

# IO3/A3 Validation Workshops – Final Report



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Co-funded by the  
Erasmus+ Programme  
of the European Union

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<b>Document Title</b>	IO3/A3. Validation Workshops Final Report	
<b>Workpackage</b>	IO3	
<b>Deliverable</b>	A3	
<b>Delivery Date</b>	July 2019	
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<b>Organisation</b>	CIVIC Computing Limited	
<b>Country</b>	United Kingdom	
<b>Keyword list</b>	Validation, Pilots, Assessment	
<b>Method of Distribution</b>	Email <input checked="" type="checkbox"/>	Internet <input type="checkbox"/>
<b>Dissemination Level</b>	Confidential <input checked="" type="checkbox"/>	Public <input type="checkbox"/>
<b>Language Version</b>	English	

## Objectives

This document presents each partner countries results of the piloting activities developed by all partners in their respective countries.

## Context

The initial aim of the BOOST4Shoes project is the proposal of e-commerce strategies for the footwear sector with the use of digital tools. The collateral aim of BOOST4shoes is to show professionals working in sales or marketing departments how to manage successful transition to the digital environment.

In this respect, the development of an online platform for footwear SMEs has been developed in order to support them in the acquisition of knowledge, skills and competences to become an “Online Sales Manager”. The online platform consists of training modules on how to make efficient use of the Internet as a sales channel.

Development of contents fulfilling specific learning outcomes is the responsibility of the project consortium, which includes seven partners, i.e. Civic Computing (UK), Cosmic Innovations (Cyprus), CTCP (Portugal), TUIASI (Romania), CTD (Greece), Danmar Computers (Poland) and ISC (Germany).

## Organization & execution of pilots

Following the delivery of the Boost4Shoes Genie and Skills Retention System, outputs were validated, at the level of course quality and efficiency and at the level of the supporting tools suitability.

The Pilots were directed to the testing and validation of the following Boost4Shoes results:

- O1: Online Sales Manager Training Course – OSM Course.
- O2: Online Sales Strategy Genie.
- O3: Skills Retention Service.

All these results were available for testing in English and all the partners’ language versions in the project website: [www.boost4shoes.eu](http://www.boost4shoes.eu)

Partners used the Boost4Shoes General Presentation and the Genie and Skills Retention Guidelines Presentation available in the AdminProject for the Piloting and Multipliers Events.

The events had between 4-8 hours duration and were developed between April and September 2019.

All partners presented the Signed List of Participants if their pilots were face to face, the Validation Workshop Agenda, photos of the events and the Report of Results.

## Selection of participants

Each partner involved at least 12 participants, chosen among female/male entrepreneurs between over 18 years old who wanted to learn more about e-commerce and increase their cross border sales.

Each partner used his/her own system of registration of participants (via email, phone, online registration, etc.). The creation of an account by each participant through the project website was strongly recommended: <https://boost4shoes.eu/genie>

The number of participants at each Pilot was as follows:

CIVIC (UK)	12
COIN (Cyprus)	16
ISC (Germany)	15
CTD (Greece)	15
CTCP (Portugal)	13
Danmar (Poland)	18
TUIASI (Romania)	15
<b>Total</b>	<b>104</b>

## Assessment aims and methodology

The aim of the assessment was to collect feedback about two main aspects:

- Boost4Shoes usability & efficiency.
- Ability of Boost4Shoes tools to enhance learning.

The assessment methodology was articulated in three purposes:

1. Operational purpose: how results were developed.
2. Summative purpose: consistence between expected and achieved results.
3. Learning purpose: identification of the critical factors which determine the success of the project activities, and overall recommendations that could be drawn.

## Description of tools for capturing user feedback and reporting results

CIVIC provided templates for collecting participants' feedback during the Validation Workshops as well as for reporting the results.

Feedback from participants was captured through a questionnaire (Annex 1) distributed and collected during the Workshops.

The assessment report template (Annex 2) recorded the combined findings of the pilot exercises, and specifically included the weaknesses identified and the corrective actions.

This report presents the conclusions, corrective actions and suggested next steps until end of project, but also after, as collected by the partners in their respective national piloting activities.

Graphics of simple percentages were used to report the analysis of the closed questions. A summary of the main participants' feedback was reported for the open questions.

## Application of quality metrics defined for the pilots

Qualitative Indicators	
Indicator	Minimum Achievement Level
Satisfaction of participants about training modules and material	More than 80%
Number of intended users reached	Minimum of 75% of the envisaged number
User readiness	Rating of statement "I am in a position to become an online sales manager" is minimum 3/5 in more than 75% respondents
Evaluation forms completion	More than 80% of pilot participants completed and handed evaluation forms
Professionalism and effectiveness	Rating of statement "the instructor was effective and helpful" is minimum 3/5
Quality of training tool	Rating of statement "the tool is of good quality and efficiently supports the training session" is minimum 3/5
Quality of training material	Rating of statement "the training material is of good quality and adequately supporting the training session" is minimum 3/5
Learning effectiveness	Rating of statement "this training session was helpful and increased my knowledge about ecommerce and cross border sales" is minimum 3/5
Learning alignment to learning objectives	Rating of statement "after having completed this training session, I am in a position to perform better in relation to increasing cross border sales" is minimum 3/5

It can be confirmed that we met all of the above Quality indicators. Below are a breakdown of the results.

## Results

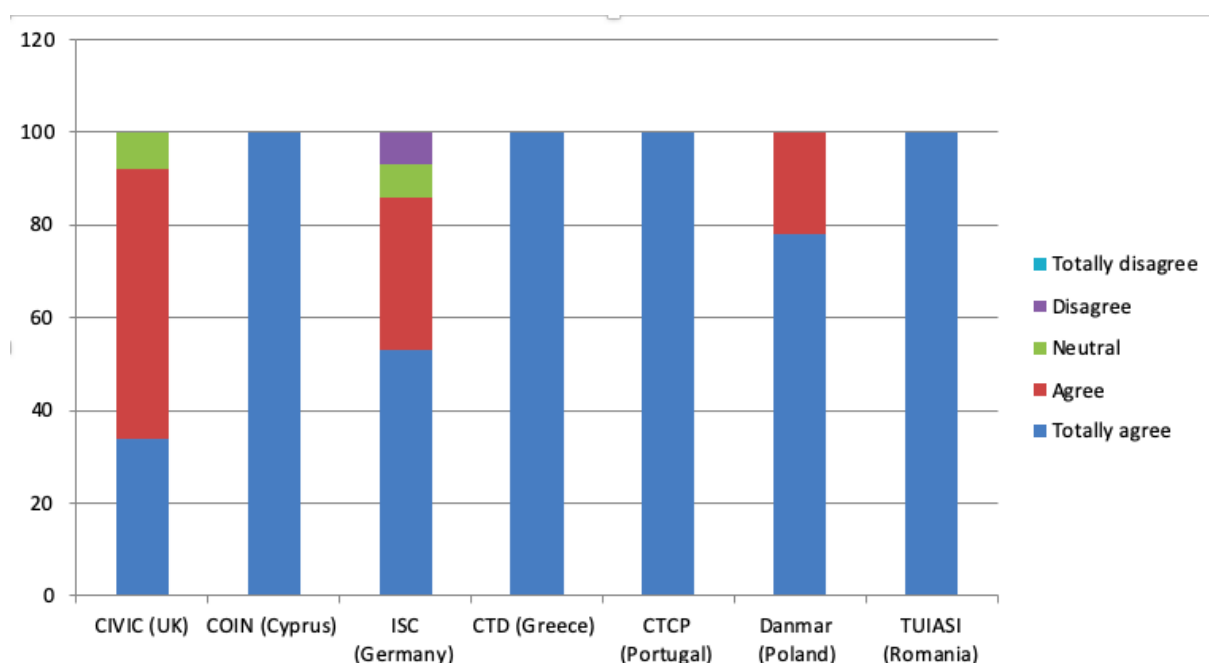
Next, the main results of the events, including the satisfaction rate of the participants regarding the organization of the event, the quality of the training material and digital tools and the utility of the results to improve their knowledge of cross border sales so that they can become an online sales manager, are presented.

### PART 1. GRAPHICS AND SIMPLE PERCENTAGE ANALYSIS OF EACH ONE OF THE 12 STATEMENTS.

1. The event was very well organized (location appropriate, clear and balanced agenda, satisfactory working environment, appropriate time schedule, etc.)

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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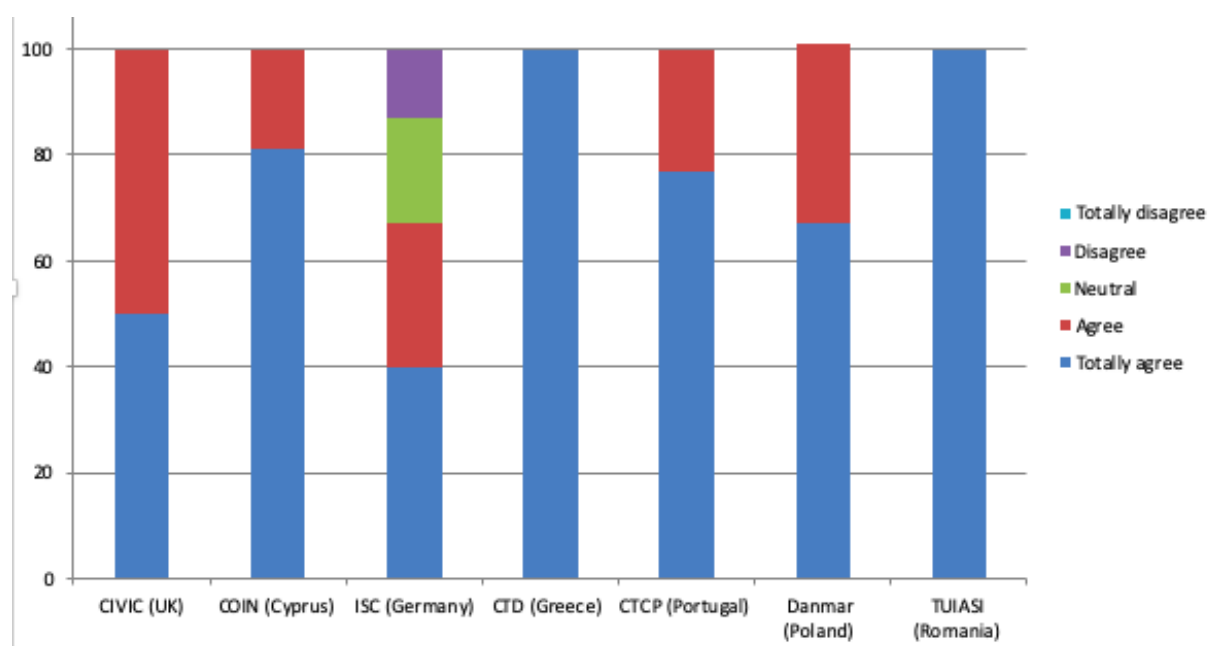
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
<b>Totally Agree</b>	34%	100%	53%	100%	100%	78%	100%
<b>Agree</b>	58%	0%	33%	0%	0%	22%	0%
<b>Neutral</b>	8%	0%	7%	0%	0%	0%	0%
<b>Disagree</b>	0%	0%	7%	0%	0%	0%	0%
<b>Totally Disagree</b>	0%	0%	0%	0%	0%	0%	0%



## 2. The instructor was effective and helpful

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	50%	81%	40%	100%	77%	67%	100%
Agree	50%	19%	27%	0%	23%	34%	0%
Neutral	0%	0%	20%	0%	0%	0%	0%
Disagree	0%	0%	13%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%

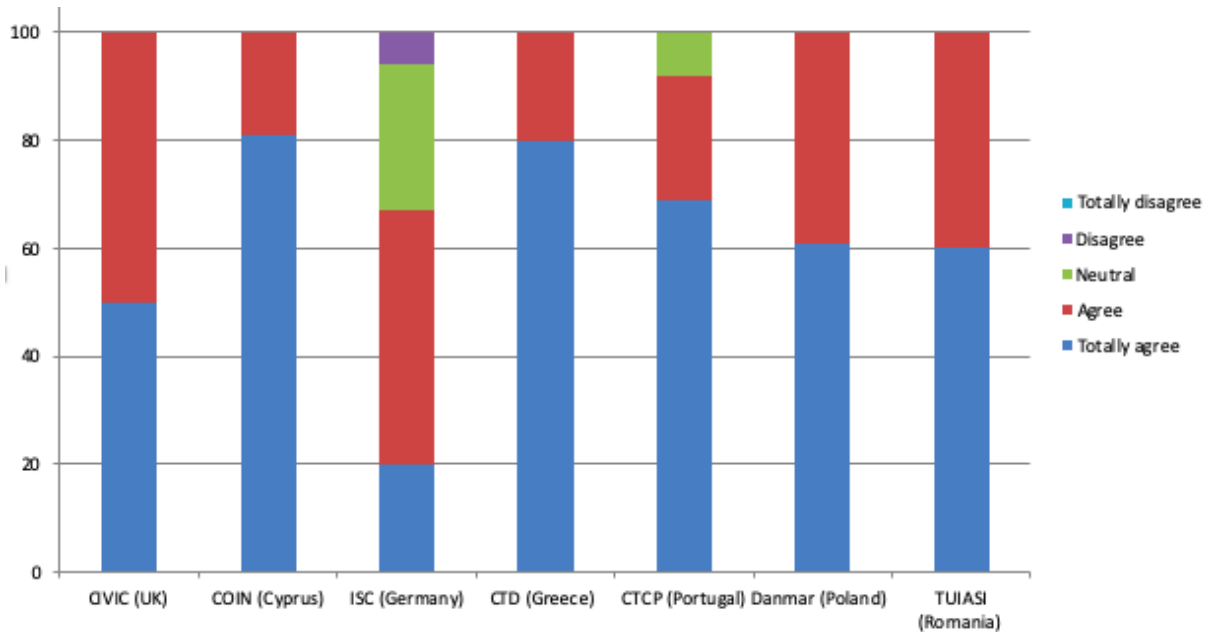


## 3. The presented results are clear

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
------------------	----------	------------	-------------	---------------------

	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	50%	81%	20%	80%	69%	61%	60%
Agree	50%	19%	47%	20%	23%	39%	40%
Neutral	0%	0%	27%	0%	8%	0%	0%
Disagree	0%	0%	6%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%

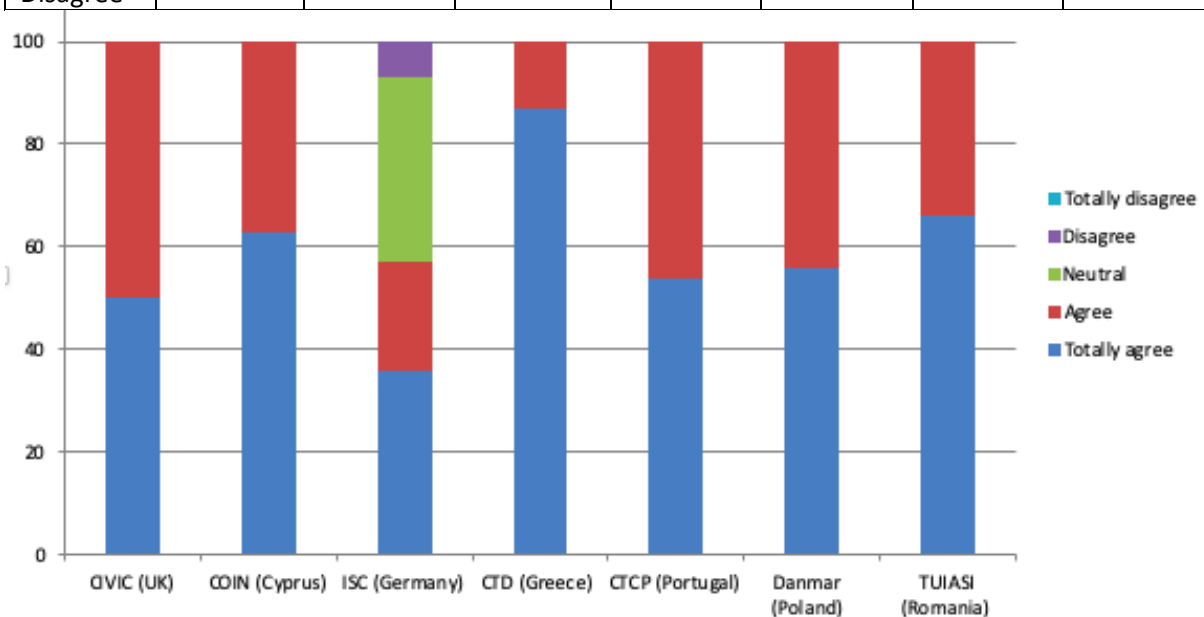




4. Generally, the BOOST4SHOES Training Material and Tools are of good quality and efficiently support the Training

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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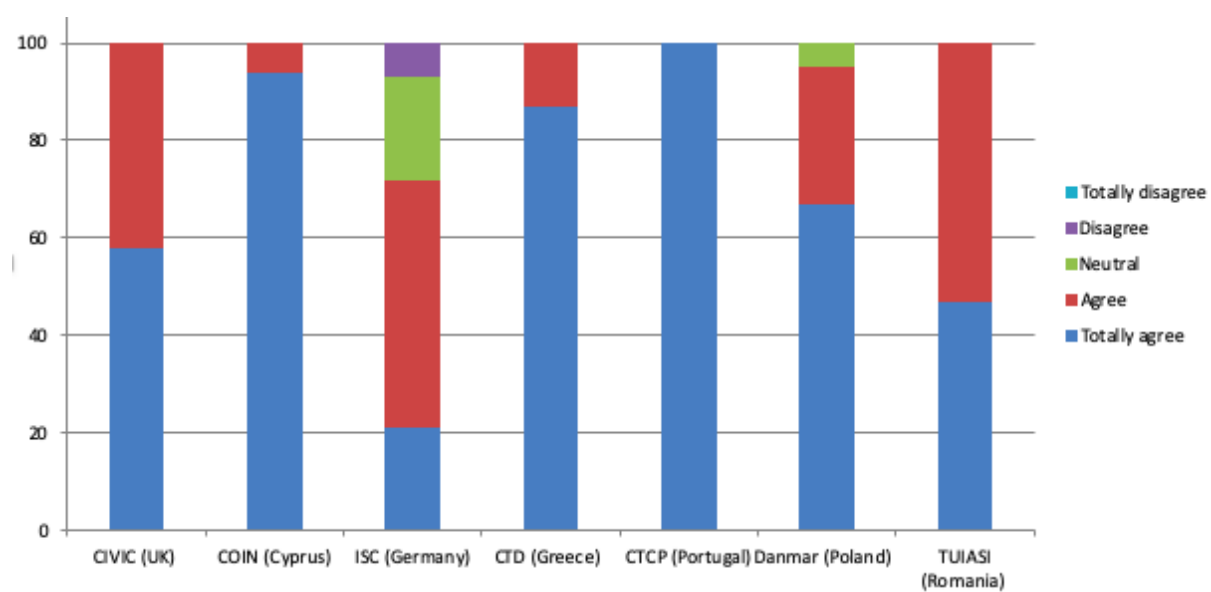
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	50%	63%	36%	87%	54%	56%	66%
Agree	50%	37%	21%	13%	46%	44%	44%
Neutral	0%	0%	36%	0%	0%	0%	0%
Disagree	0%	0%	7%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



## 5. The Online Sales Manager Training is really helpful

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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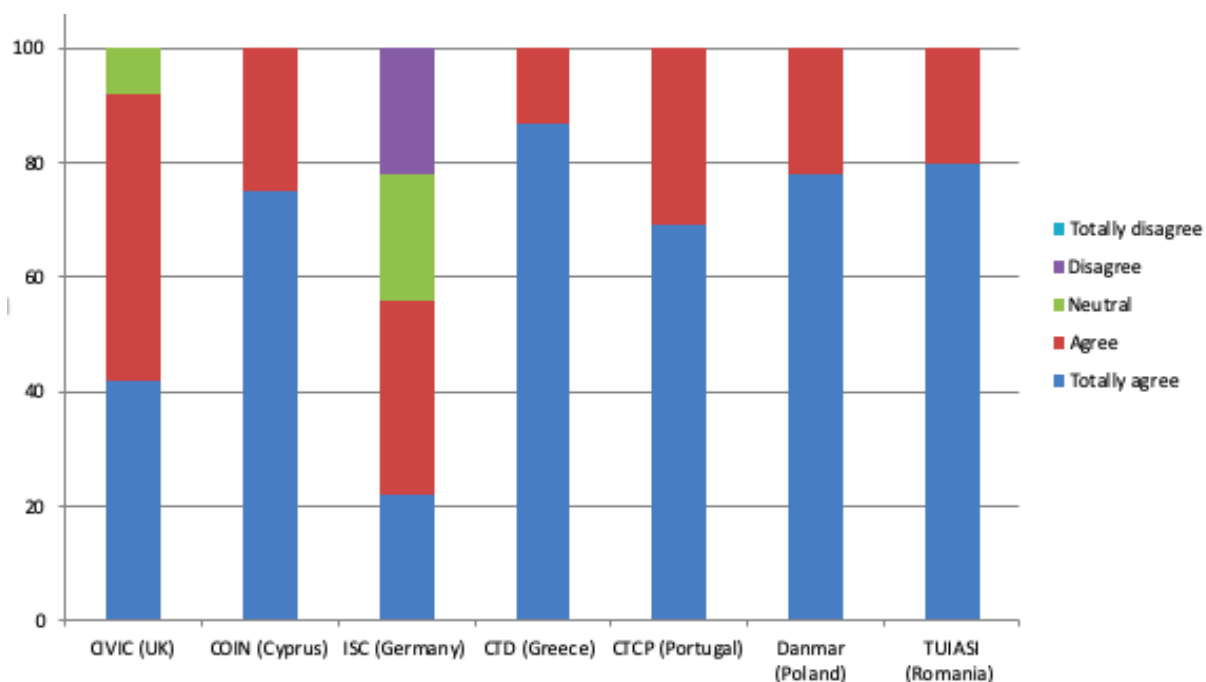
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	58%	94%	21%	87%	100%	67%	47%
Agree	42%	6%	51%	13%	0%	28%	53%
Neutral	0%	0%	21%	0%	0%	5%	0%
Disagree	0%	0%	7%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



## 6. The Genie is an easy-to-use and practical tool

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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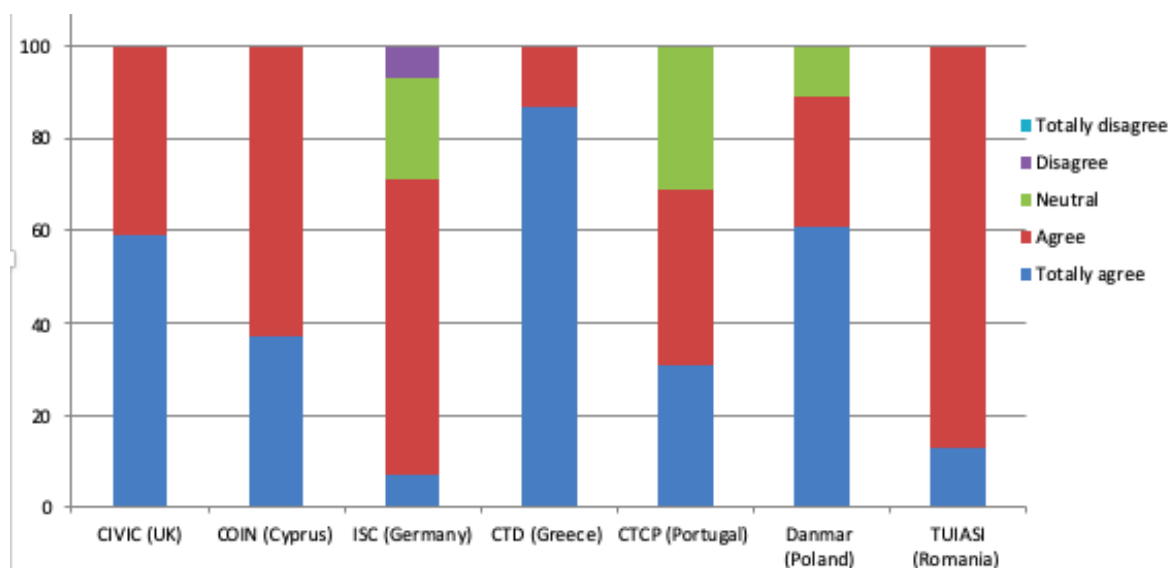
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	42%	75%	22%	87%	69%	78%	80%
Agree	50%	25%	34%	13%	31%	22%	20%
Neutral	8%	0%	22%	0%	0%	0%	0%
Disagree	0%	0%	22%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



7. The Skills Retention Service is helpful and innovative

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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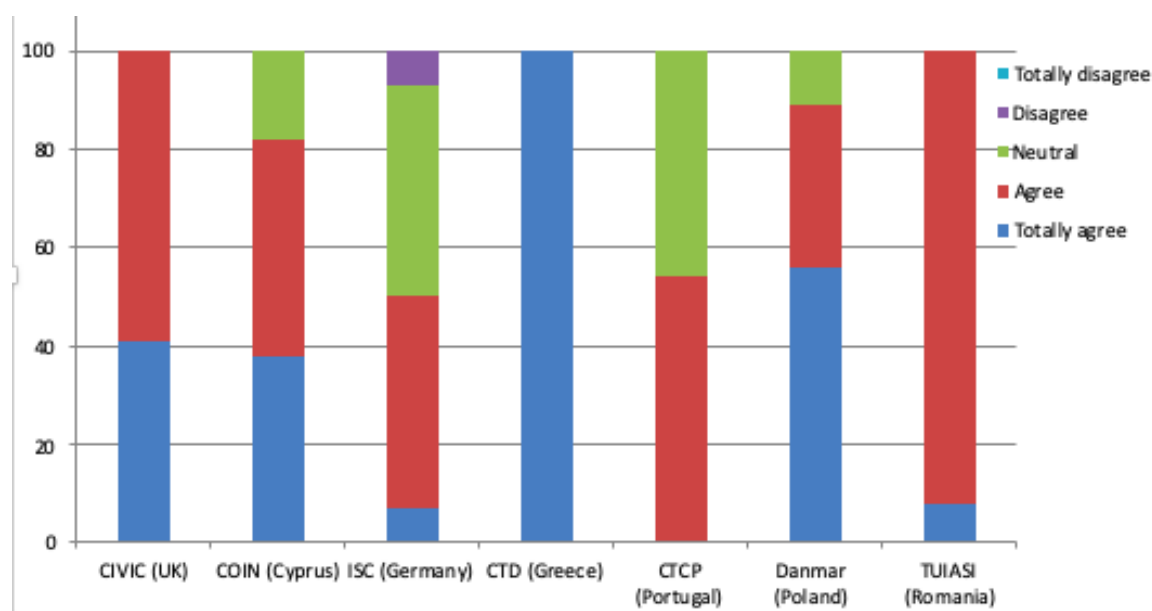
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	59%	37%	7%	87%	31%	61%	13%
Agree	41%	63%	64%	13%	38%	28%	87%
Neutral	0%	0%	22%	0%	31%	11%	0%
Disagree	0%	0%	7%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



8. The BOOST4SHOES Academy can help me get directly in contact with the project partners and/or other entrepreneurs

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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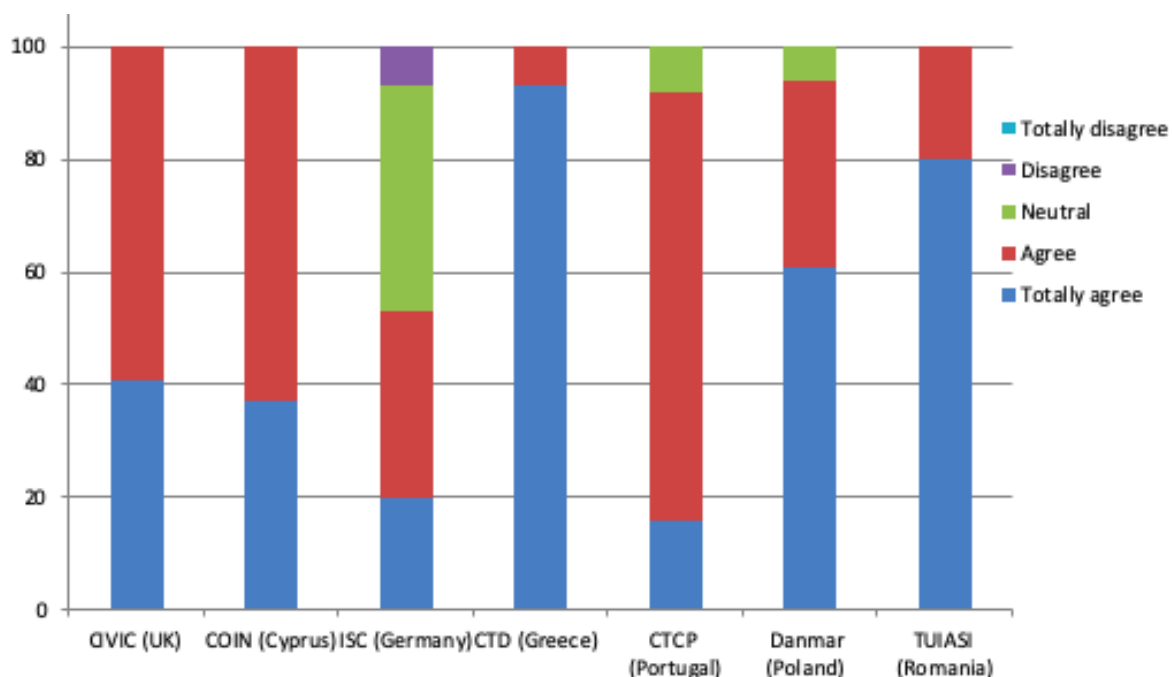
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	41%	38%	7%	100%	0%	56%	8%
Agree	59%	44%	43%	0%	54%	33%	92%
Neutral	0%	18%	43%	0%	46%	11%	0%
Disagree	0%	0%	7%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



9. This session was helpful and increased my knowledge about of online sales management

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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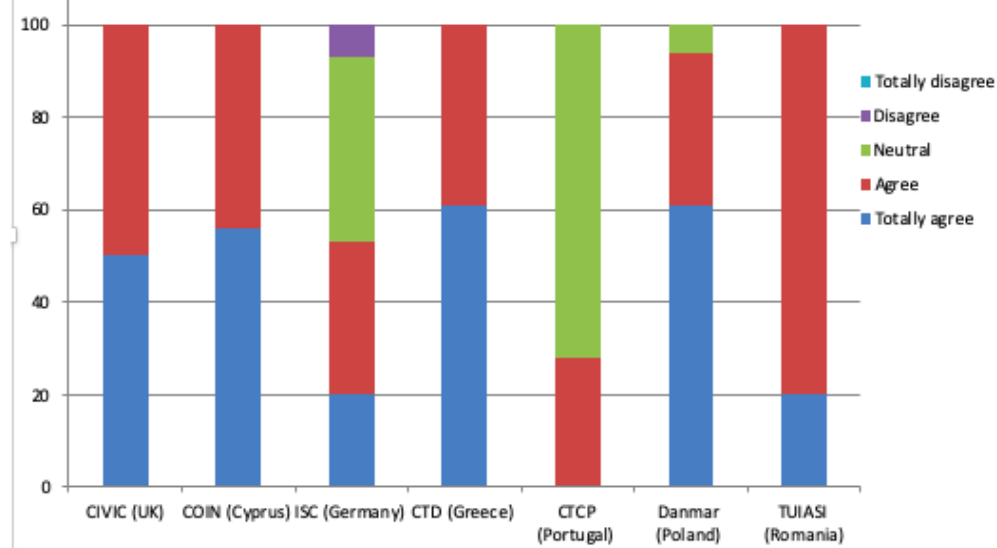
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	41%	37%	20%	93%	16%	61%	80%
Agree	59%	63%	33%	7%	76%	33%	20%
Neutral	0%	0%	40%	0%	8%	6%	0%
Disagree	0%	0%	7%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



10. After having completed this session, I am in a position to perform better in relation to online sales management

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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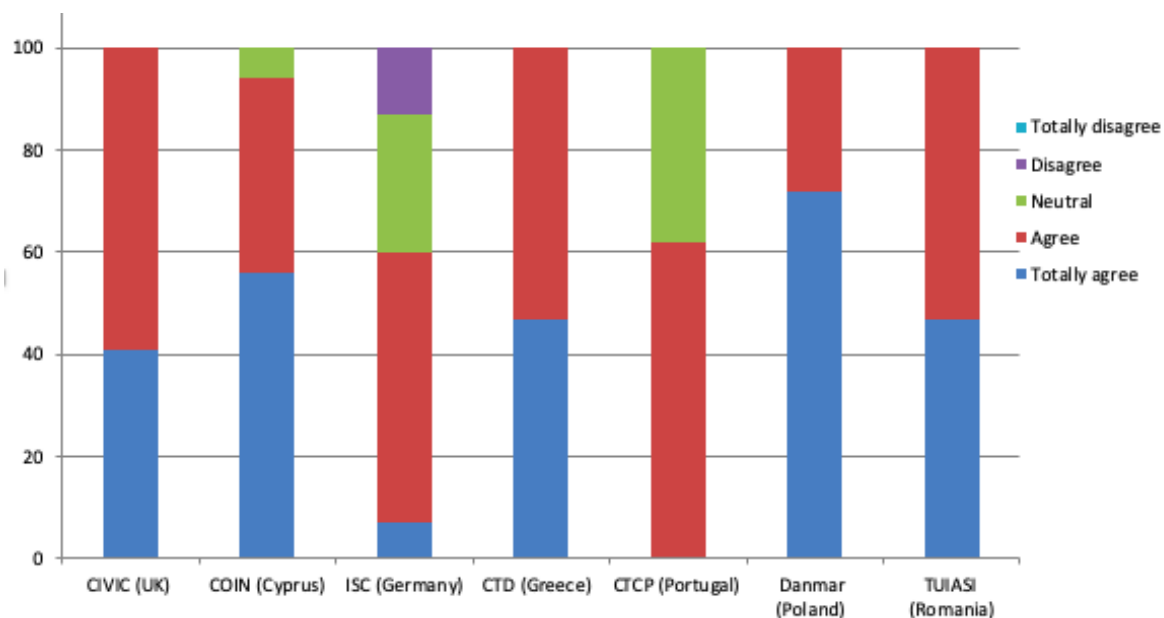
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	50%	56%	20%	61%	0%	61%	20%
Agree	50%	44%	33%	39%	28%	33%	80%
Neutral	0%	0%	40%	0%	72%	6%	0%
Disagree	0%	0%	7%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



## 11. I feel motivated to apply the knowledge and tools that I gained today in my work/daily life

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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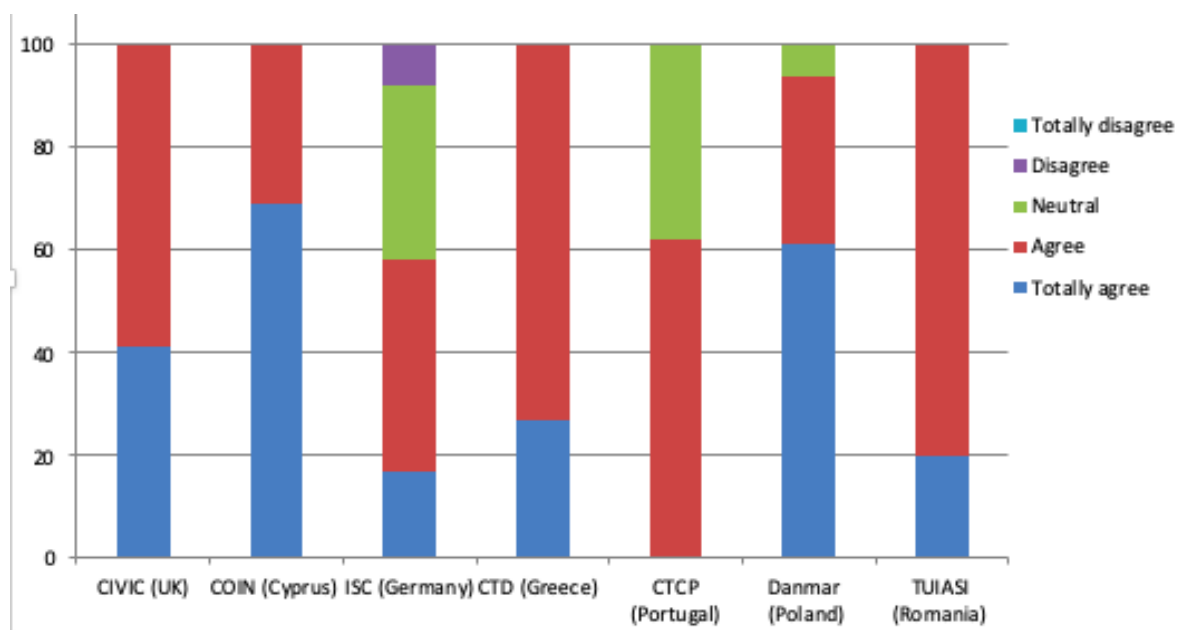
	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	41%	56%	7%	47%	0%	72%	47%
Agree	59%	38%	53%	53%	67%	28%	53%
Neutral	0%	6%	27%	0%	38%	0%	0%
Disagree	0%	0%	13%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



## 12. I think the Genie and the Skills Retention Service will help me increase my cross border sales

5. Totally Agree	4. Agree	3. Neutral	2. Disagree	1. Totally Disagree
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	CIVIC (UK)	COIN (Cyprus)	ISC (Germany)	CTD (Greece)	CTCP (Portugal)	Danmar (Poland)	TUIASI (Romania)
Totally Agree	41%	69%	17%	27%	0%	61%	20%
Agree	59%	31%	41%	73%	62%	33%	80%
Neutral	0%	0%	34%	0%	38%	6%	0%
Disagree	0%	0%	8%	0%	0%	0%	0%
Totally Disagree	0%	0%	0%	0%	0%	0%	0%



## PART 2. DESCRIPTION OF THE MAIN WEAKNESSES IDENTIFIED ACCORDING TO THE QUESTION 2 OF THE EVALUATION FORM.

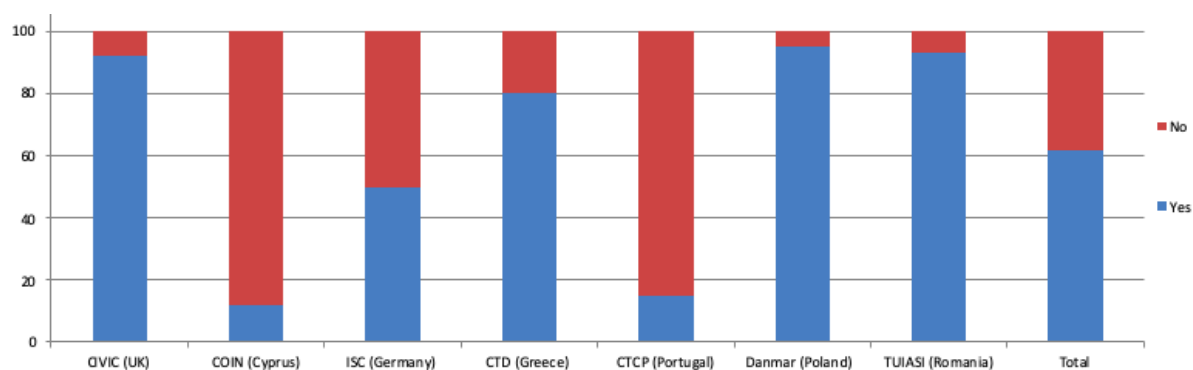
It was clear from the results that participants wanted to give suggestions for improvements, as opposed to weaknesses. However, some comments were identified. It was noted that it was not clear where to log in. Therefore, we changed the Genie so that the Log In button was at the top right of the website which is where our users said they would expect to find it.

Some other participants from the UK said they the training was too long and the trainer did note that they went over the time they had scheduled.

Participants from Germany noted that they would have liked some more details about genie and for the trainer to be slower. They also noted that they would like some technical support and based on this feedback we added the Chat Bot feature to the website so that we can provide 24/7 technical support.

Polish participants stated that we could improve the number of activities and they we could add more visual elements.

### PART 3. WILL YOU USE THE GENIE AFTER THIS TRAINING?

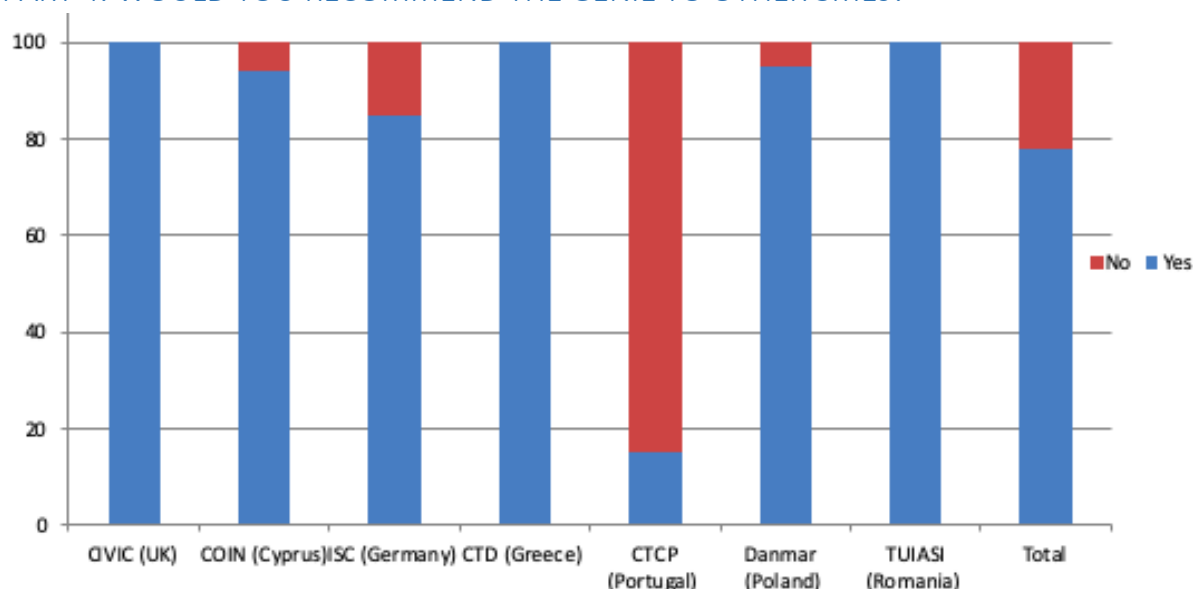


It can be concluded that in total, 62% said they would use the Genie after this training and 38% said that they wouldn't. In the UK, Romania, Poland and Greece the Genie was well received with 80% or over saying that they would use the tool after the training. The reasons given to use the genie after the training were because:

- it is innovative
- it is interesting and provides a lot of information
- it is very interesting
- it's free and useful

However, only half of the trainees in Germany said they would use the Genie again and under 20% said they would use it again in Cyprus and Portugal. We understand that the genie is not for everyone. Even though users can separate the content via 'Level', it can still be the case that the content is not useful to everyone, or maybe that they do not have the time to dedicate to learning.

### PART 4: WOULD YOU RECOMMEND THE GENIE TO OTHER SMEs?



The data here was very positive with a total of 78% saying that they would recommend the Genie to other SMEs.

When asked why, the following comments were given:

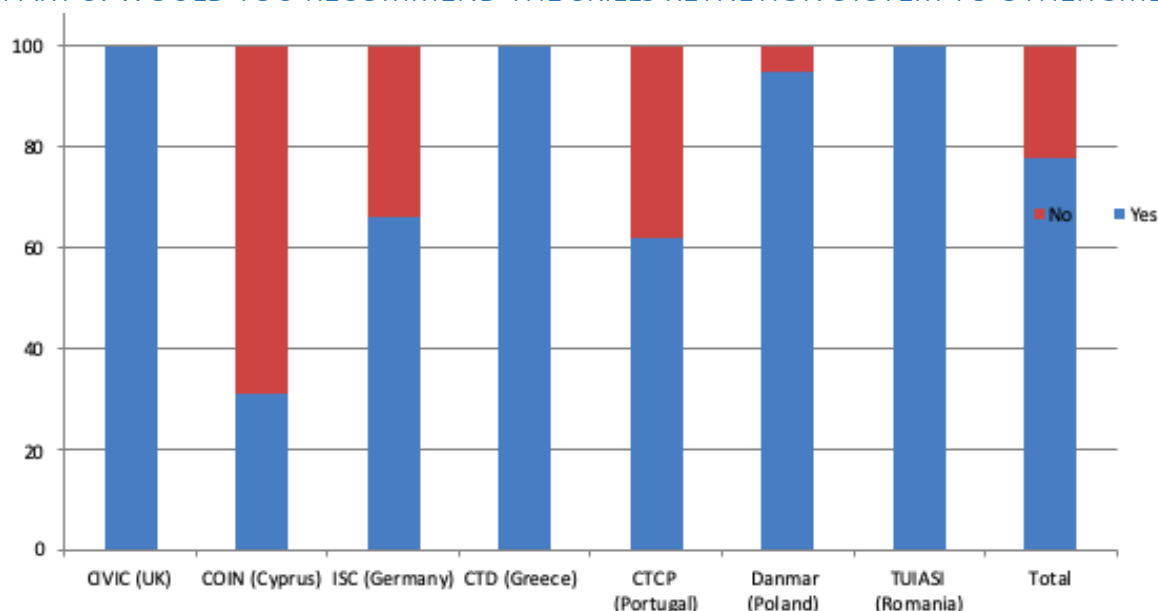
- It's a good tool



- Because the information is free and good. There has been a lot of research in this and it would be a waste not to spread the word to others
- I enjoyed it
- I like the idea for other SMEs but it's not useful for me
- Because it is good for start-ups or older people with little knowledge of the internet
- because a lot of work has gone into the content and it's useful
- Lots of information and it suits your own needs which I love
- It's a useful online tool
- Because it has so much material that is valuable to SMEs and it's all in one place. The Skills Retention is a great added asset as it allows you to go back and revisit the parts about communication for example, to make sure you met them.

Overall this is positive feedback because it validates that our participants think the Genie is useful for SMEs and many were very happy that the tool is free.

#### PART 5: WOULD YOU RECOMMEND THE SKILLS RETENTION SYSTEM TO OTHER SMEs?



Overall the Skills Retention System scored exactly the same as the previous question with 78% of participants saying they would recommend it to other SMEs.

Based on feedback, it seems the Skills Retention System had a higher recommendation than the Genie in Portugal. Based on discussions with participants, it was noted that the Skills Retention System seemed more useful because the information is shorter, and you can gain Open Badges from it.

In any case, the aim is for users to use, one, the other or both to become an Online Sales Marketer.

## Conclusions

It can be concluded that partners were positive about the quality and usefulness of the Boost4Shoes Genie and Skills Retention System and expectations of the training materials and tools were met by the participants with most of the statements assessed rated 3 or higher.

All partners managed to gather more than 12 people who were part of the target group (Footwear SME, Student, researchers, trainers) and in total, 104 participants were involved in the training overall.

By countries, overall satisfaction was taken from whether participants would use the tool again which was lower than we expected overall at 62% saying they would use the Genie after the training. However, it should be recognised that 78% of participants said they would recommend the Genie and Skills Retention System to other SMEs.

CTCP and COIN had a particularly low number of participants noting that they would use the Genie again. As noted, after discussions with those participating it seemed some believed the Skills Retention System had shorter and sharper information and therefore, they may have means they would not use the Genie again but they would the Skills Retention System. In any case, all participants gave a 3 or over for the Genie and Skills retention System being helpful and innovative.

In regard to organisation of the pilots, all partners scored either a 3 out of 5 or over. Positive comments were made about the presenters and the training material that was presented.

There were really positive comments about the tool being innovative and participants were very impressed that this is a free tool that is multilingual.

The main weakness identified were the time it took for the users to receive their confirmation email when they created an account. This was a result of their mail server and CIVIC removed some restrictions to improve this experience. It was also noted that the training sessions were too long and should have focused more on the Genie instead of the Material.

Overall the pilots were successful and provided validation as to the usefulness to help users become an Online Sales Manager.

## Annexes

### Assessment Questionnaire

#### Validation Workshop Evaluation Form

[Location, Partner, Country]

[Date]

*We'd like to have your opinion on the organisational aspects and the overall quality for the workshop. Please complete the evaluation form, your feedback is valuable.*

Please read the following statements and mark your answers with an X, according to the following scale, where 5 is totally agree and 1 is totally disagree:

	Disagree					Agree
	1	2	3	4	5	
a. The event was very well organized (location appropriate, clear and balanced agenda, satisfactory working environment, appropriate time schedule, etc.)						
b. The instructor was effective and helpful						
c. The presented results are clear						
d. Generally, the BOOST4SHOES Training Material and Tools are of good quality and efficiently support the Training						
e. The Online Sales Manager Training is really helpful						
f. The Genie is an easy-to-use and practical tool						
g. The Skills Retention Service is helpful and innovative						
h. The BOOST4SHOES Academy can help me get directly in contact with the project partners and/or other entrepreneurs						
i. This session was helpful and increased my knowledge about of online sales management						
j. After having completed this session, I am in a position to perform better in relation to online sales management						
k. I feel motivated to apply the knowledge and tools that I gained today in my work/daily life						
l. I think the Genie and the Skills Retention Service will help me increase my cross border sales						

**1. Please, comment on your responses, if your mark was 1 or 2 for any of the statements.**

--

- 2. Is there anything you would improve, add, change or comment in relation to the Training Material and Tools presented?**

--

	Yes	No
<b>3. Will you use the Genie after this training?</b>		
<b>4. Would you recommend the Genie to other SMEs?</b>		
<b>5. If so, why? (not a mandatory question)</b>		
<b>6. Would you recommend the Skills Retention System to other SMEs?</b>		

Your name (optional):

Your e-mail (optional):

Your company/organisation (optional):

Current job/position:

Age:

18 – 25

26 – 35

>35

Thank you!

## Example Agenda

### Validation Workshop Agenda

[Location]

[Partner]

[Date]

#### **1 Introduction (1/2 hour):**

Welcome.

Brief presentation of the participants and the target group.

Brief presentation of the Erasmus + program.

Objectives, activities and learning outcomes of the BOOST4SHOES project.

Presentation of project partners.

#### **2 Training Program and Tools Testing (3 hours):**

Presentation of the Online Sales Training (OSM) Course.

Presentation of the Genie personalized-learning tool.

Presentation of the Skills Retention Service (SRS).

#### **3 Conclusions (1 and ½ hours):**

Presentation of the BOOST4SHOES Academy.

Summary of results of the piloting activities.

Filling-in the assessment questionnaires.

Open discussion.

#### **4 Closure**