

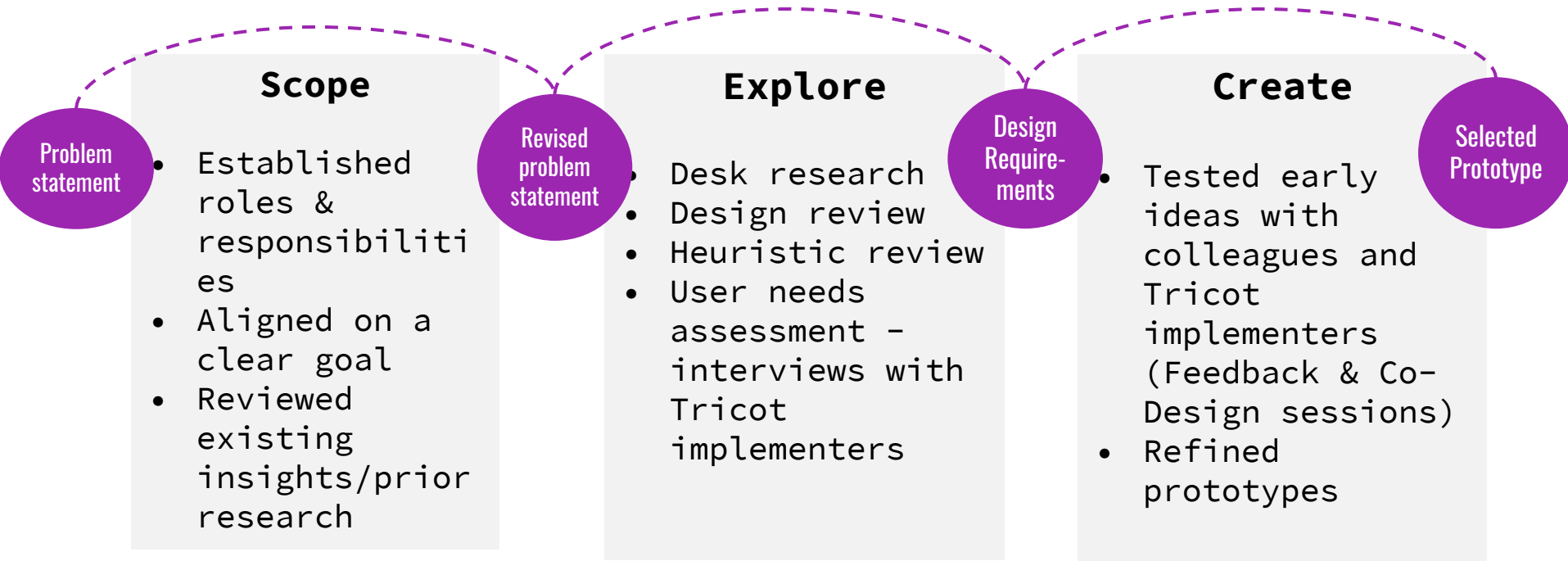
# Farmer Feedback in Tricot- 2024 review

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# The process

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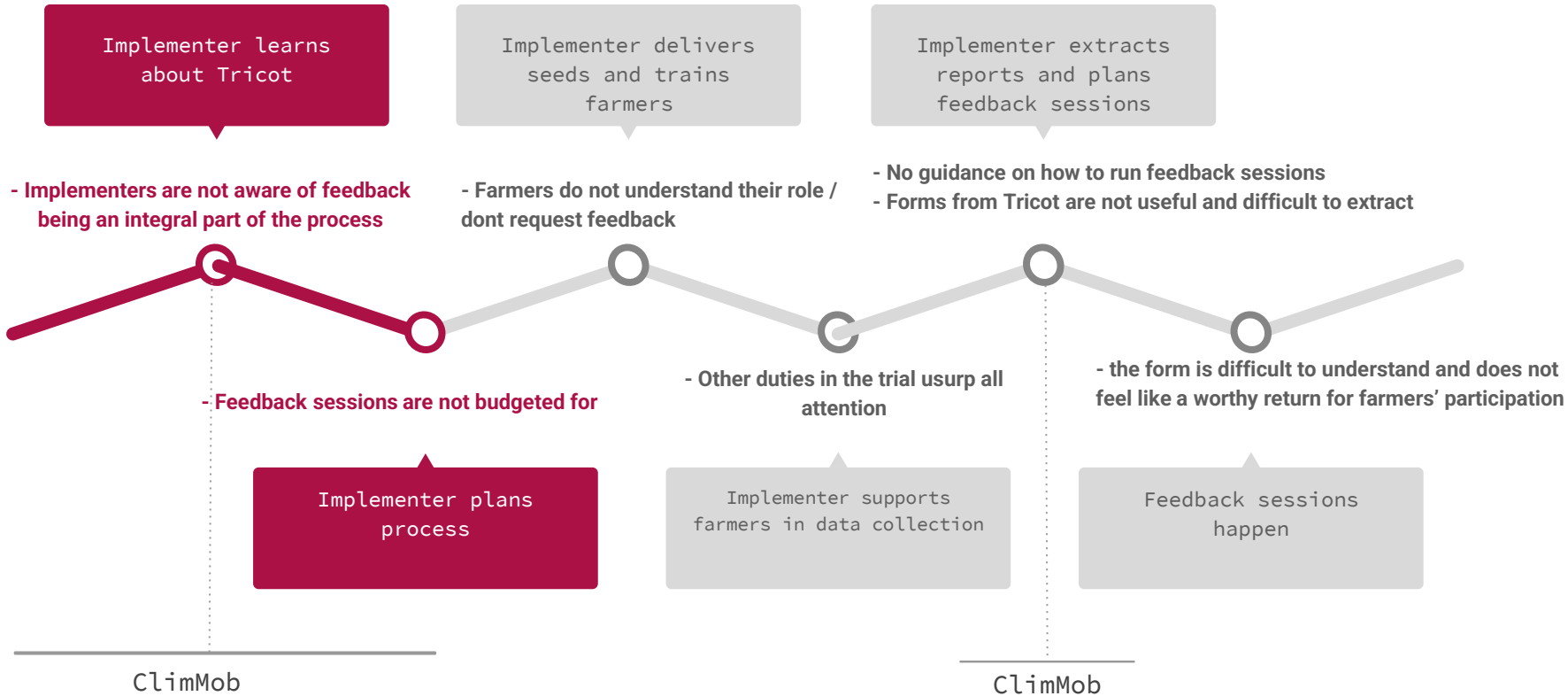
# Problem statement

**The current feedback form has not been used systematically by Tricot trial implementers.**

This is a problem because without it, Tricot processes do not treat participants as partners on eye level in an equitable relationship and thus are hurting the promise of TRICOT as a participatory approach to variety testing.

**The problem does not start in the feedback sessions!**

# Implementers' journey with Tricot



# Ideas

Implementer learns  
about Tricot

- Implementers are not aware  
of feedback being an integral  
part of the process

## Communicate responsibility, normalize feedback

- ❖ Visualize feedback in ClimMob process design
- ❖ Show success stories of feedback sessions, gains etc.

## Recognize and motivate field agent work

- ❖ Tricot field agent asynchronous online training (e.g. Coursera)
- ❖ Tricot field agent training day

# Ideas

- Feedback sessions are not budgeted for

Implementer plans process

## Reserve resources for feedback sessions

- ❖ Budget planner in ClimMob to understand logistics, time and materials needed

# Ideas

Implementer delivers  
seeds and trains farmers

- Farmers do not  
understand their role /  
dont request feedback

## Communicate concept of citizen science

- ❖ Info material for farmers to understand their role - posters, handouts - during training

## Document trial visually & create expectation for feedback

- ❖ Implementers record videos of farmers regarding their experience and questions
- ❖ Implementers take pictures of participants for personalization of feedback sheet

# Ideas

- Other duties in the trial  
usurp all attention

Implementer supports  
farmers in data collection

## Reminders

- ❖ Nudges for implementers to prepare for feedback, e.g. via SMS or email (or in ClimMob)

# Ideas

Implementer extracts reports and plans feedback sessions

- No guidance on how to run feedback sessions
- Forms from Tricot are not useful and difficult to extract

## Reduce workload

- ❖ Single, easy feedback sheet generation in ClimMob
  - Not as a subreport of trial report
- ❖ Extract individual reports in local languages/ make the report language-free?
- ❖ Workshop manual with: talking notes, exercise description etc.

# Ideas

- the form is difficult to understand and does not feel like a worthy return for farmers' participation

Feedback sessions happen

## Redesign feedback sessions

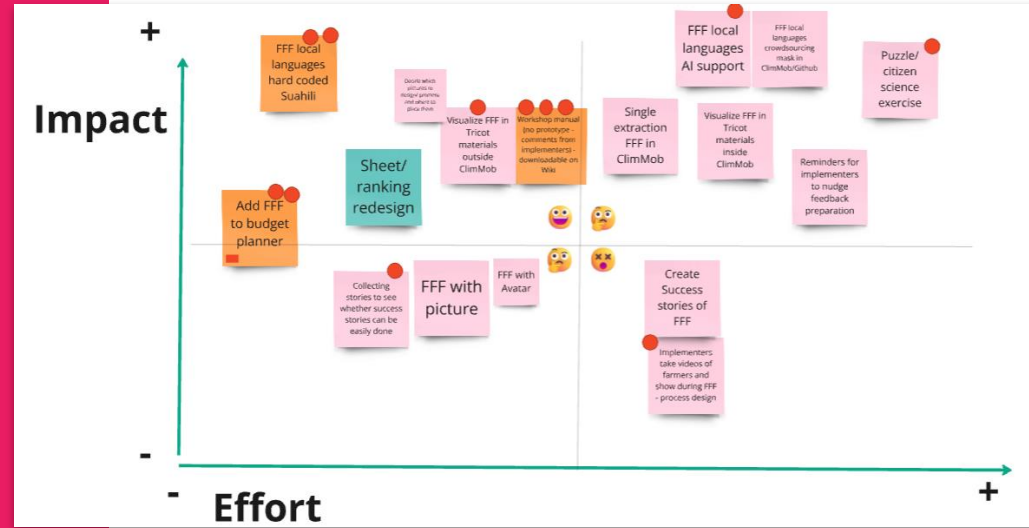
- ❖ Offer storytelling elements as default (e.g. video sessions)
- ❖ Offer gamified reflection on role in citizen science project (e.g. puzzle)

## Redesign feedback form

- ❖ Offer personalized review of the trial (e.g. via photo)
- ❖ Redesign ranking graphics (Test)
- ❖ Try co-designing new formats for feedback - e.g. calendar - with implementers

# Impact- effort prioritization

The team organized the ideas as per the expected impact and needed effort, then voted for the first ideas to implement.



# First prototypes for feedback sheets

- Variants -

# Farmers' Feedback Sheet Designs

## Diploma



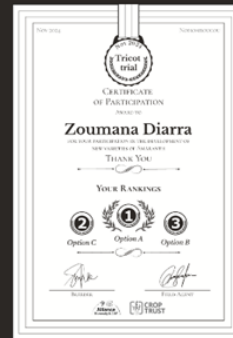
### Concept

An element that recognizes the farmer's participation and gives him something worthy of display.

### Graphic Codes

- Medal and flag colors to symbolize recognition.
- Personalized with the farmer's name.
- Medals, numbers, and colors as visual cues for rankings.
- Seals and signs to convey legitimacy.
- Realistic drawings used as icons for clarity.

## Variants



## Pros and cons

### 1. Variety Rankings & Traits Information:

- Clear representation of variety rankings with medals for top options.
- Design may focus more on awards and recognition rather than feedback information.

### 2. Next Steps & Variety Availability:

- All designs can be adapted to include next steps information

### 3. Icons & Visual Storytelling:

- Strong emphasis on recognition and formality. Medal imagery is universally recognizable.

### 4. Encourages Discussion & Interaction:

- Creates a celebratory feeling
- Formal layout may hinder open discussions or collective feedback sharing due to its certificate-like presentation.

### 5. Local Language Adaptability:

- Easily adaptable for translation with minimal text.

### 6. Compatibility with ClimMob Data Extraction:

- Decorative elements could complicate data integration from ClimMob.

### 7. Cost-Effective & Simple Production:

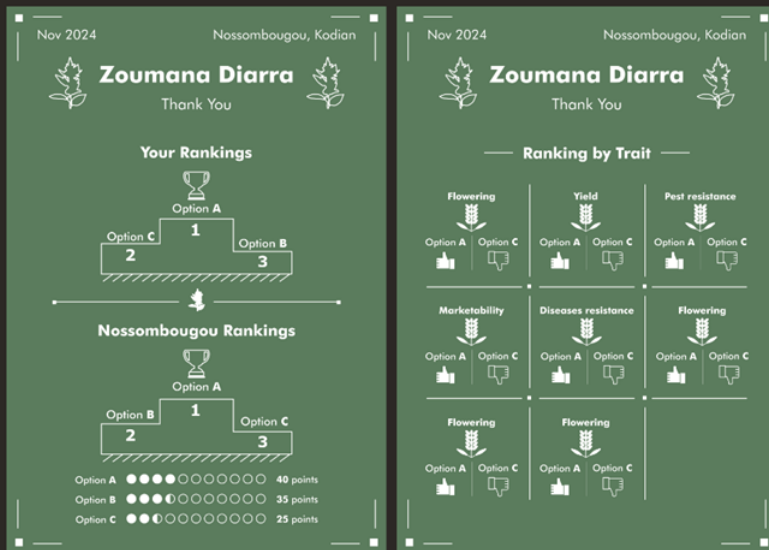
- Requires color printing and higher-quality materials for optimal presentation.

### 8. Short Meeting Time for Farmers:

- The formal design may need additional explanation.

# Farmers' Feedback Sheet Designs

## Blackboard



## Variants



## Pros and cons

### 1. Variety Rankings & Traits Information:

- Clear representation of variety rankings using podium and icons.
- Informal design may diminish the sense of accomplishment.

### 2. Next Steps & Variety Availability:

- All designs can be adapted to include next steps information

### 3. Icons & Visual Storytelling:

- Strong use of clear visuals to enhance storytelling.
- Visually simpler, which may lack impact.

### 4. Encourages Discussion & Interaction:

- Informal design is well-suited for group discussions and interaction

### 5. Local Language Adaptability:

- Easily adaptable for translation with minimal text.

### 6. Compatibility with ClimMob Data Extraction:

- Straightforward layout is easy to populate with data from ClimMob.

### 7. Cost-Effective & Simple Production:

- Uses fewer colors and simpler printing requirements.

### 8. Short Meeting Time for Farmers:

- Simple, intuitive design makes it easy to understand quickly, keeping sessions concise.

## Concept

A simple and flexible element, easy to adapt to different needs. Presenting information in a clear and concise manner

## Graphic Codes

- Amaranth outline provides contextual framing.
- Personalized with the farmer's name.
- Podium, numbers, and cup iconography establish the ranking's visual code.
- Points system reflects farmers' voting preferences.
- Distinct icon for each trait, with a thumbs-up for A/B comparisons.

# Farmers' Feedback Sheet Designs

## Copy

Nassombougou, Kadian \_\_\_\_\_ 2024

**Thank You**

**Your Rankings**

Option **2** Option **1** Option **3**

**Group Rankings**

Option **1** Option \_\_\_\_\_ Points

Option **2** Option \_\_\_\_\_ points

Option **3** Option \_\_\_\_\_ points

**Winner Traits**

Flowering \_\_\_\_\_ Points

Yield \_\_\_\_\_ Points

Pest Resistance \_\_\_\_\_ Points

marketability \_\_\_\_\_ Points

Taste \_\_\_\_\_ Points

Diseases resistance \_\_\_\_\_ Points

### Concept

An element that is easy and cheap to produce and use even without access to printers. Designed to be filled out by implementers or farmers.

- ### Graphic Codes
- laurels to symbolize recognition.
  - Personalized with the farmer's name.
  - numbers and Crown as visual cues for rankings.
  - Points system reflects farmers' voting preferences.

## Variants

## Pros and cons

### 1. Variety Rankings & Traits Information:

- Clear representation of variety rankings.
- Informal design may diminish the sense of accomplishment.

### 2. Next Steps & Variety Availability:

- All designs can be adapted to include next steps information

### 3. Icons & Visual Storytelling:

- Combines icons and lists effectively for easy reading and understanding
- Visually simpler, which may lack impact.

### 4. Encourages Discussion & Interaction:

- Informal design is well-suited for group discussions and interaction

### 5. Local Language Adaptability:

- Easily adaptable for translation with minimal text.

### 6. Compatibility with ClimMob Data Extraction:

- Straightforward layout is easy to populate with data from ClimMob.

### 7. Cost-Effective & Simple Production:

- Black and white design keeps printing or copying costs low.

### 8. Short Meeting Time for Farmers:

- The layout might require more explanation, which could lengthen the session.

# Feedback session (Inclusive Design Lever team) -

## Main insights

— — —

### 1. Local equipment & conditions

- Offer alternative formats depending on equipment? - E.g. distribution via WA, black and white/coloured version
- Durability of the materials - laminate sheet?

### 2. Recognizing farmers' contribution & adding value

- Offer participation certificate AND feedback sheet separated - diploma as token of participation, feedback sheet with info on varieties - educational function
- Should the sheet contain performance metrics of the farmers? E.g. x data points delivered, x hours of trial etc.
- Add management advice/ cultivation techniques? Could be an option in ClimMob (like providing information regarding access to seeds)
- manage expectations: include remark on the availability, potentially person of contact AS OPTIONAL for implementer to fill and appear on feedback sheet

### 3. Icons

- Plant-specificity matters. Avoid generalized icons when illustrating traits like pest resistance
- Localizations: Do we design for West Africa first? Universality of icons?

# Prototypes 1.1

Farmer feedback sheet and diploma

NOV 2024

NOSSOMBOUGOU



### CERTIFICATE OF PARTICIPATION

AWARD TO

# Zoumana Diarra

FOR YOUR PARTICIPATION IN THE DEVELOPMENT OF NEW VARIETIES OF AMARANTH

THANK YOU



BREEDER

FIELD AGENT



Nov 2024

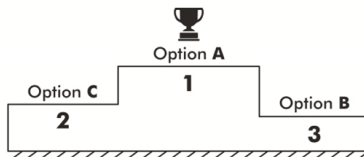


## Zoumana Diarra

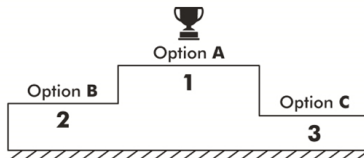


Nossombougou, Kodian

### Your Rankings



### Nossombougou Rankings



100 Farmers participated

Option A ●●●●○○○○○○○ 40 Votes

Option B ●●●●●○○○○○○○ 35 Votes

Option C ●●●○○○○○○○○○ 25 Votes

### Traits Rankings



Yield



Option A



Option C



Disease Resistance



Option A



Option B



Pest Resistance



Option A



Option C



Drought Tolerance



Option B



Option C



Marketability



Option C



Option B

### Recommendations

- Make furrows across the slope to help water soak into the soil and stop erosion.
- Mix crop stubble into the soil to keep more moisture.
- Plant after the rains have started and are steady.
- Do not burn crop residues because it causes erosion, dries out the soil, and reduces its quality.



This trial tested varieties that are not yet released and might take a while or not happen at all.  
**Thank you for being part of a scientific testing**



**For more info, please contact us:**  
mail@example.com  
+60 505 555 555

# Co-design session (Tricot implementers)

## Main insights

— — —

- Abstract leave icons were preferred - icons on ClimMob?
- Incomplete block design and how to consider
- variety names - complicated numbers, give them easy names, or use A.B.C
- Overall results should be selectable - region, country, agro-ecological zone as basis?
- What do farmers want? A clear localized recommendation what to plant
- Diploma was appreciated, importance of logos, maybe follow up beyond - 3 certificates makes a lead farmer - presented as example

**Beyond sheet:** Create talking points for field agent with all the info not on the sheet

**Fieldwork alternatives:** implementers get feedback from lead farmers (Stephen & Olamide offered) - January?