Marketplace with Live streaming Platform for Farmers

Are you a farmer looking for a better way to sell your products and reach a wider audience? Or perhaps you're a consumer searching for fresh and locally grown produce? Look no further than a web and mobile-based marketplace with live streaming platform for farmers. This innovative solution offers a variety of features that make buying and selling agricultural products more efficient and convenient than ever before. In this blog post, we'll dive into the benefits and advantages of this platform and how it can revolutionize the way farmers connect with customers. So whether you're a farmer, consumer, or simply interested in the world of agriculture, keep reading to learn more.

Project Context

We now live in a technologically advanced society. Technological innovation has created new solutions to chores and daily activities through a variety of techniques. As a result of technology improvements, life has gotten lot easier and simpler. This project is another unique computerized platform that will act as an online marketplace for farmers. Farmers often use the manual procedure of selling and buying farm goods and products in the market, which takes important time and effort. The researchers recommend developing a "Marketplace with Live streaming feature for Farmers" because the manual procedure is not suitable. Farmers will be able to use the internet platform as a buying and selling platform. Farmers can also use the live streaming feature to further market their product to viewers or buyers. Individuals would not need to physically buy or sell items and products at the farm; instead, they might use the platform to do so online, reaching a larger audience. The suggested platform will make it simple for farmers to obtain any farm-related products. They may save more time and effort by planning how to make the farm thrive. The researchers will construct the project step by step using the Software Development Life Cycle (SDLC) technique. Following the development phase, the generated system will be tested and evaluated to ensure full and seamless functionality.

Objectives of the Study

General Objective - the project mainly aims to develop, design, and implement an Online Marketplace with live streaming features for farmers.

Specifically it aimed to:

1. To integrate live streaming feature to the Online Marketplace platform.
2. To develop a system that will allow farmers to inquire and avail goods and products online.
3. To streamline transactions between farmers and clients.
4. To eliminate the manual selling and inquiring of farm goods and products.
5. To make services-related transactions easy, fast, reliable, and convenient.

6. To evaluate the system in terms of user acceptability, effectiveness, product quality, and reliability.

Significance of the Study

Farmers often face challenges in selling their products and reaching a wider market. With the advent of technology, a new solution has emerged - a web and mobile-based marketplace with live streaming platform designed specifically for farmers. This platform offers a wide range of features that can benefit both farmers and buyers alike. By empowering farmers with the ability to sell their products directly to consumers, the platform can help to reduce food waste and increase the profitability of small-scale farmers. Additionally, by providing consumers with greater access to locally produced and sustainable food, the platform can contribute to a more environmentally friendly and socially responsible food system.

The following individuals or groups will benefit from the success of the project:

Farmers. The success of the project will directly benefit them. The platform will allow them to electronically market their products offered and will reach a wider range of customers. They can respond to their customers quickly and efficiently. The platform will increase their revenue as well as the overall customer service satisfaction.

Researchers. Their knowledge and skills in establishing successful programs will be enhanced as a result of the project's success.

Future Researchers. They will use the research as a guide for making improvements or building their version of the project.

Features of the System

Technology is now a necessary tool for businesses to reach their target audience in the digital age. In line with this trend, farmers may also benefit from the newest technology by using it to enhance their livelihoods. An inventive solution gives farmers a platform to advertise their goods and services to a larger audience: a marketplace with live streaming capabilities for farmers. This tool enables farmers to interact with customers in real time while combining the ease of internet purchase and the advantages of live streaming. The characteristics of this platform that are applicable to web and mobile platforms will be discussed in this article, along with how they might support farmers in running successful operations.

- Live Streaming: The platform allows farmers to broadcast their products and services in real-time through live streaming, which can help them reach a wider audience and increase sales.
- Product Listings: Farmers can list their products and services on the platform, complete with descriptions, photos, and prices.

- Search Functionality: The platform includes a search function that enables users to find specific products or services quickly and easily.
- Chat Functionality: Users can communicate with farmers through an integrated chat system, allowing them to ask questions and negotiate prices.
- Rating and Review System: Buyers can leave feedback and ratings for farmers and their products, which can help build trust and credibility within the community.
- Secure Payment System: The platform includes a secure payment system that facilitates transactions between buyers and farmers.
- Mobile-Friendly Design: The platform is optimized for both web and mobile use, allowing users to access it on the go.
- User Profiles: Farmers and buyers can create profiles on the platform, which can help them build their brand and connect with potential customers.
- Analytics and Reporting: Farmers can access analytics and reporting tools to help them track sales, customer behavior, and other important metrics.

Conclusion

In this project, the researchers established a Marketplace with live streaming Functionality for Farmers. The researchers developed the initiative after observing that the current technique of selling goods and products in the farm is useless and generates too much difficulty for both customers and clients. The produced project was offered for evaluation to the target end-users and responses. The results showed that the system was regarded favorably by the target users. The bulk of them have recognized the system's ability to meet their demands and objectives in terms of establishing a marketplace for farmers that will also allow them to broadcast. As a result, the researchers came to the conclusion that the developed system is a suitable solution for expediting the transaction process between farmers and customers. For farmers, the intended technology will ease the complete process of transactions on the internet marketplace.

Recommendations

The Marketplace with live streaming should be built as a centralized platform for farmers and clients to transact, according to the project's researchers. The system that has been developed will enable service providers to sell their services to a huge number of clients. Consumers, on the other hand, have easy access to the farm products they seek. Because of its effectiveness and dependability in providing service providers and clients, the system comes highly recommended. The researchers emphasize the need of intended users understanding how the system works in order to use it correctly.

Summary

Farmers usually go for the manual process of selling and buying goods and products in the market which causes them to spend valuable time and effort. The manual process is not highly ideal which prompt the researchers to propose the development of the "Marketplace with live streaming Feature for Farmers". The online platform will serve as a buying and selling platform for farmers. The farmers can use the live streaming feature to further introduce the product to the viewers or customers. The result showed that the target users rated the system satisfactorily. The majority of them have seen the potential of the system in providing their needs and requirements in terms of providing a marketplace for farmers which will also allow them to live stream. The system that has been built will allow service providers to sell their services and reach a large number of clients. Customers, on the other hand, can easily obtain the farm products they desire.