

The FFF Archives In Your Pocket

The Fluid Fertilizer Foundation's new search App delivers.

■ Ken Cooper

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Summary: *The Fluid Fertilizer Foundation (FFF) App has already proven to be as popular as our flagship Fluid Journal online digital edition. The search App is available at Apple App Stores for iPhones and iPads, as well as Google Play Stores for Android smart phones and tablets.*

For years the wisdom of the entire Fluid Journal archive has been available online in downloadable PDF form from the FFF website. However, web access was required. Then the Fluid Journal entered the age of digital publishing and began to publish new issues online at www.fluidjournalonline.com

The online digital edition enabled the Fluid Journal to extend its reach around the world. Today we are seen in 104 countries and regions around the world, and have had readership reports where pageviews ran in excess of 90,000 over a year's time. These are not guesstimates done by phone or mail surveys but electronic hits. We know session duration and bounce rates, who are new

visitors, and returning visitors--all verified by sophisticated analytics.

But imagine now carrying the wisdom of the entire Fluid Journal and its archives in your pocket--whether you're in an automobile, on a trip overseas in an aircraft, or walking a farm field--having answers instantly available to you even to the most difficult agronomy questions anywhere and all without internet access. That's no longer a dream but a promise the FFF is now beginning to deliver.

Unique brainchild

The trigger bringing all this has been the worldwide adoption of smartphones and tablets that have created yet another opportunity called "Apps." Dr. Dale

Leikam, President of the FFF, envisioned an App that would make the entire Fluid Journal archive accessible from anywhere, without undue complexity, slow search times, or even the need for internet access.

"Imagine carrying wisdom in your pocket."

The FFF Search App was created as a self-contained search engine in App form, providing instant access to the wealth of data and research contained in the Fluid Journal archive. Both simple and complex searches can be accomplished

instantly and easily, even offline.

For those with internet access on their mobile devices, each article includes a download button, delivering the PDF of the article directly to the smartphone or tablet, complete with photos, diagrams, and formulas. For those without internet access, or those who want the fastest searches, the same content is instantly accessible in searchable text form.

All of the text contained in the FFF Search App is indexed for lightning fast results. Sophisticated searches using “and,” “or,” and “not,” similar to a web search engine are simple and easy.

The FFF Search App works for both Apple iOS and Android mobile devices. Here are some examples of the searches that are possible with the FFF Search App:

- **Nitrogen** Results include all references to “nitrogen” in the entire Fluid Journal archive
- **Nitrogen potassium** Results include only the reference where “nitrogen” and “potassium” are present in the same article
- **Nitrogen or potassium** Results include only those references that include “nitrogen” or “potassium”
- **Nitrogen not potassium** Results include only those references that include “nitrogen” but not “potassium”

- **Nitrogen 1995** Results include only those references that include “nitrogen” and “1995”
- **Nitrogen leikam** Results include only those references that include “nitrogen” and “leikam”
- **Nitrogen leikam 1995** Results include only those references that include “nitrogen” and “leikam” and “1995.”

Many advance search terms, like those used by Google, also work with the FFF Search App.

Additional updates

The latest version of the FFF Search App has been redesigned to be even easier to use on mobile devices.

Updates include:

- Native controls
- Improved user interface
- Convenient keyword index
- Enhanced help features
- Additional great content

One favorite feature of the FFF website has been the handy index of keywords. For instance, clicking on the key word “nitrogen” will return results for all articles containing that term.

The FFF Search App now includes the same handy keyword list, so that relevant articles for topics can be found instantly with the tap of a finger. Furthermore, users can increase the size of the

typeface for easy reading in the field and on their tablets.

Availability

The FFF Search App has already proven to be as popular as our flagship Fluid Journal online digital edition. The Search App is available at Apple App Stores for iPhones and iPads as well as Google Play Stores for Android smart phones and tablets.

iOS. The FFF Search App for iOS, including iPhone and iPad is: <https://itunes.apple.com/us/app/fff-search/id854896180>

Android. The FFF Search App for Android smartphones and tablets is: <https://play.google.com/store/apps/details?id=net.theinnovationstudio.fffsearch>

Summing up

For those looking for speed and mobility in searching out information from the Fluid Journal and its vast wealth of information and data accessible from anywhere, without undue complexity, or slow search times, we urge you to contact Dale Leikam at Dale.Leikam@cox.net or Ken Cooper, at studio@theinnovationstudio.net

Ken Cooper is the FFF's digital publishing consultant at The Innovation Studio in San Antonio, Texas.

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 **The Fluid Fertilizer Foundation** 

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Research and education for efficient use of fluids.