Quality assurance

Summary of results

3. Evaluation June 2011

Made by: Peter Karstensen (pka@easv.dk)

August 2011

Third evaluation:

The survey was accomplished in the period from June 13th 2011 to June 27th 2011. The evaluation form was a web based form send by mail to each respondent. 9 persons were invited to participate in the survey (participants in the partner meeting and represents from each partner organization). 7 responded on the evaluation form. In the following all the answers are listed. In the end conclusions are made.

The evaluation form was organized with both quantitative satisfaction survey and a more qualitative comment survey. Below all the survey questions are listed together with the answers.

The numbers in the cells below refer to the number of respondents who have answered. For example 2 persons have answered satisfied with the communication between the partners (see below).

The average column is calculated by weights. Very dissatisfied has the weight 1 and Very satisfied agree has the weight 5. By that the lowest averages score equal 1 and highest averages score equal 5. Middle score equals 3.

Goal:

Each indicator which is measured quantitatively must at least have a score of three and must increase in the following internal evaluation reports. The management and partners must take action to improve the score if is below three or is decreasing. The more qualitative indicators are presented for management and partners and have the purpose of explaining and supporting the quantitative indicators

At the end remarks and conclusions are made by the project management and the quality manager with reference to each section of the survey

---

Compared to the second and first evaluations in November and May 2010 respectively:

In the last two columns the average from November and May 2010 are listed (where the questions are similar)

Abbreviations:

- VS: Very satisfied
- S: Satisfied
- N/N: Neither/nor
- D: Dissatisfied
- VD: Very dissatisfied

How satisfied are you with the project so far?

	VS	S	N/N	D	VD	*Average June 2011*	*Average Nov 2010*	*Average May 2010*
The communication between the partners	3	2	1	0	0	*4,33*	*3,50*	*4,29*
The project management	3	2	1	0	0	*4,33*	*4,40*	*4,43*
The quality management	2	2	1	1	0	*3,83*	*4,10*	*4,29*
The use of the Sharepoint intranet	0	3	3	0	0	*3,50*	*4,10*	*4,29*
The project web-site (www.exbased.eu)	0	6	0	0	0	*4,00*	*3,60*	*3,57*

Comments:

Next:

- I think the website is looking great but just needs a bit of tweaking as it is very text heavy.

In relation to WP7 (trail out phase): How satisfied are you with?

	VS	S	N/N	D	VD	*Average June 2011*	*Average Nov 2010*[1]	*Average May 2010*[2]
The cooperation between the partners	4	1	1	0	0	*4,50*	*3,40*	*4,14*
The contributions of the partners	2	3	1	0	0	*4,17*	*3,90*	*3,86*
Your own contributions	2	4	0	0	0	*4,33*	*3,80*	-
The inclusion of your own contribution in the training module	1	4	1	0	0	*4,00*	*3,20*	-

Comments:

Next:

- I really enjoyed this phase as I was liaising with the businesses and consultants. I thought communication from partners especially Noora was excellent.

Next:

- I am still fairly new to the project and so haven't been so involved yet but am looking forwards to working with the partners over the remaining months.

Next:

- As we talked in the partner meeting we have achieved better communication.

[1] The questions in November 2010 related to WP6 (design and development of training module)
[2] The questions in May 2010 related to WP5 (training need analysis)

I think the companies we have worked with... (You can mark with more than one cross)

	Number of crosses
Are aware of experience based business development	4
Understand experience based business development	3
Are capable of working with experience based business development	3

Comments:

Next:

- Some companies were more advanced than others but all seemed to understand the principles and most could see how to implement the principles.

Next:

- I did not have contact directly with the companies, so I cannot answer this section of questions.

Next:

- There are big differences but in general I feel that this project has really made a big effort for opening companies to see new possibilities.

In relation to the partner meeting in Tampere, Finland in May-June 2011, how satisfied were you with:

	VS	S	N/N	D	VD	*Average June 2011*	*Average Nov 2010*[3]	*Average May 2010*[4]
The plan for the meeting	6	0	1	0	0	*4,71*	*4,20*	*4,71*
The discussions	6	1	0	0	0	*4,86*	*4,10*	*4,86*
The outcomes	5	2	0	0	0	*4,71*	*4,20*	*4,86*
The practical arrangements (hotel, food, transportation etc.)	5	2	0	0	0	*4,71*	*4,80*	*4,71*

Comments:

Next:

- Fabulous meeting. Very well organized and everyone was clear about what they needed to do.

Next:

- I had high expectations and they were more than met - a super meeting with energy that I believe will carry over to WP 8 and the closing of the project.

Next:

- Many thanks are due to the host organization for an excellent event.

Next:

- As an organizer I felt that everything went quite nicely.

[3] The questions in November 2010 related to WP6 (design and development of training module)
[4] The questions in May 2010 related to WP5 (training need analysis)

Comments: If you were asked to make a status on the project at this point: What would the best things achieved so far be?

Next:

- Tools which businesses are happy to use, Well attended training, Take up by consultants, Up and running website

Next:

- That the tool box and the training material that we have developed have proven to work in practice - as well as the confirmed need for tools and for training in tools amongst local-level business consultants.

Next:

- That we have made a tool box that works and that there is a demand for what ExBased is offering.

Next:

- The development of a modular view.

Next:

- The best achievement so far is probably that the consultants have been able to inspire companies to come up with exciting and viable new business ideas using the concept of the experience economy. These are real tangible results that are affecting positive economic and social change.

Next:

- Succinct tool box that consist tools, cases and handbook.

Comments: What can be improved?

Next:

- The website needs a little bit of tweaking - maybe a site map to assist with navigation. Contacts need to be updated from the relevant partners.

Next:

- The way we demonstrate and document the interlink age between project elements and phases (WPs)

Next:

- The partners handling of financial issues. Administering this is taking too much time in the project...

Next:

- The consistency/coherency of the different modules.

Next:

- Improving and maintaining motivation and communication between partners.

Next:

- Dissemination methods

Comments: What are the innovative aspects so far?

Next:

- The tools and the way in which the companies have used them.

Next:

- The contribution the Customer Experience Tool makes to the range of already available tools.

Next:

- Training business consultants/advisors in experience-based economy is innovative.

Next:

- The development of the new, bespoke, Experience Economy tool, designed especially to encourage awareness and engagement with the concept.

Next:

- Cases from all over Europe.

Comments: What are the coming challenges?

Next:

- To proof read our work for spelling mistakes :-) (Coming). To keep up the momentum and interest with the companies. To deliver a successful workshop. To publicize the project further afield.

Next:

- Get the tool box and training material fine tuned in all details brought up during the 4th partner meeting - for WP lead to develop clear structure, pay attention to the details and show strong lead and guidance. Demonstrate and document thoroughly the interlinkage between WP7 and 8; for WP4 and WP8 lead to ensure that the methodology used is documented and described and all fine tunings properly framed - the reasons why were all discussed in detail at 4th partner meeting, but they need to be written down somewhere.

Next:

- Keeping the momentum and setting up an inspiring final conference

Next:

- Final dissemination event.

Next:

- Exploitation of the project up to and after the final conference.

Next:

- We need to consider very carefully how to disseminate the outcomes of the project.

Comments: Do you see this project (so far) as useful for European SME's?

Next:

- Yes very much so and I think it would be great to develop it further and use it over a longer period of time with potential high growth companies.

Next:

- Absolutely yes - and for the business consultants who are important intermediaries.

Next:

- YES!

Next:

- Yes, it is bringing innovative concepts to SMEs, specifically tailored to them.

Next:

- Yes. However, it is important to ensure that it continues to be useful after the project ends.

Next:

- Definitely.

Next:

- There are some tools made available for sme that are good to use to get conventional companies to think outside the traditional box.

Conclusions

Section: How satisfied are you with the project so far?

The discussions at the meeting in Tampere showed that the participants felt an increased satisfaction in the communication and project management of the WP and general management. But at the same time the comments (post it notes) show that there is still room for improvements.

The products (the tools) developed and the focusing on experience economy is paying off. The companies and the business consultants have gained a lot from taking part in the training and being cases in the trail out phase.

Regarding the initiatives taken to improve the communication it seems to have had a positive result in the satisfaction that other communication tools than e-mails have been used to an increasing extent. In the overall communication rating the satisfaction has increased on a general level but the new communication style has also enabled to eliminate the 2 partners being dissatisfied at the evaluation after the 3rd partner meeting.

Section: In relation to WP7 (trial out phase): How satisfied are you with?

It is confirmatory that the initiatives based on the last evaluation have lead to an improvement in working with WP7. It can be seen directly from the questions that the process has improved and no score is below 4.

Section: In relation to the partner meeting in Tampere, Finland, May-June 2011, how satisfied were you with:

Generally the satisfaction with the meeting in Tampere is high and has improved some since the 3rd partner meeting. Some of the comments even state that despite high expectation the meeting over seeded the expectation, which is a very good achievement.

Section: What can be improved?

The home page needs to be rewritten and fine tuned by all partners in order to communication outside of the project range in.

Better handling of the financial issues by the partners as it takes too much time administering the project.

Section: What are the coming challenges?

It is important that we have a fine-tuned tool box, home page and will arrange two successful workshops at the final conference.

Summary:

Overall it is good to see that the overall satisfaction with the ExBased project has significantly increased since the last survey done in November 2010 following WP6. The general level of project satisfaction is now even higher than the first survey done in May 2010. This proves that the initiatives we agreed on in November 2010 and implemented in WP7 was beneficial to both the partners and the project!

The area of communication between the partners had suffered greatly during WP6 for a number of reasons (see 2nd evaluation). This was therefore an issue that required immediate action and it was given a lot of attention in WP7. Not only from project management, but also from the WP7-lead and all other project partners.

Mails to everybody about everything were taken out of the equation. Even though we are a relatively small group of partners it was evident that there was an overload of information distributed among the partners. This was problematic because not everyone was native English speakers, it was hard to find out what information was for "me" and it was very difficult to follow the process of communication. Worst of all was, however, the lack of feedback that should have gone back to the project partners comments and input during WP6. It was a classic example of "everyone's responsibility equals nobody's responsibility".

In WP7 this changed completely. Communication became much more direct and partners were addressed when it was needed. Mails were kept to a minimum and Skype calls/phone calls became the preferred channel of communication. This also made the process of communication smoother and much more efficient. Partners were involved and they knew their input was heard and noted.

WP7 also demonstrated how crucial it was to clearly separate the lead of the WP from the overall lead of the project. In WP7 the lead was 100% focused at the requirements of this WP and all other issues (financial, web, etc.) was handled by the overall project lead.

I think the success of better project communication is thoroughly reflected in this 3rd survey. Also, I think the survey reflects the validity of the project scope because all partners have had very good experiences with their trial-out (WP7). The training went well and there have been positive responses to the mix of tools in the ExBased tool box.