



ROUTE 2.0

Leonardo Da Vinci – TOI

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ROUTE 2.0 Validation Report

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EXECUTIVE SUMMARY

The validation report documents the evaluation and assessment process as well as the implementation of improvements and recommendations that took place between fall 2012 and summer 2013. The activities are presented in a chronological order.



Table of Contents

1	INTRODUCTION	5
2	WORKSHOP WITH EXTERNAL STAKEHOLDERS AND EXPERTS	6
3	PEER REVIEW 1ST ROUND	6
4	INTERNAL EVALUATION OF THE ROUTE 2.0 PLATFORM	6
5	PLATFORM USABILITY TEST	6
6	PEER REVIEW 2ND ROUND	7
7	AWARENESS RAISING AND EVALUATION WORKSHOPS	7
7.1	GERMANY	7
7.2	CYPRUS	8
7.3	THE NETHERLANDS	8
7.4	SPAIN	8
8	ONLINE QUESTIONNAIRE	9
9	ANNEX I EVALUATION WORKSHOP REPORT	11
9.1	RECOMMENDATION TRAINING STRUCTURE	11
9.2	RECOMMENDATION FOR ALL UNITS	11
9.3	CONCRETE ADVICES FOR THE DISCUSSED UNITS - RESULTS FROM THE GROUP DISCUSSIONS	13
10	ANNEX II	15
10.1	DIVISION OF PEER REVIEW ACTIVITIES PER PARTNER TO EVALUATE THE BEGINNER'S TRAINING MATERIAL	15
10.2	DIVISION OF PEER REVIEW ACTIVITIES PER PARTNER TO EVALUATE THE ADVANCED TRAINING MATERIAL	15
11	ANNEX III – EXAMPLE OF AN COMPLETED QUESTIONNAIRE FOR THE PEER REVIEW	17
12	ANNEX IV – ROUTE 2.0 PLATFORM EVALUATION	19
13	ANNEX V - USABILITY TEST REPORT - ROUTE 2.0 PLATFORM	21
14	ANNEX VI - REGIONAL TRAINING QUESTIONNAIRE	25
14.1	REGIONAL TRAINING QUESTIONNAIRE TEMPLATE FOR THE BEGINNER'S TRAINING	25
14.2	REGIONAL TRAINING QUESTIONNAIRE TEMPLATE FOR THE ADVANCED TRAINING	28
15	ANNEX VII - ONLINE QUESTIONNAIRE FOR PLATFORM USERS	32
15.1	RESULTS OF THE ONLINE QUESTIONNAIRE:	34



1 INTRODUCTION

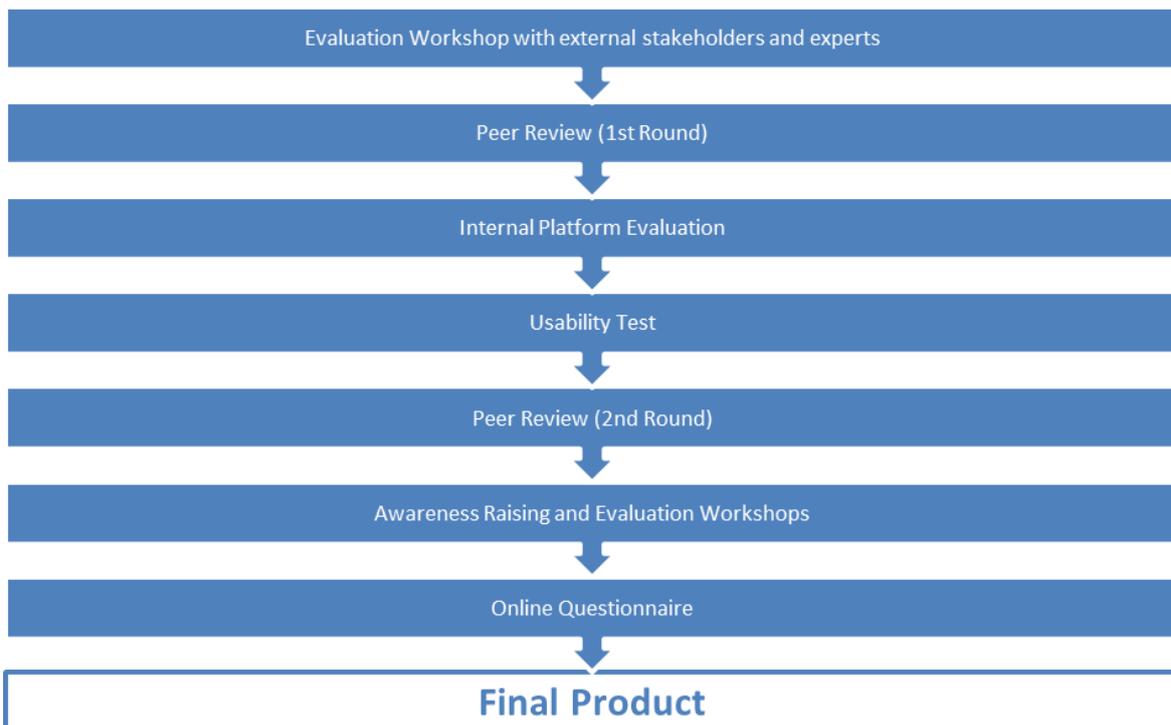
The validation report documents the evaluation and assessment process as well as the implementation of improvements and recommendations that took place between fall 2012 and summer 2013. The activities are presented in a chronological order.

The methodology of the evaluation is based on Evaluation Methodology (R10). The evaluation methodology was slightly adapted during the project to improve the efficiency of the evaluation, adapt to minor changes throughout the project implementation, react to preliminary results in the assessment process and put the focus on the most relevant aspects.

The validation report is divided in seven parts. The first part presents the assessment workshop with external stakeholders and experts which took place in Stuttgart 2012 and its outcomes and results. Afterwards, the internal peer review is dealt with. Subsequently, the internal ROUTE 2.0 platform evaluation is described. The following part is elaborating on the usability test of the platform. Thereafter, the second internal peer evaluation is described. After that, the assessment workshops which took place in every partner region in 2013 are presented. Finally, the online evaluation of the ROUTE 2.0 which is based on an online questionnaire is described.

Those seven parts also reflect the division in the evaluation strategy and process. Combining different methodical approaches at different stages of the project guaranteed an extremely efficient and well suited evaluation. Concluding, it has to be stated that the evaluation process and its outcomes – recommendation, suggestions etc. – resulted in a much improved final product of ROUTE 2.0.

ROUTE 2.0 Evaluation and Improvement Process (10.2012 – 09.2013)





2 WORKSHOP WITH EXTERNAL STAKEHOLDERS AND EXPERTS

The first vital step in ROUTE 2.0's evaluation and improvement process was an evaluation and assessment workshop with social media practitioners and experts working in the field of tourism from Baden-Württemberg. During this one-day workshop selected ROUTE 2.0 units were discussed and reviewed in small groups. Each group consisted out of one moderator/facilitator, the author of the selected unit, one or more experts and one or more project partners. For the review of the units an open questionnaire was used. Moreover, the general concept of ROUTE 2.0 was presented to the experts and subsequently discussed and reflected on.

Based on this workshop, its results and the completed questionnaires recommendations and guidelines (Annex I) for the revision and development of the ROUTE 2.0 units were created. This workshop proved to be very fruitful and essential for further steps. Based on the workshop resp. the recommendations the units were revised and significantly improved.

3 PEER REVIEW 1ST ROUND

Based on the questionnaire that was also used for the evaluation workshop with external stakeholders and experts an internal peer review was conducted. Each partner had to read and review units of the other partners. The responsibilities were divided so that every partner had to review up to three units. The partner responsible for the peer review had to complete the questionnaire. All in all, 13 questionnaires were completed and uploaded (see Annex III for an example of a completed questionnaire) and send it to the partner. Based on the peer review all units were revised and improved.

4 INTERNAL EVALUATION OF THE ROUTE 2.0 PLATFORM

Similar to the internal evaluation of the units (the actual content and the training concept), also the platform was evaluated by the consortium members. Therefore, an iterative approach was chosen. In periodical Skype meetings (as part of the regular projects meetings) and via emails the partner suggested possible improvements. After collecting the first suggestions and impressions and implementing essential improvements, the iterative process was complemented with a more structured approach. Therefore, a spread sheet on Google Drive was created and subsequently completed by the partners (see Annex IV) So the consortium was able to collect important suggestions for improvement which lead to a higher usability, an increased consistency, a more appeal design etc.

5 PLATFORM USABILITY TEST

One main objective of the ROUTE 2.0 platform is adequate usability. For the evaluation of the usability and finding ways to increase it a usability test is the first choice. Consequently, MFG organized such a test to ensure a high quality learning environment. The test concept was based on Steve Krug's framework (Steve Krug 2005, Don't make



me think). It is a very simple yet efficient approach. The user completes certain task. At the same time he/she thinks out loud, explaining why he/she is doing certain things etc. Based on this test the usability test report was created (see Annex V). The findings of the report were implemented and resulted in various changes and modification of the platform. This approach proved to be very successful and efficient.

6 PEER REVIEW 2ND ROUND

After implementation of the changes based on the previous steps (both regarding the platform as well as the ROUTE 2.0 units), a second peer review was conducted. The second round was conducted without a questionnaire instead the project partners got administrator rights for the ROUTE 2.0 platform. So they were able to change minor things like formatting, errors etc. directly on the platform. For major changes the other partners had to be contacted. However, no major changes were implemented. In other words, in this part of the evaluation process proofreading was in the foreground.

7 AWARENESS RAISING AND EVALUATION WORKSHOPS

In the four partner regions awareness raising and evaluation workshops were organized (the workshops were used to evaluate the ROUTE 2.0 training material as well as to promote social media in the tourism sector and ROUTE 2.0 as a project). For each workshop – there were two in each region – a workshop report was created (see R11 Workshop Reports for more information about the workshops). The workshops were used for a final test of the ROUTE 2.0 concept. In general, the ROUTE 2.0 concept and training concept as well as the actual ROUTE 2.0 units proved to be well-suited and adequate for the target group. The participant's satisfaction was on a very high level. Moreover, also the trainer's competencies and the organisational aspects of the trainings were rated very well (see R11 Workshop Reports). The workshops were evaluated with a questionnaire (Annex VI) which was translated in the local language.

In the workshop the consortium focused on the learning material in order to ensure a high quality product. Consequently, the online platform was not tested during the workshops. Instead, an online questionnaire was used to evaluate the ROUTE 2.0 platform

7.1 Germany

Beginners Workshop

- 4th June 2013, Stuttgart, MFG facilities
- 9 external participants and 2 MFG employees
- More than 10.000 persons/organisations were contacted (MFG course programme)
- The participants were highly satisfied with the ROUTE 2.0 workshop (1,3 – score between 1-5, whereas 1 (completely) is the best)

Advanced Workshop

- 11th June 2013, Stuttgart, MFG facilities
- 12 external participants and 2 MFG employees



- More than 10.000 persons/organisations were contacted (MFG course programme)
- The participants were highly satisfied with the ROUTE 2.0 workshop (1,58 – score between 1-5, whereas 1 (completely) is the best)

7.2 Cyprus

Beginners Workshop

- 19th June 2013, Nicosia, Cyprus International Institute of Management
- 14 participants
- 38 persons/organisations were contacted
- The participants were highly satisfied with the ROUTE 2.0 workshop (1,43 – score between 1-5, whereas 1 (completely) is the best)

Advanced Workshop

- 19th June 2013, Pafos, Hotel Amathus
- 6 participants
- 16 persons/organisations were contacted
- The participants were highly satisfied with the ROUTE 2.0 workshop (1,5 – score between 1-5, whereas 1 (completely) is the best)

7.3 The Netherlands

Beginners Workshop

- 1st July 2013, Inqubator Leeuwarden
- 7 participants
- About 250
- The participants were highly satisfied with the ROUTE 2.0 workshop (1,43 – score between 1-5, whereas 1 (completely) is the best)

Advanced Workshop

- 8th July 2013, Inqubator Leeuwarden
- 8 participants
- About 250
- The participants were satisfied with the ROUTE 2.0 workshop (2,2 – score between 1-5, whereas 1 (completely) is the best)

7.4 Spain

Beginners Workshop

- 4th of July, Badajoz, Badajoz Chamber of Commerce
- 17 participants



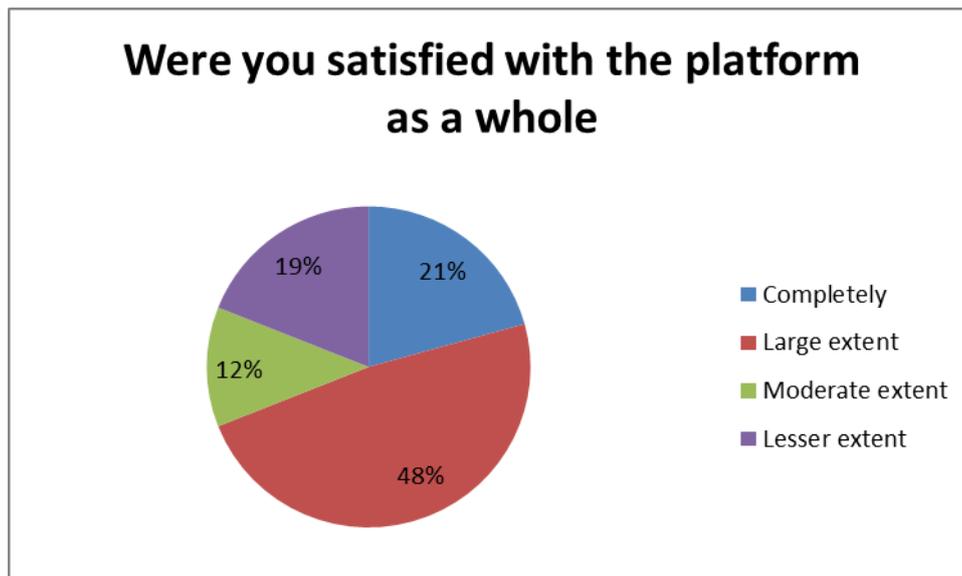
- More than 1.400 persons/organisations were contacted
- The participants were highly satisfied with the ROUTE 2.0 workshop (1,64 – score between 1-5, whereas 1 (completely) is the best)

Advanced Workshop

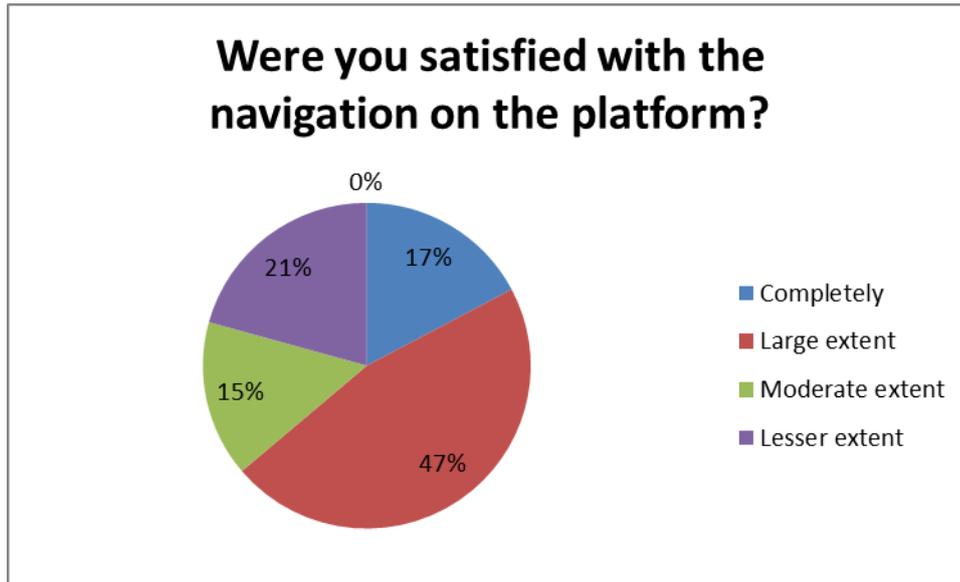
- 5th of July, Badajoz, Badajoz Chamber of Commerce
- 14 participants
- More than 1.400 persons/organisations were contacted

8 ONLINE QUESTIONNAIRE

- An online questionnaire was developed for the evaluation and final test of the ROUTE 2.0 Platform (Annex VII). The results show that most of the users are satisfied with the ROUTE 2.0 platform (2,29 – score between 1-5, whereas 1 (completely) is the best)

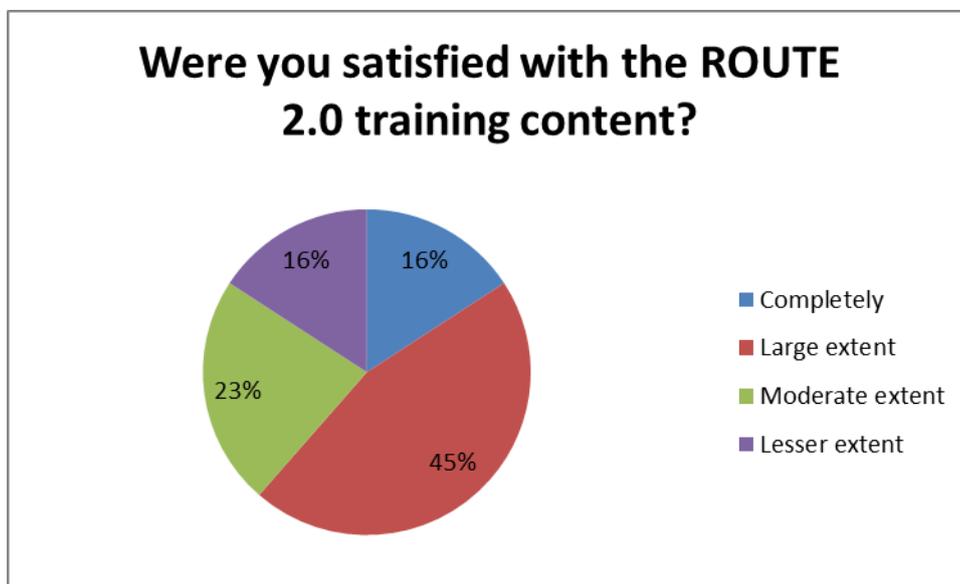


Also the usability proofed to be sufficient (Were you satisfied with the navigation on the platform? 2,39 – score between 1-5, whereas 1 (completely) is the best).



The online questionnaire also covered the actual training content provided on the ROUTE 2.0 platform.

Most of the users were satisfied with the training content (2,38 – score between 1-5, whereas 1 (completely) is the best).





9 ANNEX I EVALUATION WORKSHOP REPORT

On the 10th of October we had an evaluation workshop in Stuttgart. Besides the project partner also external experts from the region took part. In this document we are presenting you the main findings:

1. **Recommendations on the trainings structure**
2. **General recommendations for all units,**
3. **A brief guideline on IPR (intellectual property rights)**
4. **Concrete advices for the discussed units**
 - The art of writing for Social Media communication - First Elements
 - Developing Your Social Media communication - Chamber of Commerce and Industry of Badajoz
 - Managing People and Resources – MFG

How to read this document:

Part one to three is for everybody who is involved in creating training material. **The fourth part is primarily intended for the people who are working on the stated units** (First Elements, Chamber of Commerce and Industry of Badajoz and MFG). However, it might be very useful for all to read these recommendations, too.

9.1 Recommendation training structure

- “The art of writing for Social Media communication” also for the beginners’ workshop
- Introduce “social media guidelines” (in the unit “Managing People and Resources”) to the beginners’ workshop
- Adjust durations of the modules after testing the training
- Cross-references in the units (one unit links to other units)
- Add an introduction on different devices for using social media (smartphones, tablets etc.)

9.2 Recommendation for all units

- Add links to help sites, web resources etc. (so the trainee is able to find answers to unsolved questions)
- Data (statistics) should be up-to-date (in the world of social media data from 2009 is outdated)
- More practical examples
- More examples from the tourism sector
- More about tourism oriented platforms (tripadvisors etc.)
- Think also about smartphones and tablets etc. (not only desktop PCs)
- Open question for reflection after each (sub)chapter

Guideline on IPR (intellectual property rights)

During the workshop and the project meeting we briefly spoke about intellectual property rights. Consequently, we are trying to present you a brief guideline on this topic. However, we cannot guarantee the validity of this information and are not responsible for any legal consequences that might result in following these guidelines.

Text

Text is intellectual property. You have the right to quote a text by stating the source. If you don't name the source it's a violation of intellectual property rights. You may rewrite (in



your own words) the information of your source (and name the source). To some extent (sentences, not pages) you are also allowed to copy the text directly (without rewriting it) if you state the source and mark it as a direct quote by using quotation marks
e.g. "Quotation is the repetition of someone else's statement or thoughts. Quotation marks are punctuation marks used in text to indicate the words of another speaker or writer."
from Quote, Wikipedia, <http://en.wikipedia.org/w/index.php?title=Quote&oldid=517726047> (accessed 22 October 2012)

Do

- Always state the source
- Find good sources and rewrite the information in your own words and state the source
- If you find a catchy quote (or even a matching paragraph etc.) you could copy it directly (without rewriting it), mark it as a quote (by using quotation marks) and state the source

Don't

- Use sources without stating the source
- Copy long text (pages) directly (even if you name the source)

Images

Images are intellectual property. IPR regarding images is more restrictive than regarding text. Normally, you don't have a right to quote images. Using an image without the explicit approval of the right's owner is a violation of intellectual property rights (even if you name the creator). However, especially for images there are also very open copyright-licenses, like Creative Commons (CC). There are different CC models. Some require that the data is rereleased as CC or that the image is not changed others only that you state the creator of the image (or video, text etc.). The different licenses: <http://creativecommons.org/licenses/>

3 samples of CC licenses (all in all there are 6 different models) from Creative Commons, About The Licenses, <http://creativecommons.org/licenses/?lang=en> (accessed 17 October 2012)

-  CC BY: This license is the most open CC model. It requires that you only state the creator of the data (image, video, text etc.).
-  CC BY NO: This license requires that you state the creator of the data but you have to use it unchanged and in whole.
-  CC BY NC SA: This license requires that you state the creator of the data, forbids the commercial use and demands that it is rereleased as CC (ShareAlike).

In a nutshell, **we can use CC images in our units**, because CC is less restrictive than "normal" copyright licenses.

Do

- Use Creative Commons images and follow the stated requirements (see CC webpage) and always name the creator/author



- Ask the rights owner for permission if you don't use Creative Commons images and always state the creator/author

Don't

- Use images without the explicit permission of the owner

We highly recommend you to use CC images since it's easily done and doesn't involve additional work. Here are some search platforms for CC data:

- <http://search.creativecommons.org/>
- <http://www.flickr.com/creativecommons/>
- http://commons.wikimedia.org/wiki/Main_Page

Further information

- Also screenshots can be copyright protected. If you use screenshot be sure that you are not violating any IPR and the right of publicity. E.g. if you want to use a screenshot of a twitter account you have to ask the owner of the account.
- Embedding videos might be also a violation of IPR. We decided to only link to videos and do not embed it.

9.3 Concrete advices for the discussed units - Results from the group discussions

The art of writing for Social Media communication - First Elements

- Revise the structure (not always fully clear)
- Add a chapter on storytelling
- Focus on social media and not the internet in general
- More concrete examples
- Present best practices
- More about tourism
- Update statistics
- Chapter: 2.5.2.4: “@” doesn't exist in Facebook, this part should be deleted
- Add links to help sites, web resources etc. (so the trainee is able to find answers to unsolved questions)

Developing Your Social Media Marketing Strategy - Chamber of Commerce and Industry of Badajoz

- The main feedback was to provide a framework to the learners, how to develop a Social Media Strategy. That's why the section “Key Concepts” should be integrated in the glossary. Instead start the second chapter with a case study which is the foundation for the following framework.
- Changing the basic structure of the module:
 1. Overview Module Unit (same)
 2. Case Study (add here also some content about “Why to draw a strategy - maybe with a negative example of not having one)
 3. Four Steps how to develop a Social Media Strategy
 - a. Reflection about target group
 - b. Reflection about communication target
 - c. Choosing communication channel
 - d. Choosing communication forms
 4. More Examples



5. Questions

6. Glossary

- To lead the learners to more reflection about their own business there should be open questions at the end of every step in the framework (e.g. “Think about your business. What is the main target group”). (see general recommendations)
- Each step of the framework should refer to the case study in chapter 2.

Managing People and Resources – MFG

- More examples from the tourism field
- More about tourism oriented platforms (tripadvisors etc)
- The use of different devices (smartphones etc.)
- More examples how to motivate employees

**10 ANNEX II****10.1 Division of peer review activities per partner to evaluate the beginner's training material**

Module Unit	Responsible Partner	Responsible Partner for Peer Review
Introduction	3 First Elements	1 Camara de Comercio Badajoz
Social Media and their Applications	5 MFG	2 Fundecyt
The potential of Social Media for SMEs in the Tourism Sector (Advantages of using Social Media)	3 First Elements (in close collaboration with 5 - MFG)	4 BDF
Developing your Social Media Marketing Strategy: What the best social marketers do better than the rest? (presentation of successful case studies)	1&2 * (All partners identify successful case studies from their region) Camara de Comercio Badajoz and Fundecyt	3 First Elements
Social Media Marketing Tools-Start Creating your company's twitter accounts	1&2 Camara de Comercio Badajoz and Fundecyt	5 MFG
Social Media Marketing Tools-Start Creating your company's facebook accounts	1&2 Camara de Comercio Badajoz and Fundecyt	3 First Elements
Legal Issues in Social Networking (Copyright and IP issues)	4 BDF	1 Camara de Comercio Badajoz

10.2 Division of peer review activities per partner to evaluate the advanced training material

Module Unit	Responsible Partner	Responsible for Peer Review
Introduction	3 First Elements	2 Fundecyt
Social Media Strategy	4 BDF	5 MFG



Validation Report

Managing social media: The success stories	1&2* (All partners identify successful case studies from their region) Camara de Comercio Badajoz and Fundecyt	3 First Elements
Managing People and Resources	5 MFG	1 Camara de Comercio Badajoz
The art of writing for social media communication	3 First Elements	2 Fundecyt
Legal Issues in Social Networking (Copyright and IP issues)	4 BDF	5 MFG



11 ANNEX III – EXAMPLE OF AN COMPLETED QUESTIONNAIRE FOR THE PEER REVIEW

Module Evaluation Questionnaire

This questionnaire is designed to gather information about the structure and effectiveness of the training modules produced by the Route 2.0 consortium.

Please complete the following sections of the questionnaire when reviewing the materials. Please use one questionnaire per module.

Thank you very much for your contribution!

Name:Erna van der Werff, BDF.....

Date:September 27th 2012.....

Module: ..Beginners Module 3 – The potential of Social Media for SMEs in the Tourism Sector...

1. Content: Please comment on the clarity of the content and how effectively it is presented.

The content is very clear and effectively presented. There only seems to be some overlap in the information presented in Module 2.1 and 2.2. (See 3. Navigation)

In module 1.1 'For Whom?' I suggest to add something like 'The student understands what is defined as Social Media and understands the application of Social Media' (these are the objectives of Module 2).

2. Usability: Please comment on the ease of use of embedded content and links.

Embedded content in the form of best practises/cases/video examples etc. are at this point not available. However, including an example from practice will bring the module to life some more.

3. Navigation: Please comment on the ease of navigation within both the platform and the module.

There seems to be some overlap in the modules 2.1 (Benefits Social Media) and 2.2 (Advantages Social Media). The content of Module 2.2 is similar or an



addition to the sub modules of 2.1. For the clarity of the content and the navigation the information in 2.2 could be entirely included in 2.1.

Submodules 2.1.7 'Social Media Platforms' is more general information that has been covered in Module 2 (Social Media and their applications) and can therefore be left behind.

Submodule 2.1.8 'Advantages' can be incorporated within module 2.1.1 and 2.1.2

Please find attached the Training Module with suggestions on how to incorporate the information of module 2.2 into the sub modules of 2.1.1 – 2.1.6

4. Learning: Please comment on the effectiveness of the learning experience provided by the module.

The explanation is very clear and well described. In addition a discussion would strengthen the learning experience. Perhaps deliver a statement and discuss this with the student group.

5. General Comments: Feel free to add here further comments on points which might not be covered in the upper fields.

Time frame is very good. I think a trainer could deliver the information within 30 minutes.

Interesting Further Readings



12 ANNEX IV – ROUTE 2.0 PLATFORM EVALUATION

	Camara	BDF	First Elements	MFG
Content: Please comment on the clarity of the content and how effectively it is presented on the platform.	There is some loss of content (see beginners course, module 8). I also think that paragraphs should show a similar extension - Can be broken the most extensive paragraphs?.	Some further readings are in Spanish and you be better left behind in the English version of the platform: e.g. Advanced: Unit 3	The content is very clear and effectively presented.	seems fine
Usability: Please comment on the ease of use of embedded content and links.	As Erna says about sources along the modules. Take into account the font type and margins.	Sources are sometimes added at the bottom of a page, sometimes in between the several paragraphs/sections. Use consistent methode and layout	Can easily be accessed by the learners	currently the user is leaving the page when he/she clicks on a link (it should open a new tab instead), links are not consistent in formatting (some are black, some red, some blue underlined etc.), In general, there are some problems with the consistency. Cross-references to other modules? Glossary (I think we agreed on one central glossary)
Navigation: Please comment on the ease of navigation on the platform.	It's OK. It's easy.	Easy to navigate	Anyone can navigate to the platform easily.	Ok, but it might be nice to select pages directly within a unit (1,2,3,4 etc. as a direct link - not only forwards and backwards)



<p>General Comments: Feel free to add here further comments on points which might not be covered in the upper fields.</p>	<p>Questions' section: It is not good idea to show solutions. Questionnaires also should be displayed in the same way in all modules. Also, I think the paragraph of Good Practices should also be called Case Studies. What do you think about?</p>	<p>Good Practises: Some case studies are described in English, some in National language. I think that, even though sometimes the facebook or twitter account of the subject is in National language, the case study should be described in English.</p> <p>Tabs 'Glossary' and 'FAQ' link to homepage.</p> <p>Be consistent throughout all modules in the use of capital letters in some key expressions. e.g. Social Media or social media or Social media (Twitter and Facebook with a capital or not?)</p> <p>Unit 8: there are no answers provided for the questions. Other modules do have the answers</p> <p>Basico Unit 3: page 4: Heading 'Web traffic' should be red</p>	<p>the credit card (header image) might be confusing,</p> <p>in general problems with consistency</p> <p>after completing the questionnaire there should be a feedback (like thank you for completing...)</p> <p>is there a link to the project's webpage?</p> <p>printing function?</p>
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13 ANNEX V - USABILITY TEST REPORT - ROUTE 2.0 PLATFORM

Methodology

In the usability test we tested the first impression, gave 8 timed tasks, and recorded subjective assessments and recommendations. We tested 1 person. He is an employee at MFG. He is 27 year old and very experienced with ICT and social media. He uses ICT in working and private life.

The test took place on the 22nd of June at MFG. The used computers were Windows 7 PC with Firefox 21. The actual usability test took about 50 minutes.

We conducted the test in English. The platform itself is entirely in English. The person is not a native English speaker. Also the person who conducted the test is not a native English speaker.

Usability Test

First impression

Questions:

Just look at the home page (<http://route20.fundecyt.es/> (not logged in)). Do you like it?

→Yes: What do you like about the page?

→No: What do you don't like about the page?

Do you like the design, the colors? Why?

What is the page about? For what purpose would you use it; what do think could be found here?

Where would you click first? What do you expect to find there?

- *He likes the page. It is very clean and simple. However, "it is nothing special". The colors are nice. All in all, he rated the design with 6 out of 10 points.*
- *He recognizes this page as a learning platform. However, he commented that there is too much text on the homepage of the platform*
- *He would click on FAQ. He thinks that there he could find more information about the platform and the background*

User starts to navigate on the page:

Task 1)

Sign up for the ROUTE 2.0 platform.

Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *The user was able to complete this task in 2 minutes. It is very easy. However, he got the message that the email "has been sent" (for his registration) yet he had to wait for the email.*
- *He recommended to change the text of the message ("has been sent" to "you will receive shortly")*

Task 2)

You want to find out more on how to write on social media. Where and how would you look for it?

Max 10 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?



- *The user was able to complete this task. He was not sure how to select the level. It was not clear for him that the signposts are links. Only after reading the text below it made sense. He commented that there is no search functionality on this page.*
- *He recommended to integrate a search function, he recommended to put the text “select level” on top of the signpost*

Task 3)

You are on the 1st page of the module how to write on social media. You want to go to the last page

Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *He completed this task. The red “point” to go to the next/previous page is not fully clear. Moreover, the user was looking for a way to go to the last page (e.g. direct selection of the page number or scroll down function). Clicking through every page made a rather bad impression.*
- *He recommended to add a direct selection of the page number or scroll down function*

Task 4)

Go to the beginners module Social Media and Their Applications

Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *He completed this task. It was very easy for him.*

Task 5)

Go back to the homepage of the platform

Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *He completed this task. It was very easy for him.*

Task 6)

You want to find best practices. Where and How

Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *He completed this task. It was not clear that the text in this section is not a link (e.g. “Hochschwarzwald Tourismus GmbH” is not clickable). Only the icons (flag and pdf) are links. Moreover, he commented that the icons (both flag and pdf looked very old fashioned). It was unclear to him why the good practices from the Netherlands have partly UK flags. All in all, he considered this task to be easy.*
- *He recommended to make the text clickable, to change the icons to more attractive ones,*

Task 7)

You want to get in contact with other users. What would you do?



Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *The user clicked on forum. However, he was not allowed to post there (You are not allowed to post new content in the forum.). Subsequently, he clicked on "Chat". He was able to type a message there but he criticized the design of the chat.*
- *He recommended to give explanations/instruction about the forum, revise the design of the chat,*

Task 8)

You want to find out more about the project. Where do you look, which person do you contact?

Max 5 min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

- *He was not able to complete this task. He clicked on FAQ to find more about the project. Afterwards he was scrolling the page down to find additional information resp. a link to "contact"*
- *He recommended to add a contact tab and an about tab, to change the FAQ (to make it more clear that it is about the units and not the platform)*

Final Reflexions)

Was it difficult or easy to fulfill the tasks?

Who would you ask if you were not able to find certain information or perform certain activities?

Is the page navigable? What do you think about the navigation?

Would you use this page in the future? Recommendations?

- *In general, the tasks were easy for the user.*
- *He was not able to find a help function or contact address. He does not know whom he should ask for help/support.*
- *The page has only very limited function. However, this ensures this it is very easily navigable.*
- *The user would use the page in future. He suggests to add a contact tab and a tab on more information about the platform and the project. The change the signposts (resp. put the text on top of it)*

Classifying Problems

We introduced three levels of severity:

Severity 3 - High impact problems that often prevent a user from correctly completing a task.

Severity 2 - Moderate/high frequency problems with moderate impact, causes user frustration.

Severity 1 - Minor difficulties, low impact.

Results

The usability of this page is rather good. The design is very minimalistic and only very little functions are integrated.



- *The user sign up an account. Despite getting the message that the email has been sent, he had to wait. Another message (e.g. you will shortly receive ...) would be clearer. This is a Severity 1 problem.*
- *Users might miss certain functions; on the other hand omitting function ensures a high usability. E.g. the user in test was looking for a search function (this is a Severity 1 problem - Minor difficulties, low impact).*
- *For the user the FAQ section was unclear. He expected to find the more about the platform and the project (and not about the modules). This can be considered as a Severity 2 (Moderate/high frequency problems with moderate impact, causes user frustration) problem.*
- *For the user the signpost (module selection) was unclear. It was not clear to him (at the first glance) that it was a link. The explaining text (select level) is below the signpost. This is a Severity 1 problem.*
- *The navigation within the modules was criticized. There is no direct selection of the pages and if one wants to go from the first page to the last page he/she has to click through all the pages. This is a Severity 2 problem.*
- *In the good practices the user expected the text (title) to be clickable. However, only the icons are links. This is a Severity 2 problem.*
- *The user wanted to post in the forum. However, he did not have the permissions. There was not explanation stated. This is a Severity 1 problem.*
- *The user was not able to find more about the project resp. a contact person. This is a Severity 3 (High impact problems that often prevent a user from correctly completing a task) problem.*



14 ANNEX VI - REGIONAL TRAINING QUESTIONNAIRE

14.1 Regional Training Questionnaire template for the Beginner's training

Short introduction – welcome message

Welcome to the ROUTE 2.0 questionnaire! It only takes 5-10 minutes to fill it out.

The questionnaire aims to gather your opinions and impressions about the offered Route 2.0 training and its developed training material in order to enhance the usability and the learning experience of the final version. As the training module version is not yet the final version your valuable comments help us to further improve the training modules.

The aim of ROUTE 2.0 is to offer trainings in social media marketing and communications strategies for SMEs, institutions and freelancers in the tourism sector. This will enable them to improve their competitiveness as well as their service. The training in ROUTE 2.0 will help actors from the tourism sector to:

- Understand social media tools, showing them the possibilities offered as a communication tool for their business.
- Understand how to manage their brands online.
- Develop a strategy for effective communication through social networks.
- Offer new competitive services and adapt them to the current needs.
- Understand the importance of planning an effective communication plan.
- Understand and plan communication to specific environments.
- Generate transversal communication synergies to improve services or products.
- Train workers in SMEs, institutions and independent professionals in emerging jobs.

The information you provide in this questionnaire will be maintained in a secured storage and it will not be communicated to anybody. **ALL INFORMATION YOU PROVIDE WILL BE TREATED CONFIDENTIAL.**

For further information about the project please consult the overall ROUTE 2.0 project website www.route-20.eu. You can also contact the project manager Maria Gracia Benitez mgracia@fundecyt.es at any time.

Thank you very much for your support!

Your ROUTE 2.0 team

Questions to the participants of the Route 2.0 training (Beginners):

GENERAL

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the ROUTE	<input type="checkbox"/>				



2.0 training?

Did the training enable you to use social media as marketing tool in your field?

Was it easy to follow the training?

Has the training achieved its stated objectives as mentioned in the introduction?

Will you use social media as marketing tool?
yes no

Please indicate why:

What did you like most about the whole ROUTE 2.0 training?

What did you not like about the whole ROUTE 2.0 training?

Do you have any suggestion for improving the training in general?

The Study Materials

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Was the content provided in the study materials understandable?	<input type="checkbox"/>				
Was the content provided in the study materials up-to-date?	<input type="checkbox"/>				
Was the content provided in the study materials applicable to your specific situation?	<input type="checkbox"/>				
Did the study material cover all relevant issues?	<input type="checkbox"/>				

Which module did you like the best? (Please indicate why)



Introduction	Social Media and their Applications	The potential of Social Media for SMEs	Developing your Social Media Marketing Strategy	Social Media Marketing Tools I	"Social Media Marketing Tools II "	Social Media Marketing Tools III	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which module did you like the least? (Please indicate why)

Introduction	Social Media and their Applications	The potential of Social Media for SMEs	Developing your Social Media Marketing Strategy	Social Media Marketing Tools I	"Social Media Marketing Tools II "	Social Media Marketing Tools III	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any suggestion for improving the study material?

The Trainer

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the trainer?	<input type="checkbox"/>				
Was the trainer active in moderating the interactions?	<input type="checkbox"/>				
Did the trainer evidence a wide degree of knowledge in the area?	<input type="checkbox"/>				

Organisational Issues

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the organisation of the training?	<input type="checkbox"/>				
Were you satisfied with the duration of the training and breaks?	<input type="checkbox"/>				
Was the location convenient and directions clear?	<input type="checkbox"/>				



Do you have any suggestion for improving the general seminar conditions?

14.2 Regional Training Questionnaire template for the Advanced training

Short introduction – welcome message

Welcome to the ROUTE 2.0 questionnaire! It only takes 5-10 minutes to fill it out.

The questionnaire aims to gather your opinions and impressions about the offered Route 2.0 training and its developed training material in order to enhance the usability and the learning experience of the final version. As the training module version is not yet the final version your valuable comments help us to further improve the training modules.

The aim of ROUTE 2.0 is to offer trainings in social media marketing and communications strategies for SMEs, institutions and freelancers in the tourism sector. This will enable them to improve their competitiveness as well as their service. The training in ROUTE 2.0 will help actors from the tourism sector to:

- Understand social media tools, showing them the possibilities offered as a communication tool for their business.
- Understand how to manage their brands online.
- Develop a strategy for effective communication through social networks.
- Offer new competitive services and adapt them to the current needs.
- Understand the importance of planning an effective communication plan.
- Understand and plan communication to specific environments.
- Generate transversal communication synergies to improve services or products.
- Train workers in SMEs, institutions and independent professionals in emerging jobs.

The information you provide in this questionnaire will be maintained in a secured storage and it will not be communicated to anybody. **ALL INFORMATION YOU PROVIDE WILL BE TREATED CONFIDENTIAL.**

For further information about the project please consult the overall ROUTE 2.0 project website www.route-20.eu. You can also contact the project manager Maria Gracia Benitez mgracia@fundecyt.es at any time.

Thank you very much for your support!

Your ROUTE 2.0 team

Questions to the participants of the Route 2.0 training (Advanced):

GENERAL

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the ROUTE	<input type="checkbox"/>				



2.0 training?

Did the training enable you to improve the use of social media as marketing tool?

Was it easy to follow the training?

Has the training achieved its stated objectives as mentioned in the introduction?

Will you intensify the use of social media as marketing tool?

yes no

Please indicate why:

Will you develop a new social media strategy? Or in case you have already a social media strategy do you intend to modify, to adapt it?

yes no

Please indicate why:

What did you like most about the whole ROUTE 2.0 training?

What did you not like about the whole ROUTE 2.0 training?

Do you have any suggestion for improving the training in general?

The Study Materials

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Was the content provided in the study materials understandable?	<input type="checkbox"/>				
Was the content provided in the study materials up-to-date?	<input type="checkbox"/>				
Was the content provided in the study materials applicable to your specific situation'?	<input type="checkbox"/>				



Did the study material cover all relevant issues?

Which module did you like the best? (Please indicate why)

Introduction	Social Media Strategy	Managing social media	Managing People and Resources	Writing for social media communication	Revisiting the success stories	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which module did you like the least? (Please indicate why)

Introduction	Social Media Strategy	Managing social media	Managing People and Resources	Writing for social media communication	Revisiting the success stories	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any suggestion for improving the study material?

The Trainer

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the trainer?	<input type="checkbox"/>				
Was the trainer active in moderating the interactions?	<input type="checkbox"/>				
Did the trainer evidence a wide degree of knowledge in the area?	<input type="checkbox"/>				

Organisational Issues

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the organisation of the training?	<input type="checkbox"/>				
Were you satisfied with the duration of the training and breaks?	<input type="checkbox"/>				
Was the location convenient and directions clear?	<input type="checkbox"/>				



Do you have any suggestion for improving the general seminar conditions?

Thank you very much for your feedback!



15 ANNEX VII - ONLINE QUESTIONNAIRE FOR PLATFORM USERS

Short introduction – welcome message

Welcome to the ROUTE 2.0 questionnaire! It only takes 5-10 minutes to fill it out.

The questionnaire aims to gather your opinions and impressions about the Route 2.0 platform and its content in order to enhance the usability and the learning experience.

The aim of ROUTE 2.0 is to offer trainings in social media marketing and communications strategies. This will enable them to improve their competitiveness as well as their service.

ALL INFORMATION YOU PROVIDE WILL BE TREATED CONFIDENTIAL.

For further information about the project please consult the overall ROUTE 2.0 project website www.route-20.eu. You can also contact the project manager Maria Gracia Benitez mgracia@fundecyt.es at any time.

Thank you very much for your support!

Your ROUTE 2.0 team

Questions to the platform users

Have you visited this site before?

Yes No

Were you satisfied with the platform as a whole?

completely to a large extent to a moderate extent to a lesser extent not at all

Did you like the design?

completely to a large extent to a moderate extent to a lesser extent not at all

Was the text easy to read (Font, size etc,)

completely to a large extent to a moderate extent to a lesser extent not at all

Did you feel confident using the platform?

completely to a large extent to a moderate extent to a lesser extent not at all

Do you think the platform is unnecessarily complex?

completely to a large extent to a moderate extent to a lesser extent not at all

Do you think the information on the platform is well organized?

completely to a large extent to a moderate extent to a lesser extent not at all



Were you satisfied with the navigation on the platform?

completely to a large extent to a moderate extent to a lesser extent not at all

Were the messages which appear on screen understandable?

completely to a large extent to a moderate extent to a lesser extent not at all

Please, list the most positive aspects.

Please, list the most negative aspects.

Did you miss any functions?

The training content

Were you satisfied with the ROUTE 2.0 training content?

completely to a large extent to a moderate extent to a lesser extent not at all

Did the training material enable you to use social media as marketing tool in your field?

completely to a large extent to a moderate extent to a lesser extent not at all

Was it easy to follow the training material?

completely to a large extent to a moderate extent to a lesser extent not at all

Has the training module achieved its stated objectives as mentioned in the introduction?

completely to a large extent to a moderate extent to a lesser extent not at all

Was the content provided in the training materials understandable?

completely to a large extent to a moderate extent to a lesser extent not at all

Was the content provided in the training materials up-to-date?

completely to a large extent to a moderate extent to a lesser extent not at all

Did the training material cover all relevant issues?

completely to a large extent to a moderate extent to a lesser extent not at all

Do you have any suggestion for improving the training material?



15.1 Results of the Online Questionnaire:

id	Q01	Q02	Q03	Q04	Q05	Q06	Q07	Q08	Q09	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	
1	Yes	large	large	large	moderate	moderate	moderate	moderate	moderate				large	moderate	large	lesser	moderate	moderate	moderate		
2	Yes	large	moderate	lesser	moderate	large	large	lesser	lesser				moderate	large	lesser	large	lesser	large	moderate		
3	No	completely	completely	completely	completely	large	completely	completely	completely					completely	completely	large	completely	completely	completely		
4	Yes	completely				completely															
5	No	large	moderate	moderate	moderate	moderate	moderate	lesser	lesser				moderate	lesser	large	moderate	lesser	large	lesser		
6	Yes	moderate	moderate	moderate	moderate	large	large	moderate	completely				moderate	moderate	lesser	large	moderate	lesser	large		
7	Yes	lesser	lesser	moderate	moderate	large	notatall	moderate	lesser				large	moderate	moderate	moderate	moderate	lesser	moderate		
8	Yes	large	completely	completely	large	lesser	large	large	completely	Very handy: simple, neat and very practical	It should have more content, especially good practices and case studies	I think not. Everything is OK.	large	completely	completely	large	completely	large	completely	It should have more content, especially good practices and case studies	
9	No	completely	moderate	moderate	moderate	moderate	large	completely	completely				completely	completely	large	large	completely	large	completely		
10	Yes	large	completely	completely	completely	notatall	large	large	large	Clear layout, good use of colours, easy to understand texts	Sometimes the quality of the English language was unsatisfactory	None	large	completely	completely	large	large	large	large	large	none
11	No	large	completely	moderate	large	large	large	moderate	large	Design, like the logo, use of colors etc. Could have used more images, pictures etc. Sometimes there is a lot of text to handle.	a lot of text. Bits could be smaller	no	large	large	moderate	large	lesser	large	large	Translation into Dutch	
12	No	large	moderate	moderate	moderate	moderate	moderate	lesser	lesser				moderate	moderate	moderate	moderate	moderate	moderate	lesser		
13	No	large	moderate	moderate	moderate	moderate	moderate	lesser	lesser				moderate	moderate	moderate	moderate	moderate	moderate	lesser		
14	No	large	moderate	moderate	moderate	moderate	moderate	lesser	lesser				moderate	moderate	moderate	moderate	moderate	moderate	lesser		
15	No	large	large	completely	completely	notatall	large	completely	large	-user friendly -beginners can actually follow the training modules	- The training material shouls be available in other languages and not only in English.		large	moderate		large	large	completely	large	It would be a good idea to use some print screens from the social media in the training material. I believe that this could make the training material	



Validation Report

																				more user friendly and vivid.
16	Yes	large	large	large	moderate	large	large	large	large				lesser	lesser	lesser	large	large	large	lesser	
17	Yes	large	large	large	moderate	large	large	large	large				lesser	lesser	lesser	large	large	large	lesser	
18	No	large	large	large	completely	notatall	large	large	large				large	moderate	large	moderate	large	moderate	moderate	
19	No	moderate	moderate	moderate	moderate	lesser	lesser	large	lesser				large	moderate	lesser	large	moderate	lesser	large	
20	No	moderate	moderate	moderate	moderate	lesser	lesser	large	lesser				large	moderate	lesser	large	moderate	lesser	large	
21	No	moderate	moderate	moderate	moderate	lesser	lesser	large	lesser		Sometimes there are too much text and it's a bit boring	more graphics	large	moderate	lesser	large	moderate	lesser	large	
22	No	moderate	moderate	moderate	moderate	lesser	lesser	large	lesser				large	moderate	lesser	large	moderate	lesser	large	
23	No	moderate	moderate	moderate	moderate	lesser	lesser	large	lesser				large	moderate	lesser	large	moderate	lesser	large	
24	Yes	large	moderate	large	large	moderate	large	large	moderate				large	large	large	large	large	large	moderate	
25	Yes	large	large	completely	completely	large	completely	completely	large				completely	completely	large	large	completely	large	completely	
26	Yes	large	moderate	lesser	lesser	lesser	large	large	lesser				large	moderate	moderate	lesser	lesser	large	lesser	
27	No	large	moderate	moderate	completely	large	completely	completely	large				moderate	lesser	large	moderate	lesser	large	moderate	
28	No	lesser	lesser	lesser	lesser	lesser	large	moderate	moderate				large	lesser	moderate	moderate	large	lesser	moderate	
29	Yes	large	moderate	lesser	lesser	lesser	large	large	lesser				lesser	large	moderate	lesser	large	moderate	moderate	
30	No	large	completely	large	completely	notatall	large	large	completely	Presentation, navigation platform and design	Didn't find them.	Not at all	large	large	moderate	large	large	large	moderate	I missed some kind of multimedia contents
31	Yes	completely	moderate	completely	completely	lesser	large	large	large	I really needed a platform like this, as long as had no idea of Social Media before Route	None	None	completely	large	moderate	moderate	moderate	moderate	large	None
32	Yes	completely	large	large	large	lesser	completely	completely	large				completely	large	large	completely	large	large	completely	
33	Yes	large	completely	completely	large	moderate	large	moderate	moderate	Contents adapted to tourism sector			completely	large	moderate	moderate	large	large	completely	
34	No	moderate	completely	completely	large	large	moderate	large	moderate				large	moderate	lesser	moderate	moderate	moderate	completely	
35	No	lesser	large	large	completely	large	large	large	moderate				large	lesser	large	moderate	lesser	lesser	completely	
36	Yes	completely	large	large	moderate	large	lesser	large	completely				lesser	lesser	large	completely	completely	lesser	lesser	
37	Yes	completely	large	large	large	large	large	large	completely	Useful and easy to follow			lesser	moderate	completely	completely	completely	moderate	large	
38	Yes	lesser	moderate	large	large	lesser	moderate	lesser	moderate				lesser	moderate	moderate	lesser	lesser	moderate	moderate	
39	Yes	completely	moderate	large	large	lesser	lesser	lesser	moderate	Understandble and well structured			large	moderate	large	large	moderate	moderate	completely	
40	No	lesser	moderate	large	completely	lesser	completely	lesser	moderate				lesser	moderate	moderate	moderate	moderate	moderate	completely	
41	Yes	completely	moderate	large	moderate	lesser	large	lesser	large				lesser	moderate	large	completely	completely	moderate	large	



Validation Report

42	No	completely	moderate	large	completely	lesser	large	lesser	moderate	Very practical and easy				moderate	moderate	large	completely	completely	moderate	large	
43	Yes	large	large	large	large	moderate	moderate	moderate	completely					large	large	large	large	large	large	lesser	
44	Yes	completely	completely	completely	large	large	large	large	large					large	completely	large	large	lesser	completely	lesser	
45	Yes	lesser	lesser	large	large	lesser	large	lesser	moderate		Only in english. Are you going to translate the platform?			large	moderate	moderate	lesser	moderate	moderate	lesser	
46	Yes	lesser	moderate	completely	large	large	large	large	moderate	Tourism sector oriented, good examples				large	moderate	moderate	lesser	moderate	large	large	
47	No	lesser	lesser	moderate	large	moderate	large	moderate	moderate					large	lesser	moderate	lesser	moderate	lesser	lesser	
48	Yes	large	lesser	large	lesser	lesser	lesser	lesser	completely					moderate	moderate	large	large	large	moderate	lesser	
49	Yes	large	large	large	lesser	completely	lesser	completely	moderate	Adapted to real and nowadays needs related to communication	More tips on how to follow managing social networks, more advanced contents			completely	large	large	lesser	large	large	moderate	
50	Yes	large	completely	large	lesser	large	lesser	large	moderate					lesser	large	large	lesser	large	large	large	
51	No	large	large	completely	lesser	large	lesser	large	completely					moderate	large	moderate	moderate	large	large	large	
52	Yes	lesser	completely	moderate	lesser	moderate	lesser	moderate	moderate					moderate	large	large	large	moderate	large	large	
53	No	lesser	completely	completely	moderate	completely	moderate	completely	moderate					moderate	moderate	large	large	moderate	moderate	large	
54	Yes	lesser	large	large	large	lesser	large	large	moderate	General contents useful for every business not only tourism, social media is a reality!				moderate	large	large	large	moderate	moderate	large	
55	Yes	completely	large	large	lesser	moderate	lesser	large	moderate					large	large	large	large	moderate	completely	moderate	
56	Yes	large	large	large	large	lesser	large	large	moderate					completely	large	large	large	moderate	completely	completely	
57	No	large	moderate	large	lesser	lesser	moderate	completely	completely	Clear and ready to use				completely	moderate	large	moderate	moderate	large	lesser	
58	Yes	large	moderate	large	lesser	large	lesser	large	lesser	good tool to create facebook and twitter account in my company				large	lesser	moderate	completely	large	lesser	moderate	