



# EURAKNOS

European Knowledge repository for best agricultural practices

THE FARMBOOK PLATFORM PROTOTYPE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817863.

Laurens Van der Cruyssen, WP4  
Leap Forward Group, Belgium

# SUMMARY

- EURAKNOS? EUREKA? Farmbook? What's the difference, Laurens?
- How did we get to this prototype?
- The prototype
- Q&A



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# EURAKNOS? EUREKA? FARMBOOK? WHAT'S THE DIFFERENCE, LAURENS?

05/02/2021

THE FARMBOOK PLATFORM PROTOTYPE— LAURENS VAN DER CRUYSSSEN, WP4



**EURAKNOS**

# EURAKNOS? EUREKA? FARMBOOK? WHAT'S THE DIFFERENCE, LAURENS?

- **EURAKNOS**
  - Thematic networks
  - Proof of concept
  - Wireframes
  - Visual representation of the Farmbook
- **EUREKA**
  - Multi Actor Projects, Thematic Networks, Operational Groups,...
    - Different scope, different problems
  - Extended user research
  - MVP
  - User tests
  - Recommendations towards further development of the Farmbook



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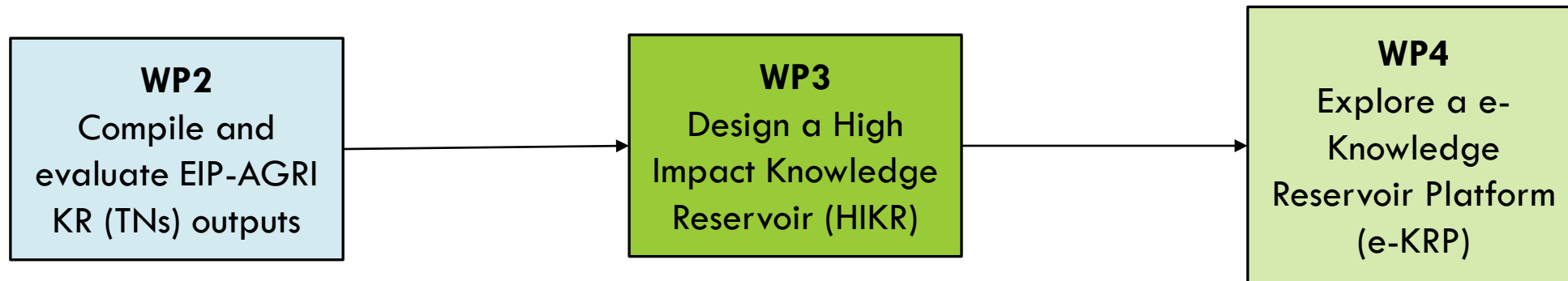
# HOW DID WE GET TO THIS PROTOTYPE?

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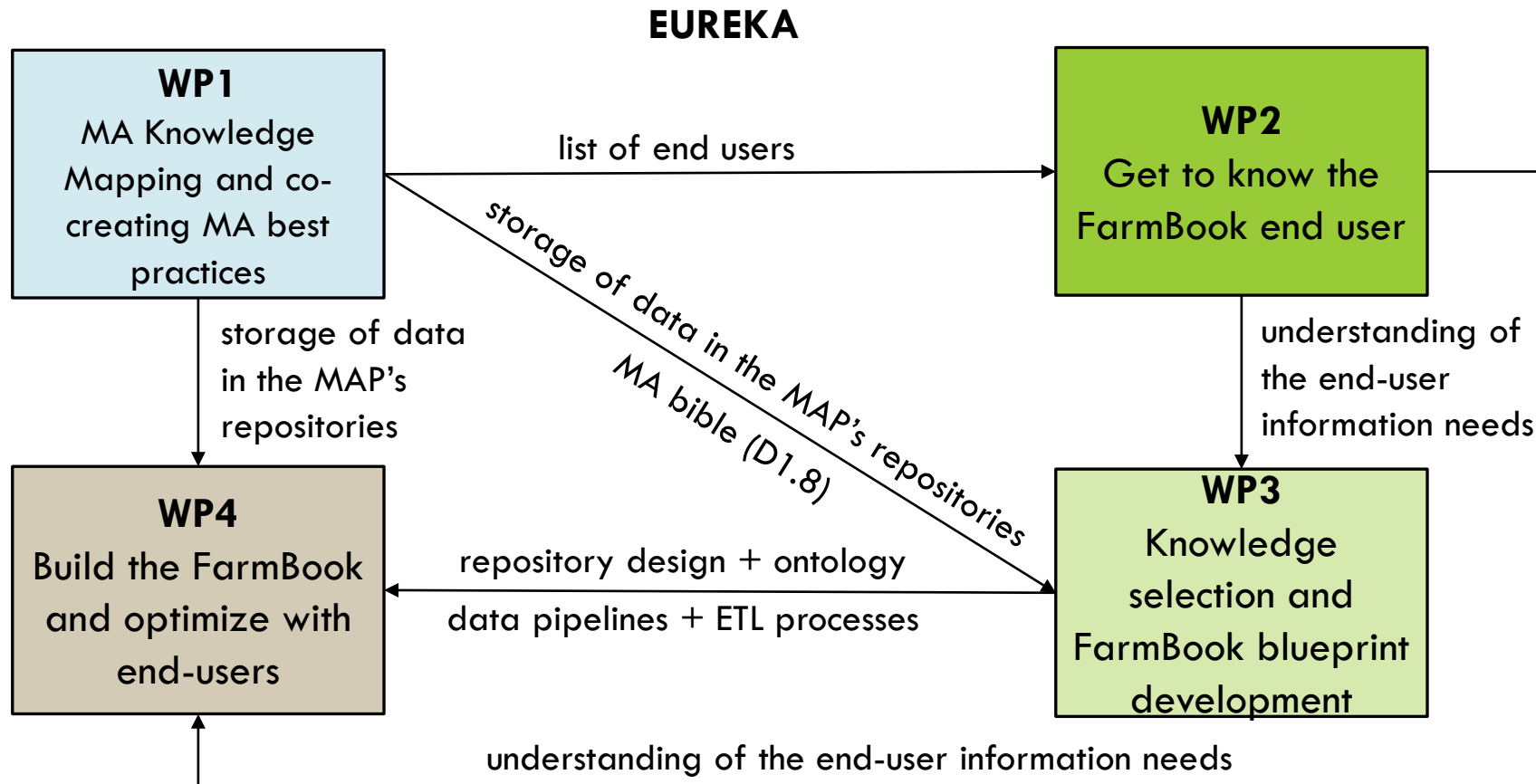
## EURAKNOS





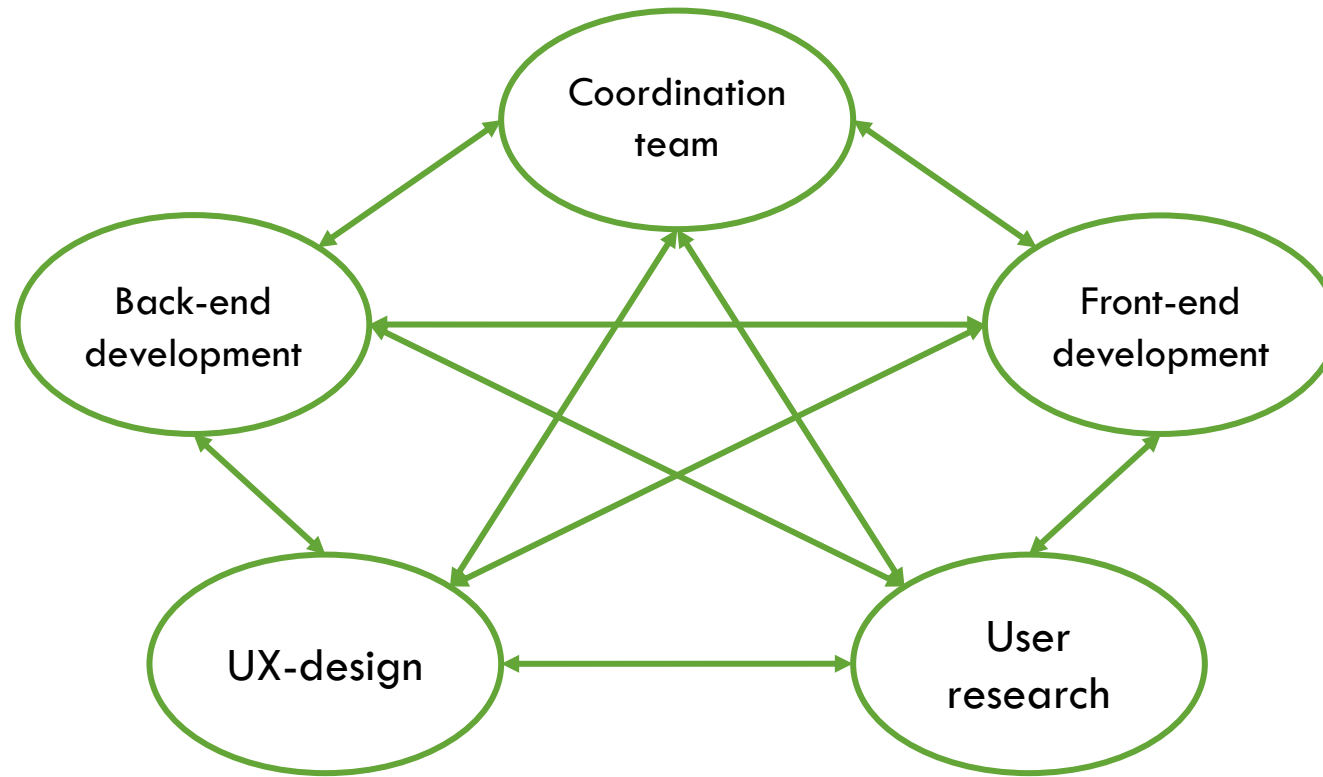
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# HOW DID WE GET TO THIS PROTOTYPE?



# HOW DID WE GET TO THIS PROTOTYPE?

Working in an collaborative way



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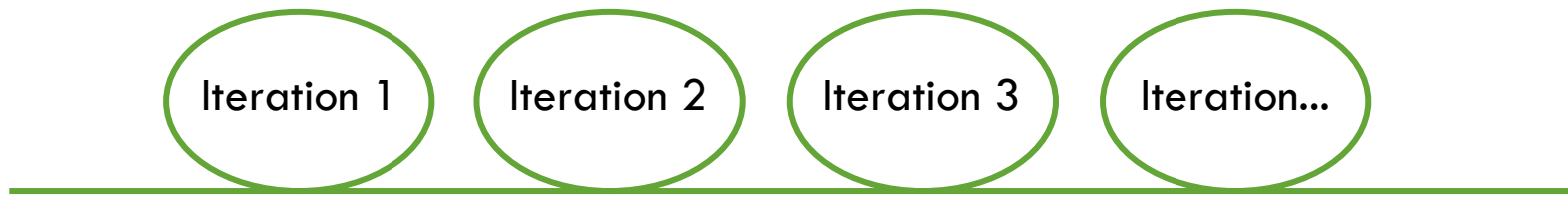


# HOW DID WE GET TO THIS PROTOTYPE?



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Working in an iterative way



Each iteration raises new questions...  
and improves the platform



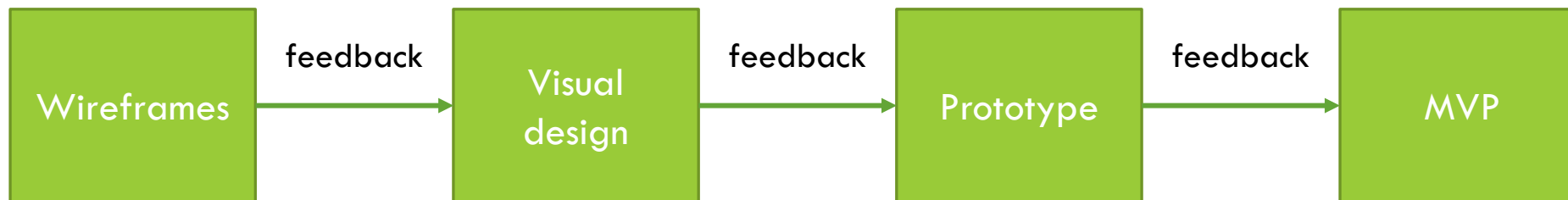
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# HOW DID WE GET TO THIS PROTOTYPE?



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Working in an sequential way

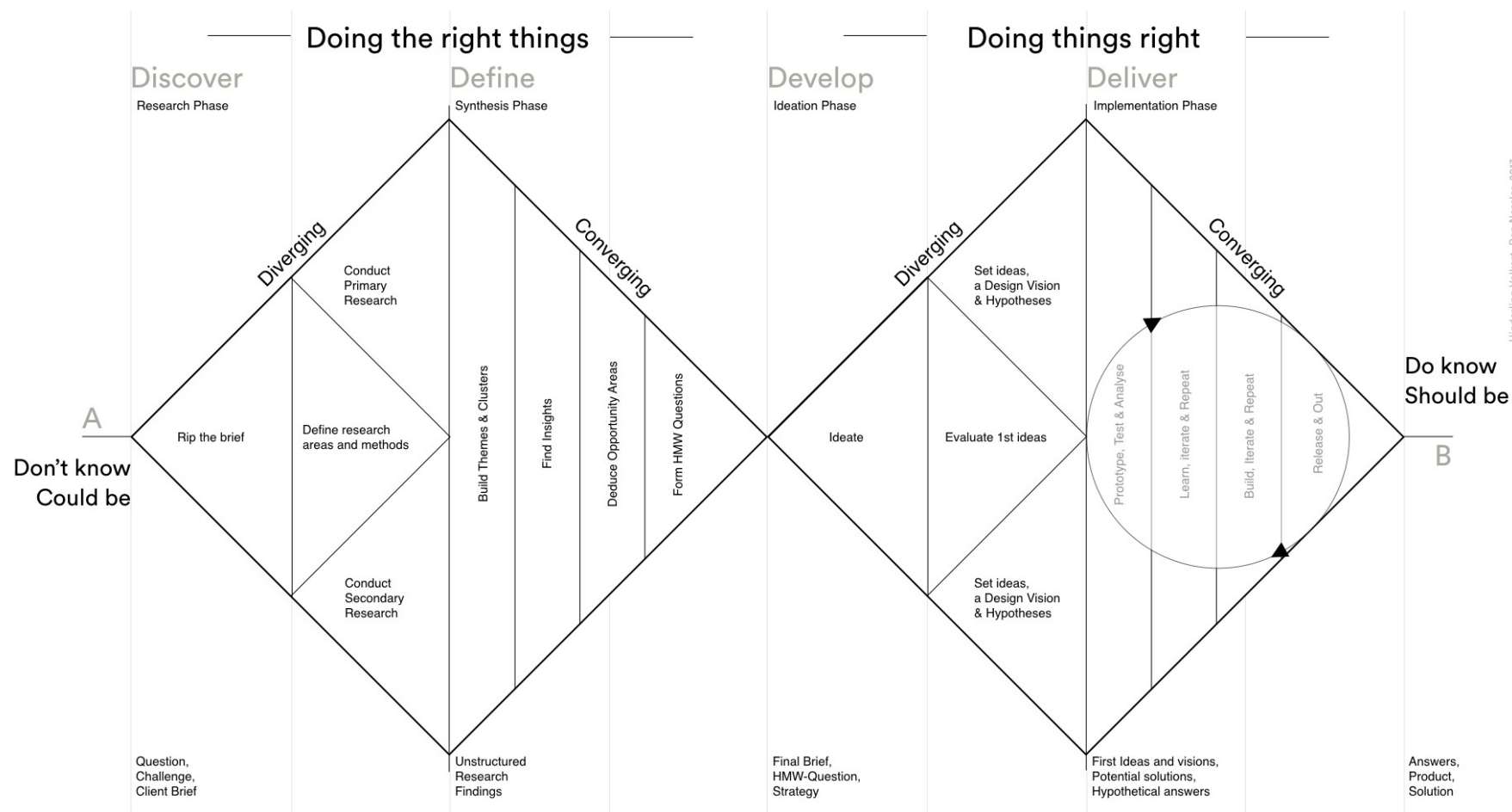


*“Test, test, test, test...”*

*Tedros Adhanom Ghebreyesus*



# HOW DID WE GET TO THIS PROTOTYPE?



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# HOW DID WE GET TO THIS PROTOTYPE?

- How do we generate feedback?
  - Wireframes: Team meetings
    - Concept
    - General navigation
    - Layout
    - First visual design
  - Prototype: Consortium meeting
    - General and detailed feedback before development
  - MVP: User tests with end users
    - Concept
    - Usability (e.g. subnavigation)
    - Technical issues during development



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# THE PROTOTYPE

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- What is a prototype and why can it be rather frustrating?
  - Not a real website or application
  - It's like a more interactive powerpoint presentation
  - Every page is an image which you can click on
  - You simply can't click on everything (frustrating!!!)
  - Easier to collect feedback!
  - But this is much easier to adapt during the design phase than a developed prototype

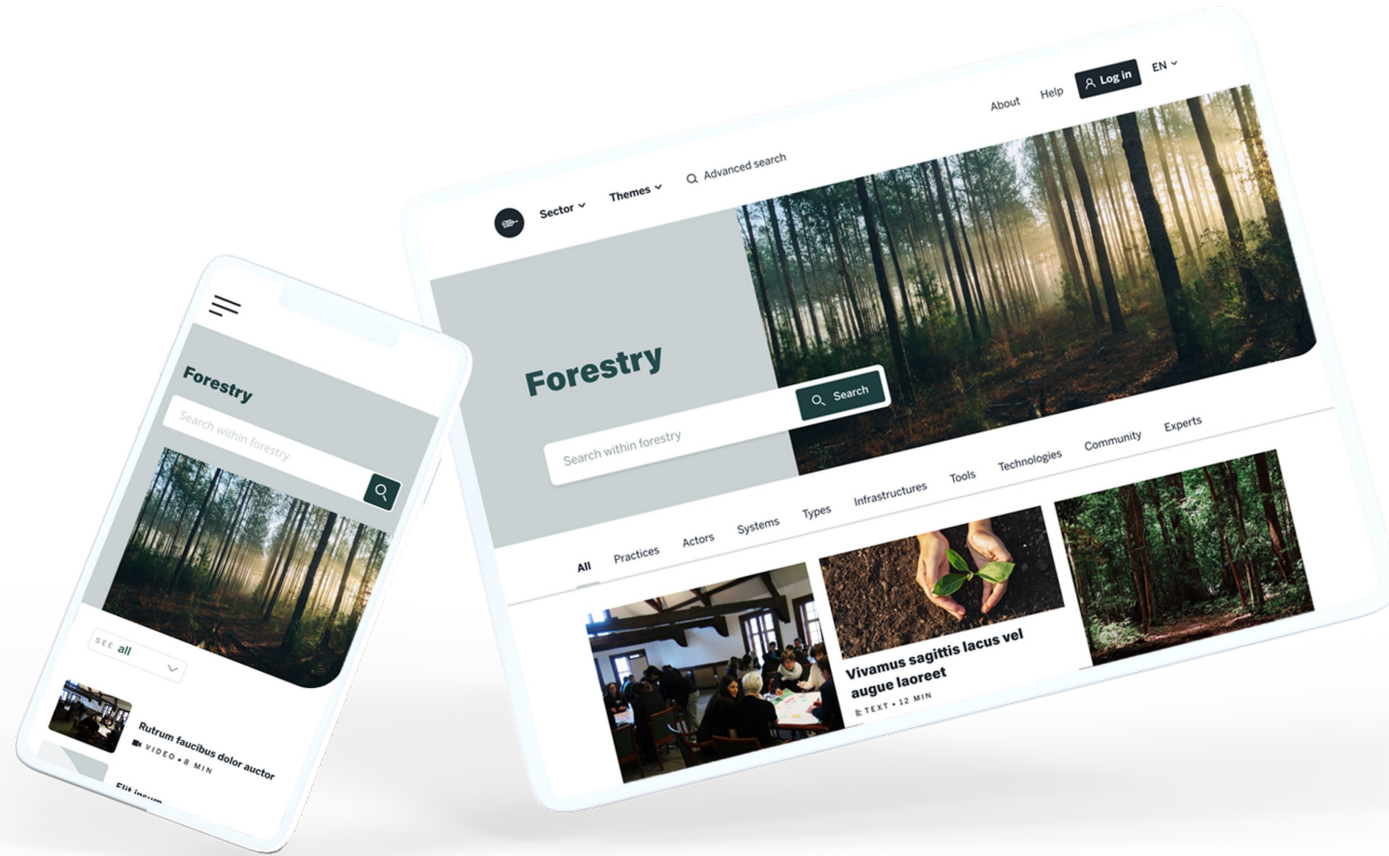


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# THE PROTOTYPE



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## Q&A



THANK YOU FOR YOUR  
ATTENTION!



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