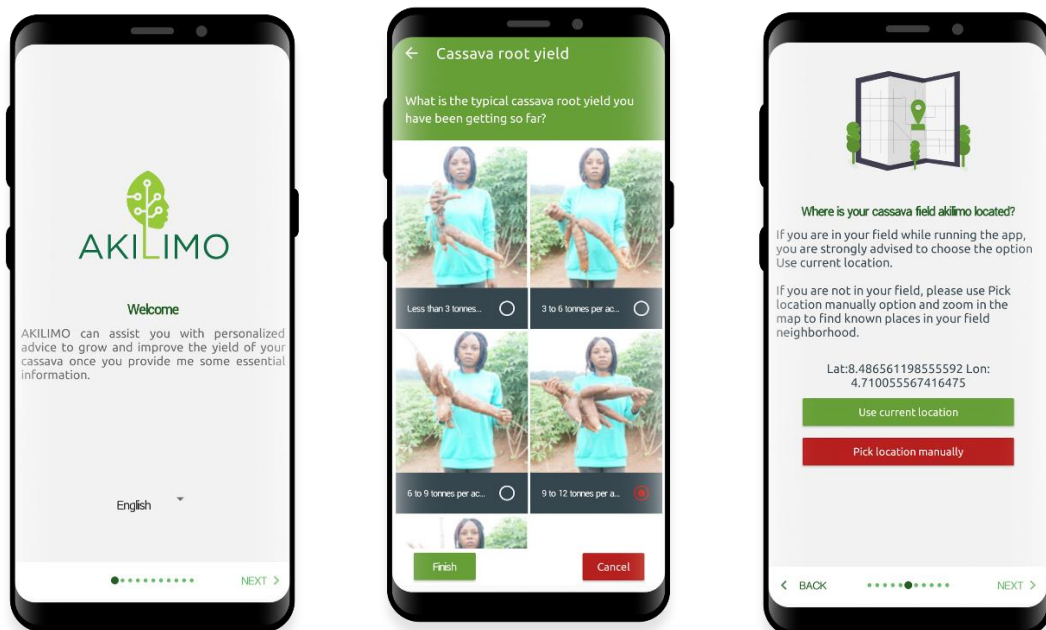




## AKILIMO: smart phone app to deliver tailored agronomic advice for cassava growers

A smart phone app, AKILIMO, is developed and published in google app store for partners and any cassava growers to download and use for free. AKILIMO provides tailored advice for small holder cassava farmers on fertilizer application, best planting and harvest time, best planting practices and intercropping. The android app provides advice for cassava growers in Tanzania and Nigeria where Africa cassava agronomy initiative , ACAI, project have been conducting field trials in the last five years.



The app also has gone through several reviews and updates to refine the user experience both in terms of logical flow of the content, what data is collected form users and how questions are formulated so that the use and uptake can be maximized.

The data analytics behind the tailored recommendations has also improved through time as more data and experience was gathered in the last five years. The first version that was fully developed based on literature review was through time replaced by best agronomic interventions and relationships of agronomic factors observed on the field. Combined with data from field trials, several GIS based soil and weather data are used to develop the content of the AKILIMO app. The data analytics combines advanced statistical models, geospatial and machine learning techniques. The android app is currently in its last phase adding a functionality to collect user feedback to measure use and uptake. This tool will be used by partners to advise farmers during the next cropping season in the two countries.