

EUREKA

European Knowledge Repository for Best Agricultural Practices

D2.3. Report on end-user archetypes, end-user journeys and validation workshops



Task 2.3 - Conclusions & mapping ideal user journeys

Summary

This deliverable report presents the results from validation workshops which were conducted with potential end-users of the “FarmBook” knowledge platform. The objective of Task 2.3 was 'to make the end-user archetypes (personas) 'come alive' and provide input for the design (WP3) and actual build (WP4) of the interface development'. This work was carried out in the period November 2020 to January 2021 and builds on the work carried out in T2.1, 'Review of end-users into archetypes to identify information needs and barriers', the deliverable D2.1 report (EUREKA end-user categorisation and Segmentation), T2.2, 'Develop detailed understanding of the end-user information needs and barriers (through end-user journeys) per archetype' and D2.2, 'Report (and visualisations) on end-user archetypes and end-user journeys.'

A total of 6 validation workshops were conducted with end-users from four macro-regions across Europe, in which the drafts of 16 archetypes and user-journeys were presented, and feedback was given by participants. Additionally, 2 archetypes were presented during the EUREKA Winter Consortium meeting (January 12-14, 2021) to collect initial feedback from within EUREKA.

The archetypes and user-journeys in this report have been updated taking into account the important feedback provided by participants in response to the drafts presented to them during the validation workshops. This has helped to ensure that the final archetypes and user-journeys presented in this report accurately reflect typical users across EU macro-regions.

Deliverable Number		Work Package	
2.3		WP2	
Lead Beneficiary		Deliverable Author(s)	
LFG		Laurens Van der Cruyssen	
Beneficiaries		Deliverable Co-Author(s)	
NAK, NAIK, RAU, ZTLO, ARC, IDELE, 3APT		Szabolcs Vago, Emily Bull, Lisa Williams van Dijk, Tyler Arbour	
Planned Delivery Date		Actual Delivery Date	
31/10/2020		31/01/2021	
Type of Deliverable	R	Document, report (excluding periodic and final reports)	X
	DEC	Websites, patents filing, press & media actions, videos	
	E	Ethics	



Dissemination Level	PU	Public	X
	CO	Confidential, only for members of the consortium	





EUREKA



Content

List of figures	5
List of tables	5
List of abbreviations and acronyms.....	5
1. Introduction.....	7
2. Methodology	9
2.1. Validation workshops	9
2.2. Consortium meeting	9
3. Validation workshop results	10
3.1. Information of validation workshops	10
3.2. Feedback collected during validation workshops.....	11
3.3. Feedback collected during the consortium meeting	11
4. Final archetypes and user journeys	13
Annex A. Output from Mentimeter from validation workshops	15
Annex B Output from Mentimeter from the consortium meeting.....	34
Annex C Final archetypes and user journeys.....	38

List of figures

Figure 1: EUREKA's concept and methodology	7
Figure 2: Map of Europe showing the four macro-regions defined for this study.....	8

List of tables

Table 1: Overview of workshop participants per workshop and their affiliation with the EUREKA project	10
Table 2: Overview archetypes and user journeys presented per workshop	10

List of abbreviations and acronyms

EIP-Agri	Agricultural European Innovation Partnership
EU	European Union
H2020	Horizon 2020
KIP	Knowledge Innovation Panel
MA(A)	Multi-actor (approach)
MAP	Multi-actor project



T	Task
TN	Thematic Network
WP	Work Package



1. Introduction

EUREKA is an EU-funded research and innovation action that aims to help ensure the longer-term accessibility and wider use of the practical knowledge and innovative solutions that are generated by Horizon 2020 multi-actor projects by the end-users: farmers, foresters, advisors, and other actors within agriculture and forestry. Partners from 16 EU member states and 48 supporting organizations have been brought together to co-create an EU-wide agricultural knowledge base in the form of an open-source e-platform, which we are calling the “FarmBook.” This interactive knowledge platform will address the needs and improve the connections between two main user groups: MA project partners and end-users (farmers, foresters, advisors, scientists, policy makers...).

To realise this, the EUREKA project will analyse the knowledge supply from multi-actor projects in Work Package (WP) 1, as well as the knowledge demand through profiling the needs of the users of this knowledge (WP2), to make recommendations for the better sharing of Horizon 2020 research outputs (Figure 1). This analysis feeds into the knowledge evaluation, the selection of data and features, and FarmBook blueprint development (WP3) to build the open-source online platform and optimize it together with input from the target users (WP4). EUREKA’s ultimate aim is to build a FarmBook e-platform to present this knowledge and innovation in an accessible, easily searchable, and open-source way that is available long-term to a broad range of relevant users. Throughout the project, there is active engagement with the multi-actor project community (WP5) to select the most relevant, high-impact knowledge and innovations for meeting the practical needs of farmers, foresters, and other actors from agriculture and forestry sectors.

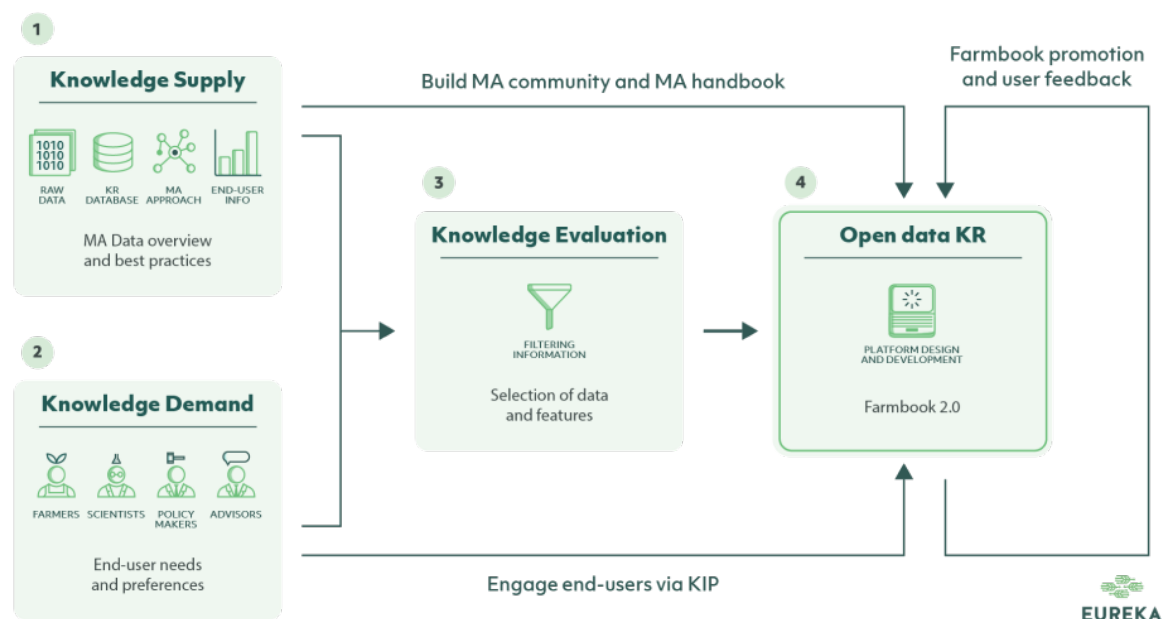


Figure 1: EUREKA’s concept and methodology

A good understanding of end-user information needs is essential to the design of the FarmBook. These needs include preferred channels of communication, as well as challenges faced in finding the most useful knowledge or data. Such understanding will inform the actual design of the FarmBook and allow selection of the most effective communication and dissemination channels to promote EUREKA outputs. Work Package 2, ‘Get to know the FarmBook end-user,’ focusses on identification of this knowledge demand through the development of profiles of potential end-users and different user ‘archetypes’ defined by several underlying key variables such as sector, region, education level, access to infrastructure, gender and age. The resulting archetypes and their ‘user journeys’ taken when

searching for desired information are used to inform the design of FarmBook. Special attention is given to regional differences between European geographic regions. Four macro-regions are defined to ensure geographical coverage in WP2. This clustering of countries aims to capture the socio-cultural and economic differences (and commonalities) between the regions. Figure 2 shows the four macro-regions defined for the purposes of this project: Nordic-Baltic, Danube/Balkan, Mediterranean, and Atlantic/North Sea.

The first task in WP2, Task 2.1, was the categorisation of end-users into archetypes to identify information needs and barriers, see deliverable report D2.1. This Task included a general segmentation exercise to identify the main end-user categories: advisors, farmers, foresters, researchers and policy makers.

Based on this segmentation, in T2.2 user archetypes with associated user journeys were developed with input from end-users via one-on-one (online) interviews (10 per regions, 40 interviews in total) and surveys (500 to 1000 per region, total 3000 to 4000 respondents). These regional interviews contributed to a better understanding of the end-user's needs, preferred channels, and challenges. The interviews also provided key inputs for the design of the end-user "validation survey" (also part of T2.2). Through the survey, further insights were gained related to the end-user's online knowledge culture, information sources and preferred features of online tools. Finally, the information from the interviews and survey was analysed to develop at least 14 end-user archetypes in total: Six farmer archetypes, six advisor archetypes, one scientist archetype and one policy maker archetype. This level of differentiation is key to ensuring that the platform meets the needs of a broad, diverse user base from across Europe. D2.2 presented a summary of regional interviews and the survey followed by the initial (draft) end-user archetypes and the 'journey' they typically take when interacting with a (digital) service in seeking information (see D2.2).

The objective of T2.3 was to validate the draft archetypes and user journeys created in D2.2. This final deliverable report for T2 will present the validated visual archetypes and their associated user journeys. The methodology employed for the validation workshops is described in section two, followed by a summary of the feedback from validation workshop participants in section three. The final archetype and user journey visuals can be found in section four.



Figure 2: Map showing the country-level breakdown for the four macro-regions (different colours) defined for the purposes of this study.

2. Methodology

2.1. Validation workshops

The output presented in D2.2 was transformed into 16 visual archetypes and user journeys by a visual designer and presented during validation workshops (excluding researcher and policy maker archetypes; see next section). Due to the number of archetypes and journeys developed, each workshop looked in detail at 3 archetypes and their associated journeys. Each participant received the 3 archetypes and associated user journeys prior to the workshop so that they could familiarise themselves with the layout and identify any questions for the facilitators prior to the workshop. During the validation workshop, the participants received an introduction of the EUREKA H2020 project, an overview of the work previously performed in WP2, and explanation of the purpose of the archetypes and user journeys. Subsequently, each archetype and related user journey was presented, and feedback on how to improve both was collected through Mentimeter and discussed as a group with the participants. Each validation workshop was closed by giving participants a chance to provide general feedback and inform them of the next steps within the EUREKA H2020 project. The feedback received from validation workshops was processed by members of WP2 and suggestions on how to improve the archetypes and user journeys were implemented in order to achieve the final archetypes and user journeys described in this report.

2.2. Consortium meeting

The output presented in D2.2 (specifically the researcher and policy maker, the only two personas not presented during the validation workshops; see section above) was transformed into visual archetypes by a visual designer and presented during the EUREKA H2020 Winter Consortium meeting. During the consortium meeting the members received an update on the work performed in WP2 and the purpose of the archetypes and user journeys. Subsequently, each archetype was presented, feedback on how to improve the archetype was collected through Mentimeter and discussed as a group with the members. The feedback received from consortium meeting was processed by members of WP2 and suggestions to improve the archetypes were implemented in order to achieve the final archetypes described in this report.

3. Validation workshop results

3.1. Information of validation workshops

The six validation workshops were held on 19-20 January 2021. Each workshop took about two hours and was attended by both invited end users and consortium members (Table 1). Invited users included those involved previously in T2.1 workshops and T2.2 interviews as well as through promoting the event on Twitter and through email distribution to members of the EUREKA Knowledge Innovation Panel (KIP).

Table 1: Overview of workshop participants per workshop and their affiliation with the EUREKA project

WORKSHOP	DATE	NUMBER OF END USERS	NUMBER OF CONSORTIUM MEMBERS
FARMERS 1	19/01/2021	6	6
FARMERS 2	20/01/2021	8	7
FORESTERS 1	19/01/2021	6	5
FORESTERS 2	20/01/2021	8	5
ADVISORS 1	19/01/2021	6	5
ADVISORS 2	20/01/2021	8	6

The selection of which archetype to present during which validation workshop (Table 2) depended on the profiles of the invited end users and attempted to match these profiles to the presented archetypes as much as possible. For example, the archetype of the older farmer was presented to both farmers and advisors given the increased dependency of the older farmer on the advisor. Additionally, the public forestry advisor was also presented twice to foresters and forestry advisors as this was an archetype for which the WP2 members felt more feedback was required.

Table 2: Overview archetypes and user journeys presented per workshop

WORKSHOP	DATE	ARCHETYPE & USER JOURNEY 1	ARCHETYPE & USER JOURNEY 2	ARCHETYPE & USER JOURNEY 3
FARMERS 1	19/01/2021	Older farmer	Organic farmer	Precision farmer
FARMERS 2	20/01/2021	New entrant	Livestock farmer	Student farmer
FORESTERS 1	19/01/2021	Young forester	Middle-aged forester	Public forestry advisor
FORESTERS 2	20/01/2021	Office forester	Public forestry advisor	Private forestry advisor
ADVISORS 1	19/01/2021	Young male farm advisor	Young female farm advisor	Public farm advisor
ADVISORS 2	20/01/2021	Private farm advisor	Livestock advisor	Older farmer

3.2. Feedback collected during validation workshops

The feedback collected through Mentimeter is available in Annex A.

3.3. Feedback collected during the consortium meeting

The feedback collected through Mentimeter is available in Annex B.





4. Final archetypes and user journeys

The final archetypes and user journeys are available in Annex C.





Annex A. Output from Mentimeter from validation workshops

New Entrant

How can we improve this persona and journey?



She is maybe a bit too perfect :)

The size of the problem is not quite clear as the farm size has not been mentioned - is this the only plot? The solution seems a bit too easy.

May be you can invert problem an solution...

I prefer more information about the farm...

very good but too idealistic "persona"

Fence would be a more productive solution than discussing with the neighbour

maybe some protocols to follow should be available for emergency situations

some protocols should be available for emergencies

very good. Real Young student farmer



Organic farmer**How can we improve this persona and journey?**

consumers/clients collective: how to make optimal use of their knowledge?

she has a healthy lifestyle

Farming activities Journal

certification (EKO) scheme: practical implementation of the new technique, so that others see it in the 'acceptance menu'

Realistic, good profile and journey!

she gets her knowledge about organic farming from social media (Facebook groups)

I don't understand how brown mustard is a touchpoint? How should I understand the touchpoints?

Maybe I missed this: is there anything on the size of her farm and if she is the only one working there? Since there was mention of her family.

Usually that kind of person - frequent Internet users. She is reading a lot, watching videos a lot. In addition she is active in social media as well, being active subscriber in many Organic production groups (as it is good source of information).

**How can we improve this persona and journey?**

If she is comfortable with using the internet, she could also benefit from searching and sharing on related organic farming groups or forums. Maybe present this as an opportunity? Main problem seems to be in accordance w regulations and finding info.

Have more information about the farming business as part of the persona? Organic is quite broad. Overall, it could be good to maybe also have an indication about farm scale/size?

In comparison to Edgars she is promoting healthy kind of living among family members and friends.

Access to land is also a key challenge.

She strongly believe that what she do is right

when presenting journeys: maybe pose also a time frame? or overall assessment based on the complexity of the problem or related costs? it can be difficult to achieve, but may play important role depending on the nature of issue and choosing solution



Student farmer**How can we improve this persona and journey?**

Time frame is missing, how much time was this journey?

Good realistic persona, really important for young farmers to spend time away from their home farm to see how other farmers operate

very good . Real young farmer/student persona.

**Livestock farmer****How can we improve this persona and journey?**

role of husband not clear

Can't beleive she uses a desktop computer

'livestock farmer' is maybe a bit general as a description for the persona

I agree, we don't know enough about the role of her husband and is he also a farmer.

maybe some written protocols should be available on farm to cope with emergencies

Good example of the type of problem livestock farmers have

It can be a real situation, mostly when you are not a farmer for a long time

Did she grow up on the farm? Then she might have been confronted with this kind of situation or know the animals very well?



Older farmer**How can we improve this persona and journey?**

75 is bit too old, end 60s (68) is better	I think he is too old, and not active anymore, he will not use the new system.	Old to experienced farmer . Change low education level to other
I personally know at least 3 persons like (Edgars)	he do not like innovations	it is not likely that he will ever be a user of the platform?
Highlight how much respect and tact the advisor will need for dealing with this persona	such a farm is maybe not for a single successor, it looks like a starting point for a farming community	Very common persona - well done for capturing

**How can we improve this persona and journey?**

In Slovenia there are also many farmers like that, but they do have children very often.	They are surfing a lot in internet to be honest. Mostly Youtube, visually video can tell them much more, than reading.	average farm age in EU 55 years
an environment assessment / organic use, would be a good interaction with an advisor: how to make his farm attractive	As a knowledgeable farmer he could also contribute whether there is a related network system. Problem is being reserved or not social enough, but surely there is some collaboration or sharing between neighboring farms and such, so he can find support.	These people probably still socialising and have social networks for getting information (ie not social media!)
They collect information in the pub :)	What is the profile of the mentor? Another farmer, advisor? How can you find such a mentor?	co-operative



How can we improve this persona and journey?



very practical: I find the scale on innovation profile not clear to understand (because of full green bars)

meetings of the farmers association

family; the children did not take over, we could address them

meetings of the farmers association? find the mentor there?

The Shepherd's Life Book

cousins instead of children

Usually they are extremely less informed concerning changes in regulations, new subsidies etc

It is realistic, good profile and journey!

I find it difficult to see brown mustard as a touchpoint?



How can we improve this persona and journey?



Realistic, good profile and journey!

That kind of person usually is frequent Internet users. Reading, watching a lot. Quite active in social media as well. Being active followers in various Organic producers groups etc.

Overall, it might be good to have some more details about the farming business (organic can cover all sectors). Also for the other personas: have info on farm size/scale?

I just want to say I really like the graphics, design of your presentation :)



How can we improve this persona and journey?



He is a bit too old. There should be a family member around.

too many details for the persona.. maybe the persona should be more summarized in order not to lose focus

He should be encouraged to go to farmer meetings

This category is prevalent in many EU countries so the issue of generational renewal is a relevant topic. Other possible solutions? Relatives? Cooperation with other farmers?

The intern isn't mentioned in the user journey

Realistic problem that older farmers has relatives (son or uncle) and there is a will to continue the farm but there are communication, misunderstanding problems

Personas: the sector could help. Often the situation varies depends on the sector of the farm.

There should be more than one successor presented. And problems have more solutions?

subsidies + keeping him as consultant



Precision farmer**How can we improve this persona and journey?**

Trust and privacy issues of the system based on FAIR principles	Trust and privacy issues of the system based on FAIR principles	German language is very popular in Hungary too
mix of pioneer (taking lots of time to solve issues) and early adopter (getting information from demonstrations)	Why cabbage?	Finding a relevant TN is not that easy in Hungary..
I would expect this person to be more likely to speak english than the earlier persona based on his interest in technology and researchers touchpoint.	i know a pioneer: he finds solutions by 1)looking at google, via images =less rubbish 2) fincing contacts in the linked websites 3) contect the technicians in the industry. Advisors don't help on this	take potato

**How can we improve this persona and journey?**

FarmDemo network instead of TN (there is apparently one on crop sensing)	Fully agree with Vago.	sugar beet is quite straightforward, wheat and corn use precision in large scale
technology oriented	technology oriented	Cabbage production is less cost effective than other cultures. Especially in terms of quick investments into the new technologies.
this is a realistic persona	He has enough time for conferences, fairs..especially during winter period	IoF2020 and SmartAgriHubs work on precision farming and the digital transformation of the European agri-food sector.



Young male farm advisor

How can we improve this persona and journey?



maybe to many indicators - reduce them on the most general ones

A bit strange that an advisor was not pleased growing up in the farm, but then becomes an agricultural advisor. I believe you propose him as an introvert person, but I believe advisors are very social, are successful in organising meetings.

To benefit from EIP FG reports related to the topic

His slogan is brilliant! IT SOULD WORK IN A REAL FARM. This is the main question I think.

Is he generalist or he is specialised ?

I have to say Tobias seems a bit too good to be true. Have not met too many like him (Sigur Ros etc)

the new information has to be either like a training material, because in HU the advisers from year to year have to make exams and collect credit points... or the information has to be connected to income generating as the farmers are interested in

As a young, savvy and smart adviser, maybe stress his use of social media (Whatsapp) a bit more

How we handle difference between public and private advisers?



How can we improve this persona and journey?



to balance online communication and field visits

Credibility is important regarding a persona maybe instead of personal interests would be more useful some references or connection points to local communities

Seems like Camille did the right thing already

to explore/assess farmer's behaviour and be flexible

Why is this social story insightful for the development of a platform. Isn't that more a question of personal development?

Her story a little bit negative. If I were an adviser never highlighting my negative feelings, negative sides, and my fears. There are some irrelevant infos (bought a house).

how can make Cami herself credible with elderly farmers who are experienced and sceptic with digital tools?

She is young. Could she really play such role at early career?

if she could show a modern technical solution which handles the farmer's HR problem this could be convincing for the farmer and then this farmer will recommend her to the others



How can we improve this persona and journey?



He is quite realistic, but I would say he is more a private than a public adviser

What does it mean that he relays on consultant?



Young female farm advisor

How can we improve this persona and journey?



Job security is probably higher than expected

What this journey have to do with the EUREKA knowledge platform? She did not refer to the internet or social media?

well done Persona - sounds quite realistic! congratulations!

Hard to suggest any improvements. In contrast to Tobias Camille seems very realistic. Strange that there are no digital skills/tools used in the journey.

I would say: she is probably well-experienced in digital skills like social media but there's a lack of skills related in higher skills like statistics or data sciences

important to assess/explore farmer's communication attitude and be flexible

She is young. Could she really play such role so early in career?

as a young person need to build trust

How is a platform better than a colleague who knows the exact farmer she is confronted with? Though she could have gone back to the farmer without him



How can we improve this persona and journey?



My experience is that farmers trust peers more than advisors or academics

Well done! For me this is the more likeable and realistic character.



Livestock advisor**How can we improve this persona and journey?**

How can she watch Netflix series with a 2 year old child, running a farm and a full time job?

I am convinced by this persona

If she will have enough money from the farm, she would leave advisory as a full time job?

Say somethin about the timeframe: weeks, months??

Journey: it might be usefull to add some possible funding solution, e.g. RDP Measure 4

Nothing to add. It could be an example of an advisor.

too many details for the persona... maybe the persona should be more summarized in order not to lose focus

I think that this category of farmer is the prevalent in many UE countries. So the generational renewal is a big issue. Other possible solutions could be relatives or cooperation with other farmers.

**Public farm advisor****How can we improve this persona and journey?**

...definitely the hardest one to judge up to now

Very credible persona. This persona could be a female if you want to swap gender with Austria and France.

I cannot relate to that journey. Is the farmer obliged to take advisors "help"? Joao himself does not sound as an advisor at all

to leave the public service...

João is fine I think. Well thought through. Journey is not very interesting TBH

Should Joao consult FarmBook 🤖?

Sounds like a credible journey and problem to be tackled

Well done! For me this is the best likeable and realistic character. I was working 17 years long as a public servant. I absolutly understand his struggle.



Private farm advisor

How can we improve this persona and journey?



a bit information about what kind of information the farmers need on this group meetings, how he could motivate them

make it more precise, e.g. number of farmers involved. And also content that the groups are working with

I don't see anything to add. It seems complete.

He was a child when the Soviet Union fell

Actually he is representing very narrow group of next generation of advisors. Normally Andres is very busy, doing at the same time research at university, running a small business and partly acting as advisor.

Persona: Maybe would be good include organizations in which they are involved

Realistic and can relate to those issues

we should emphasys what makes him credible and how he can get a kind of income from the more viable farmer's activity

seems complete and relevant



How can we improve this persona and journey?



There is nothing about collecting information, only personal contacts mentioned

It would be nice to have a focus on the solution. E.g. how it was able to engage more farmers? What tool did he use?

Maybe if very well-prepared people are included there are a lot of people who really do not feel they are represented. Example: how many farmers do you think that manage 4 languages?

I do not see the motivation of the adviser to facilitate this groups

I like this persona

Say something about the time frame. Weeks, Months?

Journey: it can be useful to add possible funding solution to the problem, e.g. RDP Measure 4

Nothing to add. It could represent an advisor.

I find her realistic



How can we improve this persona and journey?



too many details about the personas..I feel like losing the main focus about this persona

A lot of farmers won't invest without funding

I real she has to be able to make cost-benefit analyses, she won't find anybody to do this

Nothing to add. Real person.

what does he think about cooperatives

subsidies could convince him



Office forester

How can we improve this persona and journey?



From what I understand she would not be an office forester but a forest owner.

Very detailed...she seems real!

She could meet private forest owners group (such groups and network exist in France - try to arrange some meetings and visits with other forest owners to get an idea on what is advised by the forest adviser

Is Tereza really an 'office forester'? She sounds more like an inherited forester. In the UK this type of persona would often own/manage small woodlands

It would offer extra income to the owner to offer ecotourism services on her property. Hire guides and interpreters and promote forest ecosystem services

she may have limited knowledge of Forestry that is either well or ill-informed

she could search for information about cooperatives (if it exists in Croatia)

Ask for courses to be professional entrepreneur. Usually these are funded by ESF. In these courses she can meet other persons with same problem and share solutions via trainer providing best practices

The forest size is also important. If it's too small, it's not useful keeping it.



How can we improve this persona and journey?



It would help her to join groups of volunteers in other countries to gain experience, such as wwood.

The problem here is that she seems more worried about the "romantic" concept of the forest than making it profitable and manage it

Maybe it's kind of strange being almost a risky innovator but she doesn't want to manage her forest in an innovative way

Question of size is dependant on how commercially orientated she is. she sounds like she wants more of a "special" woodland with a few special trees, somewhere nice to relax, etc. in which case small wooded area is fine for her needs

The side is relatively important. She gas not ro consider only wood buy also non wood products, services (as tours and promoting i.e. forest bath) to integrate the business and the income originatesi by farm

A few % of forest owners keep the forest without management, innovation - this right belongs to the onwership right

she maybe able to utilise smaller timber sizes that are not commercial in developing hobby uses eg, turnery or furniture makers, hurdles etc,

Hans will also be frustrated by the lack of innovation by older (often more practically skilled) colleagues in the forestry sector.

It's important to check the legislation in case of each concrete problems



How can we improve this persona and journey?



Hans should follow a courses on communication to overcome his timidity and ti provide in a polite form the alternatives

It seems that Hans has not economical background. With old people sometimes you have ti use this argument to show that the ongoing business could be profitable animore and new regulation Will come in force

through social media create special community dealing with littering to get a more varied public

He gas to work in a more systemic way considering all the actors surroundings forest and considering them as allies



Middle aged forester**How can we improve this persona and journey?**

JOURNEY: in each of EVENTS stages, it might be useful to highlight an additional "graphic row" with resources required, problems found, support required...

Don't ask stupid questions, the journey hasn't begun.

use of social media? - try to find more than 1 company -

If the only solution is "video call" - can the Knowledge reservoir be for help at all?

Strange that he was fully unexperienced in UAVs, and got such a task. I should be a lot of time to dig deep into this field.

Do not only outsource the services (UAV) to that enterprise, but train with them the forest administration staff ("down" to beat foresters) in the use of that information -> backloops of the implementation process.

Working for the government it could possibly be interesting to know a bit more on his involvement on civil groups working on forestry as a source of knowledge, also and specially for this issue... Contact with university as social knowledge-driver

Innovation states he is more safe but skills are more of a risk taker?

Try and bring the knowledge of sustainable forestry and its benefits for environment- to farming departments and farming organizations



Young forester**How can we improve this persona and journey?**

Foresters association & activities

Use Forest Health Department/Ministries of his country
Use network of colleagues and other forests specialists
Use EU app dedicated to diagnose forest health issues and advice on what to do
International conference and EU project restitution

Struggling with public authorities, bureaucracy

The short descriptions on the left/below - the explanation did not correspond to the first impression of the words on the slide.

Use of ortho photography to view the forest from year to year

The GIS program can be included, scripts that can help his job as well.

I bit more on what kind of information he looks for, and information sources he uses

More opportunities - practitioners journals, website, newsgroups, social media

Acknowledgement or expertise on national /EU green policies..

**How can we improve this persona and journey?**

maybe some input on expected dates to gain access to some resources or person might be interesting, meaning that when you are involved on some event usually you are tight to some time schedule, ...



Private forestry advisor**How can we improve this persona and journey?**

I feel Malthe is really realistic.

Perhaps incentives could be offered to encourage people joining his cause

Malthe's biggest challenge is convincing landowners of the value of planting, growing and managing woodlands

maybe create a special community through social media to get a more diverse communities

launch a crowdfunding operation

I think many in Malthe's persona will not be so digitally native as him

sales and added value could be an important topic for him also

Target Education at a young age that may help widen interest indirectly to the older generation to that of the benefits of forests

As general remark for all personas. The skills digital native could be rephrased as digital pro or expert. Malthe is older than Hans but more digital native, which sounds confusing

**Public forestry advisor****How can we improve this persona and journey?**

The opportunities always relate to 'access to data on agricultural knowledge'. What about access to best practices or access to community of experts...

Information availability of alternatives to high usage of High nitrogen containing products

Hans will also be challenged and frustrated by the lack of innovation/willingness to change by older (often more practical) colleagues in the forestry sector

Giving him information on agroforestry, it could be a good compromise for both livestock and forest owners.

It's important to check the legislation in case of concrete problems

The woodland owner could consider planting nitrogen fixing tree species as a buffer to reduce impact. This would probably be a short term solution until the farmer can get on board with alternative methods.

Hans will be keen to look at problems and opportunities at a landscape/integrated land use scale rather than in a 'silo' and will look to other industries for solutions

Hans should consider site visits with the farmer and perhaps the woodland owner to sites that demonstrate alternative methods

A general remark for all personas. In the skills digital native could be rephrased into digital pro or expert. Malthe is older than Hans but more digital 'native', that sounds confusing. Otherwise Malthe is very realistic.



How can we improve this persona and journey?



Great story! Even if the problem could not be solved at least on short run.

Maybe find some colleagues in the farming department to help him address the farmer and its issues - try to get a kind of round table - use more the support of colleagues from other departments - use a more experienced colleague to help him

The problem is at landscape scale (groundwater contamination)
- imply administrations (waterworksSwater quality control), farmers association -> there are a lot of examples of regional ad-hoc associations about that issue.

maybe BRANCHING in the event flow would be of interest, meaning that the are actually not one journey but more running in parallel. This way Hans might be trying two or three different problem-solving paths.

Test hello

Agree fix this problem needs to look at the bigger picture so I do not got the point on this journey since solution was not in the farmer but in planification



Annex B Output from Mentimeter from the consortium meeting

Researcher

Is anything missing in the researcher persona?



Not enough information about his interest in craft beers	His ambition	No
no	Connection with farmers and advisors	no
My initial reaction is No: if anything there is more detail than practical..	what could be a solution? other level to connect to farmers	his ambition



Is anything missing in the researcher persona?



No	Phone number	previous work experience
would international connections with farmers help him?	His international networks, involvement in EU-funded projects and programmes	Is he single or married ? with or without child ?
What kind of project he is involved in?	His experience so far interacting with farmers (as a researcher), if any	Political orientation



Is anything missing in the researcher persona?



What are his problems?	Language speaking	Shoe size
active networking in the region	what network he has in family with farmers (even 3th line)	The focus is now on sharing his info with farmers, maybe also something on how he retrieves data for his own research?
Participation on international networks and background on this networking activities related to farming - climate issues	If not mentioned: what type of connections he looks for (for instance regional, multi national?..)	does he have interaction with farmers, for example meeting to study their needs



Is anything missing in the researcher persona?



If he wants to help farmers with the solutions he designs those need to answer specific farmers needs. Maybe he can establish some connections with farmers while road tripping and running into nature	How his research is mainly funded might be relevant?	important i that having a connection is not primarily on content
Flexibility in his job. He can choose his topic to research?	no	



Policy maker



Is anything missing in the policy maker persona?



Where she works? Ministry? Consultant? Freelancer?	Too idealistic	Dressed like a farmer...
no	the picture (clothes) does not match with a formal policy maker	If not mentioned: what type of policies she is specialised in/deals with?
I believe she is a bit exceptional.	I do not know because I do not know so many policy makers. Maybe policy makers are very diverse	commonalities with other policy makers



Is anything missing in the policy maker persona?



Experience or interests at "lower" regional and local levels	she is specific but I think there can have very different profiles.	policy maker could be farmers representative or employee of a ministry or a policy advisor.
Should be told a specific field she engaged with as an example.	a policy maker in government has lot of connection with research: depending heavily on them	Policy-makers are very diverse - Mihaela is a bit too generalised (and idealised?)
What kind of interest this people would have with a knowledge platform?	Employer. Her position. Her working post.	i'd mention a regional government policy maker, which i think is biggest target group (I expect they are bigger users than lobbyist, national/EU government)



Is anything missing in the policy maker persona?



she needs statistics



Annex C Final archetypes and user journeys

New entrant





“ I’m always the first one to describe for an available class because there’s so much I feel I still need to learn ”

AGE 27

COUNTRY BULGARIA

GENDER FEMALE

LANGUAGES
BULGARIA, ENGLISH, RUSSIAN, SPANISH, FRENCH

TYPE OF FARMER
ORGANIC

FARM SIZE
SMALL < 10 HA

TYPE OF INNOVATOR
EARLY ADOPTER

RISKY ————— SAFE

CHEAP ————— COSTLY

FORCED ————— VOLUNTARY

NEW ENTRANT FARMER

DEISLAVA (AKA DESI)

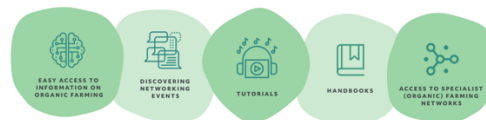
HER STORY

Desi trained as an engineer and could easily have a comfortable job, but she wanted a challenge and something that she could be passionate about. She thinks organic agriculture is very important and has been growing her knowledge on it. She decided to start a farm with her Father after he retired from being an engineer. Neither of them knew much about farming when they started, but are eager to learn, especially Desi. The learning curve is very steep and they often feel like outsiders in the local farming community, but they persevere. In Bulgaria family is very important and decisions are made mutually between Desi and her Father.

CHALLENGES

- No experience in agriculture to fall back on
- Bureaucracy
- Natural pests and organic solutions
- Climate change causing new problems

OPPORTUNITIES



SKILLS

DIGITAL STARTER	    	DIGITAL EXPERT
LOW EDUCATION	    	HIGH EDUCATION
RESERVED	    	RISKTAKER
INDIVIDUAL	    	SOCIAL
MONOLINGUAL	    	MULTILINGUAL

TOUCHPOINTS

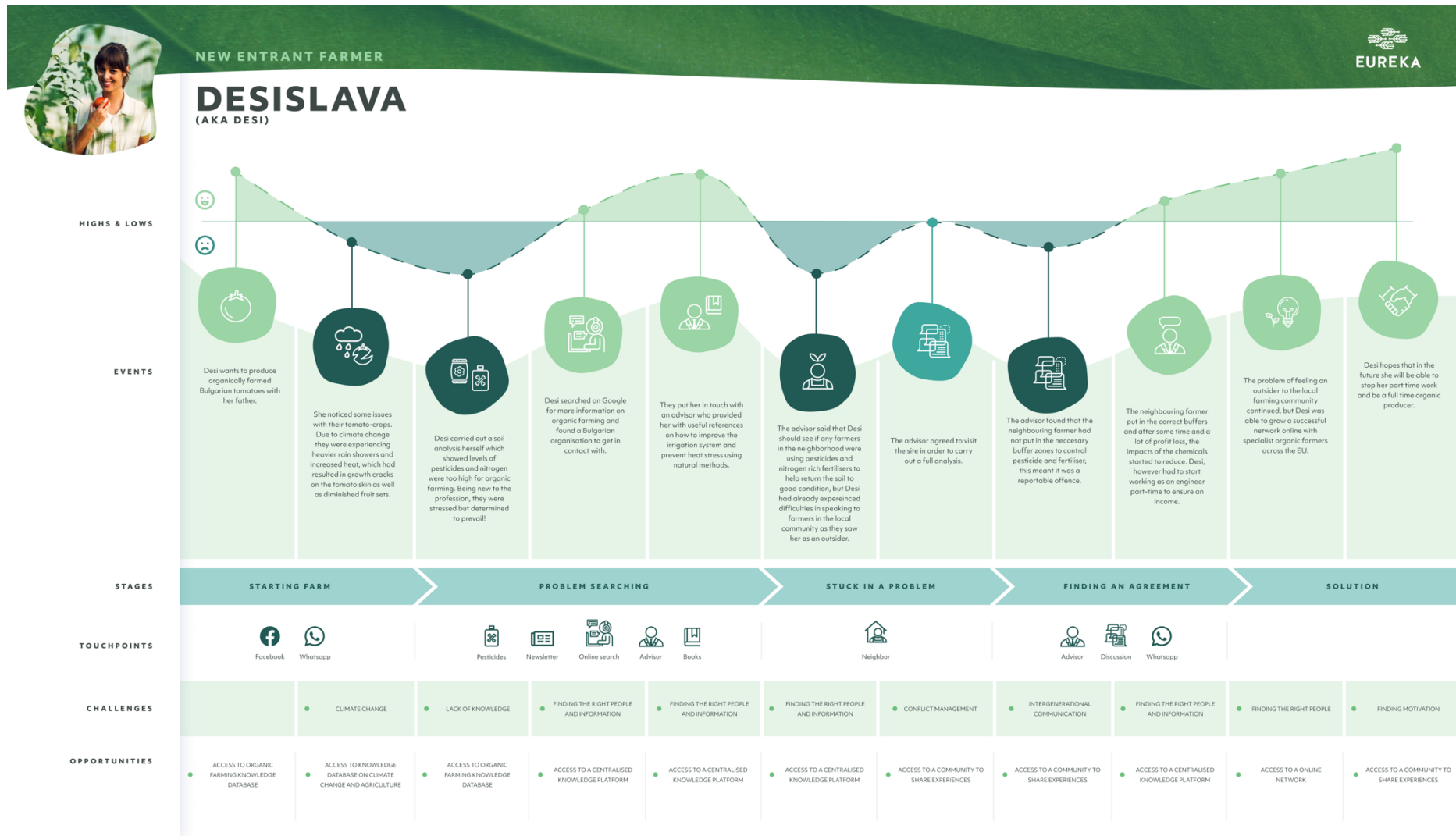


INTERESTS

- Organic farming (Bulgarian tomatoes)
- Learning new things about agriculture
- Social events with friends and colleagues
- Mystery of the Bulgarian Voices choir
- The biodiversity of Bulgaria



D2.3 Conclusions & mapping ideal user journeys



Organic farmer



“ Why do innovative solutions in Italy have to take so much time to get approval? ”

AGE 45

COUNTRY ITALY

GENDER FEMALE

LANGUAGES
ITALIAN, ENGLISH
(PREFERS TO SEARCH IN ITALIAN)

TYPE OF FARMER
ORGANIC

FARM SIZE
SMALL < 10 HA

TYPE OF INNOVATOR
EARLY MAJORITY

RISKY ————— **SAFE**

CHEAP ————— **COSTLY**

FORCED ————— **VOLUNTARY**

ORGANIC FARMER

MARTA

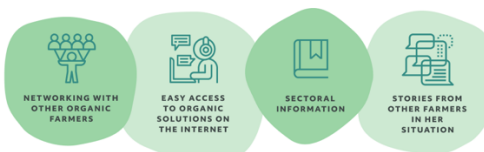
HER STORY

Marta started farming organically when she read about the importance of biodiversity and the added economical value of selling organic products. The journey hasn't been easy, but she is passionate about it. She likes the challenges that come with it and figuring out how she can make a more robust ecological environment, using new innovative methods. With climate change, new challenges have presented themselves which she can't always solve by herself so being part of a friendly online group of like-minded farmers is amazing.

CHALLENGES

- Changing from traditional to organic farming
- Finding organic solutions
- Combining family life with the farm
- Climate change

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS

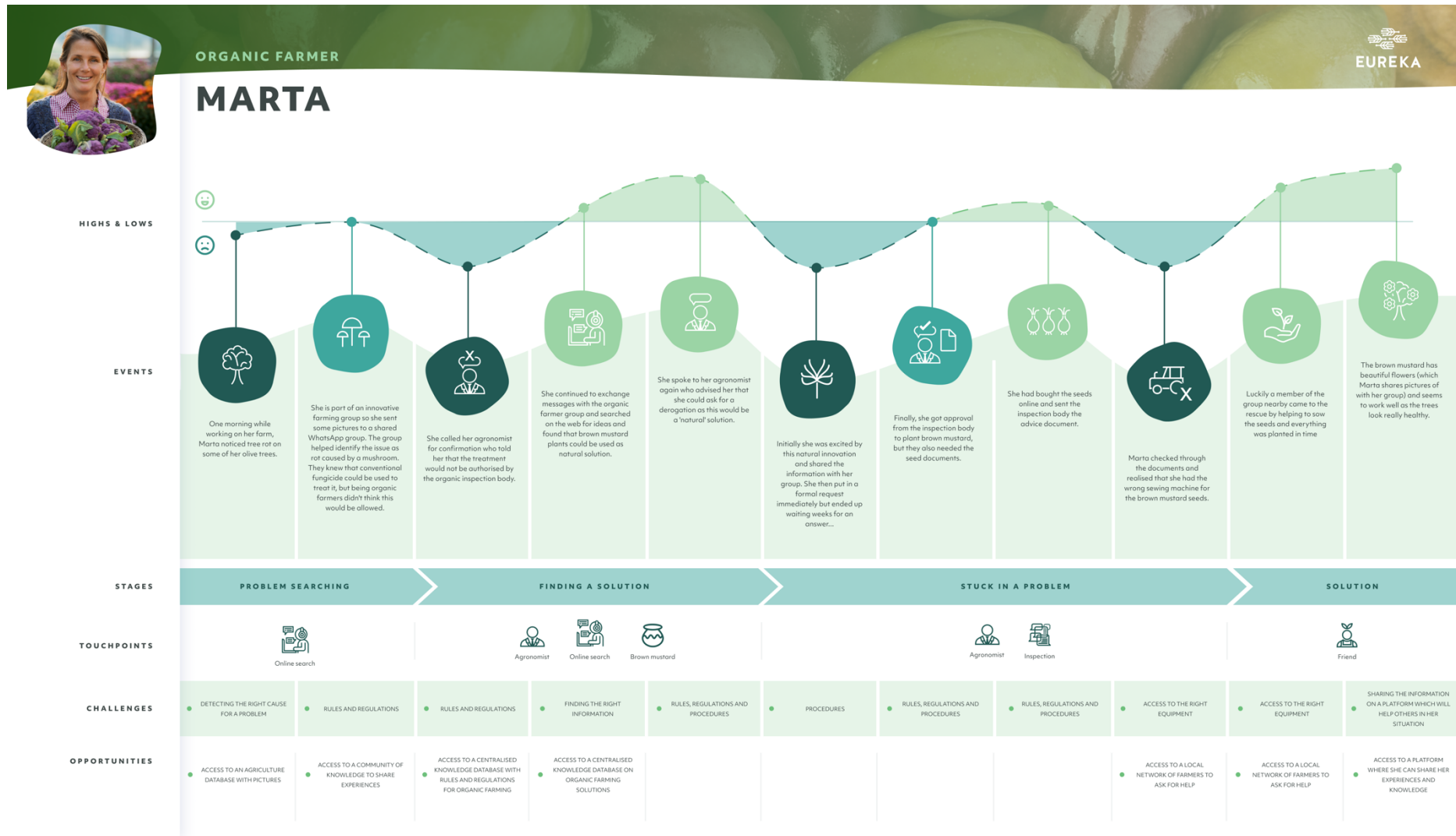


INTERESTS

- Meeting other farmers
- Spending time with her family
- Learning about biodiversity and ecology
- Cooking with sustainable organic produce



D2.3 Conclusions & mapping ideal user journeys



Student farmer



“ I'm not really sure if I want to do the same as my parents... ”

AGE 26

COUNTRY GERMANY

GENDER FEMALE

LANGUAGES
GERMAN, ENGLISH (GOOD LEVEL, BUT SHE'S A BIT UNCERTAIN ABOUT SPEAKING IT)

TYPE OF FARMER
SHE'S NOT SURE YET, POSSIBLY THE VINEYARD OF HER PARENTS

FARM SIZE
MEDIUM 10 - 30 HA

TYPE OF INNOVATOR
EARLY MAJORITY

RISKY ————— **SAFE**

CHEAP ————— **COSTLY**

FORCED ————— **VOLUNTARY**

STUDENT FARMER

CLAUDIA

HER STORY

Claudia has been working on her parents' farm since the age of 14. She rarely socialised with friends because she was always needed for work. At university she's discovered a different life with more freedom. She still loves agriculture and her parents want her to take on the succession of the farm, but she's not sure if that's what she wants especially because her parents seem to see her as a child still. Should she take over the farm? Can she turn it into her own project? Can she still have a life outside of farming? Maybe she should take an internship outside of Germany? So many questions!

CHALLENGES

Making the decision on what to do in the next 5 years

Intergenerational communication with her parents





Finding up-to-date information relevant to her

Finding the right place to do an internship

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

Hiking through nature

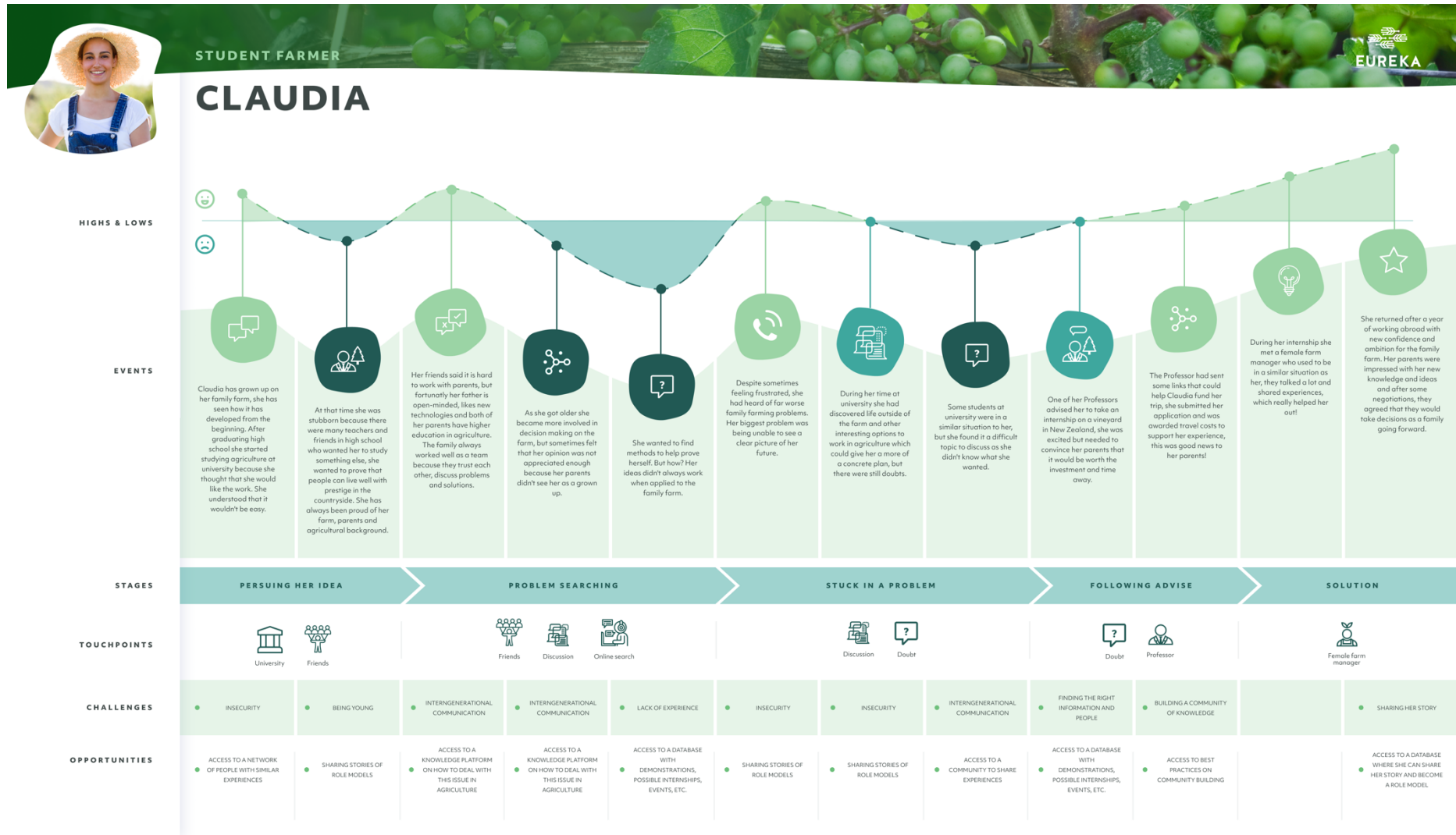
Having a drink with friends

Travelling with friends

Fusion festival



D2.3 Conclusions & mapping ideal user journeys



Livestock farmer



“ I know learning is important, but when raising two young children it's not my priority ”

AGE 30

COUNTRY UK

GENDER FEMALE

LANGUAGES ENGLISH, A TINY BIT OF FRENCH

TYPE OF FARMER MIXED LIVESTOCK FARMING (BEEF, LAMB, POULTRY)

FARM SIZE LARGE 30 - 100 HA

TYPE OF INNOVATOR LATE MAJORITY (AT THE MOMENT)

RISKY ————— SAFE

CHEAP ————— COSTLY

FORCED ————— VOLUNTARY

LIVESTOCK FARMER SANDRA

HER STORY

Sandra is a livestock farmer who eventually wants to take over her parents' farm. Her parents are first generation farmers and bought the farm when Sandra was a teenager, she already had ideas about studying law so didn't pay much attention to the farm but after meeting her husband, an arable farmer, as well as being fed up of city life she decided to return home and make a life for herself and her family at the farm that her parents worked so hard to build. New investments need to be made and she has some diversification ideas for the farm. There is also a troublesome relationship between her husband and her father because her husband does not want to farm livestock, Sandra wants to keep the cattle herd and is determined to learn so that this is possible but balancing this with young children is not easy. The whole experience has become very stressful.

CHALLENGES

- Intergenerational communication regarding farm take-over
- Feeling self-secure about herself as a farmer
- Easy access to information on innovation in her sector
- Finding time to read up on innovative practices

OPPORTUNITIES



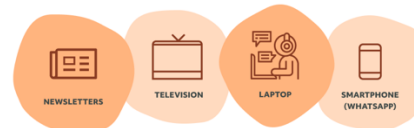
- NEWSLETTERS WITH INFORMATION ON INNOVATION IN HER SECTOR
- READING STORIES ABOUT COMBINING FARMING AND FAMILY
- VIDEO TUTORIALS
- LIST OF ADVISORS FOR HER SECTOR



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS

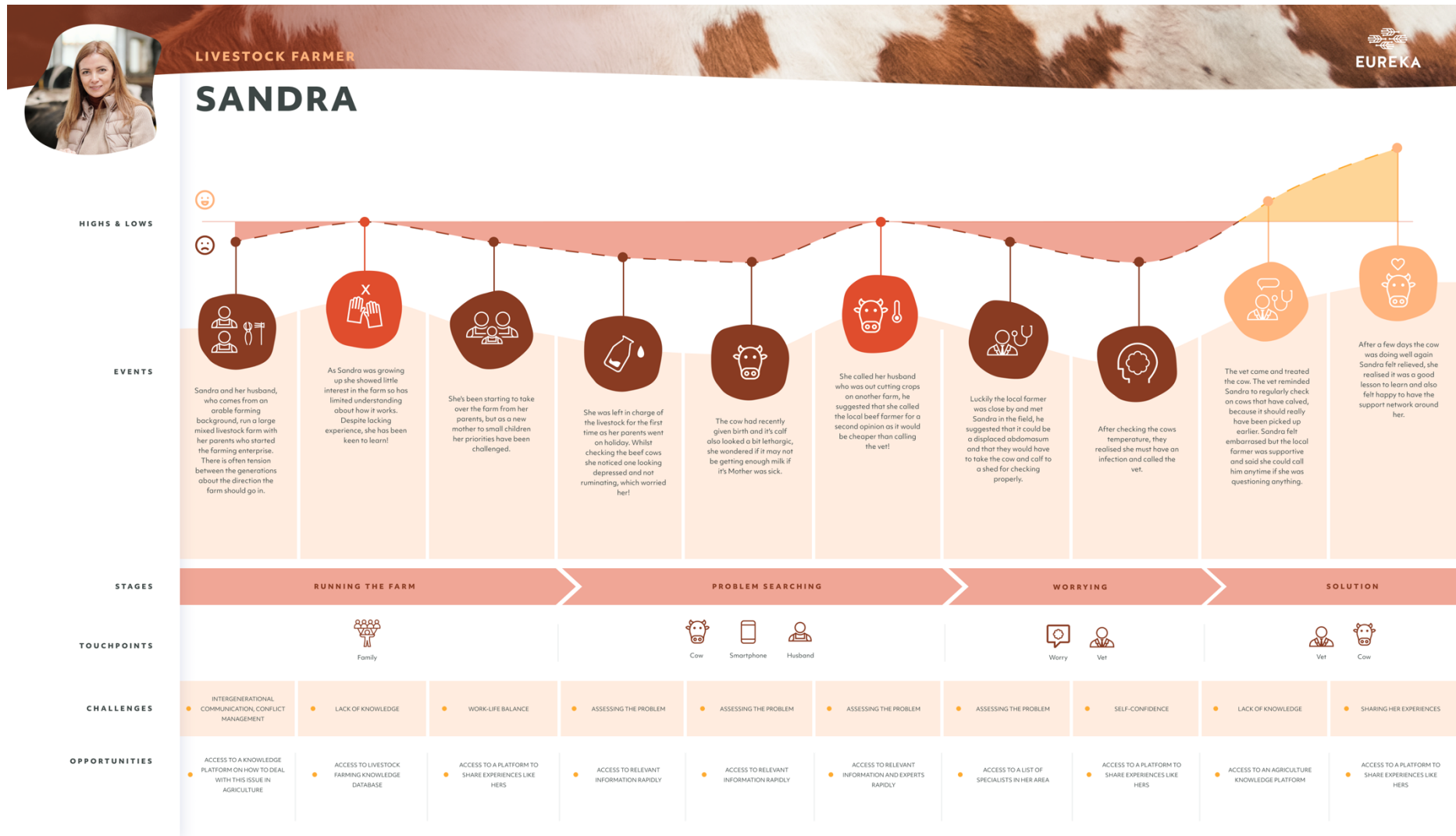


- NEWSLETTERS
- TELEVISION
- LAPTOP
- SMARTPHONE (WHATSAPP)

INTERESTS

- Her family
- Midsommer murders and the Crown
- Becoming a better livestock farmer

D2.3 Conclusions & mapping ideal user journeys



Experienced farmer



“ This is my life's work, young people don't understand how much we had to fight for this! ”

AGE 65

COUNTRY LATVIA

GENDER MALE

LANGUAGES
LATVIAN AND RUSSIAN

TYPE OF FARMER
CROP FARMER

FARM SIZE
LARGE 30 - 100 HA

TYPE OF INNOVATOR
LAGGARD (USED TO BE EARLY ADOPTER)

RISKY ————— **SAFE**

CHEAP ————— **COSTLY**

FORCED ————— **VOLUNTARY**

EXPERIENCED FARMER

EDGARS

HIS STORY

Edgars is widowed and his two children both work in the city with no interest in farming. His farm is an extension of himself, it gives him meaning. Because his children aren't interested in farming he can't hand it over to them and he doesn't want to hand it over to just anyone, he had to fight for it, the younger generation doesn't seem to understand that, and he doesn't seem to be able to explain it to them, it's all very emotional to him. He doesn't make as much money as he'd like, but his farm is still interesting. He never had to interact much with customers and never really paid attention to that aspect. He wouldn't use the platform, but his advisor who he feels confident speaking to will. When it is time for a successor to take over they will use the platform for information on how to modernise the farm.

CHALLENGES

Letting go of his farm, his life's work

Intergenerational communication





Adapting to new policies

New technologies, has a computer but it's difficult to use

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

His farm

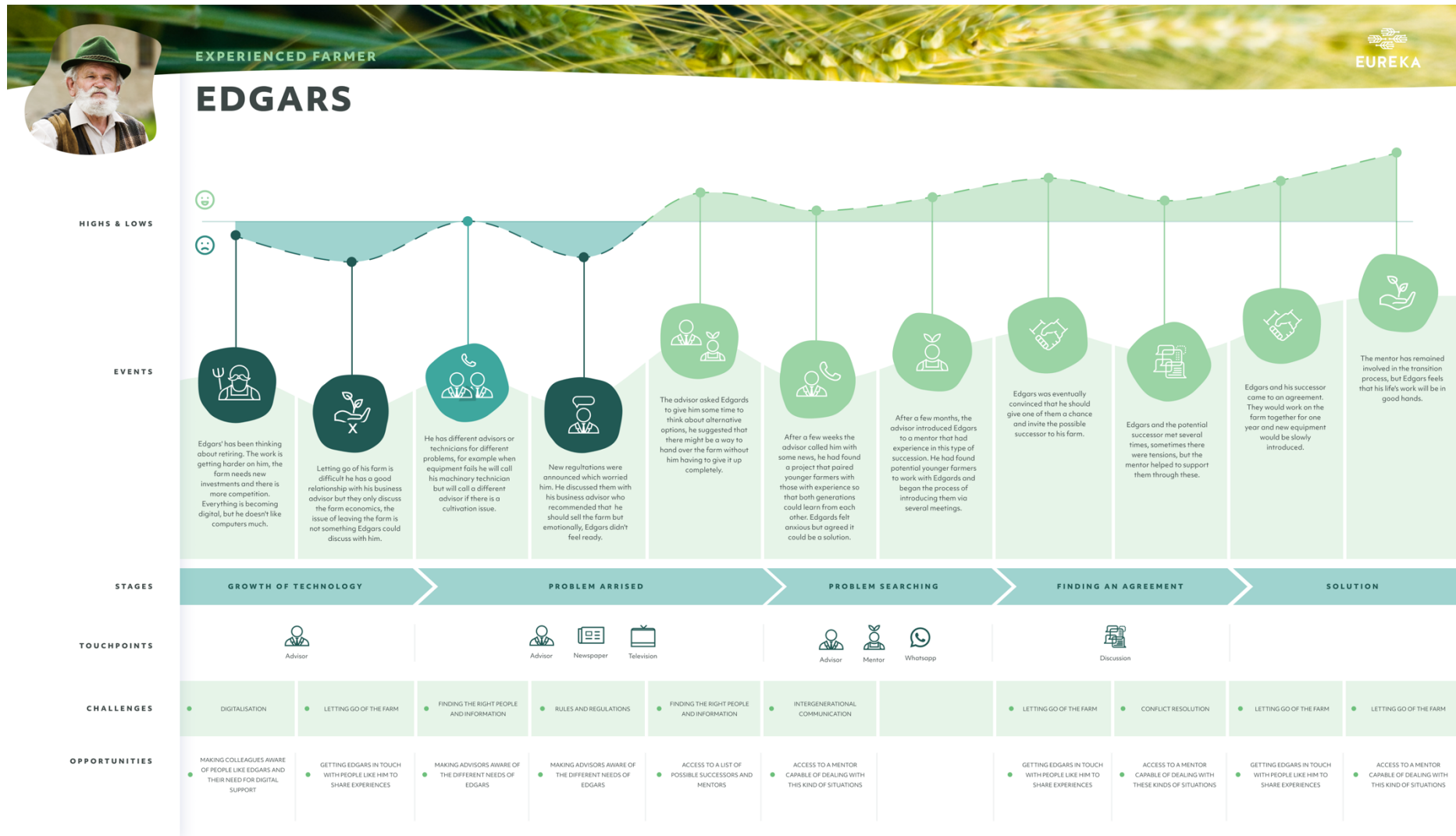
Making his own black Balsam (traditional Latvian liquor)

Whatever is playing on television

Going to town to do some shopping



D2.3 Conclusions & mapping ideal user journeys



Precision farmer



PRECISION CROP FARMER

GABOR

HIS STORY

Gabor has always been interested in technology. He took over the farm from his father and had to make some investments, this was the perfect opportunity to add new technological innovations to the farm. The innovations have paid off and Gabor didn't consider the extra work as an effort, more like a hobby. He's consistently worked on keeping the farm technology up-to-date and following the latest trends but he is wary of big tech companies who he thinks sell the products for too much and are often pushy. He enjoys meeting other farmers and researchers to share his knowledge and improve his skills. He's not afraid of the competition because he doesn't feel like it's a race he entered into.

SKILLS

DIGITAL STARTER	DIGITAL EXPERT
LOW EDUCATION	HIGH EDUCATION
RESERVED	RISKTAKER
INDIVIDUAL	SOCIAL
MONOLINGUAL	MULTILINGUAL

TOUCHPOINTS

- LAPTOP
- SMARTPHONE
- FARMER EVENTS/ FARM DEMO'S
- RESEARCHERS

INTERESTS

- Technological evolutions
- Running in the Hungarian nature
- Hungarian food culture
- Watching YouTube videos on farm technology from around the world

CHALLENGES

- Finding up-to-date information on innovation in his sector
- Technical failures and interoperability with new technologies
- Finding the right people to help him innovate
- Finding info on regulations and subsidies

OPPORTUNITIES

- CONNECTING HIM TO OTHER INNOVATORS ONLINE
- GIVING HIM ACCESS TO A DATABASE FULL OF UP-TO-DATE INNOVATION INFORMATION
- INFORMATION ON EVENTS FOR FARMERS LIKE HIM
- A PLATFORM WHERE HE CAN SHARE HIS STORY AND INSPIRE OTHERS

PERSONAL DETAILS:

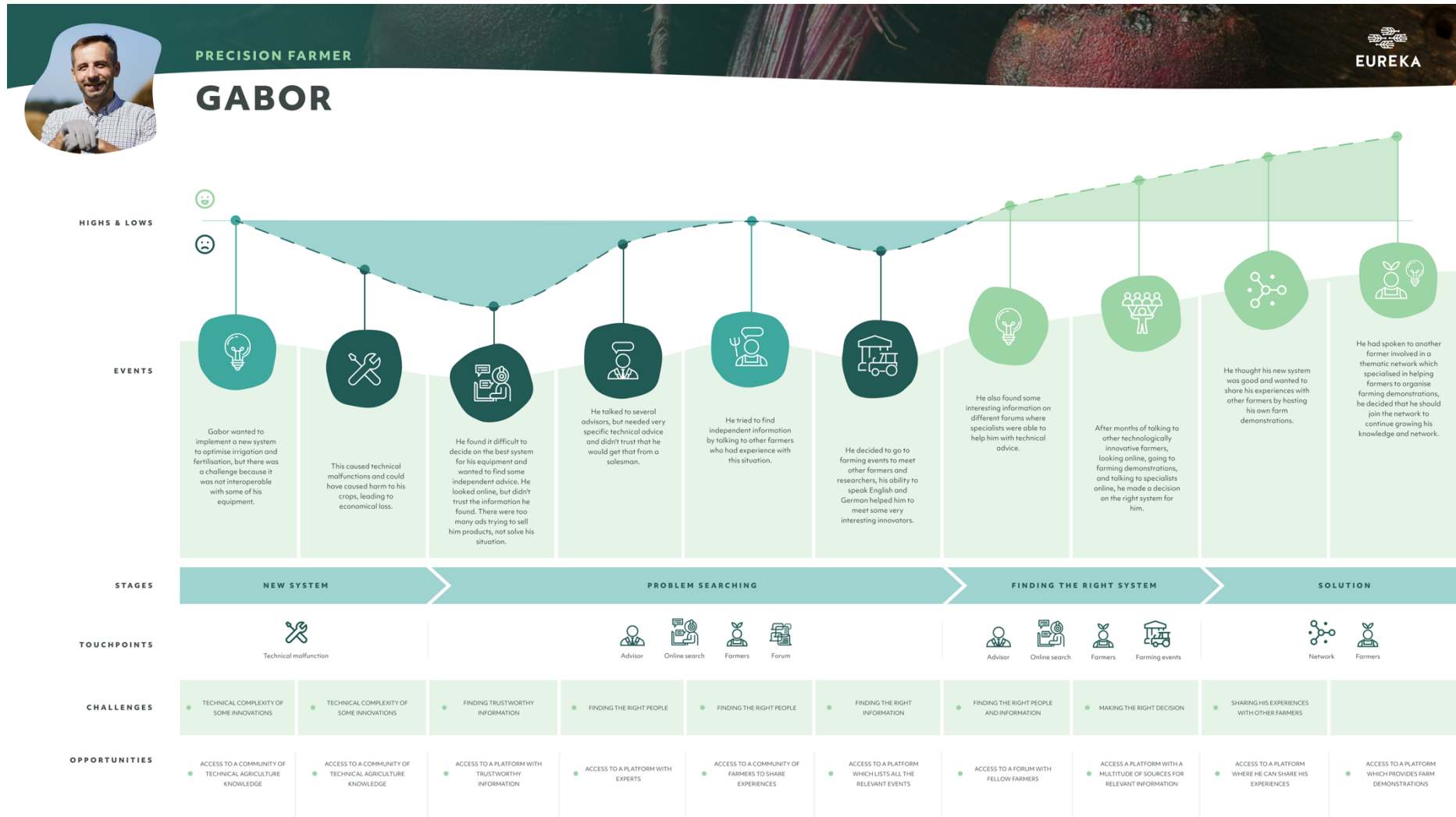
- AGE:** 42
- COUNTRY:** HUNGARY
- GENDER:** MALE
- LANGUAGES:** HUNGARIAN, GERMAN, ENGLISH
- TYPE OF FARMER:** PRECISION FARMING (CROPS: BEETS, CEREAL)
- FARM SIZE:** VERY LARGE > 100 HA
- TYPE OF INNOVATOR:** LAGGARD (USED TO BE EARLY ADOPTER)

ADAPTATION LEVELS:

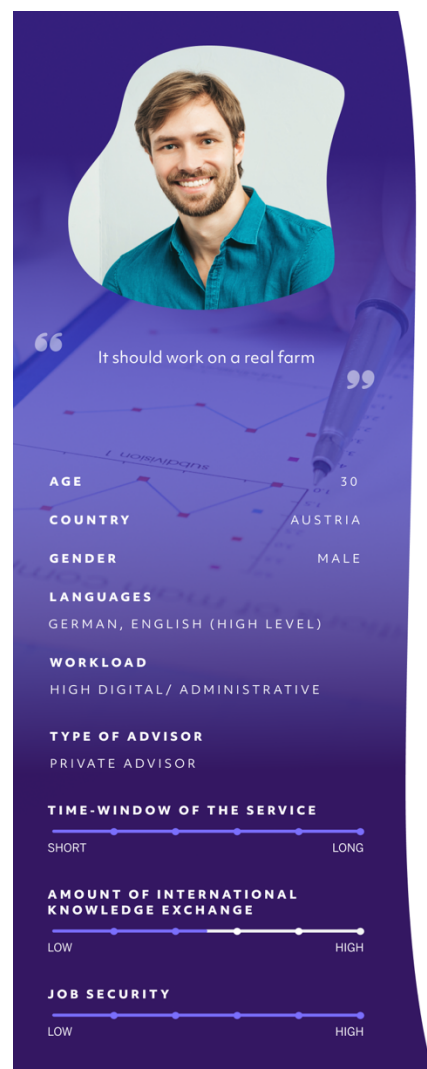
- RISKY vs SAFE:** LAGGARD (USED TO BE EARLY ADOPTER)
- CHEAP vs COSTLY:** LAGGARD (USED TO BE EARLY ADOPTER)
- FORCED vs VOLUNTARY:** LAGGARD (USED TO BE EARLY ADOPTER)

QUOTE: "I don't always trust the source of the info I see. I need to know if the sources are verified and if there is some proof that information is reliable."

D2.3 Conclusions & mapping ideal user journeys



Young male farm advisor



YOUNG MALE FARM ADVISOR

TOBIAS

HIS STORY

Tobias grew up on a farm but because he is the youngest of three brothers didn't see a future for himself working on the farm, he also really enjoyed studying and thinking about the more technical side of agriculture. His brothers often teased him because although he was clever, he wasn't always the most practical. After studying a masters in agronomy and getting a PhD, he was offered a position as an advisor for a private advisory service. He enjoys the job security, work-life-balance and connection with agriculture. He sometimes has difficulties transferring his knowledge to more practical contexts.

CHALLENGES

Building a network of experts he can easily consult

Bridging his theoretical knowledge to practical contexts




Finding the information he needs, and can trust

Interacting with farmers

OPPORTUNITIES



SKILLS

DIGITAL STARTER	    	DIGITAL EXPERT
LOW EDUCATION	    	HIGH EDUCATION
RESERVED	    	RISKTAKER
INDIVIDUAL	    	SOCIAL
MONOLINGUAL	    	MULTILINGUAL

TOUCHPOINTS



INTERESTS

Hiking through the mountains

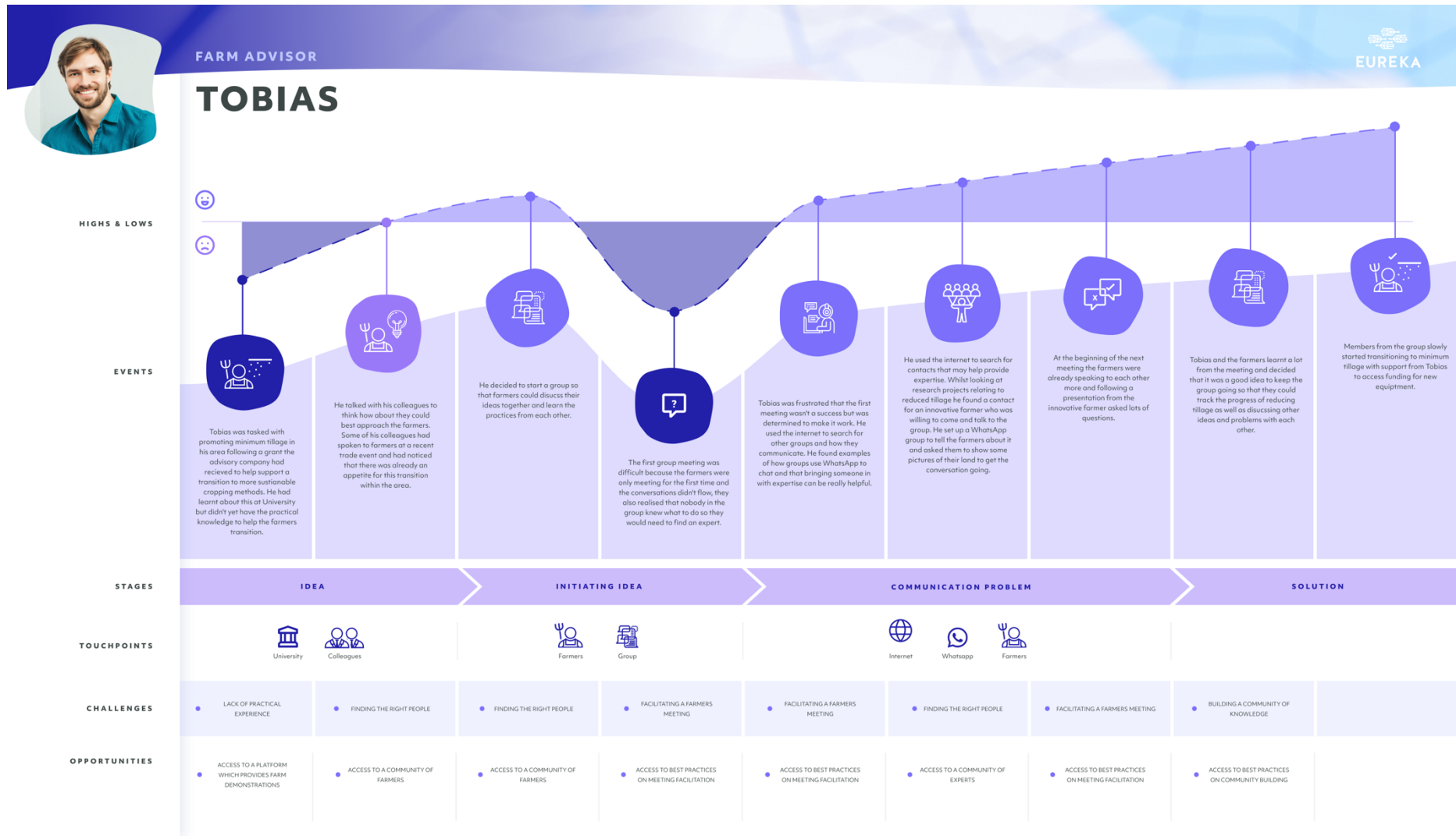
Sigur Ros

Going to concerts

Reading novels



D2.3 Conclusions & mapping ideal user journeys



Young female farm advisor



YOUNG FEMALE FARM ADVISOR

CAMILLE

HER STORY

Camille has a masters in agrology. She decided to become an advisor in her region as she identified that there was a need for a younger perspective. She enjoys the contact with farmers, but dreads the administrative workload. She experiences low self-confidence and thinks that she doesn't have enough experience to do her job and still relies a lot on the support of her older colleagues and online advisory groups on social media. She is aware that you can't know everything as a young person, but that doesn't mean she has nothing to contribute and she really cares for the farming community.

CHALLENGES

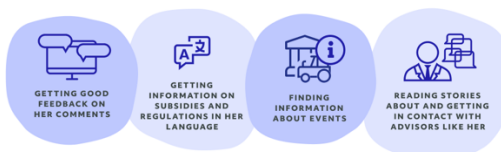
Building up a reputation as a trustworthy advisor

Growing more self-confident as an advisor

Giving long-term advice to farmers

Making sure she has more financial stability (she recently bought a house with her boyfriend)

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

Renovating the house she just bought

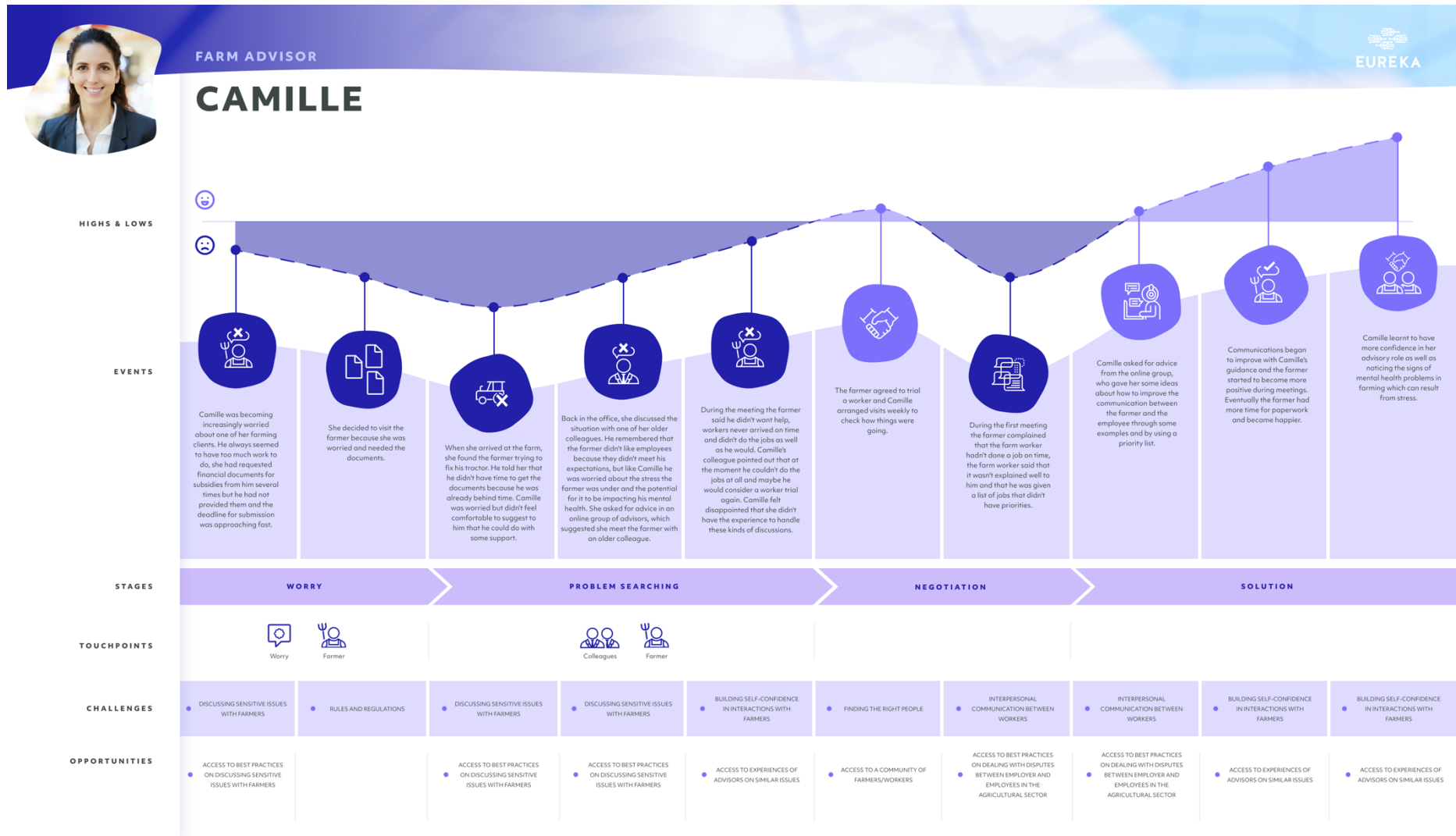
A fun evening with friends and food

Christine and the queens

Psychology



D2.3 Conclusions & mapping ideal user journeys



Livestock advisor



LIVESTOCK ADVISOR

AGNETHA

HER STORY

Agnetha's uncle had a livestock farm where she spent a lot of time as a child. She decided to pursue a career as a livestock advisor, studying an agricultural degree at university and getting a job with a livestock advisory service. She felt that she wanted to gain more practical knowledge and enjoyed working with livestock so with her husband, set up a smallholding. Her husband has a good job in the city but the travel is putting pressure on their relationship as Agnetha has to do all the work on the smallholding as well as her 4/5 job, the income of the farm isn't enough and she had to keep a 4/5 time job to meet the mortgage repayments while her husband is working full time. It is a stressful situation but they both want it to be a success.

CHALLENGES

Building up a reputation as a trustworthy advisor

Not finding the latest information in livestock innovation easily

Convincing farmers about more sustainable livestock farming

Financial security, her and her husband have a mortgage on the farm

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

Her family (she has a 2 year old son)

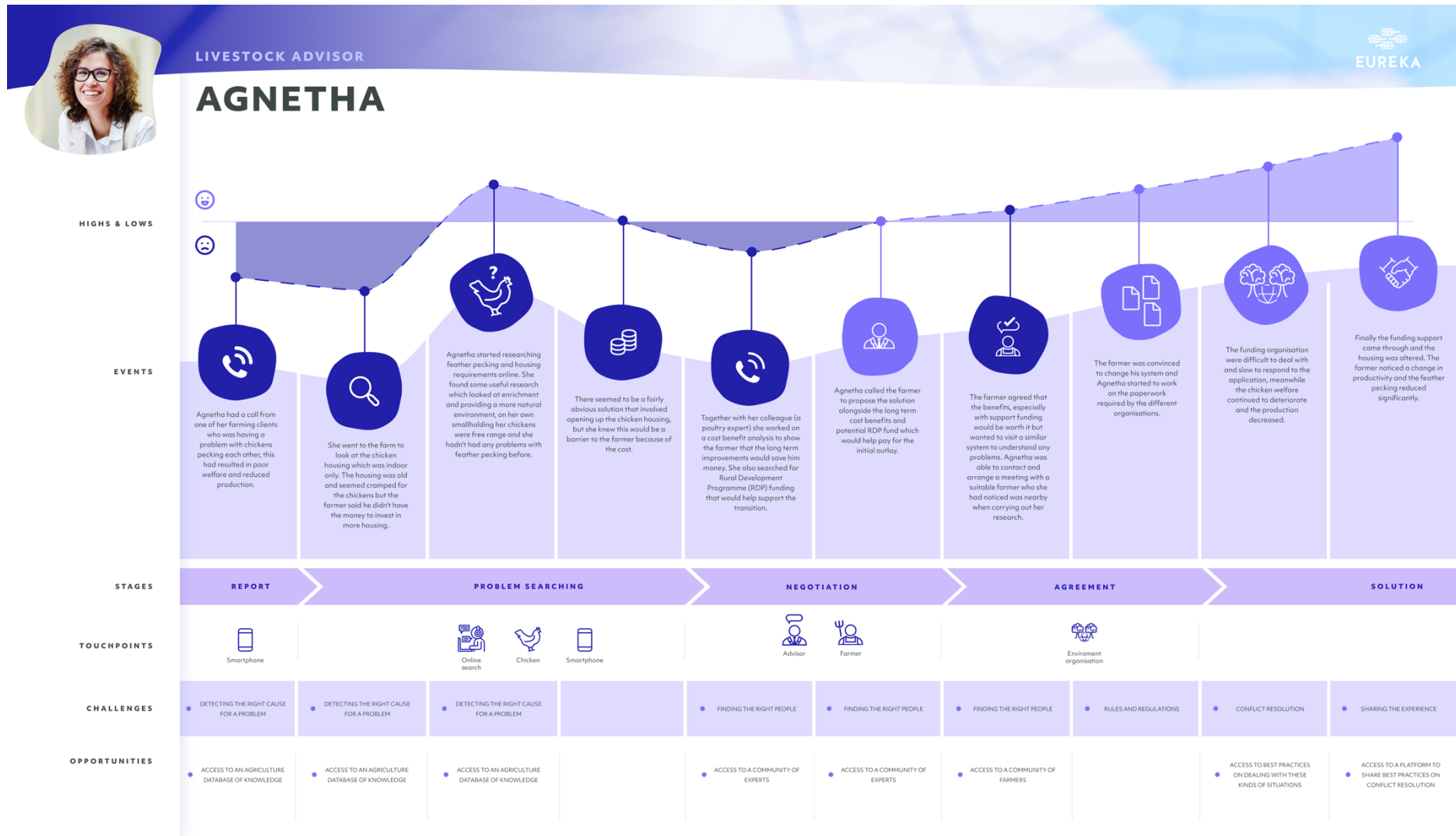
Her job

How to create a sustainable future

Falling asleep while watching a Netflix series



D2.3 Conclusions & mapping ideal user journeys



Public farm advisor



“ I want to help support farmers but bureaucracy keeps getting in my way ”

AGE 52

COUNTRY PORTUGAL

GENDER MALE

LANGUAGES PORTUGUESE, SPANISH

WORKLOAD HIGH DIGITAL/ ADMINISTRATIVE

TYPE OF ADVISOR ADMINISTRATIVE ADVISOR

TIME-WINDOW OF THE SERVICE SHORT — LONG

AMOUNT OF INTERNATIONAL KNOWLEDGE EXCHANGE LOW — HIGH

JOB SECURITY LOW — HIGH

PUBLIC FARM ADVISOR

JOAO

HIS STORY

Joao has a long career as a public advisor for arable crops. At the start of his career, he had more interaction with farmers which he really enjoyed, now his work involves managing advisors, emails, calls and standardised forms. Bureaucracy and procedures have become more complicated and farmers often don't know what to do. He gets satisfaction from helping farmers but gets frustrated that the administrative systems and procedures remain so complex.

CHALLENGES

Finding the most up-to-date info on regulations and subsidies

Finding relevant information in his language

Adapting to the changing role of advisors

The complexities of bureaucracy

OPPORTUNITIES

- ARTICLES ON THE INNOVATIONS AS AN ADVISOR
- AUTOMATICALLY TRANSLATED KNOWLEDGE IN HIS LANGUAGE
- PUTTING HIM IN CONTACT WITH OTHER BUREAUCRACY ADVISORS
- EASY ACCESS TO A KNOWLEDGE PLATFORM WITH INFORMATION ON REGULATIONS AND SUBSIDIES



SKILLS

DIGITAL STARTER	    	DIGITAL EXPERT
LOW EDUCATION	    	HIGH EDUCATION
RESERVED	    	RISKTAKER
INDIVIDUAL	    	SOCIAL
MONOLINGUAL	    	MULTILINGUAL

TOUCHPOINTS

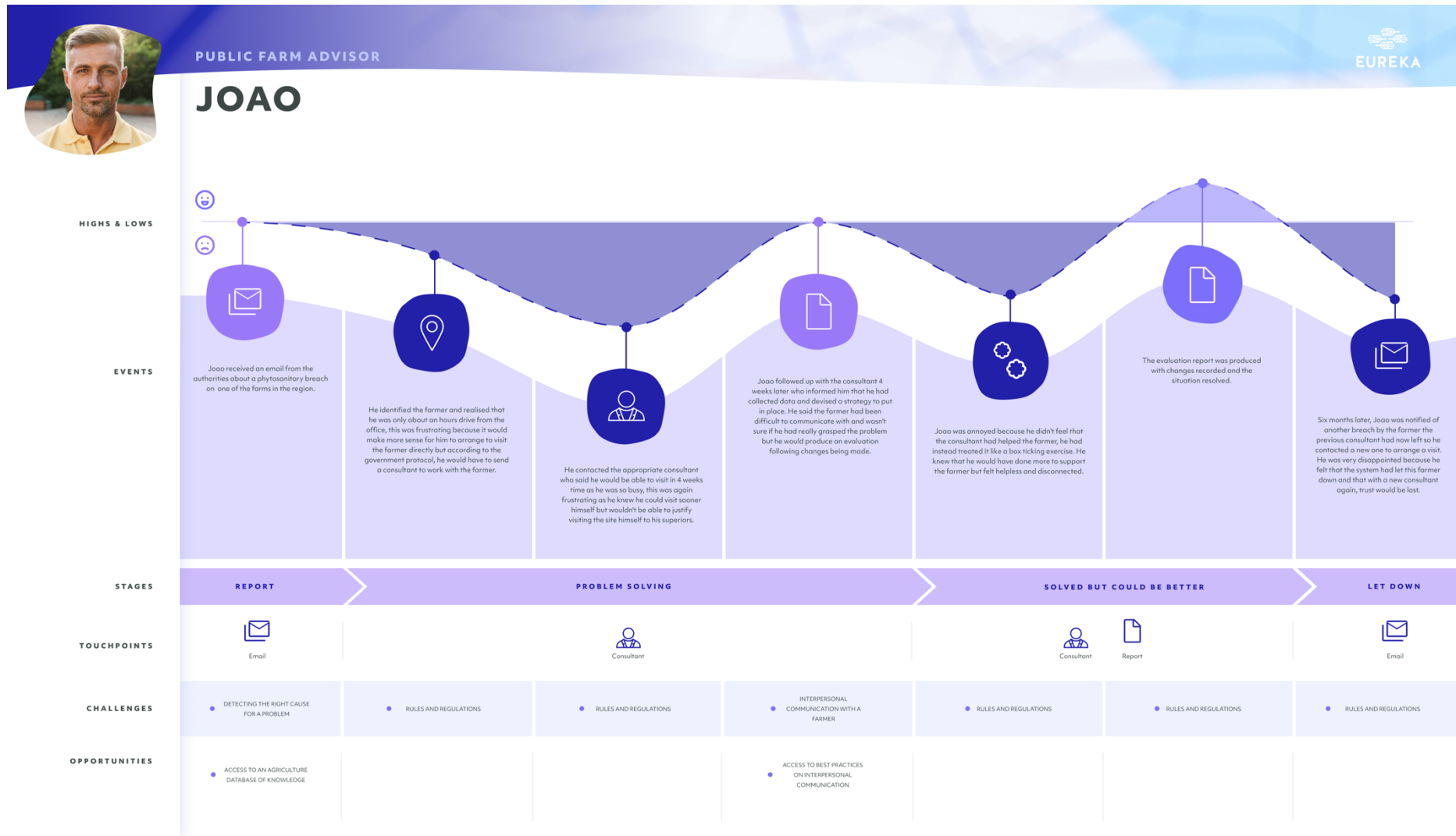


INTERESTS

- Going to the sea or nature
- Spending time with his family
- Reading poetry
- Enjoying nice food and wine



D2.3 Conclusions & mapping ideal user journeys



Private farm advisor



“The way forward is digital, but not completely”

AGE 38

COUNTRY ESTONIA

GENDER MALE

LANGUAGES ESTONIAN, ENGLISH, FINNISH

WORKLOAD MEDIOCRE ADMINISTRATIVE, SPENDS A LOT OF TIME WITH CLIENTS

TYPE OF ADVISOR INNOVATIVE FIELD

TIME-WINDOW OF THE SERVICE SHORT — LONG

AMOUNT OF INTERNATIONAL KNOWLEDGE EXCHANGE LOW — HIGH

JOB SECURITY LOW — HIGH

PRIVATE FARM ADVISOR

ANDRES

HIS STORY

Andres is an agrologist by training and when the country started its digital revolution he joined the movement in trying to help farmers become more digitally innovative and progress the level of agriculture in Estonia. Despite his enthusiasm for digital innovation, he is also a realist and knows that digitalisation won't solve everything. Aside from working as a private advisor he also works part time as a researcher at the Estonian University of life sciences. He's very motivated and always keen on helping farmers and policy makers, even at the cost of becoming overworked. One of the biggest challenges for him is setting up and running farmer groups where farmers share ideas about digital innovation and getting them to participate in research projects.

CHALLENGES

Finding the most up-to-date information on innovation

Finding the right people to team up with

Managing his time, he's very busy

Connecting farmers


OPPORTUNITIES




CONNECTING TO EXPERTS



A MESSAGEBOARD TO DETECT WHAT FARMERS NEEDS ARE



A PLATFORM TO CONNECT TO FARMERS MORE EASILY



EASY ACCESS TO A KNOWLEDGE PLATFORM WITH UP-TO-DATE INFORMATION



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

His job

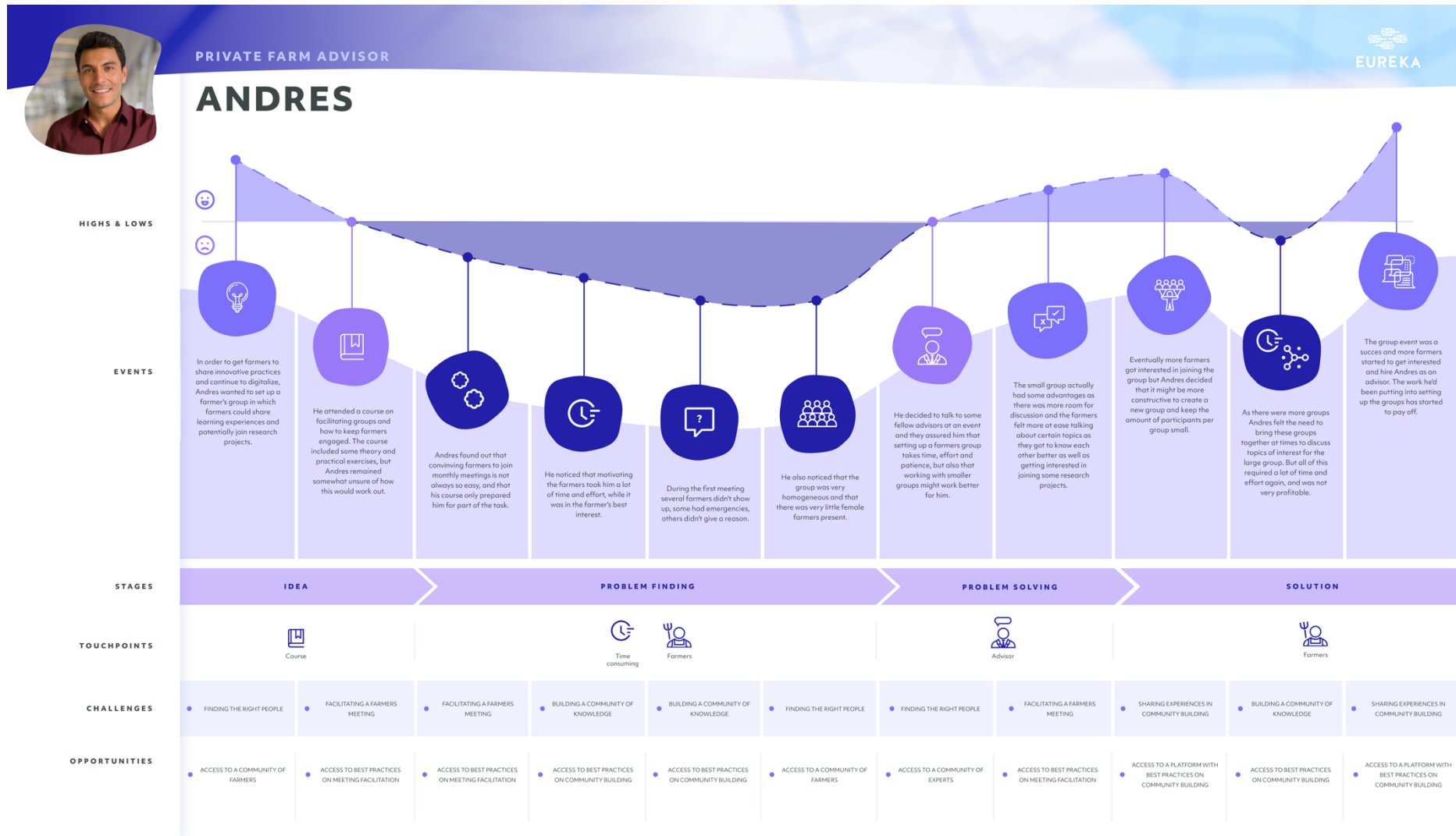
Digital innovation (Artificial Intelligence, Internet of Things, etc.)

Non-fiction literature (e.g. Sapiens by Harari)

Electric cars



D2.3 Conclusions & mapping ideal user journeys



Forest owner



“ People need to stop telling me what I should do with my forest ”

AGE 36

COUNTRY CROATIA

GENDER FEMALE

LANGUAGES
CROATIAN, SHE USES GOOGLE TRANSLATE TO LOOK UP INFO

WORKLOAD
HIGH DIGITAL/ ADMINISTRATIVE

TYPE OF FORESTER
SMALL FOREST OWNER WITH LITTLE PRACTICAL EXPERIENCE AND THEORETICAL KNOWLEDGE

FOREST SIZE
62 HA

TYPE OF INNOVATOR

LAGGARD
← RISKY ————— SAFE →

CHEAP ————— COSTLY

← FORCED ————— VOLUNTARY →

FOREST OWNER

TEREZA

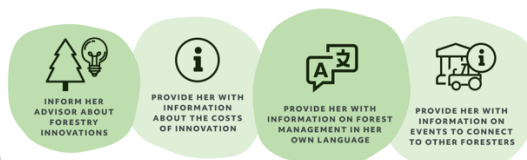
HER STORY

Tereza inherited her forest from her parents who passed away a few years ago. She loves her forest because it contains so many memories and was of great importance to her parents. She has somewhat of a romantic view of her forest and doesn't want to sell it, yet she has no real interest in managing the forest in an sustainable way. She has some forestry knowledge, but this is rather limited. When complicated issues occur she calls on a forestry advisor, but she's very skeptical towards forestry organisations as they'd like her to sell the forest. She allows some trees to be cut for wood, but she doesn't make much money of it. Sustainable forestry is something she doesn't have much knowledge about and she considers it more like a trend.





CHALLENGES

- Finding information on subsidies
- Regenerating part of the forest after and infection of trees
- Finding relevant forestry information in her language
- She doesn't have much knowledge on managing a forest

OPPORTUNITIES



SKILLS

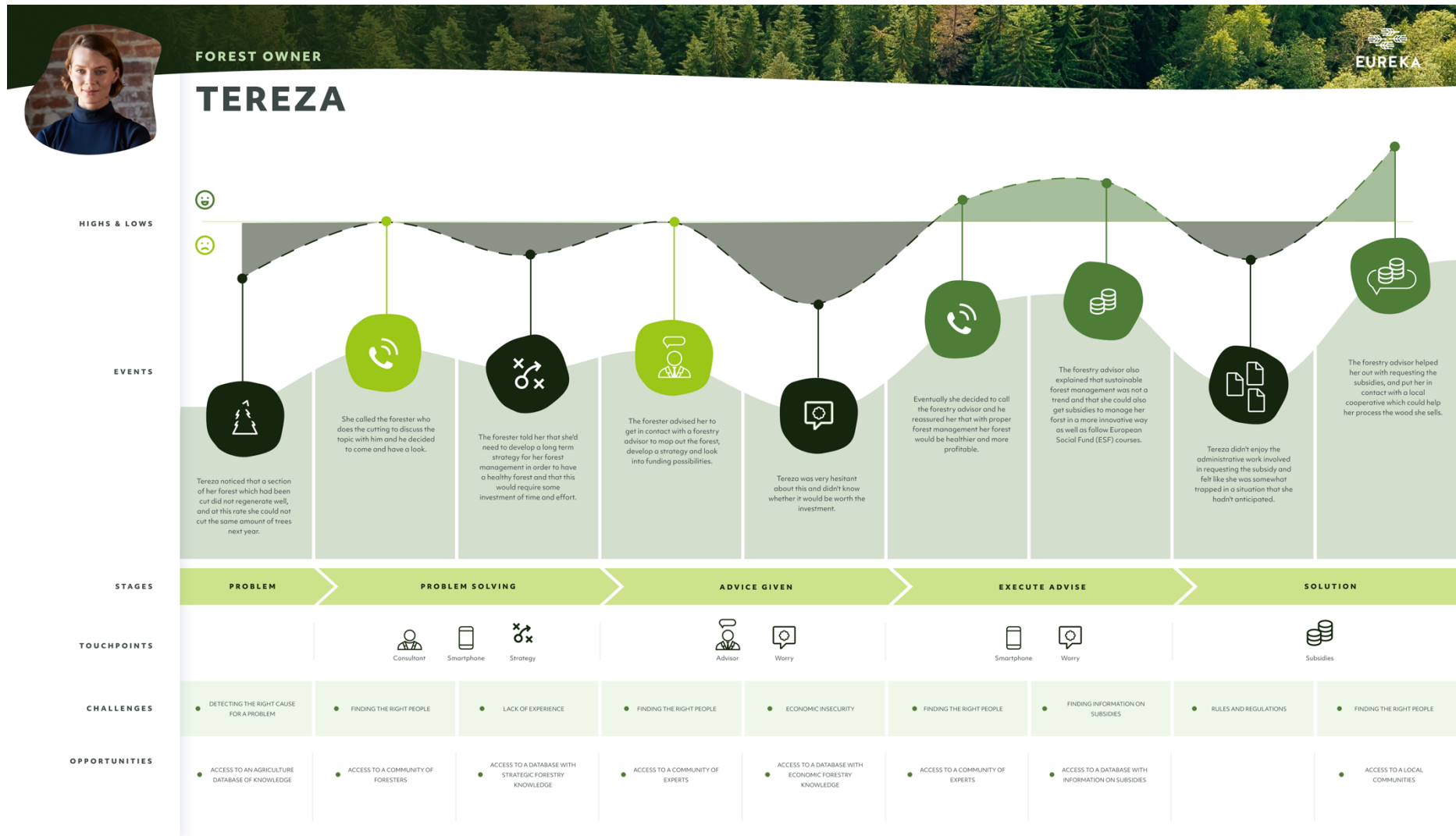
DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS




INTERESTS

- Her family (She has a 12 year old daughter)
- The band 2cellos
- Spending time in nature



Middle aged forester



“New digital tools allow us to work like surgeons when it comes to forest management”

AGE 48

COUNTRY SPAIN

GENDER MALE

LANGUAGES
SPANISH, ENGLISH

TYPE OF FORESTER
FOREST MANAGER, USED TO BE PRACTICAL BUT NOW MACHINES DO THE WORK

FOREST SIZE
20000 HA

TYPE OF INNOVATOR
PRACTICAL INNOVATIVE FORESTER

RISKY ————— SAFE

CHEAP ————— COSTLY

FORCED ————— VOLUNTARY

MIDDLE AGED FORESTER

IGNACIO

HIS STORY

Ignacio is a forestry manager, employed by the government. He is truly passionate about his job and sometimes doesn't think of it as work at all. This means that he tends to work long hours and seek out information from a range of sources. Forest information is difficult to find because it is so niche which means that his work relies on building successful networks with people in the sector across the world. He is sometimes frustrated because forestry is often combined with agriculture but he thinks it is totally different, the economics, timeframes and biodiversity are totally different to traditional farming.

CHALLENGES

- Finding the right information on forestry innovation
- Building networks to share information
- Adapting to new digital innovations (e.g. new software)
- Complicated planning of forest management to protect ecosystems

OPPORTUNITIES



PROVIDING HIM ACCESS TO THE LATEST INNOVATIONS ON FOREST MANAGEMENT



PROVIDING HIM ACCESS TO A PLATFORM WHERE A COMMUNITY OF FORESTERS IS ACTIVE



BEING ABLE TO EASILY COMMUNICATE WITH FORESTERS WHO DON'T SPEAK ENGLISH OR SPANISH



SKILLS

DIGITAL STARTER	    	DIGITAL EXPERT
LOW EDUCATION	    	HIGH EDUCATION
RESERVED	    	RISKTAKER
INDIVIDUAL	    	SOCIAL
MONOLINGUAL	    	MULTILINGUAL

TOUCHPOINTS



SMARTPHONE



GPS



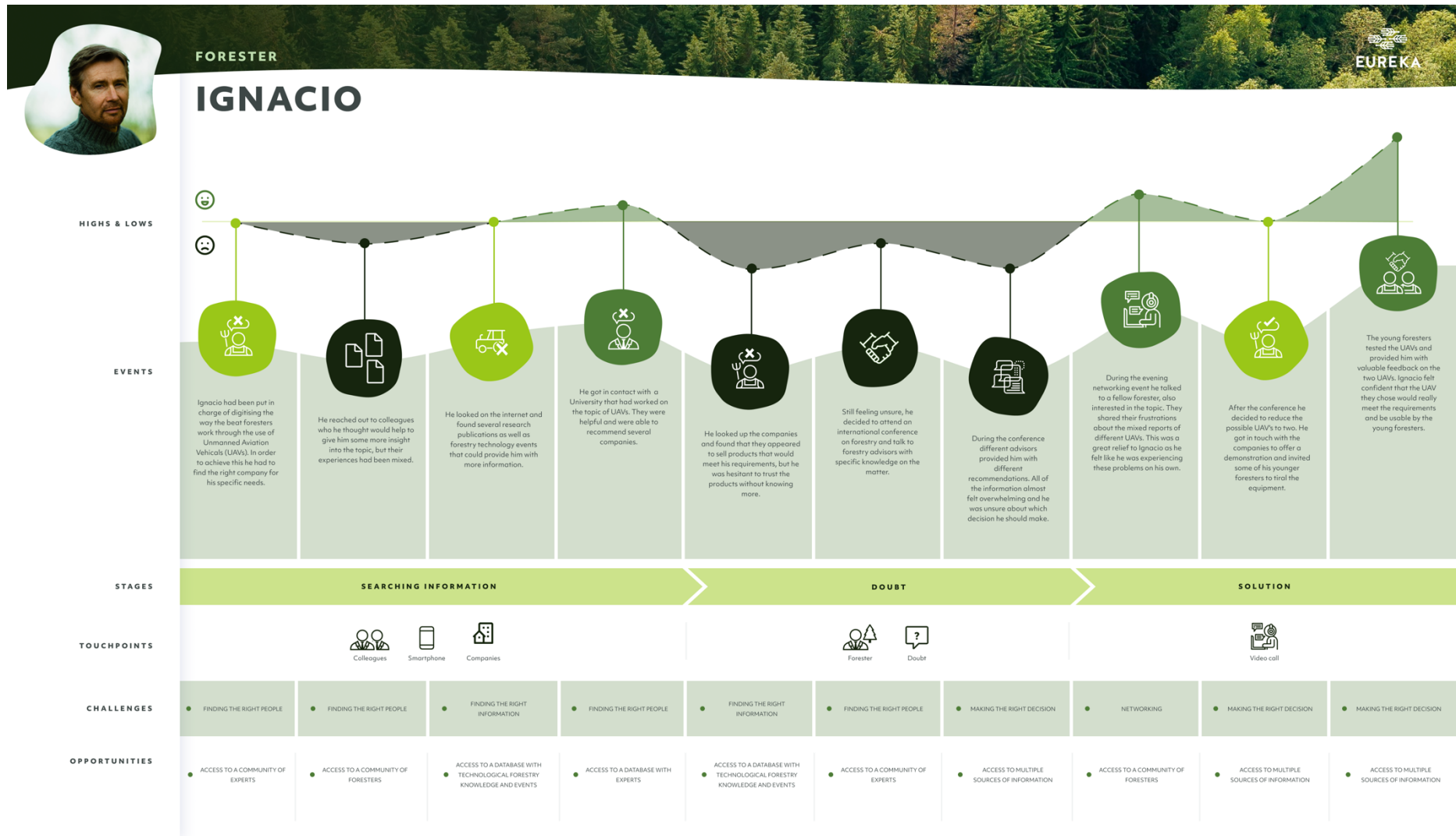
DESKTOP WITH SPECIALISED SOFTWARE



FORESTRY EXPERT MEETINGS

INTERESTS

- Forestry
- His family (three sons 18, 21 and 24)
- Fishing
- Meeting friends



Young forester



“I'm worried about what the future holds for our forests”

AGE 25

COUNTRY GREECE

GENDER MALE

LANGUAGES
GREEK, BUT PROFICIENT IN ENGLISH

TYPE OF FORESTER
A BEAT FORESTER

FOREST SIZE
1000 HA

TYPE OF INNOVATOR
EARLY MAJORITY

RISKY ————— **SAFE**

CHEAP ————— **COSTLY**

FORCED ————— **VOLUNTARY**

YOUNG FORESTER

IONNAS

HIS STORY

Ionnas has always loved hanging around in forests, he enjoys being on his own and not being overstimulated. He could never live in a large city, he needs a daily connection with nature. This is his first job since he left university, he started a year ago so he doesn't have much practical experience yet. He heavily relies on his older colleagues as forestry involves a lot of knowledge specific to particular piece of forest one has to manage, but he's also very involved in online communities and knowledge reservoirs related to forestry.

CHALLENGES

Learning the technical landscaping software he only saw briefly at University

Gaining practical knowledge about his piece of forest

Networking to gain more knowledge from other foresters

Climate change and forest fires

OPPORTUNITIES



PROVIDING HIM ACCESS TO A NETWORK OF FORESTERS AND EVENTS



PROVIDING HIM ACCESS TO TUTORIALS




PROVIDING HIM ACCESS TO A COMMUNITY THAT CAN HELP HIM LEARN TECHNICAL FORESTRY SOFTWARE



PROVIDING HIM ACCESS TO THE LATEST IN FORESTRY INNOVATION



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



SOCIAL MEDIA (LINKEDIN AND ENTOMOLOGIST COMMUNITIES)



SMARTPHONE



GPS



EXPERIENCED COLLEAGUES

INTERESTS

Rock climbing

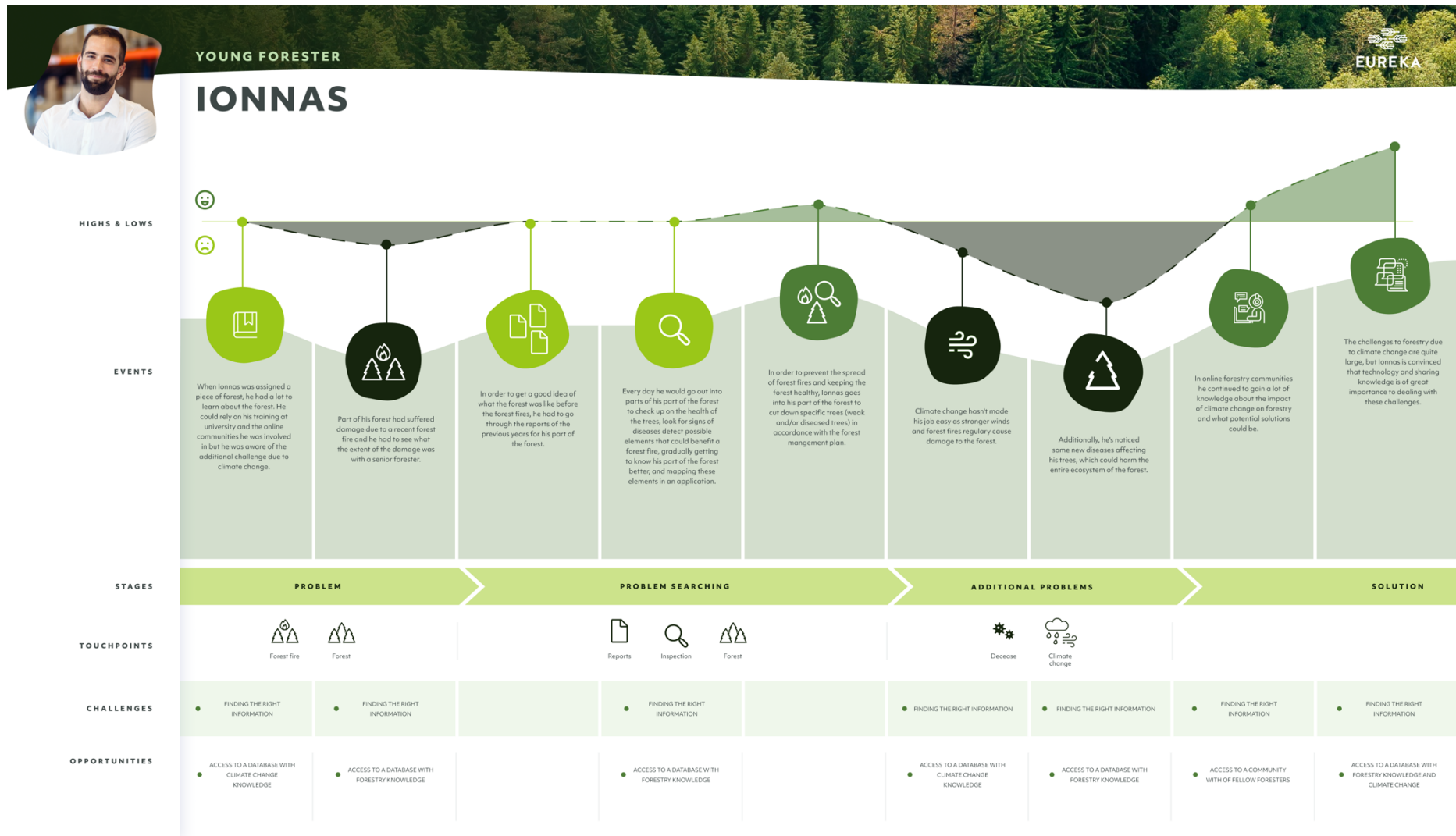
Greek food

Reading fiction and Greek mythology

Going to the theater



D2.3 Conclusions & mapping ideal user journeys



Private forestry advisor



“ Forests are not about trees, it's about people! ”

AGE 40

COUNTRY DENMARK

GENDER MALE

LANGUAGES DANISH, ENGLISH, GERMAN

TYPE OF FORESTRY ADVISOR
PRIVATE ECO-TOURISM ADVISOR

TYPE OF INNOVATOR
INNOVATOR

RISKY ————— SAFE

CHEAP ————— COSTLY

FORCED ————— VOLUNTARY

PRIVATE FORESTRY ADVISOR

MALTHE

HIS STORY

Malthé claims he was born in a forest, that's how much forests are part of him. While attaining a master degree in Forestry, he did an internship in Canada. This has fascinated him with regard to how forests are managed around the world and how forestry innovation is crucial to preserving our fragile eco-system. He has gained additional working experience in Estonia, Bulgaria, Ghana and Australia. He's convinced that forests are essential to good health and therefore wants to develop sustainable forestry tourism. In order to achieve this he also attained a bachelor in international marketing and offers tours in Danish forests.

CHALLENGES

- Providing institutional and economic analyses
- Convincing clients of forest marketing and forestry tourism
- Combining sustainable forestry and agriculture
- Climate change and its impact on forests around the world

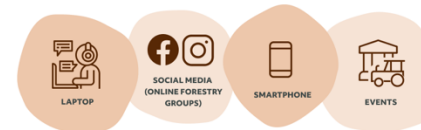
OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

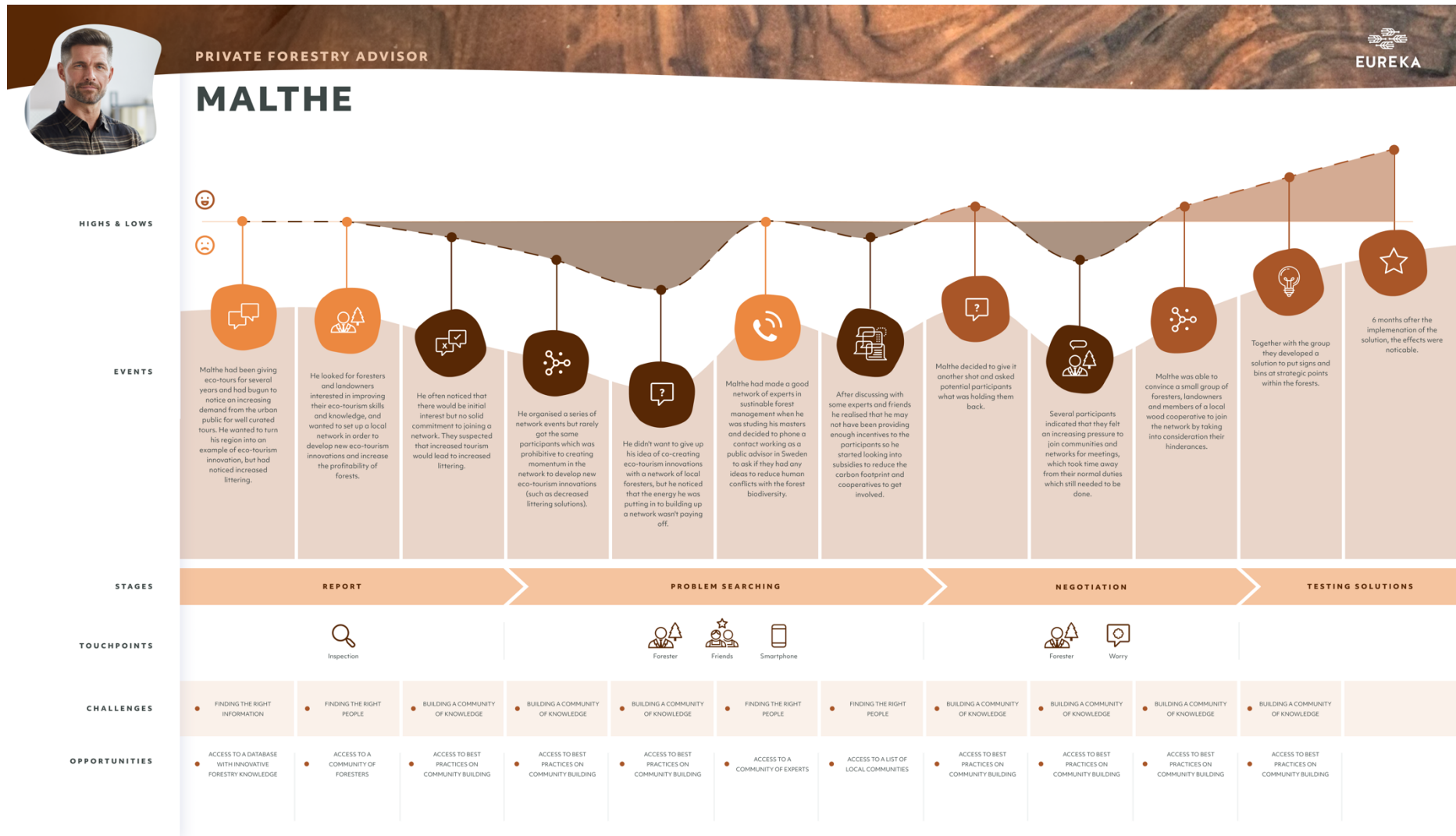
TOUCHPOINTS



INTERESTS

- Travelling and discovering local customs
- Reading non-fiction
- Giving tours
- Biking

D2.3 Conclusions & mapping ideal user journeys



Public forestry advisor



“ Healthy forests are crucial in order to deal with climate change ”

AGE 35

COUNTRY THE NETHERLANDS

GENDER MALE

LANGUAGES
DUTCH, ENGLISH, GERMAN

TYPE OF FORESTRY ADVISOR
STRATEGIC SUSTAINABLE FORESTRY ADVISOR

TYPE OF INNOVATOR
INNOVATOR

RISKY ————— SAFE

CHEAP ————— COSTLY

FORCED ————— VOLUNTARY

PUBLIC FORESTRY ADVISOR

HANS

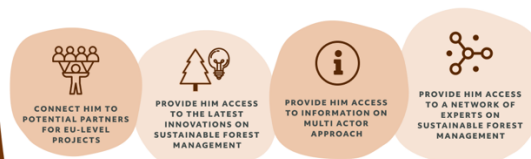
HIS STORY

Hans has always been fascinated by nature and the way eco-systems work. As a young boy he enjoyed going on forest visits when at school. This led him to pursue a degree in forestry followed by a Phd within the field of sustainable forest management. Following the completion of his Phd, Hans started a job working for the State Forest Service as he felt that it reflected his desire to give more attention to nature conservation as opposed to timber production for revenue. Hans is passionate about leaving a sustainable world for future generations and thinks that conservation based forestry holds an important key to unlocking this goal. Due to his passion he can get frustrated at challenges to his ideal such as the conflict with intensive agricultural systems.

CHALLENGES

- Climate change and sustainable forest management
- Intensive agriculture conflict with forestry
- Stakeholder management
- High administrative workload

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

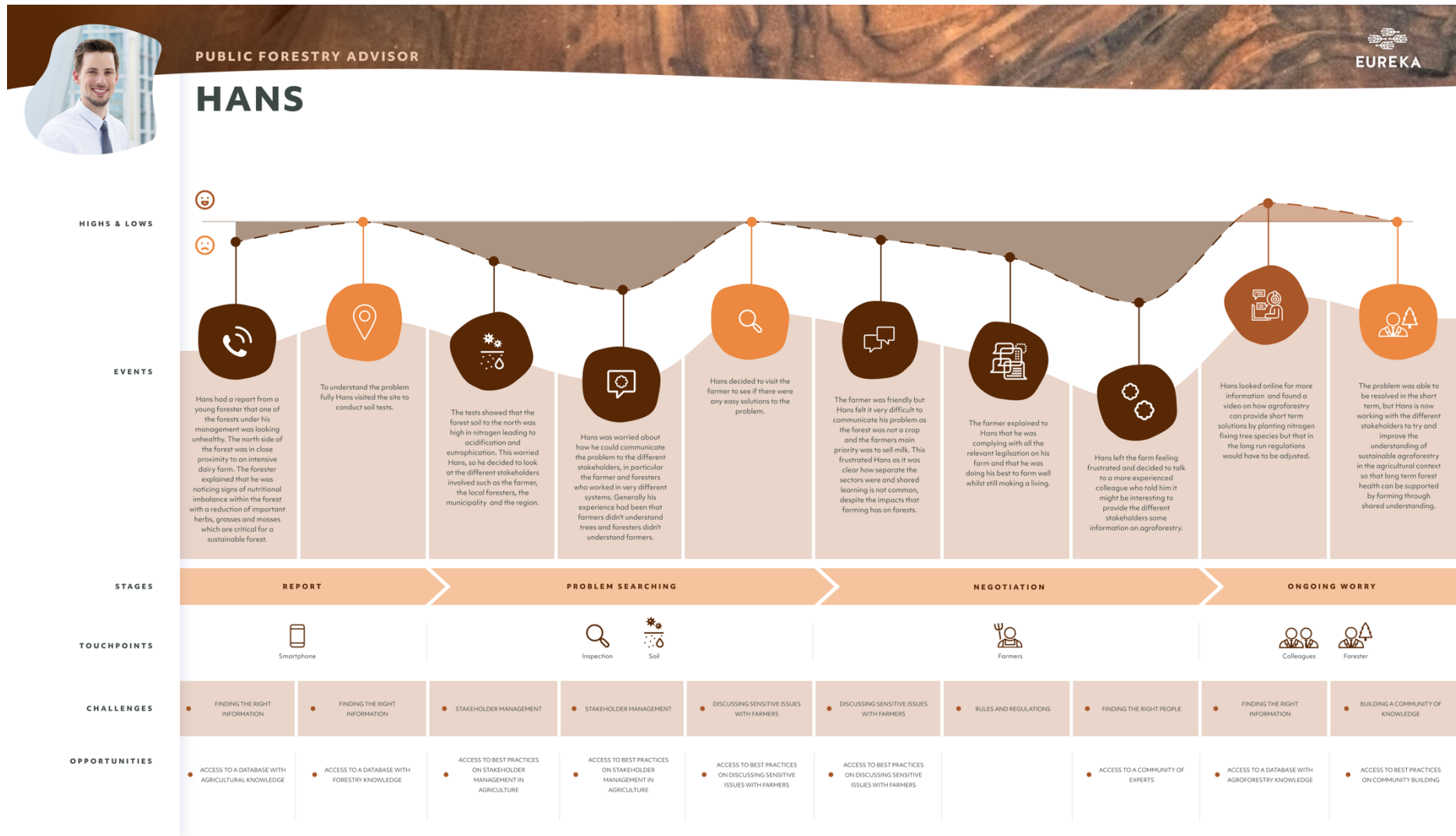
TOUCHPOINTS




INTERESTS

- Sustainable living
- Biking
- Baking bread
- His family (5 year old daughter)

D2.3 Conclusions & mapping ideal user journeys



Researcher



“ I want the solutions I develop to align more with farmers' needs ”

AGE 38

COUNTRY POLAND

GENDER MALE

LANGUAGES POLISH, ENGLISH

AFFILIATION ACADEMIC

SCIENCE COMMUNICATION

LOW HIGH

SOFT SKILLS

LOW HIGH

CAREER SECURITY

LOW HIGH

RESEARCHER

ALEKSANDER

HIS STORY

Aleks' grandfather was a hard-working farmer with little education options, but his father was able to attend university and became an engineer. Aleks always felt a connection to agriculture and decided to study bio-engineering. He managed to get an assistant professorship and runs a small lab on planning and organization of breeding of cattle. The pressure to publish sometimes makes him worry whether his research is relevant and of practical use to farmers. His work is sometimes too theoretical to easily translate to farmers which makes the relationship with farmers and advisors often more difficult. His ambition is to perform research which will be of more practical use to farmers and get more involved in EU-projects.

CHALLENGES

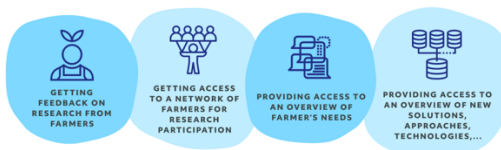
Translating solutions into practical contexts

Conducting relevant research

Finding research funding

Convincing farmers of his solutions

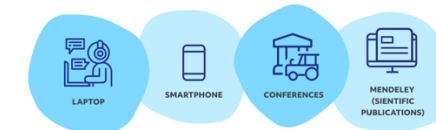
OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

Running in nature

Visiting historical museums

Travelling, roadtrips in particular

Craft beers



Policy maker



“Some of the big issues I have to deal with as a local policy maker is the poor technological development, lack of funding and the entrance of big players who are investing a lot.”

AGE 45

COUNTRY ROMANIA

GENDER FEMALE

LANGUAGES
ROMANIAN, ENGLISH

TYPE OF POLICY MAKER
REGIONAL POLICY MAKER

MAIN TASK
WRITING POLICIES

POLITICAL INTEREST
LOW ——— HIGH

EXPERIENCE
LOCAL ——— GLOBAL

NETWORK
SMALL ——— BIG

POLICY MAKER

MIHAELA

HER STORY

After finishing her PhD as an agrologist she worked as a public advisor for several years before moving to the position of national policy maker. She has some experience working with farmers, but she finds it difficult to communicate with them about the importance of new policies, especially the EU-policies which are sometimes difficult to apply on a regional level. Combining a career as a policy maker while raising two children often leaves little time to stay up-to-date on the latest developments in agriculture.

CHALLENGES

- Finding out what farmers need
- Translating EU guidelines to the regional situation
- Defending Regional interests at a national level
- Dealing with hierarchy as a policy maker

OPPORTUNITIES



SKILLS

DIGITAL STARTER		DIGITAL EXPERT
LOW EDUCATION		HIGH EDUCATION
RESERVED		RISKTAKER
INDIVIDUAL		SOCIAL
MONOLINGUAL		MULTILINGUAL

TOUCHPOINTS



INTERESTS

- Organic farming
- Spending time with her son (15) and daughter (13)
- Defending farming culture
- Spending time outside

