

Service ID

S00245

**Location**

Spain, At user's premises, Remote

User Experience (UX) Evaluation

Provider service

Universitat de Lleida

Link to content<https://agrifoodtef.eu/services/user-experience-ux-evaluation>**Type of Sector**

Arable farming, Food processing, Greenhouse, Horticulture, Livestock farming, Tree Crops, Viticulture

Accepted type of products

Design / Documentation, Physical system, Software or AI model

Type of service

Conformity assessment, Performance evaluation, Test design, Test setup, Text execution

Description

This service is offered by the UsabiliLAB, which specializes in advancing the usability and accessibility of interactive products and services. The service helps companies, particularly SMEs, develop AI and robotics solutions that are not only innovative but also more efficient, effective and user-friendly, while considering their accessibility. The UsabiliLAB offers assessments and provides actionable insights to enhance usability and accessibility across various platforms, including:

- Web Pages:** we evaluate and refine agricultural web platforms to make them more intuitive and accessible.
- Mobile Applications:** our detailed assessments help improve the usability of mobile apps, making them more user-friendly and accessible to a wider audience.
- Other Interactive Products:** from software interfaces to agricultural machinery, we analyze and improve any product with a user interface, ensuring that they are easy to use and meet the needs of your target audience.

How can the service help you

This service helps companies to enhance the usability and accessibility of their AI and robotics solutions, resulting in more intuitive, user-friendly, and accessible products across web pages, mobile applications, and other interactive products in the agri-food sector.

How the service will be delivered

We use a combination of UX evaluation methods, including qualitative (user interviews, focus groups, think-aloud protocols), quantitative (surveys, usability testing, usage data, eye tracking) and mixed methods (card sorting, heuristic evaluation, cognitive walkthroughs), as well as other specialized techniques (heatmaps, persona development, affordance analysis).

Service customisation

The service can be customised for your specific product.