



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,
Reusable and Shareable

FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°3

Defining the needs of a digital platform used by agricultural advisors



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n°3

Context

A digital platform for use by the farming community, especially advisors, is being developed in the FAIRshare WPI. The primary goal of the FAIRshare's platform is to host an Inventory of DATS, and for this purpose, a data acquisition process was followed:

- to facilitate the process, a detailed but concise questionnaire was created, with the aim to provide all substantial information and resources which best describe a DATS
- real examples of existing DATS were used, in order to validate how they would fit the needs of the questionnaire
- the questionnaire was transformed in an online form, designed to be user-friendly and structured thematically for better navigation
- after the design process, mockup screens were designed for the online form and the basic DATS details page to help the end-users visualize the expected platform pages and to receive their feedbacks.

Recommendations

When thinking about a methodology for defining the needs of a digital platform used by agricultural advisors, it is important to discuss the following questions:

- the scope and variety of DATS on the platform
- the definition of providers of the DATS and potential users of the platform
- the definition of the users' needs and benefits from the platform
- the amount and type of information required and how to acquire it
- the communication and dissemination strategies for engaging as many users as possible from the beginning.



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Consortium

