



Internet Based Business Coach for SME Managers

Evaluation report of third test phase results

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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.

This is the 3rd and final Pilot Test of the development phase of www.netcoach.eu.com platform. The aim of NETCOACH is to develop an online 'Business Coach', providing information, expertise and training material for the user in the day to day management of their business.

Currently NETCOACH has content developed under 4 main themes or Modules, and this content is presented in a number of languages. As well as online content, modules have a number of associated downloadable tools which include templates, case studies, checklists etc. On completion of each module and assessment tool has also been included to gauge the user's knowledge of the subject. The platform now also includes an online business advisor assessment which is aimed at helping the user find specific relevant content quickly.

The main issues that will be covered through this testing phase include:

- assessment of all modules for content relevancy (in your local language if available),
- 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.

All partners should identify a minimum of 6 SMEs in order to test the platform.

In particular, participants should represent the following sectors;

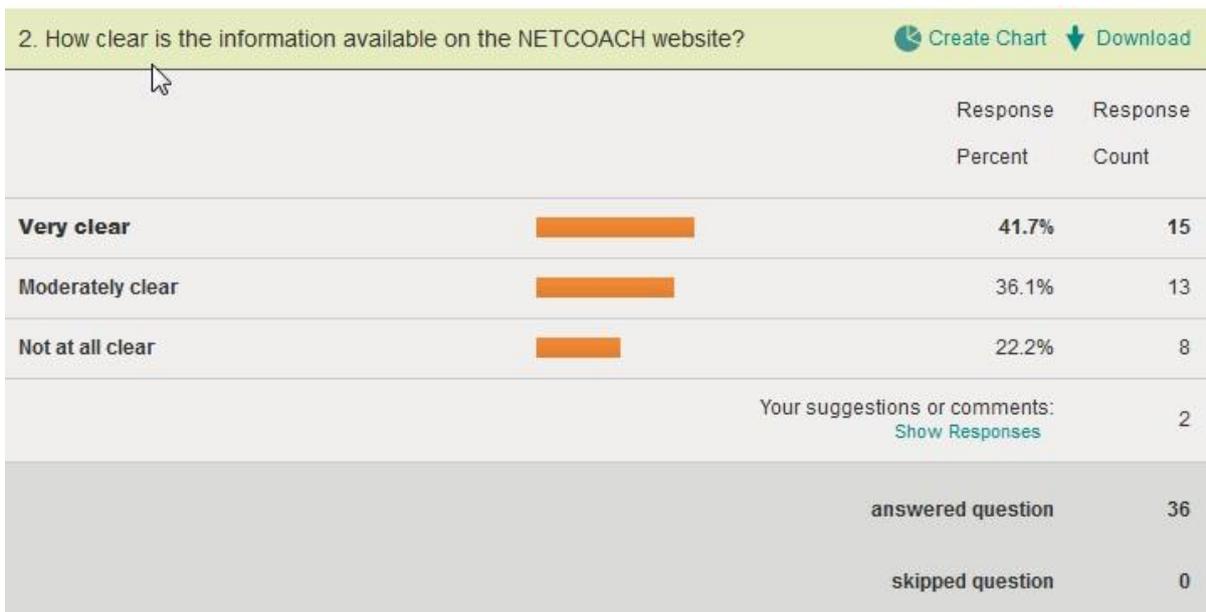
- Small and micro enterprises in the participating countries
- The expert trainers that will eventually conduct the respective final pilot trainings
- Entrepreneurs, sole traders etc.

1.2 Pilot Testing Methodology

1. The partners contacted 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 assist in pilot actions
2. The local partner introduced to the NETCOACH concept and the purpose of the pilot testing to the pilot testers. How this is achieved is up to the partner e.g. meeting, conference call, via e-mail, telephone etc.
3. Participants were given one week in order get familiar with, and evaluate, the e-learning platform www.netcoach.eu.com
4. Participants were asked to complete the evaluation questionnaire, providing as much feedback as possible <http://www.surveymonkey.com/s/6B2JW3W>
5. Work package leader evaluated and assessed the feedback and produced a report of findings, recommendations, suggestions etc.
6. Pilot testing report is presented to the project team and response actions agreed.

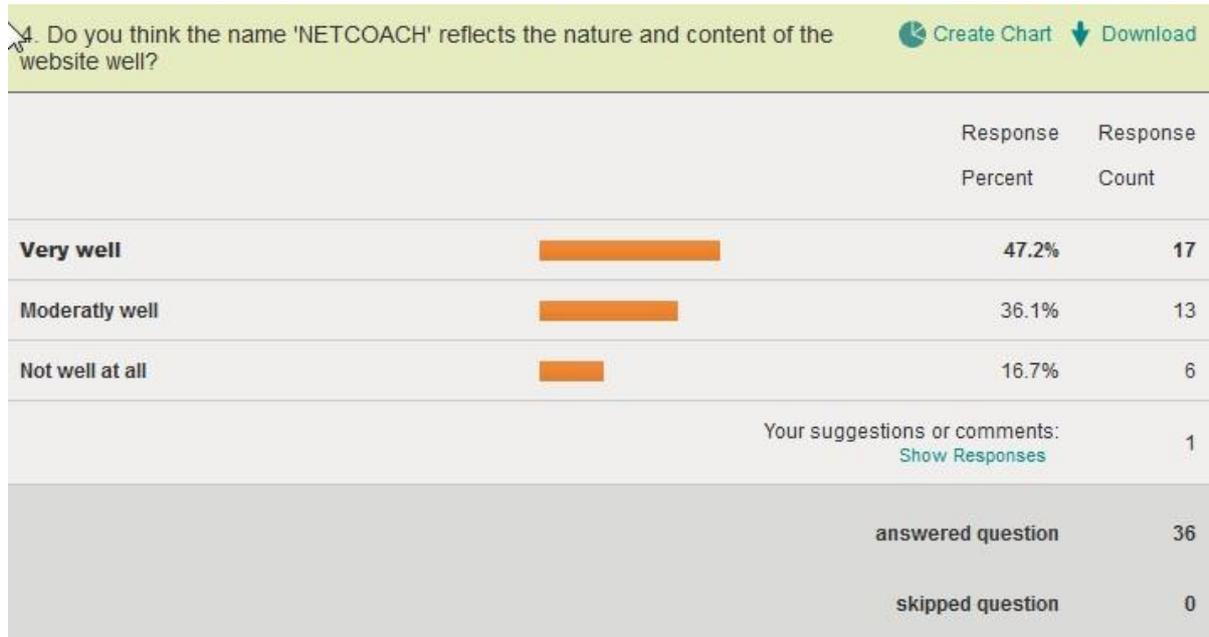
2.1 Pilot Testing Results

The following is a summary of the responses to each of the survey questions.



3. Please rate the following tools and features of www.netcoach.eu.com Create Chart Download					
	Very good	Moderately good	Not good at all	Rating Average	Response Count
Tag cloud	42.4% (14)	39.4% (13)	18.2% (6)	1.76	33
Business coach search box	44.1% (15)	47.1% (16)	8.8% (3)	1.65	34
Netcoach assessment 'Expert Advisor'	28.1% (9)	40.6% (13)	31.3% (10)	2.03	32
Module 'Pre Test'	33.3% (11)	33.3% (11)	33.3% (11)	2.00	33
Module 'Final Test'	35.3% (12)	32.4% (11)	32.4% (11)	1.97	34
Toolbox	36.4% (12)	27.3% (9)	36.4% (12)	2.00	33
		Your suggestions or comments: Show Responses			6
		answered question			35
		skipped question			1

- Tag cloud: No experience/use with/of tag so far Expert advisor: Looks a bit alienated (different layout and styling) and old-fashioned (which effects the impression of a professional and up-to-date advice), > would prefer a reduced (without avatars and office pictures) but up-to-dated layout and style. But the idea and information as such is good and useful. Pre and final test: see above, but useful information and nice tool. Buttons for both test could be highlighted.
- Toolbox didn't function in my language (German)
- The answer options in the toolbox do not fit into the pictured whiteboard. I do not find the netcoach assessment, the pre test and the final test
- The Expert Advisor in not personalised so I lost interest in it quickly
- Expert Advisor text is very disjointed and could do with some improvement in terms of content and conversational flow.



- In this field very hard to find a short but concise and "marketable" name. But it sounds a bit IT related (meaning some website or tool for IT businesses).



6. Having reviewed the Netcoach 'Business Coach' content, how relevant is it for your needs? [Create Chart](#) [Download](#)

		Response Percent	Response Count
Very relevant		19.4%	7
Moderately relevant		52.8%	19
Not at all relevant		27.8%	10
Your suggestions or comments:			2
Show Responses			
answered question			36
skipped question			0

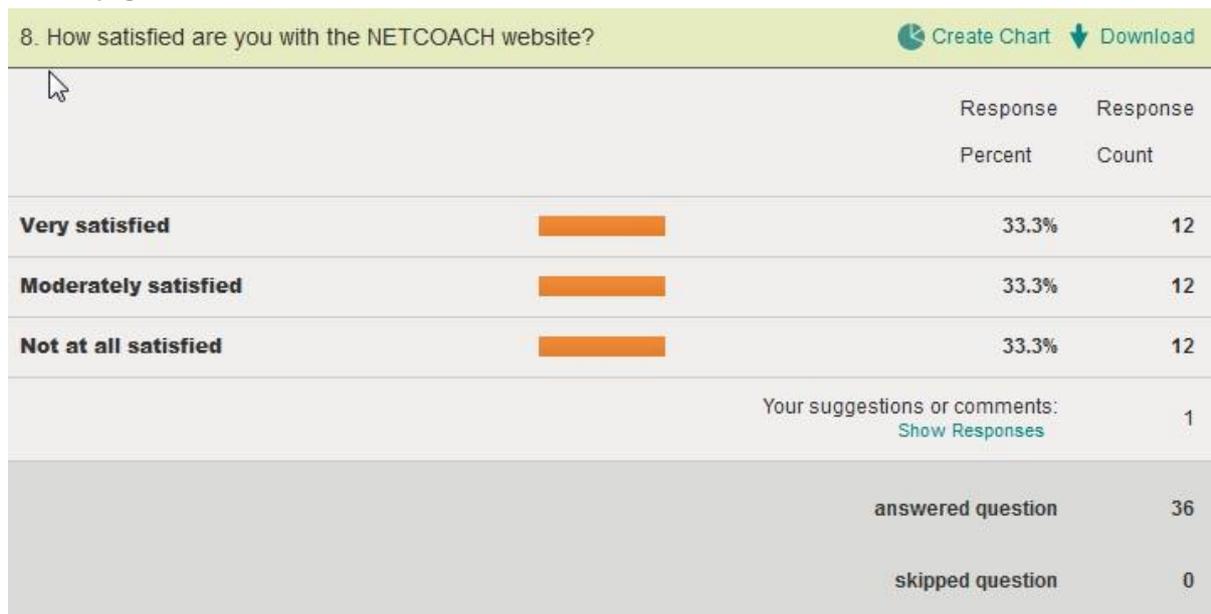
- Idea is good, but it needs a lot of work to make it user friendly
- Good selection of useful information in the toolbox.

7. Please indicate which language you reviewed the NETCOACH 'Business Coach' content. [Create Chart](#) [Download](#)

	Yes	No	Response Count
English	91.7% (22)	8.3% (2)	24
German	69.2% (9)	30.8% (4)	13
Portugese	56.3% (9)	43.8% (7)	16
Bulgarian	33.3% (3)	66.7% (6)	9
Norwegian	30.0% (3)	70.0% (7)	10
Please comment on the integrity of the translation:			8
Show Responses			
answered question			36
skipped question			0

- Apenas algumas páginas estão em português (Only a few pages are in Portuguese)
- Insuficiente

- A tradução não é muito boa. (The translation is not very good.)
- Tradução deixa muito a desejar. (Translation leaves much to be desired)
- Very understandable
- Translation to German is very good. In English there are some small typos.
- Some spelling issues and one section was in German in error e.g. theoretical - should be theoretical etc.
- Very good



- See minor comments for fine-tuning above. Overall impression is very good.



10. Please suggest further modules / content which you would like to see added to the NETCOACH 'Business Coach' website in the future (or any other improvements you recommend for the website). [Download](#)

	Response Count
Show Responses	9
answered question	9
skipped question	27

- maybe a platform of the user....
- Weitere Wege, Möglichkeiten zur Rationalisierung der Bereiche Verwaltung sowie sich ständig wiederholender Aufgaben Nutzen: Steigerung von Qualität und Kreativität im eigenen Fachbereich (Ways to streamline administration and areas of repetitive tasks, increasing the quality and creativity in their own department)
- It would be great if the final test is telling you based on a certain level, how good/bad the user is and where her/his learning potentials are.
- Personal and organisational development
- Internationalisation
- Improve the Virtual Advisor to make it more engaging and personalised,
- Not yet
- More content
- Business planning and Financial Modules

3.1 Actions Arising out of Pilot Testing

The following are the main actions arising out of the pilot test phase 3.

- Review and complete translations,
- Review the expert adviser, and consider improvement strategy in the next stage of development,
- Provide better feedback from Pre and Post tests,
- Consider adding some user organisational tools in the next stage of development,
- Identify new modules from this and previous pilot test phases in the next stage of development.