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RESILINK: 2 YEARS OF PARTICIPATIVE DIGITAL INNOVATION WITH SMALLHOLDER FARMERS IN THE AZILAL AND BENI MELLAL REGIONS

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The RESILINK project is an innovative solution designed to strengthen the connectivity and resilience of agricultural players through an innovative digital platform facilitating exchanges between farmers, cooperatives and suppliers. It is designed to respond to the sector's current challenges, notably limited access to resources, lack of centralized information and poor digitalization. This mobile platform centralizes the publication and consultation of agricultural offers, while integrating a flow of up-to-date agricultural information [1]. The experimental deployment took place in a Moroccan living-lab in the Azilal and Beni Mellal regions, mobilizing 19 participants. The panel was mainly made up of active farmers aged between 31 and 45, practicing both subsistence and commercial farming. Structured test sessions were held to gather user feedback and evaluate ergonomics, functionality and overall satisfaction. User feedback highlighted several key areas for improvement, notably in image management, interface legibility and interaction modes. Despite these technical obstacles, users expressed a keen interest in the platform's basic functionalities, such as the relevance of search filters, and the added value of geolocation in exchanges. Feedback from testers has also led to improvements, with the creation of video tutorials and the introduction of automatic notifications at the top of the list of priorities. Simplifying the interface came next, followed by the addition of voice recording functions and interactive maps. These lessons are guiding ongoing optimizations for a more intuitive and accessible user experience. The RESILINK project confirms significant potential for strengthening agricultural resilience by improving market access and resource sharing between farmers. Ongoing improvements, based on user feedback, will ensure that the platform meets the practical needs of its end-users. In the oral presentation, we will provide an in-depth analysis of farmer feedback. Future work will focus on implementing suggested improvements and extending testing to other regions.

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References: 1. RESILINK project. Increasing Resilience of Smallholders with Multi-Platforms Linking Localized Resource Sharing. 2022, <https://resilink.eu/>