

Service ID S00393



Location At user's premises, Netherla

User Acceptance Testing for Agrifood Technologies

Provider service

Wageningen University WUR

Link to content

<https://agrifoodtef.eu/catalogue-of-services/user-acceptance-testing-agrifood-technologies>

Type of Sector

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

Accepted type of products

Design / Documentation

Type of service

Business modelling, Desk assessment, Market research, Performance evaluation

Description

The User Acceptance Testing (UAT) service evaluates how well new technologies align with the needs, concerns, and adoption readiness of their intended users in the agrifood sector. Acceptance is influenced by multiple factors, including perceived usefulness, ease of use, trust, compatibility, financial readiness, and ethical considerations. Through a digital survey or structured interviews with potential end-users, this service captures perceptions and expectations in a systematic way. The collected data is analysed across acceptance dimensions and benchmarked where possible. The outcome is a structured report that includes a clear score profile, interpretation of user attitudes, and tailored recommendations to improve technology design, communication, and adoption strategies. By identifying acceptance barriers early on, innovators can reduce risks, strengthen market positioning, and increase the likelihood of successful deployment.

How can the service help you

Before the service, innovators may be uncertain whether their technology matches the expectations and willingness of potential customers. After the service, they receive a clear acceptance profile and recommendations that highlight strengths, concerns, and potential barriers. This helps innovators to adapt their solution, refine their business case, or better target their communication with customers and investors.

How the service will be delivered

The service can be tailored to different contexts and maturity levels. Customers may choose a shorter, lightweight survey for quick insights or an extended version covering a broad range of acceptance factors. Specific themes (e.g., environmental impact, trust, or financial readiness) can be emphasised depending on the innovation and its target group.

Service customisation

The service is delivered through either an online survey (short or extended) or structured interviews with potential users. Respondents score their views on a set of acceptance factors using a structured questionnaire. Analysis and interpretation are performed by experts, and the customer receives a professional report summarising the results, including acceptance scores per factor and recommendations for improvement. The service can be delivered remotely, with the option to complement digital surveys with face-to-face interviews.