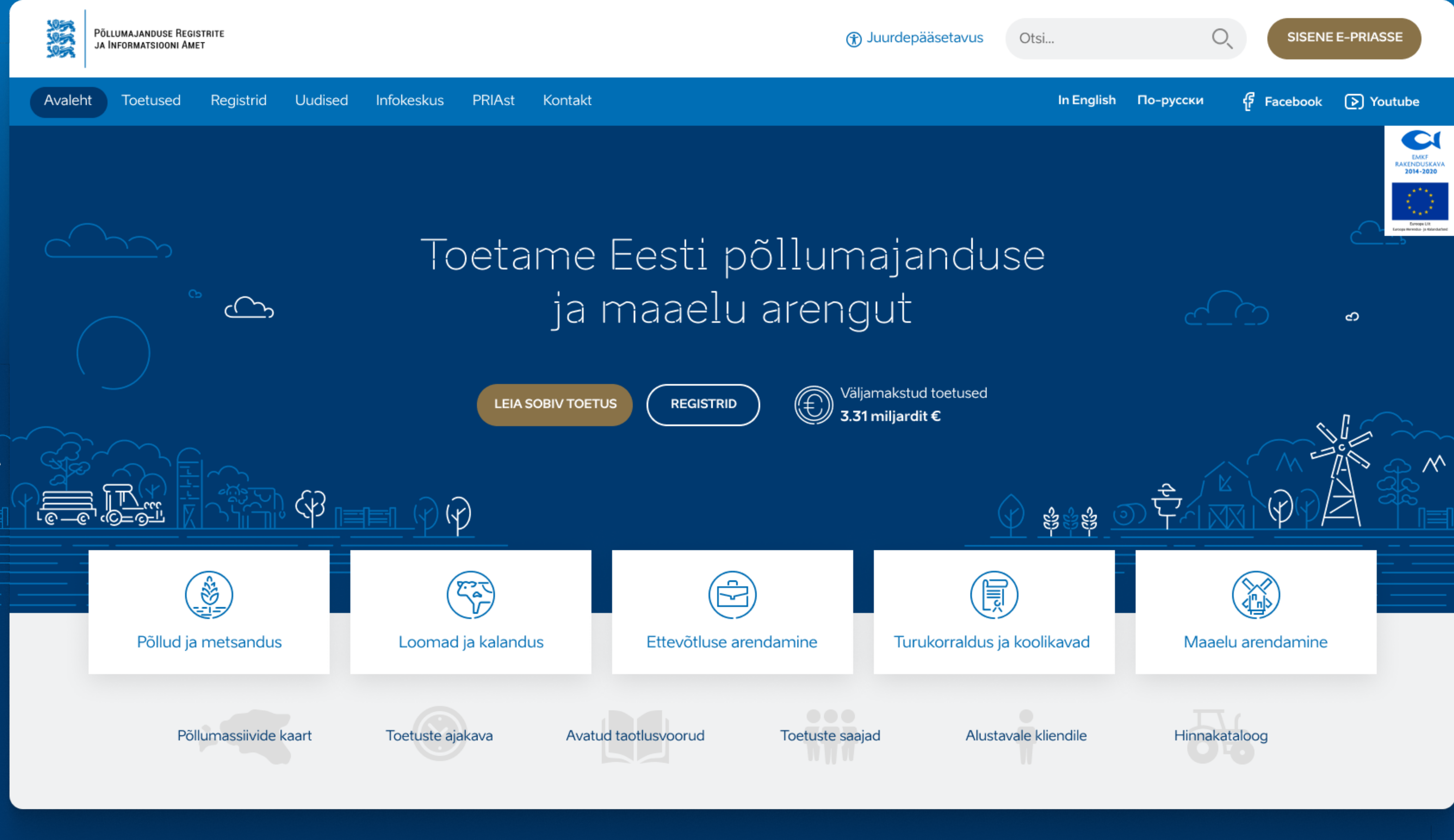


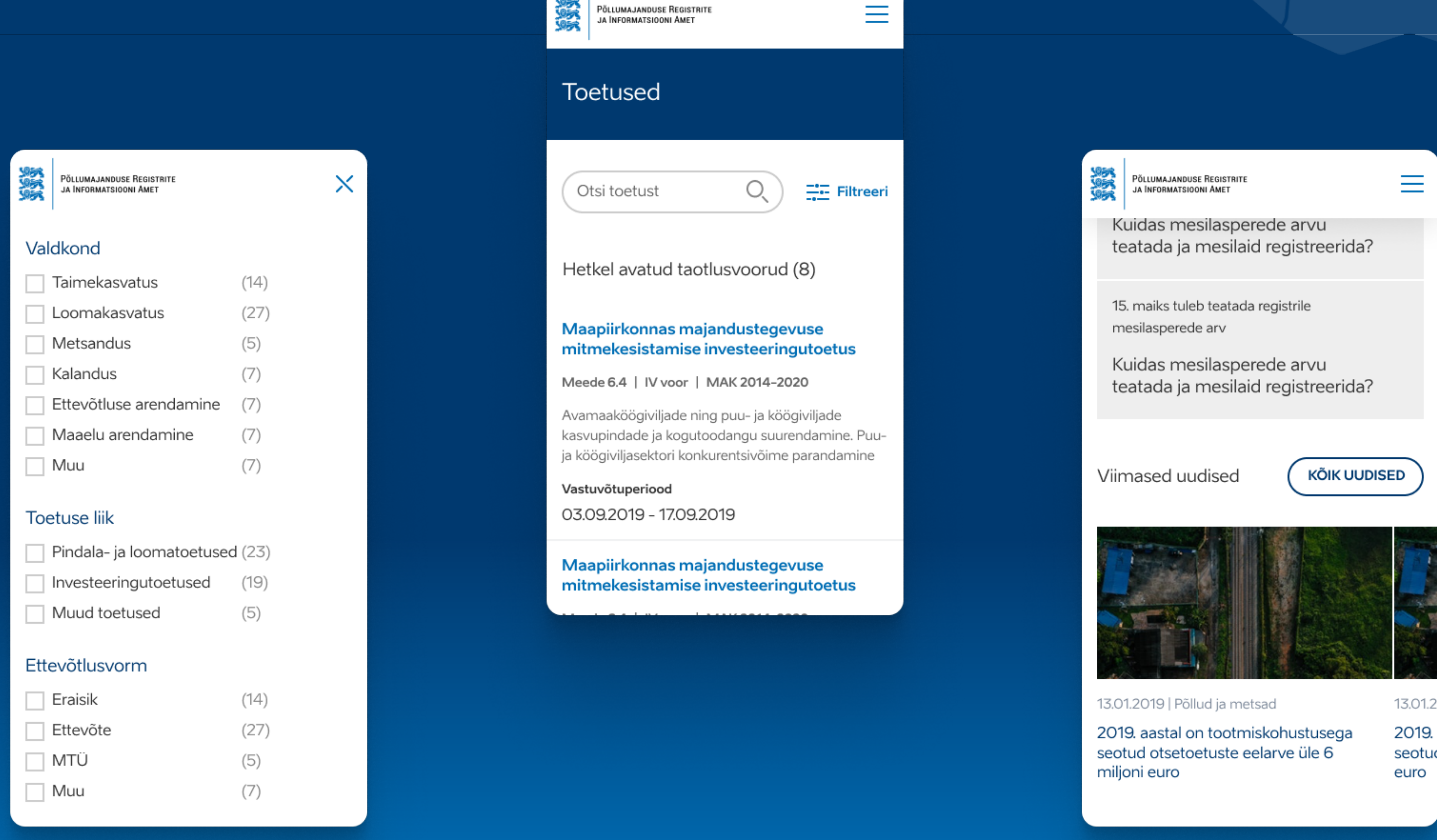
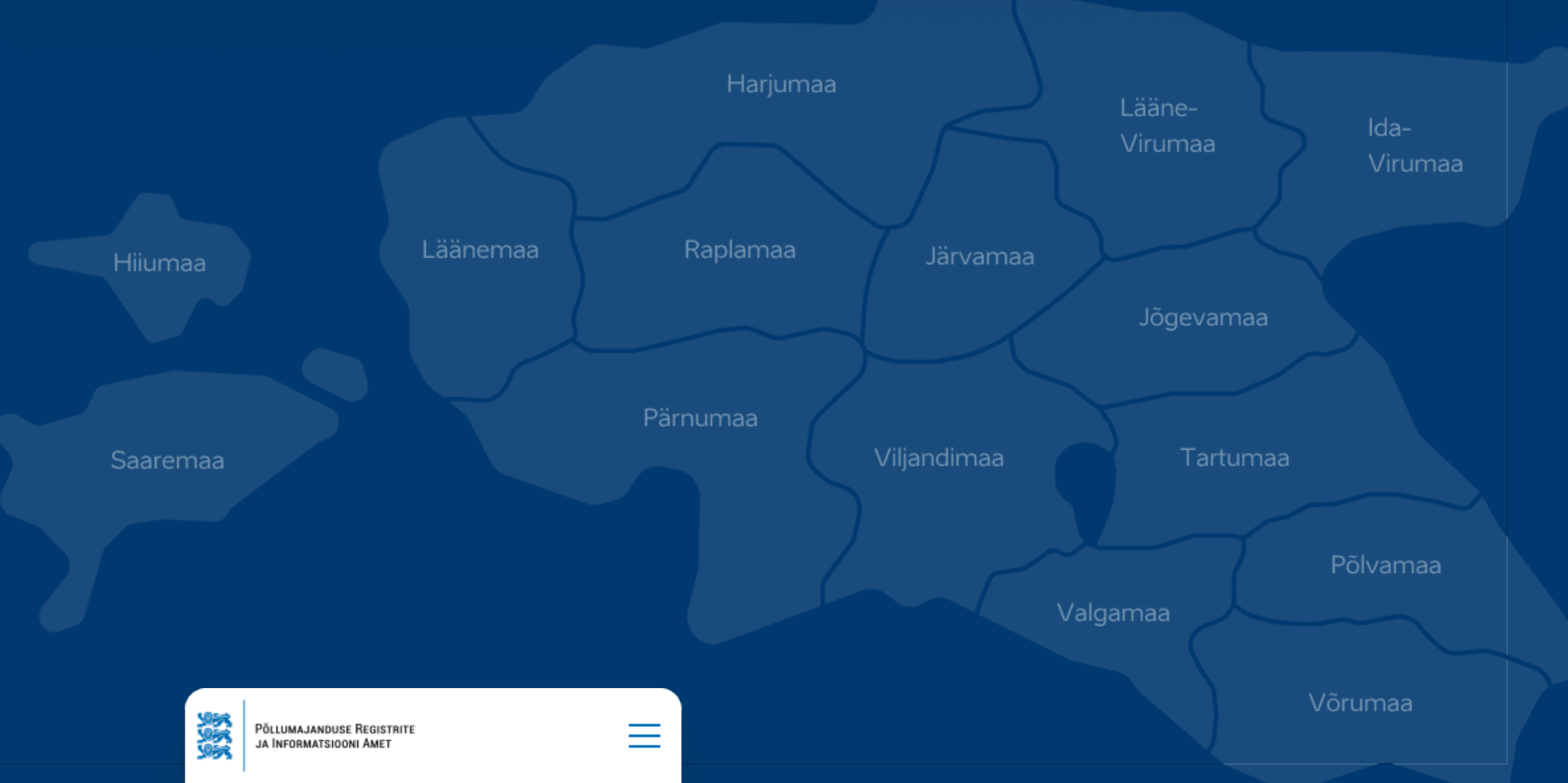
In creating the user experience and user interface, we analysed and designed 80 user journeys and design views. We worked with a clearer distinction of information, the availability of information materials, the simplification of user experience, and visual aesthetics.



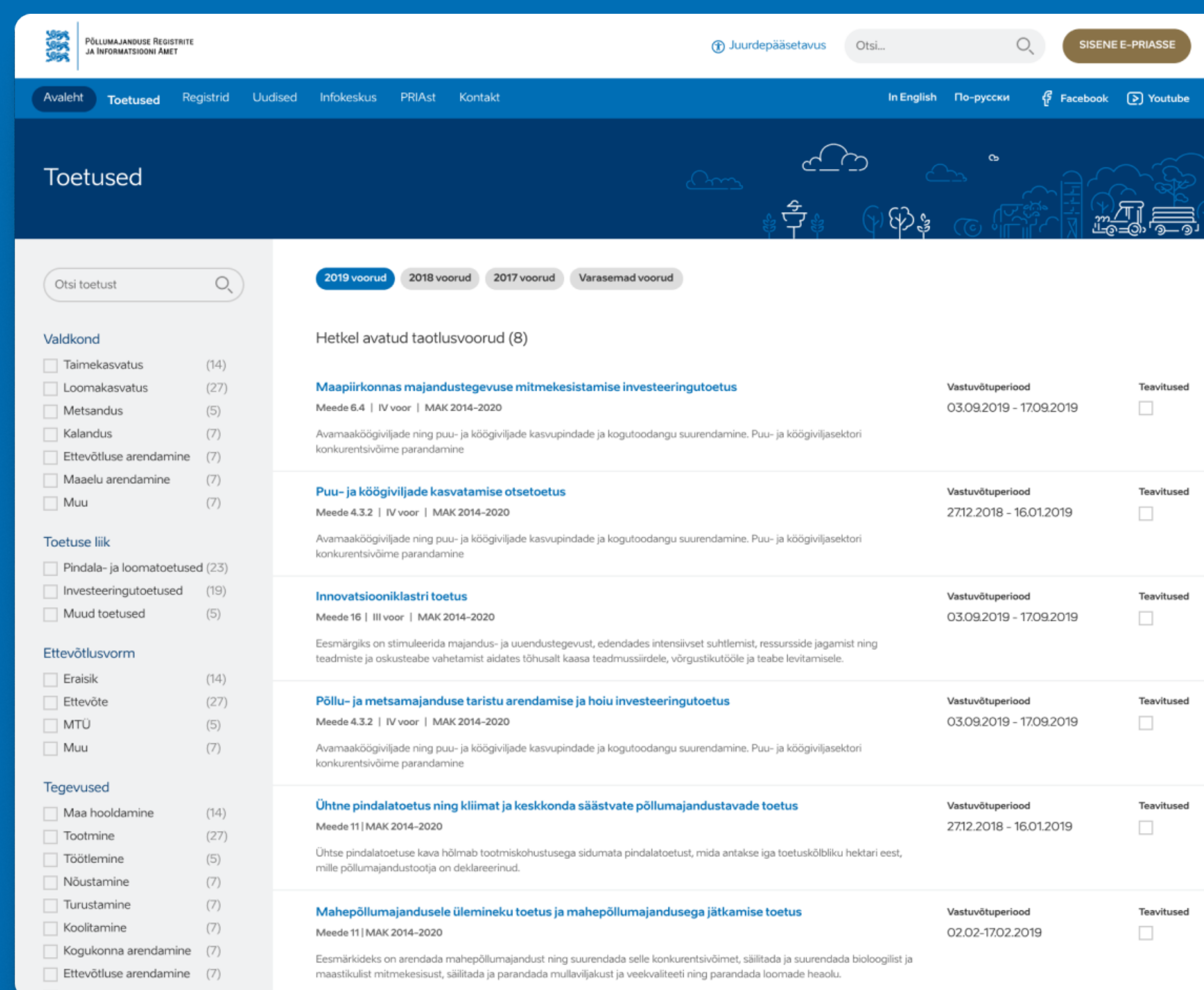
Statistika

VAATA ROHKEM

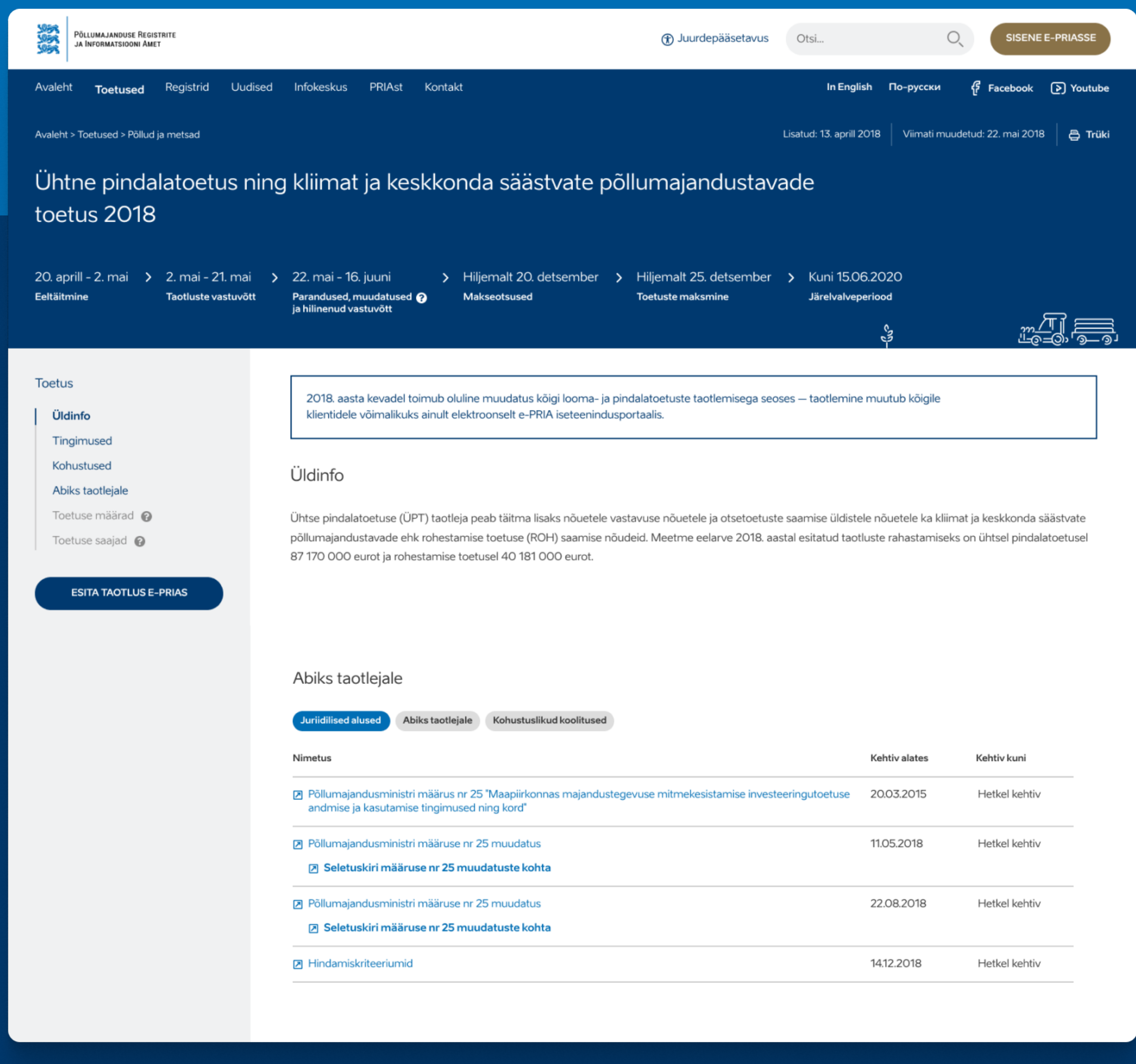
- Väljamakstud toetus **3.31 miljardit €**
- Hooldatud põllumaa **1 miljon ha**
- Loomade arv **310 000**
- 2018.a teraviljasaak **919 828 tonni**



When the new website had been available and usable for everyone for half a year, we also did a thorough follow-up study to find out what works well and where further fine-tuning is needed.



The results were very gratifying. As a result of the interviews, it can be said that the users highly appreciated the innovation of the PRIA website, highlighting its outstanding and representative appearance, information organization, and unified articulation logic, as well as better user-friendliness compared to the past.



Conversations with users revealed that the new website increases the credibility of PRIA as an organization, increasing the confidence that the data provided by customers is well organised and will not be lost.

A separate result is that, if before the website update the PRIA web bounce rate was 37%, then after the update it decreased by more than half to 15%.

