

Test and validation

Name: User acceptance testing

Status: method available



Stakeholder impact

Problem Owner:

Wageningen Social & Economic Reserach

Involved:

Technologie ontwikkelaars

More information?

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Open Field
Cultivation



User Acceptance Testing (UAT) for agrifood innovations

Within NXTGEN Hightech Agrifood, an extensive User Acceptance Testing methodology has been developed to assess how end users evaluate and adopt new digital and technological solutions. The methodology helps to understand how farmers, growers, advisors and other chain partners experience technology, which barriers they encounter, and which factors strengthen their willingness to adopt new solutions.



Broad knowledge question

How do stakeholders experience new agrifood technologies, which factors stimulate or hinder adoption, and how can developers and companies better align their innovations with the needs, perceptions and day-to-day practices of users?

Approach

The methodology consists of an extensive User Acceptance Test (UAT), based on more than 20 scientific publications. The methodology includes:

- Pre-acceptance elements such as attitude, intention and willingness to innovate
- User experiences including ease of use, functionality, trust and perceived risks
- Long-term effects such as productivity, economic impact, sustainability and emotional attitude

Objective

The objective is to systematically gain insight into user acceptance and adoption behaviour, enabling technology developers, industry partners and policymakers to better align innovations with the needs, concerns, infrastructure and realities of the agrifood sector. The UAT supports the development of user-centred technologies and effective adoption strategies.

Results and reflection

The UAT reveals which factors contribute most strongly to acceptance, including trust, ease of use, financial feasibility, observability, support, and the extent to which technology fits existing working methods. The methodology also clearly identifies the barriers users experience, such as complexity, risk perception, data privacy concerns, costs and ethical considerations..

The [report](#) can be found at doi: [10.18174/712902](https://doi.org/10.18174/712902)

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