



Internet Based Business Coach for SME Managers

Framework for Pilot Actions

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1.1 Introduction

The main aim of this WP is to ensure maximum **efficiency, reliability, relevancy** and **user-ability** of the Netcoach e-learning platform prior to official launch and open access. This can be subdivided into components as follows,

- To ensure functionality of the website and e-learning modules,
- To ensure relevance of the content,
- To maximise the user friendliness of Netcoach,
- Perform on-site training with the project partners and SME volunteers,
- Evaluate the effectiveness, efficiency and applicability of the curriculum to the target group's needs.

The workpackage leader will co-ordinate the framework of the pilot tests. To guarantee a high quality of the work and the outcomes elaborated in the project the pilot testing process and feedback results will be evaluated with an internal multi-level evaluation concept.

The setup of the pilot testing foresees the following stages:

1. 1st phase pilot testing - The Netcoach training modules will be tested in the first place by 2 delegates from each of the project partners who will provide initial critique on the platform,
2. 1st Pilot test evaluation and modifications to NETCOACH platform based on feedback,
3. Recruitment of SME's to participate in the pilot testing, (small enterprises from the target sector in all partner countries) (target of 10 SME evaluators in each partner country over 2nd and final pilot testing phases),
4. 2nd phase Pilot Testing – minimum 5 small enterprises in each partner country will be selected by whom the website and training modules will be tested. A detailed evaluation and assessment, specifically of content and applicability of the learning models, as well as the used technologies based on the results of the pilot actions,
5. 2nd Pilot test evaluation and modifications to NETCOACH platform based on feedback,
6. Final pilot testing – minimum 5 SME's in each partner country will be selected by whom the whole e-learning experience will be assessed in detail, especially regarding the content's applicability to users needs,
7. 3rd Pilot test evaluation and modifications to NETCOACH platform based on feedback.

Work-package Deliverables

18 Pilot Testing Methodology & Questionnaires

19 Phase 1 Pilot Testing Report

20 Phase 2 Pilot Testing Report

21 Phase 3 Pilot Testing Report

Details on the execution of the 3 pilot testing phases are outlined in the next chapters.

1.2 Pre - Pilot Testing

The purpose of the pre-pilot testing is to identify the main issues and problems with the NETCOACH training material and structure of the online platform in general and to make all necessary changes before we decided to provide it to small and micro enterprises for the further pilot testing.

The pre-pilot testing will take place in the first half of November 2011. The following partners/organisations are foreseen to participate in the pre-pilot testing:

- Test partners of the consortium (P00, P01, P02, P03, P05)

The main issues that will be covered through the **pre pilot testing** include:

- General insight guidance on the e-learning content
- Feedback on functionality of the platform from a users perspective
- Critique of the relevance and applicability of the platform for the target users
- General feedback about the platform

Testing will produce relevant and important recommendations to the end-users.

Regarding the pre pilot tests, it is very important to outline the fact that only the English version of the learning content will be assessed from the testing. One of the most important limitations of this action is the fact that a full coverage of all training modules will not be evaluated.

Participants will be given one week in order to familiarise with the e-learning platform before the questionnaires are assigned.

All participants will be asked to fill in an evaluation questionnaire where all comments and feedback regarding the training modules' general use, content and structure will be recorded.

After all comments have been gathered and consortium partners will be able to have a first set of recommendations on possible modifications.

1.3 Second and Final Pilot Testing

When referring to the 2nd and final pilot testing, things are more complicated in a sense that all four partners should identify 5 to 6 SMEs in order to test the platform.

In particular, participants should represent the following sectors;

- Small and micro enterprises in the participating countries
- The expert trainers that will eventually conduct the respective final pilot trainings
- Entrepreneurs, sole traders etc.

The main issues that will be covered through the 2nd and final pilot testing phases include:

- In depth assessment of all modules for content relevancy
- Assessment of the application of the diagnostic tool(s), search tools etc. for efficiency and reliability
- Feedback on functionality of the platform and its constituent components from a user-ability perspective

Participants will be given one week in order to familiarise with the e-learning platform before the questionnaires are assigned.

All participants will be asked to fill in an evaluation questionnaire where all comments and feedback regarding the training modules' general use, content and structure will be recorded.

After all comments have been gathered and reported all consortium partners will be able to have a second and third set of recommendations on possible modifications before official product launch.

1.4 Organisational Aspects

Before Testing;

1. The partners will contact the potential participants, including those who participated in the Needs Analysis Survey as well as in their own wider network of companies, in order to identify those who would be interested in assisting in pilot actions
2. The local partner will arrange an introductory meeting where all interested participants will be introduced to the NETCOACH concept and the purpose of the pilot testing will be explained in detail
3. Participants will be given one week in order to familiarise with the e-learning platform before the questionnaires are assigned
4. Participants will be asked to complete the evaluation questionnaire, providing as much feedback as possible

5. Work package leader will evaluate and assess feedback and produce a report of findings, recommendations, suggestions etc.
6. Pilot testing report will be presented to the project team and response actions agreed.

2.1 Pilot Test Schedule

Task	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Develop pilot test methodology												
Partners Testing of web platform												
Evaluation of 1st test phase results												
Actions resulting from test results												
Testing of web platform with SME's												
Evaluation of 2nd test phase results												
Actions resulting from test results												
Testing of web platform with SME's												
Evaluation of 3rd test phase results												
Actions resulting from test results												

3.1 Evaluation Questionnaire – Test Phase 1

A. Evaluation of the NETCOACH platform

Please tick the appropriate boxes:

Name:
Organisation:
Sector:
E-Mail:
Telephone:
Date:

1. Did you experience any problems accessing NETCOACH?

- Yes
- No

If yes please indicate what these problems involved:

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2. How would you rate the overall interface / design of the Website?

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Poor	<input type="checkbox"/> Very poor
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Please provide more information on the areas / reasons that prompted your answer:

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3. Please rate the ease of navigation:

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Poor	<input type="checkbox"/> Very poor
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If you characterised the ease of navigation as poor or very poor, please explain us what hindered the navigation:

4. Please rate your satisfaction with each of the following aspects of NETCOACH learning content: *(Please tick the appropriate boxes)*

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Comprehensiveness of the instructions on the usage of the Website	<input type="checkbox"/>				
Structure / Organisation of the Learning Content	<input type="checkbox"/>				
Relevance of the Learning Content for You or Your Organisation	<input type="checkbox"/>				
Comprehensiveness of the learning content	<input type="checkbox"/>				
Relevance of Tools Provided	<input type="checkbox"/>				
Quality of Case Studies Provided	<input type="checkbox"/>				

Please provide your comments with respect to the **“Creativity & Innovation”** Module and content? What is missing? What needs to be modified?

Please provide your comments with respect to the **“Integrated Management Systems”** Module and content? What is missing? What needs to be modified?

5. Overall, how satisfied are you with the NETCOACH experience?

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Poor	<input type="checkbox"/> Very poor
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If dissatisfied, please elaborate further:

6. How likely are you to:

	Very likely	Somewhat likely	Neutral	Somewhat unlikely	Not at all likely
Return to this website?.	<input type="checkbox"/>				
Recommend this website?	<input type="checkbox"/>				

Please elaborate on your answer:

7. Based on your experience on NETCOACH, please provide suggestions for improvement / possible modifications

8. Overall Conclusions / Any Other Comments

If we may contact you for further discussion, based upon your evaluation comments, please tick the following box:

Thank you for your assistance!