

**Service ID** S00245



**Location** At user's premises, Remote,

## User Experience (UX) Evaluation

### Provider service

Universitat de Lleida (UdL)

### Link to content

<https://www.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

Collection of test data, Conformity assessment, Desk assessment, Test design, Test execution, Test setup

### Description

This service is offered by the UsabiliLAB, which specialises 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-friendlier, while considering their accessibility. The UsabiliLAB offers assessments, including conformity regarding relevant standards, 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 analyse 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 for the agri-food sector or interfaces.

## **How the service will be delivered**

The service can be customised for your specific product.

## **Service customisation**

The service will be delivered through a combination of UX evaluation methods, including qualitative (user interviews, focus groups, think-aloud protocols, etc.), quantitative (surveys, usability testing, usage data, eye tracking, etc.), and mixed methods (card sorting, heuristic evaluation, cognitive walkthroughs, etc.) and other specialised techniques (heatmaps, persona development, affordance analysis, etc.).

This includes conformity assessment of UX aspects regarding general accessibility and usability standards, such as ISO 9241, covering ergonomic requirements for user interfaces. In addition to standards specific to agricultural machinery, like ISO 18497 or the EU Machinery Regulation (2023/1230), they all apply to ensure that agricultural machinery interfaces are usable and reduce cognitive and physical load on operators.