
EVALUATION REPORT

Online survey and feedback on the website

1 Purpose of the evaluation

As part of the DIGIGEN project, feedback loops were used to evaluate user-friendliness and guarantee quality assurance of the DIGIGEN website and the Self-directed Online Platform (SDC) within. As part of these feedback loops, an online survey was conducted to evaluate the quality of the newly developed DIGIGEN website. Continuous feedback from the partner institutions during the monthly meeting and from participants in the testing events were also part of the feedback loops. These evaluations primarily aimed to gather valuable feedback from the target audience – trainers of educational institutions, guidance professionals, and female leaders – to ensure that the website meets their needs and expectations.

This evaluation process was crucial in the ongoing efforts to create a user-friendly and effective online platform. The feedback collected helped refine the website to serve the audience better, ensuring that it is not only functional but also enjoyable to use. This report will detail the outcomes of the survey, highlighting key insights and actionable recommendations based on the responses received.

2 Feedback from the meetings and testing events

Feedback loops started with the work on the website, basically at the start of the project. Oral feedback was provided during the monthly partner meetings and the testing events in which the target groups were present. Besides the appearance and content, grammar, technical functionality, and understandability were evaluated.

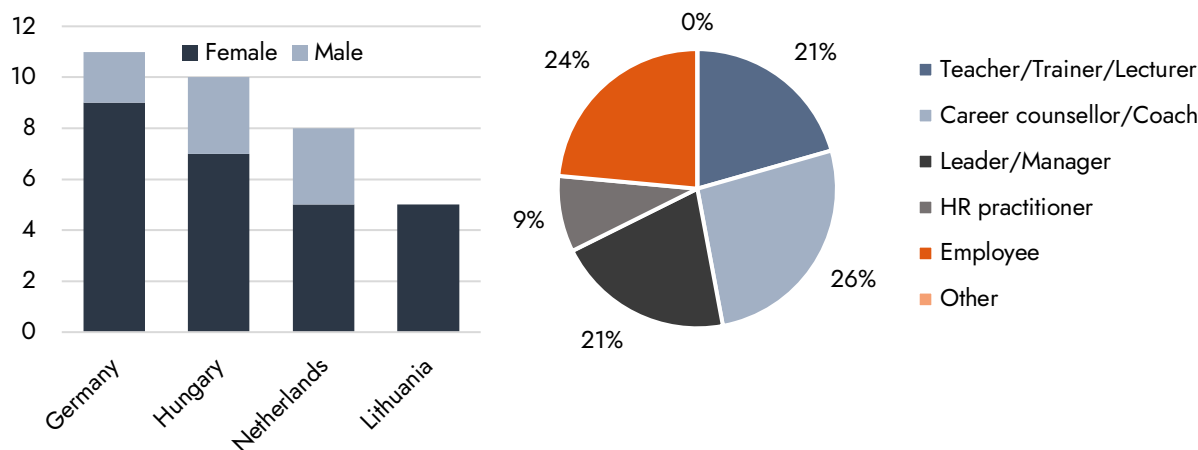
During the feedback process, it became clear that the website must focus more on the up-skilling programme than the project itself. This is to engage the audience in the up-skilling programme's content rather than lose them with background information on the project. Participants of the testing events also said they wish for easy access without too much "clicking" or an "annoying login procedure". During the testing, some questions – especially about context factors of the up-skilling programme – came up repeatedly, so there was a need for more clarity on some aspects.

The appearance and overall concept of the documents and material provided in the SDC were praised and appreciated by the participants of the testing events. Most participants were positively surprised by the depth and amount of background information to be found in the SDC.

3 Feedback from the online survey

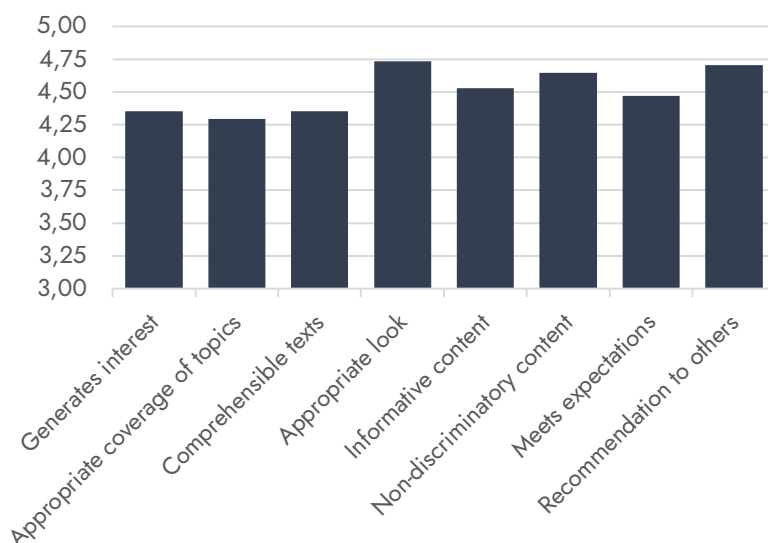
The online survey took place after many previous feedback loops and almost at the end of the project, so the website and the SDC were practically finalised and optimised many times. These circumstances led to a rather excellent rating of the participants in the online survey. The rating took place on a 1 to 5 rating scale, with 1 being the lowest (one star) and 5 (five stars) being the highest rating possible. The results are shown in the overview below.

Participants' background (n = 34)

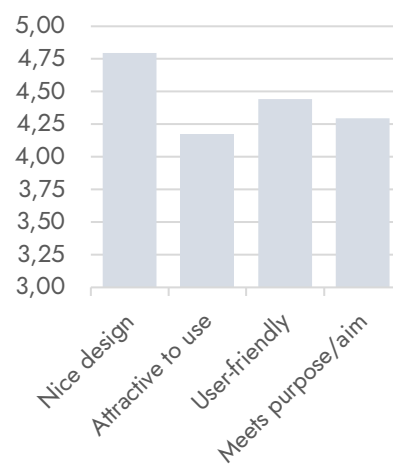


Feedback (n = 34)

(1) up-skilling programme (SDC)



(2) website



4 Resulting adjustments on the website

The ratings from the online survey suggest that the final version of the website and the platform for the SDC are perceived as very good by the audience of DIGIGEN. Therefore, there have been no severe late adjustments to the website.

However, before the final online survey, the website underwent various changes and adjustments due to the feedback mentioned in Chapter 2:

- **Structure of the website:** Before the feedback loops, the website was structured around the Erasmus+ Project “DIGIGEN”, which was useful at the beginning of the project. Later, the structure was changed to focus on the up-skilling programme instead of the project itself. In practice, the first to be seen on the website now is the introduction to the up-skilling programme, no longer the introduction to the project.
- **Structure of the SDC:** The materials of the up-skilling programme are available without any unique login or access to a platform to make them as user-friendly as possible. Also, all target groups – trainers, guidance professionals, female leaders, others – start with the same “starting page” to avoid confusion and displeasure in locating relevant materials. The SDC is also structured plainly (no strict order of topics, no obligatory tests, etc.) to allow targeted access to only the materials and documents of interest to a person.
- **FAQ section and contact form:** Instead of having an interactive discussion forum, the project consortium decided to offer an FAQ section and a contact form, leading to the project lead HdBA.

