

DEU-PA is more than just a website for ordering feed



FROM PRACTICE FOR PRACTICE: FURTHER OPTIMISATIONS IN THE DEU-PA APP

DEU-PA is more than just a website for ordering feed: As a central partner portal, it supports farmers and trading partners with orders, information and services - quickly, transparently and regardless of location. We are continuously developing DEU-PA to make this even easier in everyday life. User feedback is incorporated directly, making the portal even more practical.

The current development focused on optimising the menu navigation and structure **of the DEU-PA app**. The aim was to **make operation more intuitive, clearer and more efficient**. Together with **Katharina Roor**, graphic designer specialising in user-friendly design (UX design), and **Dominik Sekular**, Product Owner DEU-PA, specific requirements and user experiences from practice were recorded, evaluated and incorporated directly into the optimisation of the portal.

faster navigation in the DEU-PA app thanks to targeted user feedback

Long-standing DEU-PA user companies that regularly use the portal to place orders were specifically involved in the optimisation process. **Valuable, practical insights and suggestions for optimisation** were gained from daily use.

Based on test versions of the app, various navigation variants were trialled and compared in everyday use. **Users tested different versions of the same function in** order to assess which structure is easier to understand, where users can quickly find their way around and which solution proves most effective in daily use. This feedback was used for further development.



Why the DEU-PA is being continuously developed further

The practical test confirms that DEU-PA works well in everyday work and is appreciated. **At the same time, direct user feedback provides concrete starting points for further improving clarity, comprehensibility and personalisation.**

Discussions with experienced users are a common and proven method in the further development of digital applications. Such practical **tests and discussions are an integral part of the optimisation processes** - both now and in the future.

What is the DEU-PA?

DEU-PA is the digital partner portal for feed management from deuka Tiernahrung Cremer. **As a web and app solution**, farmers and retail partners can **order feed flexibly, transparently and from any location and view all relevant information at any time.** In addition to simply ordering feed, DEU-PA offers **additional services such as document storage, agricultural weather, product information and delivery overviews.** The portal thus makes everyday work easier, saves time and provides orientation. Around 2,000 customers already use DEU-PA. Over 45% of all feed orders are placed via the portal.



Curious about the DEU-PA? Then find out more and register now!

Manage your **feed management** and **orders** conveniently on **your PC, tablet or mobile phone**. In the DEU-PA, livestock farmers can find all the important documents for their **feed orders** as well as many other **useful tools** (e.g. RumiTop® N+P efficiency calculator) and **services** (e.g. agricultural weather, market data, etc.).

Find out more and register at: www.deuka.de/deu-pa

Use DEU-PA mobile on Android or iOS - simply download the app and get started right away!

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