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

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WP8.3 Web/tablet Corporate Learning Pilot Evaluation Session Activity Report

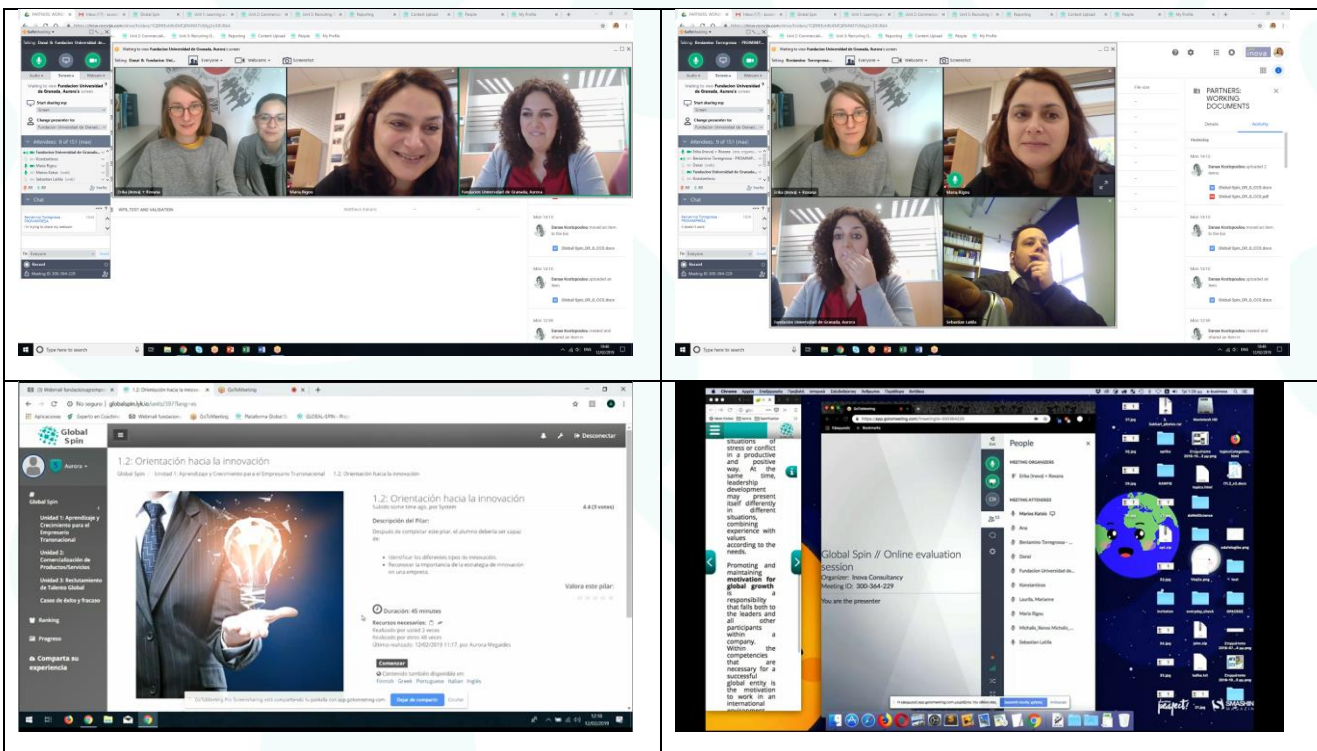|			
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1. WP8.3 Web/tablet Corporate Learning Pilot Evaluation Session

1.1. Pilot Evaluation Session Set Up

Inova Consultancy Ltd hosted the session on **GoToMeeting**. This platform provided several advantages such as:

- It allowed testers to join the online evaluation session without having to register to use the service.
- Partners could invite testers to join the pilot evaluation session even if they were working from a remote location.
- The features of the platform allowed the pilot participants sharing their screen, which helped them to provide us with feedback by showing the platform whilst answering the open questions.
- Thanks to GoToMeeting, Inova recorded the whole pilot evaluation session. The recording has been used as evidence and for reporting purposes.

Pilot evaluation set-up and example of testers sharing their screen to give feedback

The participants to the Pilot evaluation session have been selected on the basis of the following criteria:

- Their affiliation to one or more of the following target groups:
  o Academic-Spin Off Managers
  o Teachers, Researchers, Students in Universities and HEI's, Entrepreneurs
  o SME's, Spin-Off and Start Ups Managers
  o HRM and Employment areas; Decision Makers (Regional, National and European level)
- Their active involvement in the Global Spin pilot test (WP 8.2)
- Their knowledge and experience of entrepreneurship skills and/or internationalisation
- Their knowledge and experience of online learning environments

On the 12th of February 2019 one member from each partner organisation took part in the online discussion and invited up between 1 and 2 pilot participants to join the open conversation and to give further feedback on the Global Spin platform and its content.

For reporting purposes, the project coordinator and partners have collected the following evidences, which are available as annexes:

a) Screenshots of the platform and with the participants, where we can see partners and external testers that were connected independently to the session
b) Signature list and photos of the participants (testers) that were physically with partners
c) Certificates of attendance signed by the project coordinator
d) Recorded video of the online session

1.2. Evaluation Session Agenda of Tuesday the 12th of February 2019

Tuesday 12th of February 2019 - **12PM (noon) Spanish/CET time**

11:30: troubleshooting/resolving connection issues
12:00: beginning of the session

- 15 min. | Welcome and presentations of the pilot participants
- 40 min. | Open questions to pilot testers (P1 to P7)[1]
- 05 min. | Conclusion, recommendations and wrap up of the session

13:00: end of the online evaluation session

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[1] P1. FGUGR, P2. University of Patras, P3.   Promimpresa, P4. VAMK, P5. CCS, P6. Inova, P7. ADV

1.3. Pilot Evaluation Session Activity Report

All partners and testers were connected to the online platform before the official starting of the session to ensure that the connectivity was good and that all the participants could take part in the activity in good conditions. Inova, as the responsible partner for this action, organised and conducted the session.
The project coordinator representative opened the online evaluation session by giving a short introduction of the Global Spin project and testing activities objectives.

The online evaluation external testers shortly introduced themselves and their business – the participating organisations and testers are listed in the table below:

	Organisation, Country	Tutor	External pilot tester	External pilot tester organisation
P1	FGUGREM, Spain	Aurora Megaides Alonso	Gemma Muros	Alive Ecosystems
			Javier Fuentes	Reviverdes
P2	University of Patras, Greece	Maria Rigkou	Marios Katsis	Freelance SW developer affiliated with tennisnews.gr
P3	Promimpresa, Italy	Beniamino Torregrossa	Antonio Torregrossa	La Torre della Magia
P4	VAMK, Finland	Marianne Laurila	Sebastian Laitila	Aarre Entertainment
P5	CCS, Greece	Danae Kostopoulou	Konstantinos Blounas	Plaython
P6	Inova, UK	Erika Conchis	Roxana Rojas	Black Eyes
P7	ADV, Portugal	Ana Silveira	Catarina Veiga	Escola Tecnica Superior Arquitectura La Salle

The Inova representative asked a series of open questions to the testers in order to assess the following criteria:
- The general aspect and structure of the Global Spin platform
- The content of the Global Spin training and its relevance to the transitional entrepreneurs needs
- The additional features of the Global Spin platform (i.e. awarding system, "share My Story" section", additional resource)

The answers of the pilot participants are described in the following sections. These following recommendations have to be considered in the **WP8.4 Improvement Report**.

A) General aspect and structure of the Global Spin platform
- Is it the platform easy to use? Can learners easily navigate through the platform? The structure of the course understandable?
- What do the testers particularly appreciate about the platform?
- Which aspects of the platform would the testers improve?

All of the testers found that the Global Spin platform was easy to use. The structure was simple and the training path was clear, which made the training more engaging and efficient. The slideshows showing the learning content of the pillars look nice and they are easy to follow. Overall, the tester thought that the Global Spin learning platform looked professional and was consistent with the rest of the project branding.
The online testing sessions focused on the improvements that could enhance the learning experience for the users of the platform. The participants identified the following areas for improvement:

- **Language options**: the option to select another language should be more accessible. Some languages versions still show some text in English.
- **Units:** all the pillars are not immediately visible by the users and when scrolling down the page of the Units the users have to select "all" in order to view the full list of pillars.
- **Overview of the pillars**: some testers suggested adding an overview of the structure of the pillars that is always visible on the side of the screen.
- **Pillars:** the participants thought that the access to the pillars should be more direct. Testers also advised to add the title of the pillars at the top of the slideshow window for more clarity.
- **Web navigation**: the testers advised to add buttons in each slideshow window in order to make it easier for learners to go from one pillar to another and to go back to the home page. Such options would create a more engaging learning experience for learners.
- **Multimedia resources:** more resources such as videos could be included in the pillars and in the additional resources.
- **Page load time:** the testers noted that the page load time was a bit slow and that it could be improved for a better user experience.
- **Display on phone screen**: the display of the learning platform could be improved on phone screens by reducing the font size.
- **Image and colour**: in order to make the reading more appealing, some improvement could be done. 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.

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B) Content of the Global Spin training and relevance to the training needs of the transitional entrepreneurs
- How are the pillars relevant to the training needs of transnational entrepreneur?
- What are the testers' thoughts on the different training themes? On the different learning resources?
- Is the training content representative of the entrepreneurial experience of the pilot participants?

All the pilot participants highlighted that the content of the Global Spin training programme was professional in its form and content. According to the testers the training topics were relevant and broad, which can enable learners to cover several aspects of entrepreneurship in the course of the training programme. Moreover, some testers mentioned that, even without management studies, it was easy to understand and follow the contents, which is very useful for experts on scientific or technological domains that want to improve their learning on internationalisation and human resources management.

The content of the Global Spin platform can therefore be considered relevant to the training needs of transnational entrepreneur. The training can also broaden the perspective of the learners by including content that can be applicable to other business models and different business development stages.

C) The Global Spin platform additional features:
- What do the testers think of the additional resources of the platform?
- What do the testers think of the awarding system?
- What do the testers think of the 'Share my story' option? How could this option help other entrepreneurs/spin-offs?

The Global Spin testers appreciated the additional features of the training programme and noted that these were enhancing the learning experience. Although some technical issues have been noted on the voting system, this feature used to rate the pillars from 1 to 5 is useful for the learners. The majority of the participants appreciated the awarding system and one tester recommended to further explain the value of the awards in order to make the training more engaging.

The pilot participants advised to give examples of tips and experiences to share and to prompt the testers with questions in order to entice users to use the "Share my Story" section (e.g. "What has been your greatest achievement so far?" "What is the best tip that has been given to you?"). Finally, pilot participants would like to see more multimedia resources, including in the additional resources.

Overall, the pilot testers found that the additional feature of the Global Spin platform made the training programme stand out from other online training programme and that the platform was engaging and relevant to the training needs of the target groups.

2. Annexes

Annex 1	Certificates of attendance (for external testers)
Annex 2	Signature Sheets (as evidence of testers that were physically with partners)
Annex 3	Photos (as evidence of testers that were physically with partners)
Annex 4	Screenshots (as evidence of partners and testers that were connected on their own)
Annex 5	Video of the session