GLOBAL-SPIN: Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin-Offs

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WP8.4 IMPROVEMENT REPORT

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WP8.4 – Improvement Report

1. Piloting objectives and set-up

This WP8 aims to test and validate the web/tablet Learning Tool next to end users (Spin Offs managers), enabling for later improvement that will ensure a greater potential for future exploitation and sustainability of this Corporate Learning Tool.

The testing of the online learning platform by end users will contribute to its improvement and validation. The Improvement Report will provide the guidelines to the improvement of the corporate learning tool.

Piloting activities	Timeline
WP8.1 Setting up piloting guidelines and evaluation tools, to be approved and completed during the 4h Transnational Meeting in Porto, Portugal	**October 2018**
WP8.2 Quantitative analysis: Each partner engaged 15 testers	**December 2018 – February 2019**
WP8.3 Qualitative analysis: Conducted an online evaluation session with the partners and external testers	**12th February 2019**
WP8.4 Production of an improvement report	**20th February 2019**
WP8.4 Review and finalisation of the improvement report	**10th March 2019**
Application of improvements into the Corporate Learning Tool to get the Final Version	**31st March 2019**

The report is based on the results of the assessments gathered in the pilot testing phase (WP8.2) and from the evaluation session (WP8.3). The report includes the evaluation assessment, product from analytical and statistical treatment of data collected; the evaluation session qualitative analysis and recommendations to improve the web/tablet learning course.

The recommendations included in the Improvement Report will be considered by CCS to improve the beta version of the Web/Tablet Learning Tool and reach the final version (D7.4).

2. Piloting Activities Target Groups

Project partners invited users falling into the following categories to take part in the testing activities:

1. **Academic-Spin Off Managers**
2. **Teachers, Researchers, Students in Universities and HEI's, Entrepreneurs**
3. **SME's, Spin-Off and Start Ups Managers**
4. **HRM and Employment areas; Decision Makers (Regional, National and European level)**

Participants from other European countries were encouraged to test the platform, which ensured a wider geographical coverage.
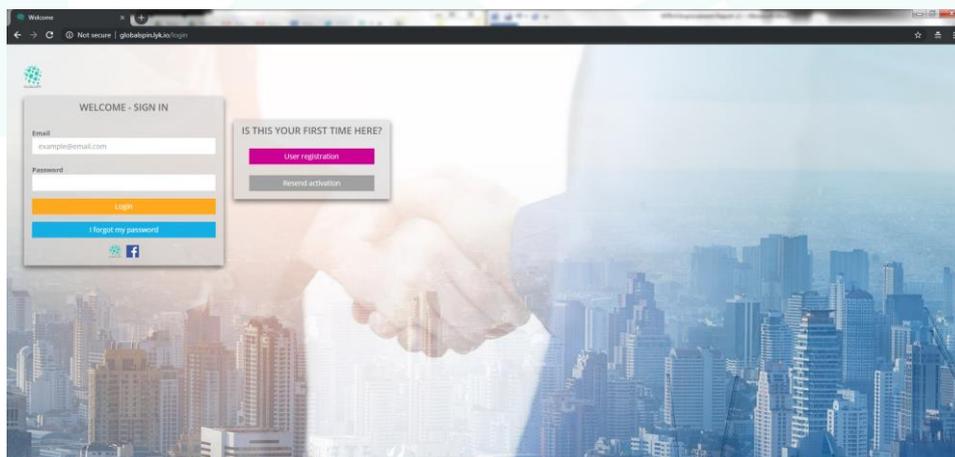
3. Global Spin Valorisation and Sustainability

Partners invited the users testing the platform (WP8.2 and WP8.3) to join the TE Forum and sign the Manifesto (https://globalspin.eu/temanifesto/) in order to guarantee the project sustainability.

4. Relevance and quality of the Global Spin training programme following the qualitative and quantitative evaluation activities

The results of the qualitative and quantitative evaluation activities show that the **testers are very positive** about the Global Spin training programme. The evaluation of the pilot users across all questions has an overall rating of 4.1 out of 5, meaning that the **satisfaction rate was 82%, which exceeds the objective of 75% satisfaction by users**.

According to the pilot participants the structure of the platform is clear; the design is professional and engaging; and the content is useful and suits the training needs of Spin-Off managers at different stages of their internationalisation. The testers also appraise the additional features of the platform, which make the **Global Spin training programme stand out from other online learning environments**.

5. Conclusions and recommendations for the fine-tuning of the Global Spin platform following the qualitative and quantitative evaluation activities

Based on the report activities of WP8.2[1] and WP8.3[2] and the analytical and statistical treatment of data collected through the evaluation activities and the analysis of the feedback given during the online evaluation session, the project consortium recommends looking into the following recommendations.
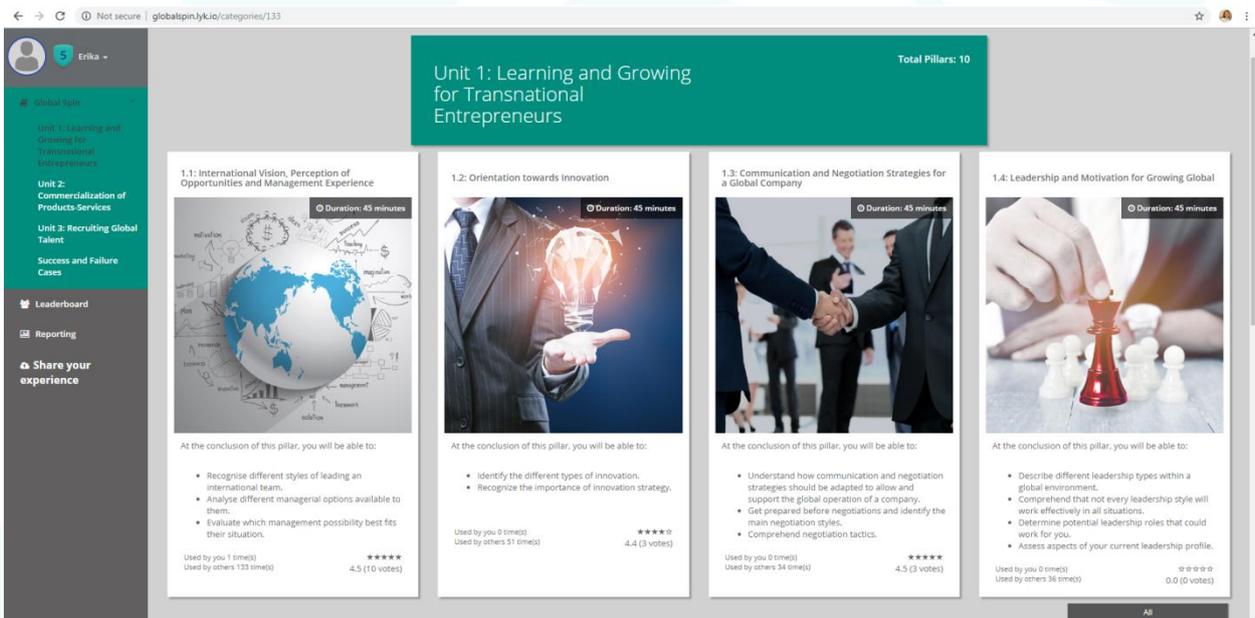
The next sections describe the improvements to be considered for the fine-tuning of the Global Spin learning platform. For more clarity and consistency, the improvement recommendations have been sorted out by category.

5.1. Recommendations for the improvement of the General Aspect of the Platform

Registering on the platform: the password requirements (length, type of characters…) should be clearer and the activation email could be faster in order to ease the registration process.

Technical troubles when navigating the platform: some units and pillar do not always open correctly and the IT team should look into ways to improve this. The "Start" button does not always respond and should also be checked. In particular, the platform seemed to be less compatible with some browsers such as Firefox, Microsoft Edge and Mozilla.

Page load time: the most repeated comment done both during the pilots and the evaluation session is that the page loading time is often too long and may discourage users from visiting further pages.

Web navigation across pillars and units: the IT team may consider adding buttons in each slideshow window in order to make it easier for learners to go from one pillar to another, go to the next pillar and go back to the home page. It could also be useful to make access more direct between the unit and the pillars

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[1] WP8.2 – Web/tablet Corporate Learning Course Pilot Training Activity Report
[2] WP8.3 – Web/tablet Corporate Learning Pilot Evaluation Session Activity Report

by removing some of the "message windows" in between, for instance, by including a permanent access to the complete list of Unit's pillars.

Overview of the pillars: in order to make the unit content clearer, the display should show all the available pillars at once. Alternatively, the display should indicate more clearly that there are more pillars can be loaded (e.g. making the button "All" bigger and/or more central). Also, in order to facilitate reader to feel located at any time, it would be nice to add the name of the current Unit and Pillar at any time at the top of the slideshow window.

Interactive resources: more multimedia resources, such as videos, could be included in the pillars and in the additional resources in order to make the training more engaging.

Image and colour: in order to make the reading more appealing, some improvement could be done. First, when entering into platform, both the titles and the borders around the page are quite dark, it would be easier on the eyes if there could be fused both the menu and the image, instead of having a separate and quite dark frame.
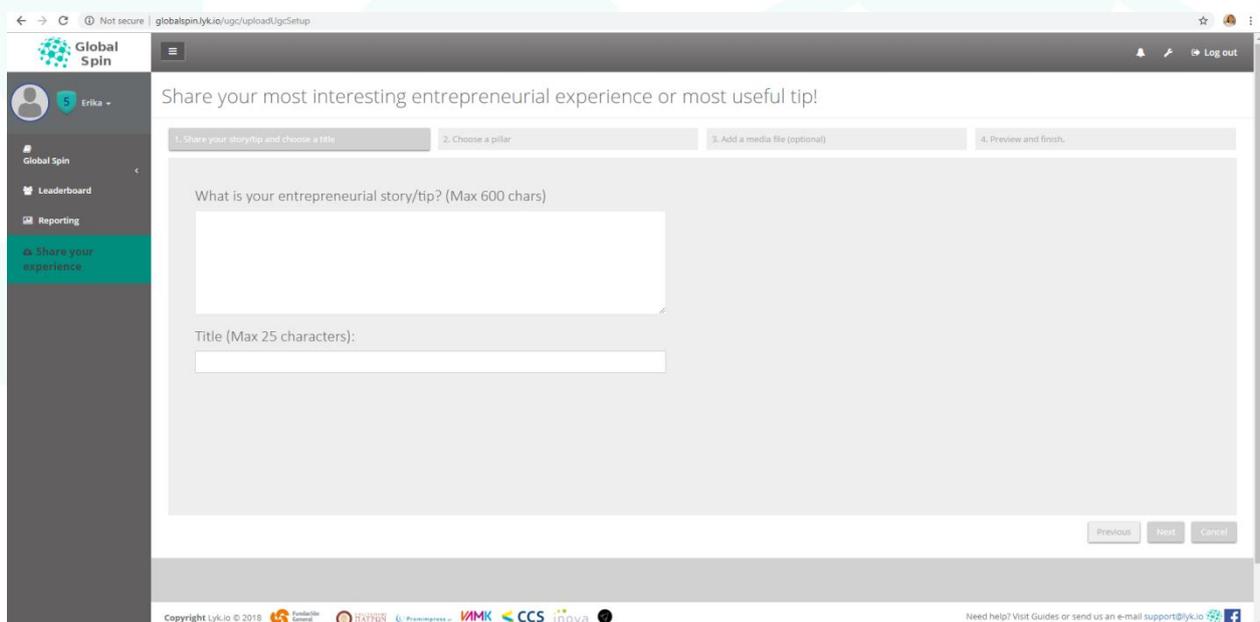
Language options and translations: the button to select a different language should be more accessible. Moreover all translations need to be reviewed since some testers identified errors or some parts that were not translated from English.

Display on phone screen: could be improved by reducing the font size.

5.2. Recommendations for the improvement of the training programme and content

Contents: although some testers manifested that some contents are difficult to understand, others stated just the opposite. Additionally, most opinions were very positive about the quality, relevance and appropriateness of course contents, both during the pilot tests and the online evaluation session. As a consequence, it has been decided by the Consortium not to modify the contents of the learning program.

Share your experience: the testers recommend to upload some examples and to give writing prompts to entice users to use this feature (e.g. "What has been your greatest achievement so far?" "What is the best

tip that has been given to you?").

Awarding system: this feature is appraised by the testers and they recommend to further explain how the awarding system works.

The exercises: the testers strongly recommend to make the exercises more interactive and to provide clearer instructions in order to improve them. A recommendation to consider for future improvements is to create a space where users can share their answers to the exercises.

Ranking system to assess the pillars: users sometime experience technical difficulties when using the ranking system.

6. Monitoring and evaluation/performance indicators:

The WP8 activities to test and validate the web/tablet Learning Tool next to end users will enable to implement improvements and ensure the potential for future exploitation and project sustainability. All activities have been delivered on budget, in line with the Work Package Description and in a timely manner (according to the updated project timeline).

Each partner provided support to the pilot participants by appointing one tutor to answer questions and to streamline the testing activities. The online pilot was held on Tuesday 12th February 2019 (12:00PM CET time) and gathered 15 participants, including a representative from each partner organisation and between 1 and 2 platform testers invited by each partner organisation. The online pilot test gathered feedback from 108 participants who assessed at 88%[3] that the pilot evaluation is useful to improve the course and the training impact.

Performance indicator	Results
On time/with quality/on budget	Adapted timeline to answer to the needs of the end users and project extension
Tutors: 6 (1 per country)	7 tutors (one per partner)
1 Pilot training	1 Pilot training with 15 participants
Evaluation Test results: average results over 75%	82%
Evaluation of pilot by users: 75% satisfaction	88%
A minimum of 105 participants to the Pilot Test	108 Pilot test participants

	Organisation, Country	Tutor
P1	FGUGREM, Spain	Aurora Megaides Alonso
P2	University of Patras, Greece	Maria Rigkou
P3	Promimpresa, Italy	Beniamino Torregrossa
P4	VAMK, Finland	Marianne Laurila
P5	CCS, Greece	Danae Kostopoulou
P6	Inova, UK	Erika Conchis
P7	ADV, Portugal	Ana Silveira

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[3] average 4.4 out of 5