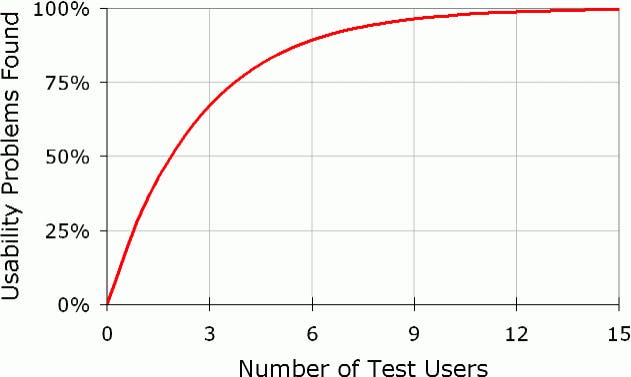
**User tests EU FarmBook**

**GOAL**

User tests are semi-structured interviews (qualitative research) conducted to detect the biggest usability issues of a (digital) product by letting the end user interact with the product and describe their thoughts and behaviors. With as few as 6 user tests (see figure below), 80% of the major usability issues can be detected. The semi-structured format of the user test allows the interviewer ask further questions when he/she hears interesting reflections from the user.



**PARTICIPANTS**

In total, 20 user tests will be performed over the 4 macro regions of the EU. Each region will test 5 specific end users with the following profiles.

* Young farmer (age 18 – 35)
* Middle aged forester (age 36 – 60)
* Middle aged farmer (age 36 – 60)
* Middle aged advisor (age 36 – 60)
* Older advisor (age 61 and older)

Ideally, a **gender division of 50% women and 50% men** is achieved to control for gender-related differences as much as possible. Additionally, the test will be carried out in the native language of the user as the platform will be multilingual.

On the SharePoint you’ll find a folder called “**User tests**” in T4.5 with an Excel-document called "**Checktable user tests**" for the recruitment of the participants to allow an overview.

**INVITATION MAIL**

Dear,

The light version of EU FarmBook digital platform is about to be launched! The EU FarmBook aims to allow farmers, foresters and advisors to share knowledge from EU-funded research about agriculture and forestry innovation in a user-friendly way. To continuously improve the user-friendliness of the EU FarmBook we will be conducting user tests to gather feedback from potential end users of the platform. We’d love to hear what you think about the first working version, and how we can improve it so users can get the most out of it.

What is a user test? It’s an online interview where you’ll go through the platform’s main pages and functions while we ask you some questions about your experience. And there are no wrong answers! We'll be testing the platform, not you. The user test will take a maximum of 1 hour in total and requires no preparation from your side.

If you are willing to help improve the EU-FarmBook knowledge platform by participating in a user tests and sharing your thoughts on it, please reply to this email! If you have any further questions with regard these user tests, don’t hesitate to contact me.

Kind regards,

Your name

**SCRIPT**

**Introduction**

**Introducing yourself, company & client + project (1-2 min)**

* *Hi, I'm (your name), (your role within the EUREKA project) for the EUREKA Horizon 2020 project, which aims at creating a digital platform for farmers, foresters and advisors to help them find information on the latest innovations and developments within agriculture and forestry.* [Tell a little bit about yourself and ask how they are doing. Just a brief introductory chat – whatever you think is appropriate – to “break the ice”]

**Explanation user test (2-3 min)**

* *Do you know what a user test is?*
* *Have you already participated in a user test?*
* *When we develop a digital platform, we can’t do it alone. We strongly believe in co-creation, which means that in addition to members of our project we also work with outside experts and potential users in the design process. That is why we would like to invite you today to take a look together at the platform to help us improve it.*

**Explaining the procedure (3-4 min)**

* *How does this work, exactly? It is quite straightforward: I am going to show some of the platform’s pages and features and ask you some questions about your experience.*
* *The whole exercise will take a maximum of 1h. Will this work for you today? Do you have any time constraints?*
  + [If they have time constraints, then ask them how much time they have; if it won’t be enough time (at least 30 min?) ask them if they can reschedule]
  + [If they have time] *OK great. We really appreciate your involvement to help develop the EU-FarmBook!*
* *It is important to know that that there are no wrong answers today. We want to test this website, not you.*
* *So it is also important that you give us your honest feedback – if you like something, but also if you think something is not so good or even bad. The more feedback we can capture now, the better the end result will be.*
* *And keep in mind that I did not design this platform myself, so you don't have to worry about hurting my feelings.*
* *For giving me feedback, it is best for me if you can think out loud as much as possible during the test. That way I can easily follow your thinking.*
* *And if you get stuck on something or if a question is not clear, don't hesitate to tell me and I will help you.*
* *This may seem like a lot of info, but I'm here to guide you today, so you'll be fine.*

**Introductory, contextual questions**

**Introduction participant (1-2 min)**

* *Can you briefly tell me a little bit about yourself?*
  + Personal characteristics (age, place of residence, job, digital strength)

**Introductory topic 1 (5-6 min)**

* *The first three questions relate to how you look for information and solve problems in your work or job, so not necessarily at home or for personal use.*
* Introductory **question 1**: *How often do you use the internet to look up information in order to solve a problem you’re faced with during your job?*
* Introductory **question 2**: *What websites or tools do you use to look for information?*
* Introductory **question 3**: *What are the biggest issues you encounter in this process?*

**Scenarios**

**SCENARIO 1: HOMEPAGE**

*Imagine that you typed in a question on Google and one of the search results led you to the EU FarmBook. You land on the homepage in the language that you used for your Google search.* (show homepage of the EU FarmBook - https://acc.eufarmbook.eu/)

**Question 1.1:** *If you only scroll through the page without clicking, what are your first impressions?*

**Question 1.2:** *Can you describe what you see on the page?* (only ask this if the participant hasn’t given a full description of what they saw during Question 1.1)

**Question 1.3:** *If you look at the top of the page, you’ll see a menu.* (Pause to give them time) *Can you tell me what you expect to find behind each category?*

**SCENARIO 2: SECTOR/THEME PAGE**

**Question 2.1:** (Still on the Home / Landing page) *Now let’s say you want to find information on (CATEGORY) that might be of interest to you: how would you proceed?* (the participant is allowed to start using the platform)

**Question 2.2:** If the participant uses the menu or the categories and lands on the sector/theme page, ask them to describe what they see. If the participant uses the search function, go to Scenario 5 and simply ask them the follow-up questions

**SCENARIO 3: DETAIL PAGE**

**Question 3.1:** *If* *you see an interesting video on this overview page, click on it and describe what you see next.*

**SCENARIO 4: LEAVE A COMMENT ON CONTENT**

**Question 4.1:** *You’d like to leave a comment on the video, how would you proceed?*

The user will have to register and log in.

**SCENARIO 5: SEARCH FUNCTION**

**Question 5.1:** *You’re looking for a specific practice abstract on \_\_\_\_\_ how would you proceed?*

**Question 5.2:** If the participant uses the search-function and lands on the search results page, ask them to describe what they see.

**Question 5.3:** If the participant hasn’t mentioned the search filters, ask them whether they noticed the search filters in first instance, and whether these are useful in second instance.

**If you went from Scenario 2 directly to Scenario 5, ask them to go to a sector/theme page and ask them to describe what they see!**

**SCENARIO 6: FINDING A PERSON WITH A LOT OF KNOWLEDGE**

**Question 6.1:** *You’re interested in finding someone with a lot of knowledge on \_\_\_\_, how would you find this person on the platform?* Different options are possible here, through an article, through the subnavigation, etc.

**SCENARIO 7: ASKING THE COMMUNITY**

**Question 7.1:** *You haven’t been able to find a proper answer to your question and would like to see if other members on the platform could help you, how would you go about asking a question to the other members of the platform?*

**Concluding questions**

**Concept (5 min)**

What do you find of the idea of this platform now that you’ve been able to use it a bit?

**Elaboration (5-10 min)**

* Did you find the platform easy to use?
* What do you think about the look & feel of the platform?
* If you could change one thing about the platform, what would it be?

**Closing and thanking**

**REPORTING THE RESULTS OF THE USER TESTS**

It is recommended to record the screen and audio of the participant and take notes during the user test (if possible, print the script and leave some room for notes as this will make it easier to report later on).

On the SharePoint you’ll find a folder called “User tests” in T4.5 with an Excel-sheet called "Reporting user tests" containing the profiles of each user per region. It is important to note whether the participant was able to complete the scenario or not, and which comments they gave to which questions.