IO3.2 Pilot testing evaluation – feedback from all the participants

1. Introduction

The pilot testing of the CORAL project aimed at evaluating the educational outputs of the project, which is focused on the development of entrepreneurial skills. An online questionnaire was developed that resulted in the pilot test participants showing satisfaction with the whole CORAL methodology. All the CORAL partners searched for unemployed people, students, entrepreneurs and educators within their network to participate in the pilot project. The following data is based on the feedback gathered from all the Piloting testing evaluation forms from all the CORAL partners.

The total number of participants who completed the questionnaire: 228

Taking in consideration the statistical data, most of the participants are Students, followed by people who fall into the Unemployed and Self-employed categories. Analysing the statistical data further, most participants were female; aged between 16-25; with the level of education as follows: (following the degressive order): Bachelor's degree (First cycle) - Secondary (GCSE) - Secondary (apprenticeship).

2. Main findings

The main results extracted from the findings are quite positive, as can be seen below. All respondents shared high levels of satisfaction concerning the main topics asked. Several comments and concerns were provided by the respondents, as well as numerous suggestions that could be considered to improve our tool.

3. Data

The Pilot testing evaluation took into consideration the following 16 points:

1. In your opinion, after completing the course, do you believe you have acquired the basic knowledge of entrepreneurial skills?
Options: Yes/No/I don't know
Main result: Yes

2. How would you evaluate the quality of the content of the whole CORAL methodology? Options:
from 1/10 to 10/10
Main result: 8/10

3. How do you consider the contents' quality CORAL self-assessment tool you found on the official CORAL website that assessed you the enrollment level for the learning courses (Start upAcademy MOOC)?
Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied **Main result: Rather satisfied**

4. The Start Up Academy is composed by the MOOC and the Start Up Labs. How do you evaluate the contents' quality of the learning platform (Start up Academy MOOC)?

Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied in Ideas and Opportunities/Resources/ Into Action

Main result: In all categories (Ideas and Opportunities/Resources/ Into Action), very satisfied

5. How do you consider the quality of Start Up Labs?

Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied **Main result: Rather satisfied**

6. How have you been satisfied with the content of the course in terms of the following elements?

Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied in Text comprehensibility - Coherence and unity of the texts – Practical applicability - Visual/Graphic layout **Main result: In all categories (Text comprehensibility - Coherence and unity of the texts – Practical applicability - Visual/Graphic layout), very satisfied**

7. Do you have a specific suggestion to improve the content (i.e., different structure, missing information etc.)?

Main results: 1) More practical information; 2) Easy access to content; 3) Inclusion of learning self- assessment quizzes; 4) Greater selection of content; 5) Simplification of descriptive texts; 6) Greater development of business ideas; 7) Inclusion of debates and group work.

8. Would you recommend adding additional topics to the MOOC academy?

Options: Yes/ No (continue with question 10)

Main result: No

9. Please define the specific topic/topics you would add and its/their brief content.

Main results: 1) Market analysis and marketing; 2) More examples; 3) Legal issues and use of technology in a more practical setting; 4) Deepening on the costs; 5) Business development.

10. Please express your opinion with the user friendliness on a scale

Options: from 1/10 to 10/10

Main result: 7.5/10

11. Were you satisfied with the user friendliness of the project website in terms of the following elements?

Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied in Intuitive operation - Orientation in the structure - Graphic layout (colours, pictures) - Interactivity

Main result: In all categories (Intuitive operation - Orientation in the structure - Graphic layout (colours, pictures) - Interactivity), very satisfied

12. Were you satisfied with the user friendliness of the self-assessment tool in terms of the following elements?

Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied in Intuitive operation - Orientation in the structure - Graphic layout (colours, pictures) – Interactivity

Main result: In all categories (Intuitive operation - Orientation in the structure - Graphic layout (colours, pictures) - Interactivity), very satisfied except for the graphic

13. Were you satisfied with the user friendliness of the MOOC academy in terms of the following elements?

Options: very satisfied/rather satisfied/ rather dissatisfied/very dissatisfied in Intuitive operation - Orientation in the structure - Graphic layout (colours, pictures) – Interactivity

Main result: Very satisfied

14. Suggestions to improve both websites with regard to user friendliness

Main results: 1) All videos on the same page; 2) FAQ; 3) Improvement of the method of access and selection of materials; 4) Simplification of texts.

4. Summary of Feedback

Generally, all participants were rather satisfied with the whole CORAL learning methodology and find it useful for the entrepreneurial skills development. The main space for improvement relates to the integration and linking of the CORAL project websites and the improvement of the content.

5. Post-Piloting

Following the feedback received, the participants of the project can follow the lectures of the MOOC online in their preferred language to keep updated with the information that was presented. Being confident with the content will provide them with a solid foundation to be able to launch their entrepreneurial initiative.

It is recommended that each language is correctly translated for the self-assessment test as this was one of the comments received in the feedback. It's important that each statement is clearly understood so that the results obtained will be as accurate as possible. This will help any new participants to go directly to the recordings of the sessions that apply to their level. It will also help to improve the quality of the Self-Assessment tool and the Start-up Labs as they received a 'rather satisfied' outcome.

Participants recommended the following general developments to be made to the content: More practical information including more group work and self-assessments; More content that is easier to understand and access; and a greater development of business ideas.

On the whole participants felt that there was enough content; however, there were suggestions to include more information on marketing, technical and legal matters, finance and business development, and generally more examples and case studies that participants can relate to.

In terms of user-friendliness, the graphical element of the Self-Assessment Tool could be improved to make it more visually appealing. It would also be easier to navigate the videos if they were all grouped accordingly on the same page. Having an FAQ page would also be helpful to explain the process to new participants and guide them if a tutor isn't available.