 'many' for multiple. For instance, a Farmer can have many Produce, while a Produce belongs to one Farmer.

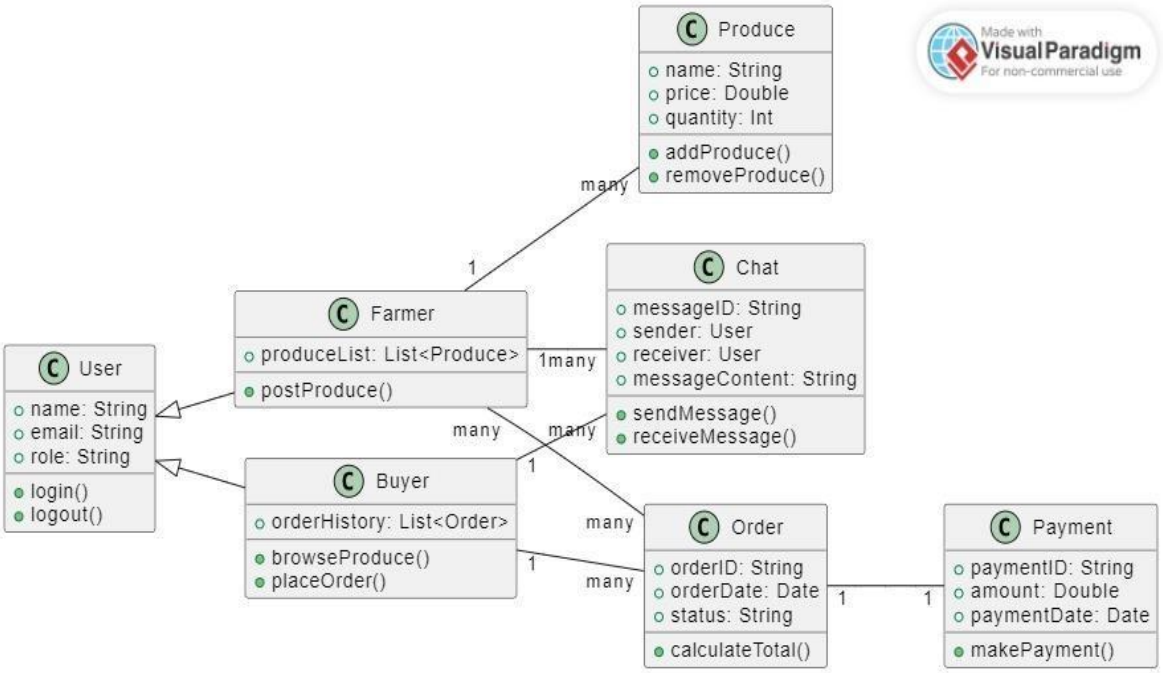

FIGURE 1: Class Diagram of FarmConnect

Deployment Diagram: The deployment diagram (Figure 2) represents the physical arrangement of the system components, showcasing how they interact with each other. The system consists of a client device, a web server, a database server, and an external payment service. The client device, which can be a mobile device or a computer, is used to access the web server, which hosts the application's backend components, including the API gateway, authentication service, product management service, order management service, and chat service. The database server stores data for users, produce, and orders, while the external payment service handles secure online transactions. The components interact with each other

through various communication paths, ensuring a seamless user experience.

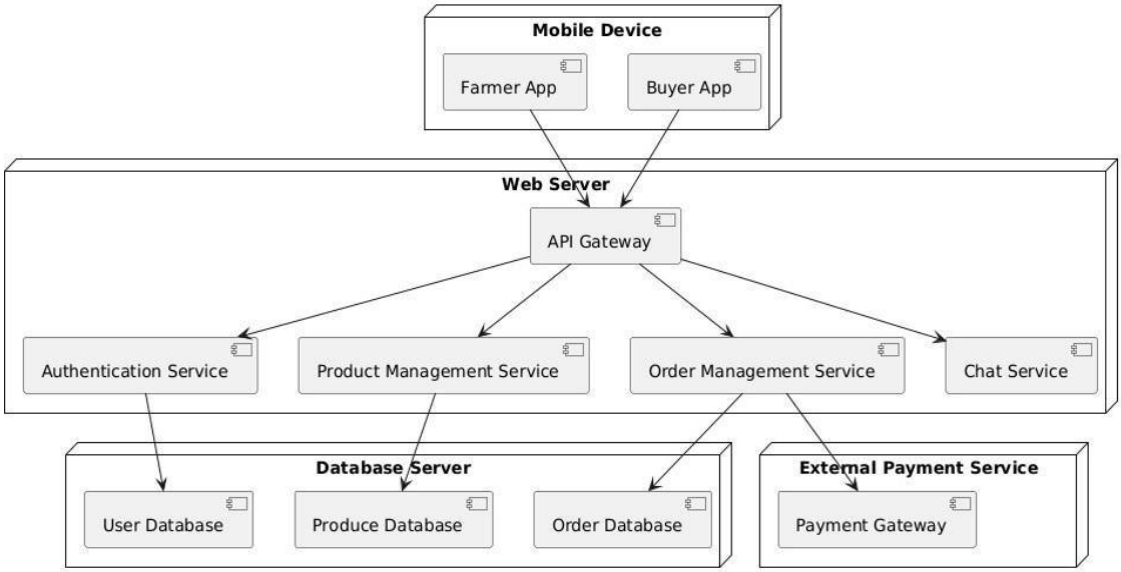

FIGURE 2: Deployment diagram of FarmConnect

Activity Diagram: The activity diagram (Figure 3) represents the workflow of a farm-to-table application, showcasing the sequence of activities involved in the process. The diagram starts with the user logging in, followed by a decision point to determine the user type, either a buyer or a farmer. If the user is a buyer, they can browse produce, select items to add to their cart, and place an order. The order is then processed, and the buyer makes a payment, receiving an order confirmation. If the user is a farmer, they can view their dashboard, post new produce, and receive notifications for new orders. The farmer can then prepare and ship the order, completing the workflow.

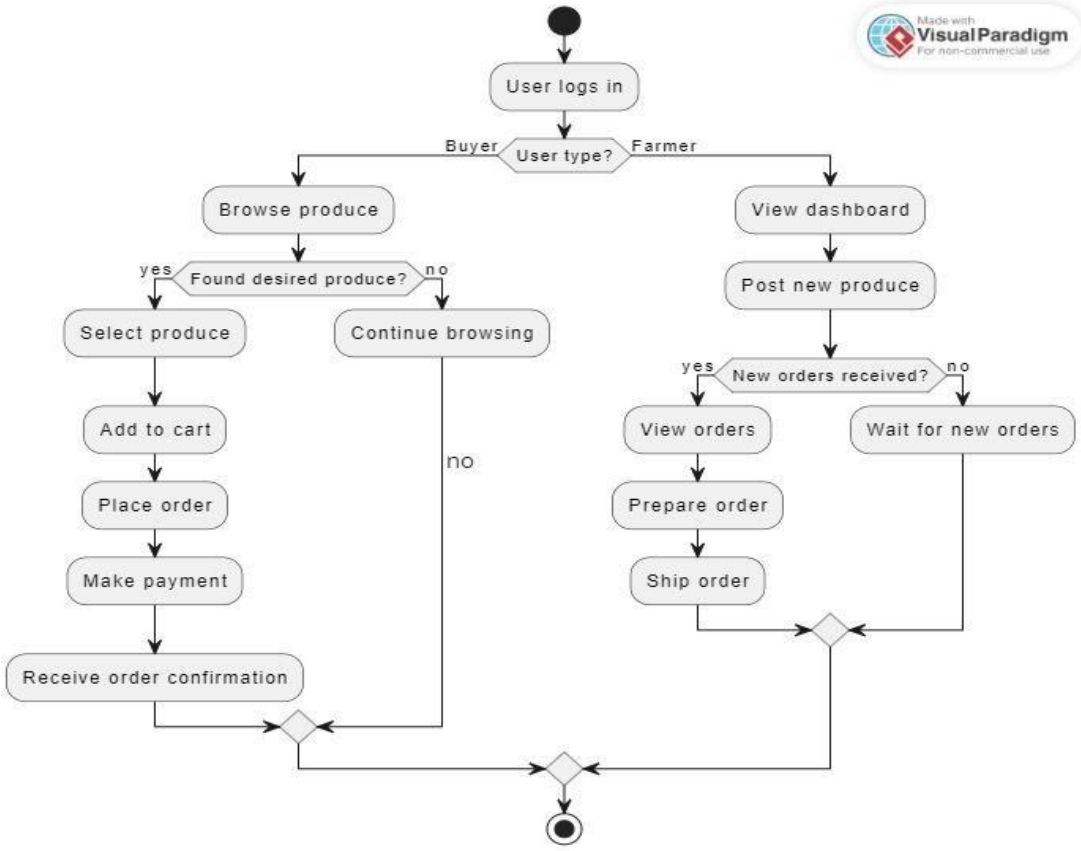

FIGURE 3: Activity diagram of FarmConnect

5. CONCLUSIONS

The mobile application for direct market access to farmers successfully demonstrates how a mobile-based platform can provide effective market access and income potential for farmers. The system's integration of a user-friendly interface and a comprehensive approach to direct market access enables farmers to list their produce, negotiate prices, and facilitate transactions efficiently. By using Firebase to manage the data, the platform efficiently tracks transactions and user interactions, ensuring both accuracy and accessibility.

Future iterations of the mobile application could include additional features targeting real-time transaction monitoring, and a feedback loop between farmers and consumers creates a comprehensive approach to direct market access.Declarations

5.1. Study Limitations

None

5.2. Acknowledgements

None

5.3. Funding source

None

5.4. Competing Interests

The authors, hereby declare that there are no competing interests

6. HUMAN AND ANIMAL RELATED STUDY

This study does not involve the collection of any physical data from humans or animals, nor does it require them to undergo extensive testing or provide samples of their bodily fluids, secretions, or excretions.

Informed Consent

All tests were conducted with the consent of participants' legal guardians.

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