FOX – Innovative down-scaled food processing in a box

FOXLINK: An innovative device for creating consumer engagement in local food communities

D6.2

EUFIC

Project Acronym	FOX
Project Full Title	Innovative down-scaled FOod processing in a boX
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Starting Date	01.06.2019
Duration	54 months
H2020 Call ID & Topic	SFS-16-2018 – Towards healthier and sustainable food
Project Website	http://www.fox-foodprocessinginabox.eu/
Project Coordinator	German Institute of Food Technologies (DIL)

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Deliverable No. & Title	D 6.2 – FOXLINK: An innovative device for creating consumer engagement in local food communities
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Authors	Camila Massri, Betty Chang, Katharina Wachter, Sophie Hieke (EUFIC)
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EXECUTIVE SUMMARY

Deliverable 6.2 refers to Task 6.2: Development of interactive communication channel (M1 – M15).

FOXLINK app | The FOXLINK app was created with the aim of becoming the link between the FOX mobile technology units and consumers, as well as a strategic tool to connect farmers with consumers fostering consumer engagement towards local production. The app will be the main communication channel used for the consumer engagement activities in the 6 regions (Task 6.3).

The users will be recruited by regional partners in each of the regions and the data obtained from their feedback and comments in the app will be used to refine the app content for each region. Users will also be encouraged to co-create and share content on social media, which will be harvested and analysed in order to monitor consumer engagement (Task 6.3).

An agency developed the app and the app prototype was presented to the partners during the annual meeting (29th and 30th of June 2020). The agency will provide training on how to upload content to the app via the backend to all the partners involved in Task 6.3. The content to be uploaded will be carefully planned with each of the regional partners during the testing phase that will take place in 2021.

Deviation

In Month 7 the Steering Committee agreed on request of WP6 Leader to postpone Milestone 25 form M8 to M15. Reaching this milestone was too tightly calculated and this milestone was a prerequisite for this report. Hence, D6.2 could only be delivered in M15. These deviations have been agreed by the Steering Committee in time and are not expected to have an impact on further activities within the WP6.

1. How to install FOXLINK

a. Download the App

On your phone

Please visit https://foxlink.app/

In order to download the app, visit this link via mobile phone, scroll down and click on *Add to home screen*. The installation will begin and after that, the *download app* button will appear on your mobile home screen.

From your browser

To see the app in your browser just click on the same link. It will take you directly to the mock-up version without requiring any installation.

b. Registration

Create an account

The next step is to register. To be able to access the app, you will have to create an account and choose a username (See Figure 1 and 2). This username should be a nickname or your first name. Please do not use your full name.
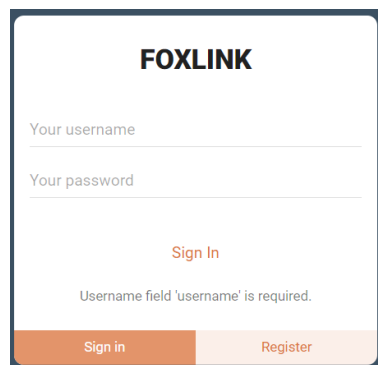

Figure 1. Registration page

For testing purposes, please register with a fake username and email account (e.g. aa@ee.com).

Once you are registered and signed-in, you will not need to sign in every time you want to use the app. You will be automatically signed in, unless you decide to log-out and enter your username and password every time you use the app.

Figure 2. Sign up page

An informed consent must be read and signed during the registration process to successfully install the app.

Sign/agree with informed consent
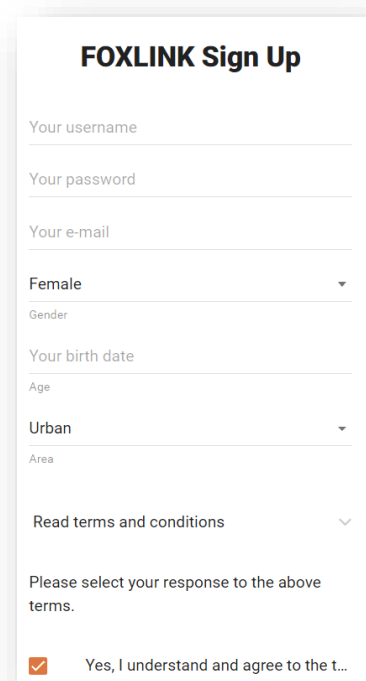
Dear user,

You are invited to participate in the FOXLINK experience. Your input will be part of a research project about how consumers engage with sustainable local food systems. This project is funded by the European Union's Horizon 2020 research and innovation programme. Our results will be communicated with the public and potentially published in scientific journals.

There are no known or anticipated risks or discomforts associated with participating in this study. Participating in this study is entirely voluntary. Please note that at no point will we collect any personal information about you that could help to identify you as an individual. We will ask you to create a profile and *avatar/online identity* for this study that should not contain your real name.

Please read the following and click 'Yes, I understand and agree' if you have read and understood all terms and wish to participate in this initiative:

o   I voluntarily participate in this survey. I have the right to stop my participation at any time. I don't need to give a reason for quitting, and I know that this has no disadvantage for me.
o   I understand that the results of this research will be used for scientific purposes only and may be published. All data will be treated anonymously and confidentially at every stage of the research. Only general statistics will appear in reports.
o   I know that I can always contact the regional project partner for questions, complaints or more information. I can find their contact information in the side menu of the app.
o   I understand that other people also taking part in this initiative may see my profile and some of my responses in public forum tasks (including my chosen username and avatar).

Please select your response to the above terms.

❖   Yes, I understand and agree to the terms
❖   No, I do not agree to the terms; I do not want to participate

2. General set-up of the app

The basic structure of the FOXLINK app consists of:

- a *Landing page,* also called *Home;*
- a *Landing page menu;* and
- a *Side menu.*

2.1 Landing page

The Landing page is the first page users will see when they open the app (see Figure 3). It includes a welcome to the app under the headings: "Welcome to the FOX experience!", "What is in it for you" and "A thank you from us".

Moreover, it has a *News feed* section, where all the new content (e.g. articles, events, videos) will be shown.

Below the *News feed*, users will find information about the project, the consortium and a link to the website.
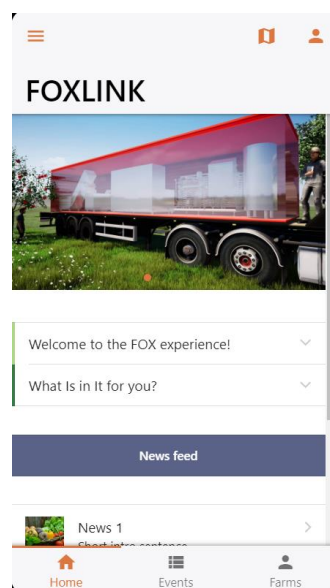

Figure 3. Landing page
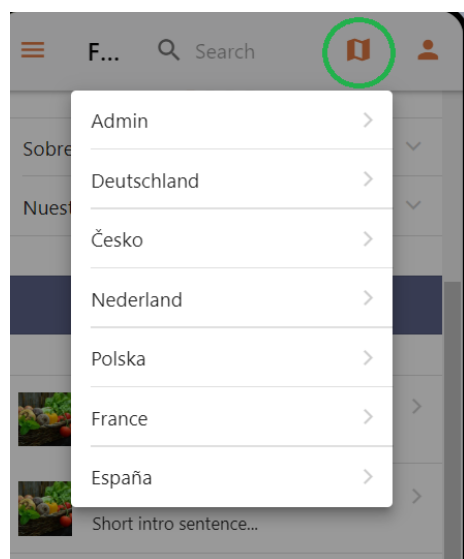
Figure 4. Language/country selection

Two icons are displayed in the top left corner of the screen. The first one (in a green circle in Figure 4) shows a map and will allow users to change their country selection. If a user from France would like to see what is happening in Poland, she/he will have the possibility of changing the country and access the region-specific information from Poland in Polish.

The option *Admin* take us to the English version of the app and will be only visible for partners that are administers of the app.

The second icon (indicated by a blue circle in Figure 5) takes us to the *Profile settings,* where users can modify their information and decide whether they would like (or not) to receive *push messages* with information about the app and news.

From the *Landing page*, users will have access to two menus: the *Landing page menu* (Figure 6) and the *side menu* (Figure 7). Both menus will be explained further in the Content section.
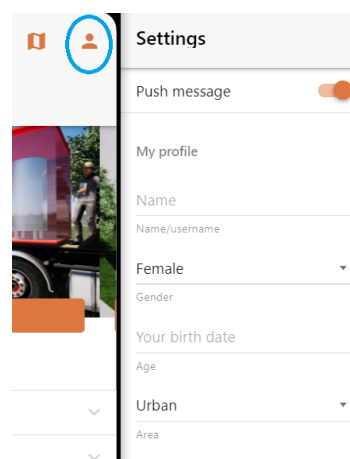
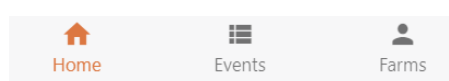## 2.2 Landing page menu

Figure 6. Landing page menu

The MS25 report includes screenshots of the *Landing page* and *Side* menus features.
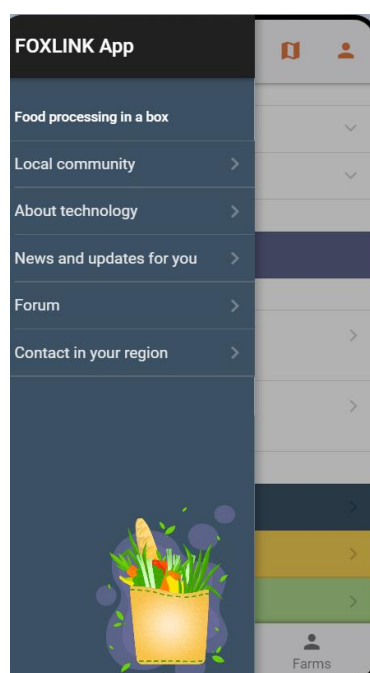
2.3 Side menu

Figure 7. Side menu

3. Alpha & Beta testing

Alpha and Beta testing are ways to test the app before it is launched. Generally, "Alpha testing is when a closed group test the app and Beta testing is when a general public group uses an early version of the app"[1]. In the FOXLINK case, our closed group for the Alpha testing will consist of colleagues from EUFIC and AU that have been involved in the development of the app. For the Beta testing, our general public group will consist of colleagues from EUFIC and AU that are not involved at all in the FOX project and thus have no previous knowledge about the app and its purpose.

For both types of testing, the testers will cover:

- o all the 7 languages included in the app (at least one person per language) and
- o 6 or more mobile phone models per software: Android and iPhone

We plan to have at least 7 Alpha testers (one for each language) and *at least* 10 Beta testers with different models of phones for the Beta testing.

a. Alpha testing

Who will conduct the Alpha testing: AU and EUFIC colleagues working in WP6.

Purpose: to check if the software works properly in terms of functionality:

- o does anything look wrong with the app?
- o do the links/buttons work?
- o how quickly does it load?
- o are there any typos?

However, issues related to the interaction with the app can also be listed (see examples under the Beta testing section below).

How we will track the issues: Whenever an issue that should be fixed or improved is identified, it will be included it in the Alpha testing table (see Figure 8).

Issue number	Date added	Added by	Oppened the app via browser or mobile?	Which browser/mobile? (Chrome, Explorer/ iPhone s6, Samsung Galaxy s20)	Language tested	Type (functionality, content)	Where? (Landing page, News for you section, Events, etc.)	Issue	Screenshot if necessary	Comments
Alpha testing (Consumer Science team and AU)										
Example	08-abr	Kat	Browser	Microsoft Edge	English	Functionality	Landing page	The top right menu icon that should be the profile icon. But the issue comes and goes, sometimes it is correct		

Figure 8. Alpha testing table

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[1] https://www.eteam.io/blog/alpha-vs-beta-testing-a-new-app

Once the Alpha testing is completed and the Excel file filled in, the information will be shared with the agency. When they have fixed the issues identified, the Beta testing will begin.

b. Beta testing

**Who will conduct the Beta testing:** Colleagues at EUFIC and AU.

Purpose: The idea here is that testers can explore the app freely and give their opinion on the interaction with the app. Some of the aspect's testers will pay attention to include:

- o Structure: do the app and the sections make sense?
- o Comprehension: is the app understandable?
- o Comprehensiveness: are there any features/information missing from the app?
- o Usability:
    - how quickly does the app load?
    - can the app be easily navigated?
    - are there any bottlenecks?

Issues related to the functionality of the app will also be listed (e.g. do the links/buttons work?)

How we will track the issues: Similarly to the Alpha testing, testers will list any issues they encountered in an Excel table such as the one below (Figure 9).
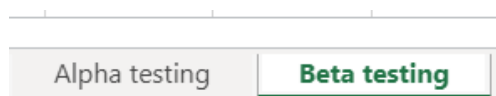
Issue number	Date added	Added by	Type (functionality, content)	Where? (Landing page, News for you section, Events, etc.)	Location (Did this happened when you opened it in your browser or app?)	Issue	Screenshot if necessary	Comments	
Internal Beta testing (Colleagues at EUFIC and AU)									

Figure 9. Beta testing table

4. Next steps

Once the Alpha and Beta testing have concluded, the FOXLINK app will be ready to be used as for the consumer engagement activities (Task 6.3). WP6 partners will receive an introduction to the app during the first Task 6.3 meeting, followed by a training on how to upload content and the monthly trilateral regional meetings between the regional partner, EUFIC and AU (See Figure 10).

		PARTNER	START DATE	DUE DATE	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
					2020							2021												
					J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J
	Task 6.3	All	Jun-20	Nov-22																				
Task 6.3	Consumer engagement plan	EUFIC, AU	Jun-20	Jul-20	�	�																		
Task 6.2	Alpa & Beta testing	All	Sep-20	Sep-20				▪																
Task 6.3	Kick-off meeting	All	Sep-20	Sep-20				▪																
Task 6.3	Individual plans	EUFIC, AU	Sep-20	Oct-20				▪	▪															
Task 6.2	FOXLINK training	All	Nov-20	Jan-21						▪	▪	▪												
Task 6.3	Individual meetings	All	Oct-20	Jan-21					▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	
Task 6.3	Contact with farms	Regional partners	Oct-20	Jun-21					▪	▪	▪	▪	▪	▪	▪	▪	▪				▪	▪		
Task 6.3	Recruitment of participants	Regional partners	Jan-21	Mar-21								▪	▪	▪										
Task 6.3	Consumer engagement activities	All	Jan-21	Dec-21								▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	
Task 6.3	Sentiment analysis	AU	Jan-22	Nov-22																				▪
Task 6.3	Writing deliverables	Regional partners	Jan-22	Nov-22																				▪

Figure 10. Timeline for Task 6.3 activities

Annex. MS25

MS25 Prototype for communication device (D6.2) operational and documentation uploaded

Milestone description

The FOXLINK app was created as an innovative tool to create and foster consumer engagement towards local production and farmers.

The call for tender was launched in December 2019 and we received proposals from 4 agencies. In February 2020 the contract was signed with the chosen agency.

The design and development of the app started in February and finalised in August 2020.

The prototype of the FOXLINK was presented during the annual meeting in June2020.

The app can be installed from https://foxlink.app/.

More information about the installation and registration processes can be find in **D6.2: FOXLINK: An innovative device for creating consumer engagement in local food communities.**

This MS report contains screenshots of the features of the FOXLINK app. It also contains screenshots of the backend.

Deviation

Due dates

a. The 17th of December 2020, MS25 was postponed from M8 to M14.
"This milestone depends on M24 and hence, need to be adapted to the timeline, achievements of MS24 are needed to reach MS25."

b. The 27th of March 2020, Klaus Grunert, AU (WP6 leader) sent an email to Kerstin Pasch (project coordinator) requesting to postpone MS25 from M14 to M15.
"In December it was decided to postpone MS25 from month 8 to month 14. However, the due date for Deliverable 6.2., which this milestone leads up to, remained being month 12.
Then in February, M24 was postponed 1 more month and since MS25 depends on MS24, it would make sense to also postpone MS25 one more month (from month 14 to 15).
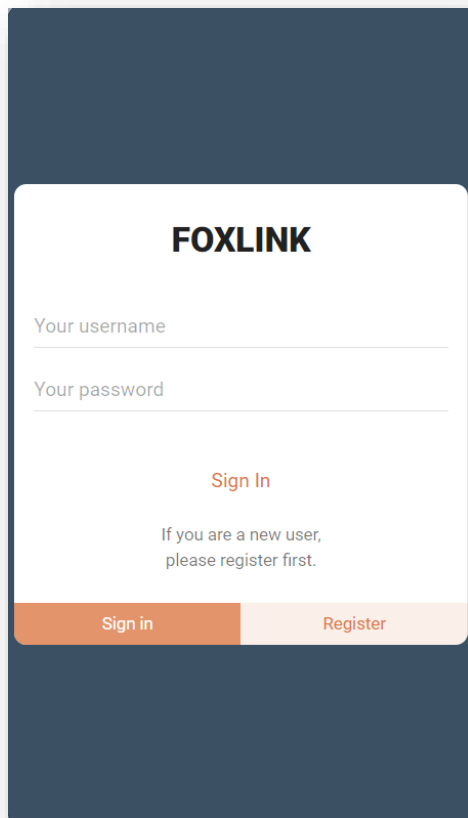
We would therefore like to postpone both MS25 and D6.2 until the end of August (month 15).”

  c. The 11th of May, the following changes were confirmed by Kerstin Pasch:
- MS25 to be delivered in Month 15 instead M8 (DoA)
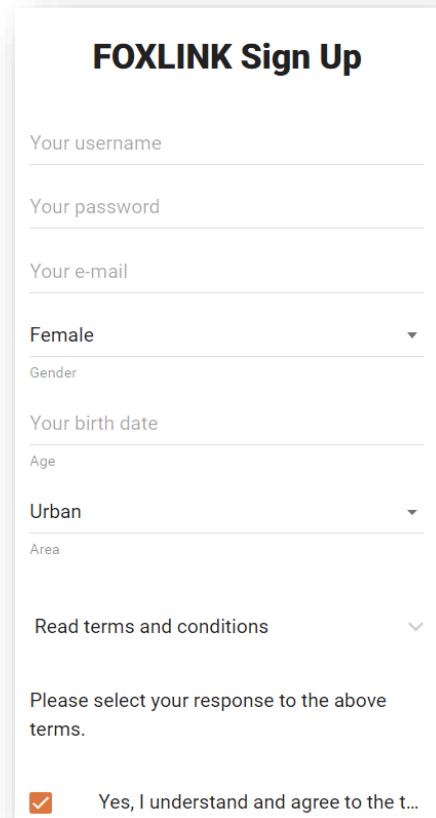- D6.2 to be delivered in Month 15 instead M12 (DoA)

These deviations are not expected to have an impact on further activities within the WP6.
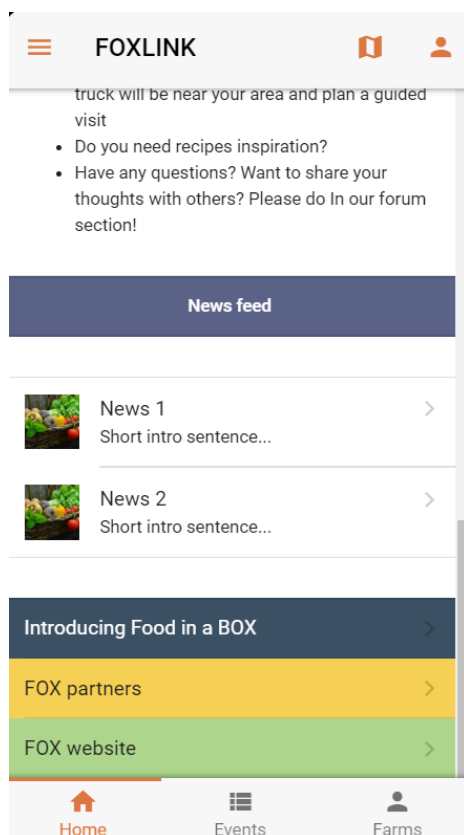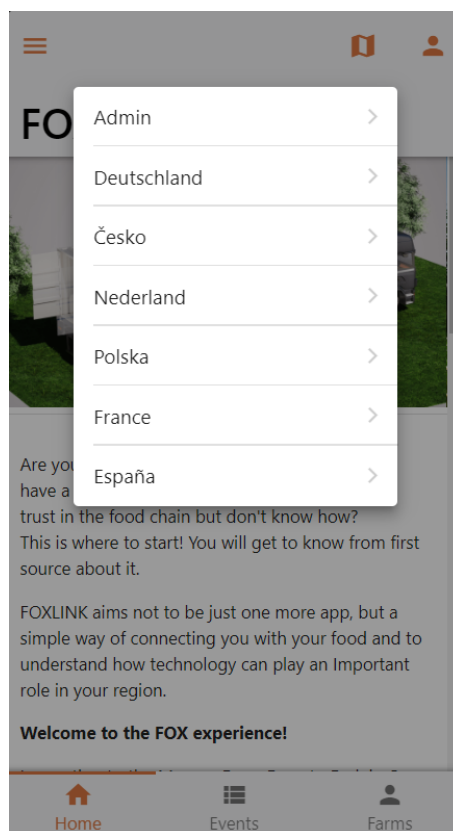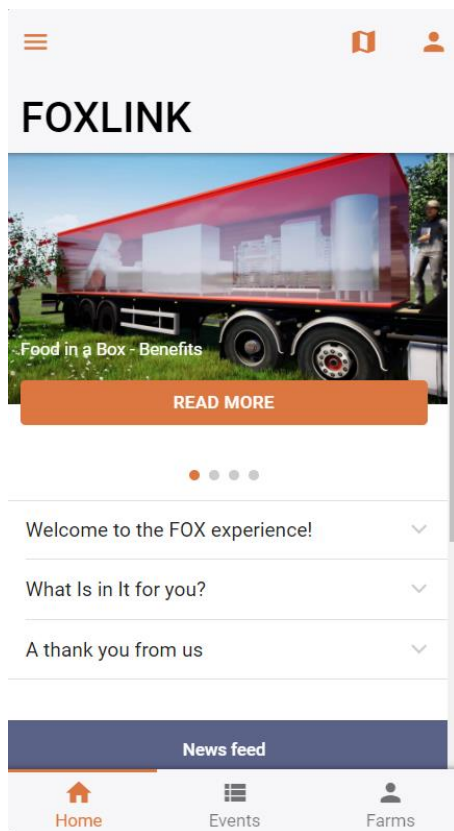
FOXLINK app

1. Registration page

2. Landing page

The Landing page is the first thing users will see when they open the app. It includes a welcome to the app under the titles: "Welcome to the FOX experience!", "What is in it for you" and "A thank you from us".
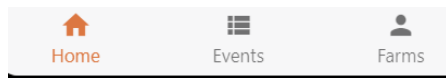
Moreover, it has a News feed section, where all the new content (e.g. articles, events, videos) will be shown.

Below the News feed, users will find information about the project, the consortium and a link to the website.
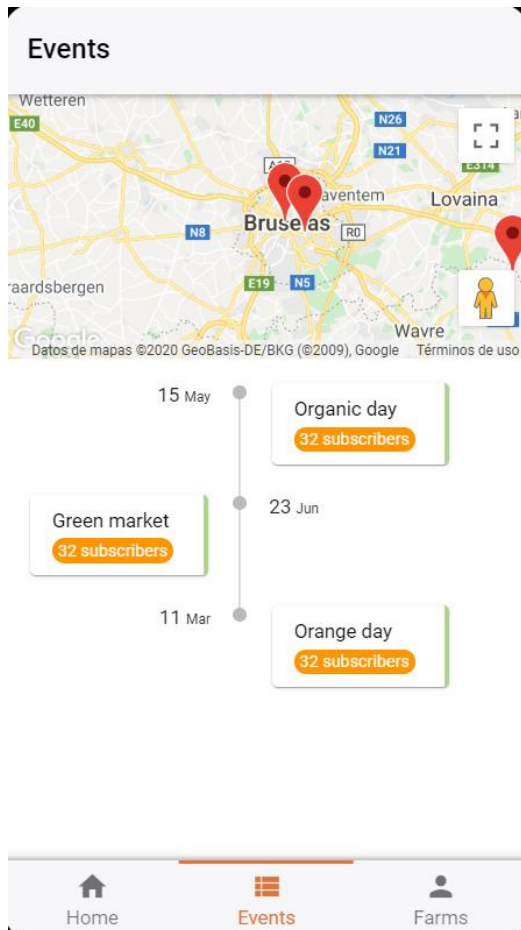
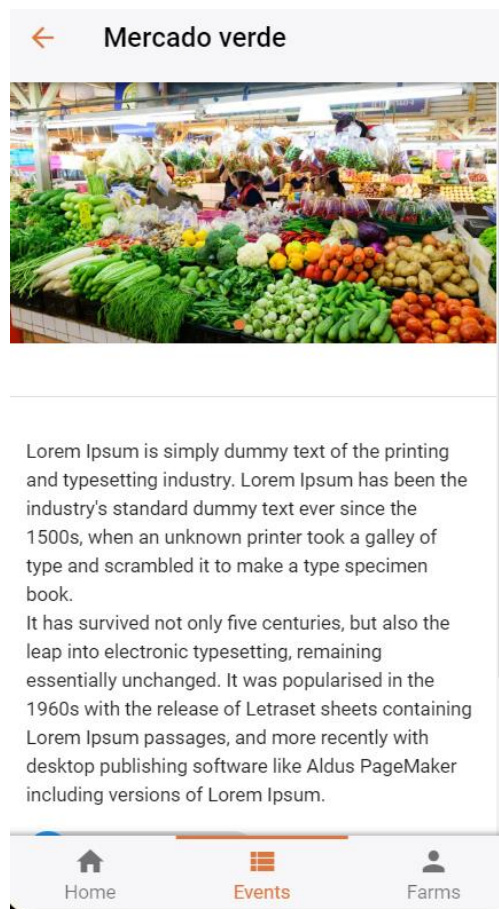Users will be able to select the language based on the region they live in.
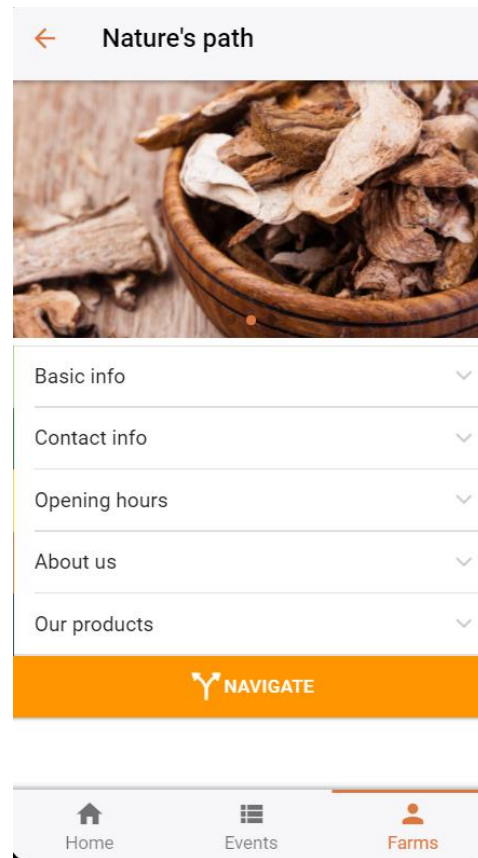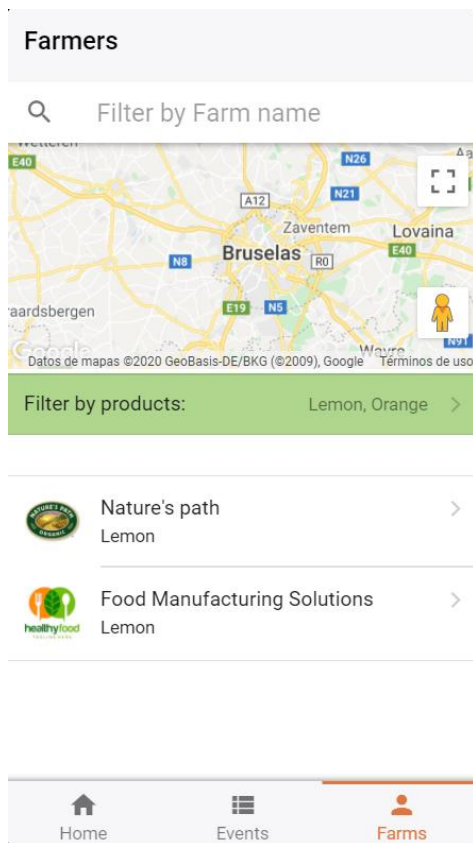
3. Landing page menu

3.1 Events

Each event will include a brief description of the event, date and time, contact details and location.

3.2 Farms
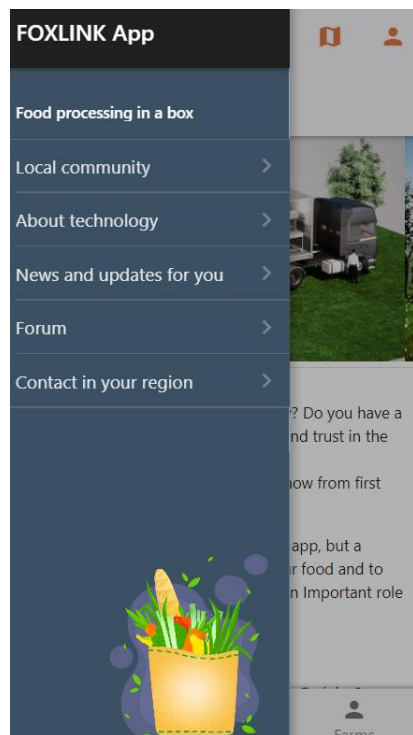

This section is divided into five subsections: *Basic info, Contact info, Opening hours, About us* and *Our products*. Moreover, it has a navigation option with a Google Maps interface and shows the location of the farm and how to get there from where the user is located at. The content that we would like to include in the subsections should be similar for all the farms and regions
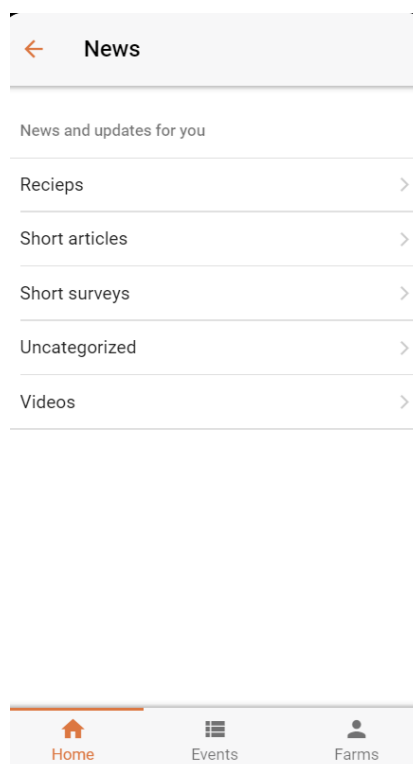
4. Side Menu

FOXLINK App

Food processing in a box

Local community

About technology

News and updates for you

Forum

Contact in your region

? Do you have a
nd trust in the

ow from first

app, but a
r food and to
n important role

Farms

Forum

Topic

software like Aldus PageMaker including versions of Lorem Ipsum.

Like   Comment   Share

John Doe   Monday at 2:15 PM

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Like   Comment   Share

John Doe   Monday at 2:15 PM

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Like   Comment   Share

John Doe   Monday at 2:15 PM

Lorem Ipsum is simply dummy text of the printing

Home   Events   Farms

News and updates for you

News

News and updates for you

Recieps

Short articles

Short surveys

Uncategorized

Videos

Home   Events   Farms

Backend