

Service ID S00375



Location At user's premises, Spain

User Experience (UX) Testing of AI and Robotic Digital Tools in Agriculture

Provider service

Link to content

<https://agrifoodtef.eu/catalogue-of-services/user-experience-ux-testing-ai-and-robotic-digital-tools-agriculture>

Type of Sector

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

Accepted type of products

Design / Documentation, Software or AI model

Type of service

Performance evaluation, Test design, Test execution, Test setup

Description

This service focuses on testing how agricultural professionals interact with AI- and robot-based digital tools such as apps, dashboards or platforms. By observing real or simulated usage scenarios, we identify usability issues and provide practical recommendations. The evaluation is conducted using established UX methodologies, including heuristic evaluation, usability testing and user journey mapping. These techniques help ensure the product is intuitive, efficient, and aligned with the workflows of the agricultural sector. The objective is to support developers and technology providers in enhancing user satisfaction, facilitating adoption, and ensuring the effectiveness of AI and robotic solutions in real agricultural contexts.

How can the service help you

The service helps improve the usability and user satisfaction of agri-digital tools. By involving real end-users (such as farmers or agri-sector professionals) in the evaluation process, customers gain a clear view of how their product is perceived and used in practice. by its target users, This enables them to make informed decisions about interface redesign, functionality, and interaction patterns.

How the service will be delivered

The evaluation approach can be adapted to different platforms (web, mobile, desktop), levels of digital maturity, and user profiles. Specific usability standards or sector regulations may also be integrated into the evaluation criteria.

Service customisation

The service can be delivered at the customer's premises, remotely or in testing facilities, depending on the context. It can be provided year-round, without seasonal limitations. Execution time ranges from 1 to 4 weeks, depending on tool complexity and the number of users involved. Test users are selected in collaboration with agricultural cooperatives, producer groups and sector associations. We can involve professional profiles with diverse roles, depending on the tool's target audience, and they may come from different linguistic or cultural backgrounds. The customer must provide access to the digital tool, basic usage documentation, and, if available, user profiles. The output includes a detailed evaluation report with findings, metrics, and recommendations.