



Mobile Innovations for Agricultural Information Dissemination in Senegal: A Technological Perspective

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Abstract

Agricultural productivity in Senegal is influenced by information dissemination regarding best farming practices, weather forecasts, and market conditions. Mobile app development was guided by user-centred design principles. A mixed-method evaluation included surveys ($N = 200$) \wedge *focus group discussions with stakeholders*. The mobile app improved access to weather forecasts, increasing usage from 25% pre-app to 78% post-app deployment across all regions of Senegal. Mobile technology significantly enhanced farmers' knowledge on best practices through targeted information delivery. Further research should explore long-term impacts and scalability of the app in other agricultural contexts. Agricultural Information Dissemination, Mobile Technology, User-Centred Design, Weather Forecasting

Keywords: *African Development, Mobile Applications, Information Systems, Geographic Information Systems, Participatory Methods, Rural Communication, Precision Agriculture*

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