

Table: Examples of Open Coding

| Data Source | Raw Data | Notes | Code | Refined Code | Group |
|--------------------|---|--|--------------------------------|--|-------------------------------------|
| Interviews | <i>“Maybe <u>too much information, complicated design and too much colors</u> can make the apps attractive but <u>not usable</u>. My recommendation is to design the apps in a way that it feels <u>simple to use</u>.”</i> | Simple contents and design to make app more usable | Making the app simple | Customizing apps based on user literacy levels | Work process practices |
| Focus groups | <i>“Other than text, <u>images of different crop diseases and their symptoms</u> would be helpful for us as many of us are <u>not fluent in reading</u>. In fact, <u>video will be the best</u>.”</i> | Images and videos are preferred than text because of low literacy level | More visuals than text | | |
| Interviews | <i>“<u>Feedback analysis from values’ lens</u> is really important to know the values of the female farmers. I think a <u>new role should be introduced for this purpose only</u>. It can be a <u>dedicated team or person to analyze their feedback with both their technical and social knowledge</u>.”</i> | A new role to analyze feedback from values lens with technical and non-technical knowledge | New role for feedback analysis | Establishing a dedicated team/person for values concerns | Team structure and responsibilities |