Report on assessment of the prototype of the user interface in the project Organic-AgriWare: an application for the organic agriculture community

Purpose
The purpose is to gather input from the respondents who had taken part in the preliminary phase of the project delivering a new user interface for Organic Eprints. The input provides inspiration for the completion of the user interface.

Method
The interviews took place as open, informal and unstandardized interview. All were interviewed either in person or over the phone in front of their PC using the user interface. The interviews were conducted in the summer of 2016. Prior to the interviews, respondents were contacted by mail or telephone and the time of the interview were agreed. They received a link to the user interface. The interview took place as an informal conversation in which their comments were recorded on paper or PC. The interviews were not taped. Notes from the interviews were read aloud and confirmed during the interviews. The analysis of the interviews consisted of a compilation of the comments received. It is not a scientific statistical analysis, but a written formulation of how the respondents perceived the user interface. Six interviews were conducted.

Respondents
Respondents working either at the Danish national agricultural advisory center, SEGES or are farmers / local organic farming advisors. They have specialized in livestock and crop production.

Immediate impression
The user interface is inviting and easy to use. It looks more user-friendly than the current interface and is more self-explanatory.

Design and layout
There were different attitudes to design and layout. In general, respondents were positive or neutral about layout and design. It looks modern, and they liked the icons. However, it can be hard to read the small print below the icons. It is better on "browse". It is a difficult color to read. One respondent felt that the layout was not particularly inviting.

Three main entrances
There was general agreement that the three "entrances" (farmer, advisor and researcher) were satisfactory. There was some doubt about what content the three entrances filter.

Navigation and search
Navigation was seen as satisfactory, and intuitive. However, there was a suggestion about dividing livestock species. One respondent wondered that several words in the search yielded more results, not fewer. There was satisfaction with filters, especially filters on author and language.

Main services / data solution
The primary objective is to find relevant articles written by important authors. It is also important that the interface present popular articles from example magazines which cannot be found elsewhere.

Using the current Organic Eprints

There was not very widespread use of the existing Organic Eprints interface among the respondents. The respondents currently use a variety of methods to search the web for relevant articles. The following was mentioned: Google, LandbrugsInfo and Science Direct.

New database option
There was a genuine desire to use the new user interface among the respondents if it is finalized.

Improvement
There was a comment that the "sheep" icon should be changed to another "livestock" icon when it comes to the "livestock" icon.
There was suggestion that the filters could divide livestock species.
There was a suggestion that search profiles based on IP address could be saved. It should include language selection.
Some respondents suggest more information about the search function and the ability to combine the search function. It may appear from the front side.

Background
SEGES take part in the international EU project "Organic-AgriWare: an application for the Organic Agriculture Community" (5149-00006B). The project, covering Organic Eprints and a new user interface is supported by Smart Agri Food. Organic Eprints is the sixth largest archive on agriculture in the world. It is created on a Danish initiative in 2002 and run by the International Centre for Research in Organic Food Systems. SEGES and ICROFS participate in the project based on ICT Agri funds. The Greek IT company Agro Know develops the user interface. SEGES works with test of the user interface among advisors and farmers. On the 25th of September 2015 Giannis Stoitsis, Agro Know announces that the project did not come to the next stage. He writes: "This means that we will not receive the funding for the second and third phase of the project."

Ilse Rasmussen ICROFS and Allan Leck Jensen, Department of Engineering, Aarhus University agreed at a meeting on the 18 of March 2016 to complete the Danish part of the project. SEGES was to test the prototype interface among the respondents who previously have provided input to the interface. The idea is that if the Greek IT company Agro Know is able to find funds to finish the interface, then they will have a fruitful user feedback. This report is the assessment of the respondents to the prototype from Agro Know which can be found here, http://organic-agriware.agroknow.gr/

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