



# EUCONBUS – EUM@RKET Experimentation Evaluation Questionnaires Summary

Final report

Pescara(It)15/16 June 2010

Partner meeting



# EUCONBUS – EUM@RKET

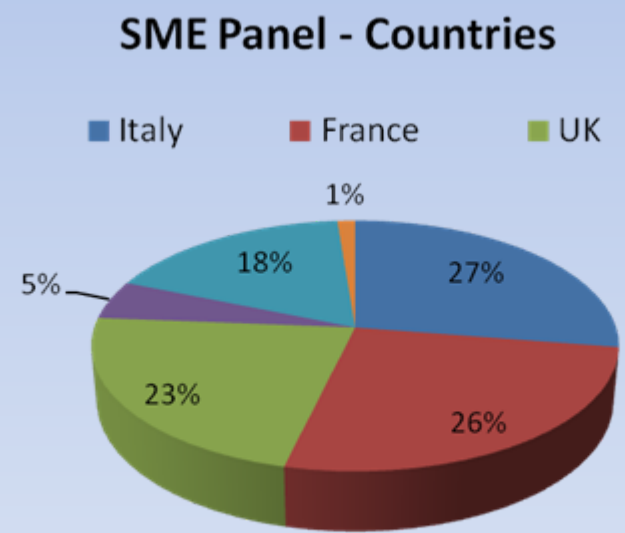
## Evaluation by SME'S panel

### Questionnaires Summary

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# EUCONBUS SME Panel

- Number of SME's : 80
  - By country

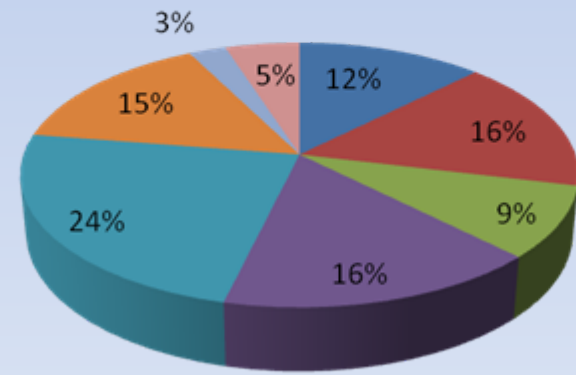


Country	Partners	Italy	France	UK	Czech Rep	Latvia	Spain
	80	22	21	18	4	14	1

# EUCONBUS SME Panel

- Number of SME's : 80  
– By Sector

SME Panel - Sectors

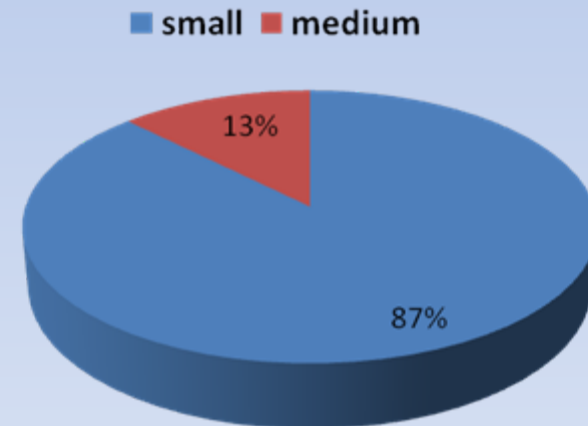


Sector	Partners	comm	TIC	education	consulting	industry	services	institution	sales
	80	10	13	7	13	19	12	2	4

# EUCONBUS SME Panel

- Number of SME's : 80  
– By Size

SME Panel - Size



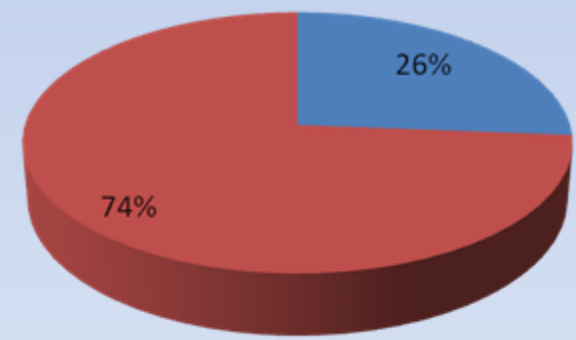
Size	partnership	Small	Medium
	80	63	17

# EUCONBUS SME Panel

- Number of SME's : 80  
– By Gender

SME Panel - Gender

■ women ■ men



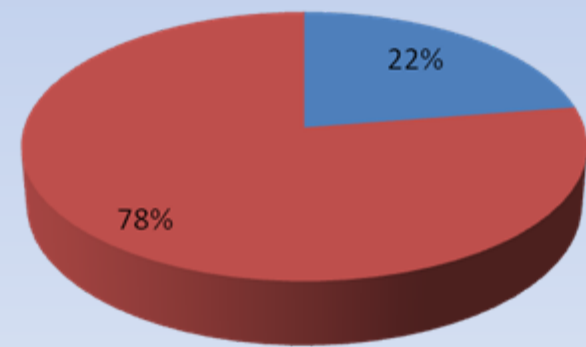
Women	Partners	women	men
	80	21	59

# EUCONBUS SME Panel

- Number of SME's : 80
  - By Experience

SME Panel - Experience

■ yes ■ no

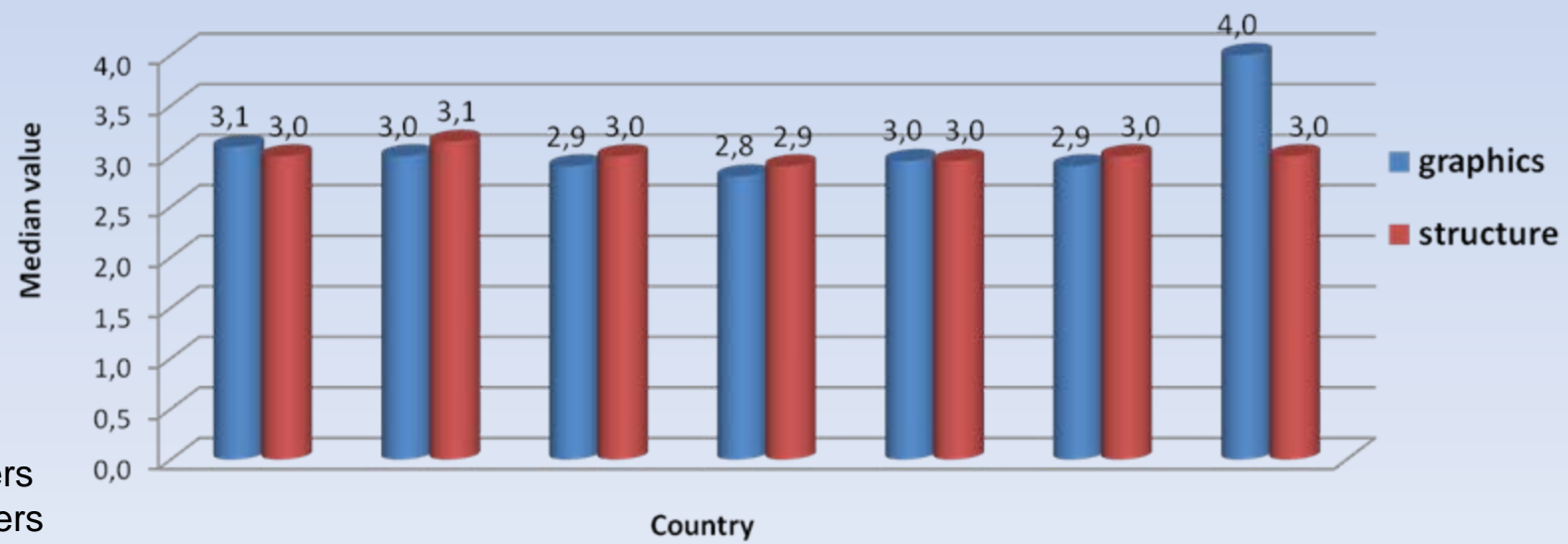


Experience	Partners	yes	no
		80	18

# EUCONBUS quantitative evaluation

- Structure of the tool

	Partners	Italy	Czech Rep	Latvia	France	UK	Spain
1.1 presentation	<b>3,0</b>	<b>3,1</b>	<b>3,0</b>	<b>2,9</b>	<b>3,0</b>	<b>3,0</b>	<b>3,5</b>
graphics	<b>3,1</b>	3,0	2,9	2,8	3,0	2,9	4,0
structure	<b>3,0</b>	3,1	3,0	2,9	3,0	3,0	3,0

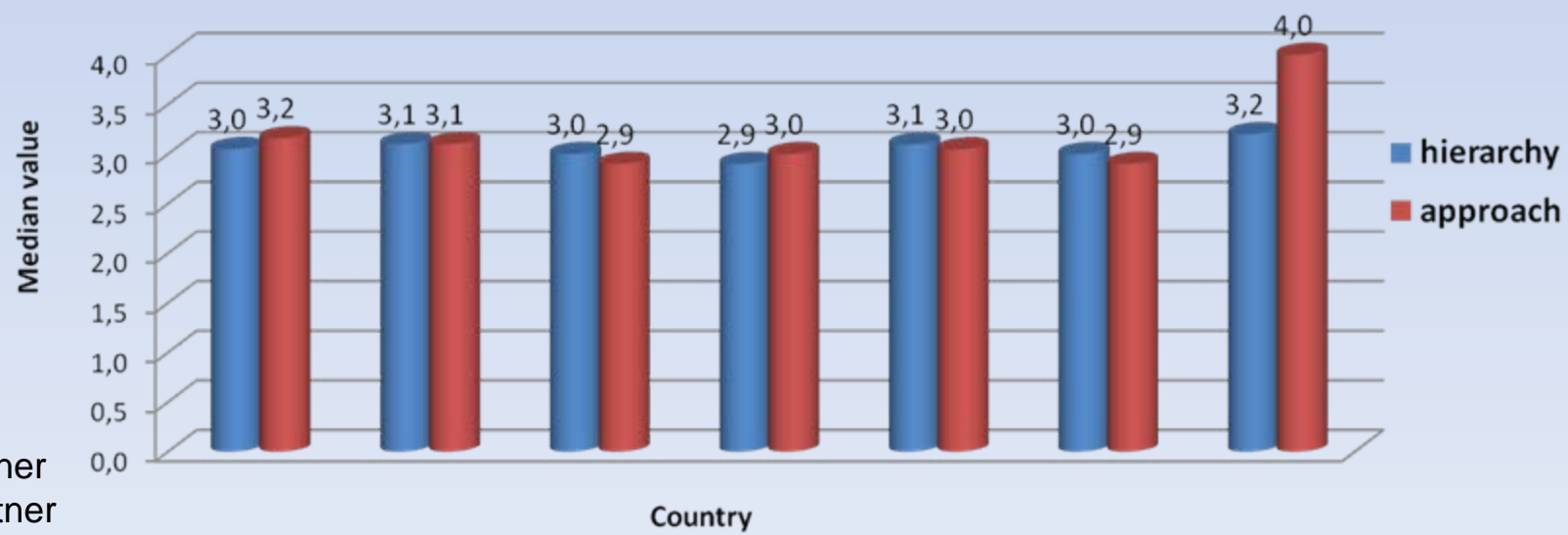


Panel: 80  
 Median value: 3.0  
 Min: 2 for all partners  
 Max: 4 for all partners

# EUCONBUS quantitative evaluation

- Structure of the tool

	Partners	Italy	Czech Rep	Latvia	France	UK	Spain
1.2 structure	<b>3,1</b>	<b>3,1</b>	<b>3,0</b>	<b>3,0</b>	<b>3,1</b>	<b>3,0</b>	<b>3,6</b>
hierarchy	<b>3,0</b>	3,1	3,0	2,9	3,1	3,0	3,2
approach	<b>3,2</b>	3,1	2,9	3,0	3,0	2,9	4,0

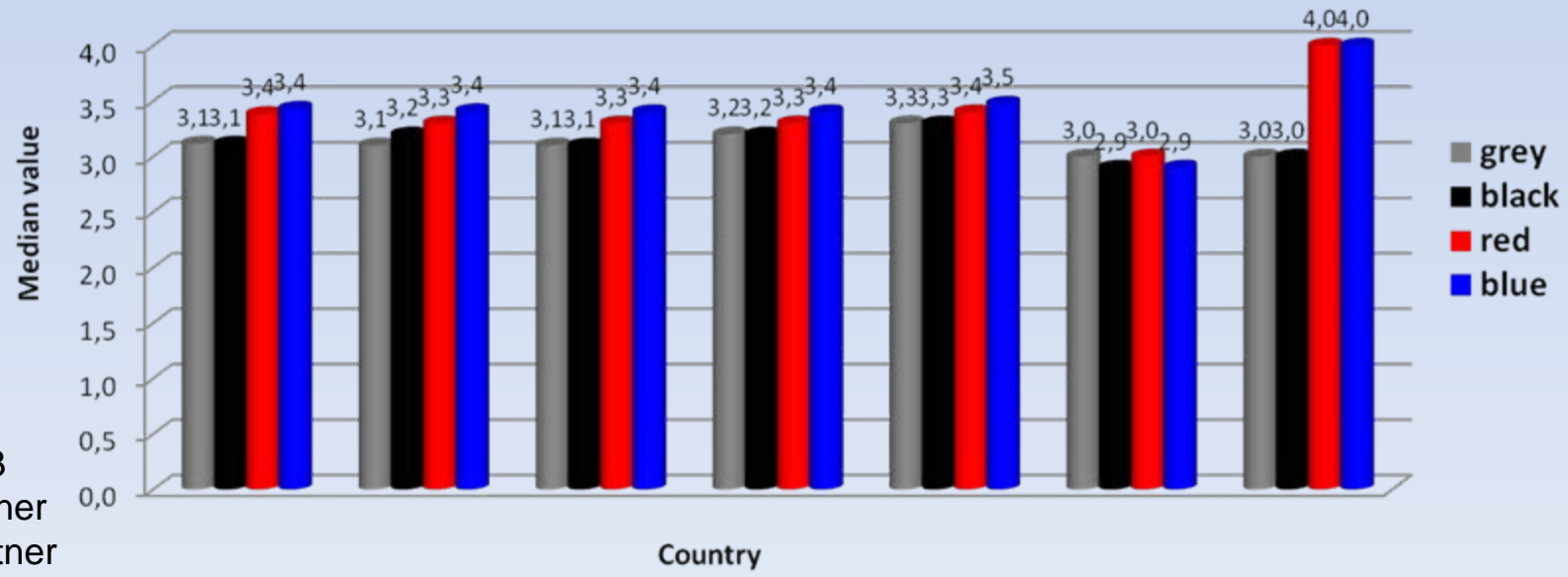


Panel: 80  
 Median value: 3.1  
 Min: 1 for all Partner  
 Max: 4 for all Partner

# EUCONBUS quantitative evaluation

- Content of the tool

	Partners	Italy	Czech Rep	Latvia	France	UK	Spain
2.1 pedagogical tool	<b>3,3</b>	<b>3,3</b>	<b>3,2</b>	<b>3,3</b>	<b>3,4</b>	<b>3,0</b>	<b>3,5</b>
grey	<b>3,1</b>	3,1	3,1	3,2	3,3	3,0	3,0
black	<b>3,1</b>	3,2	3,1	3,2	3,3	2,9	3,0
red	<b>3,4</b>	3,3	3,3	3,3	3,4	3,0	4,0
blue	<b>3,4</b>	3,4	3,4	3,4	3,5	2,9	4,0

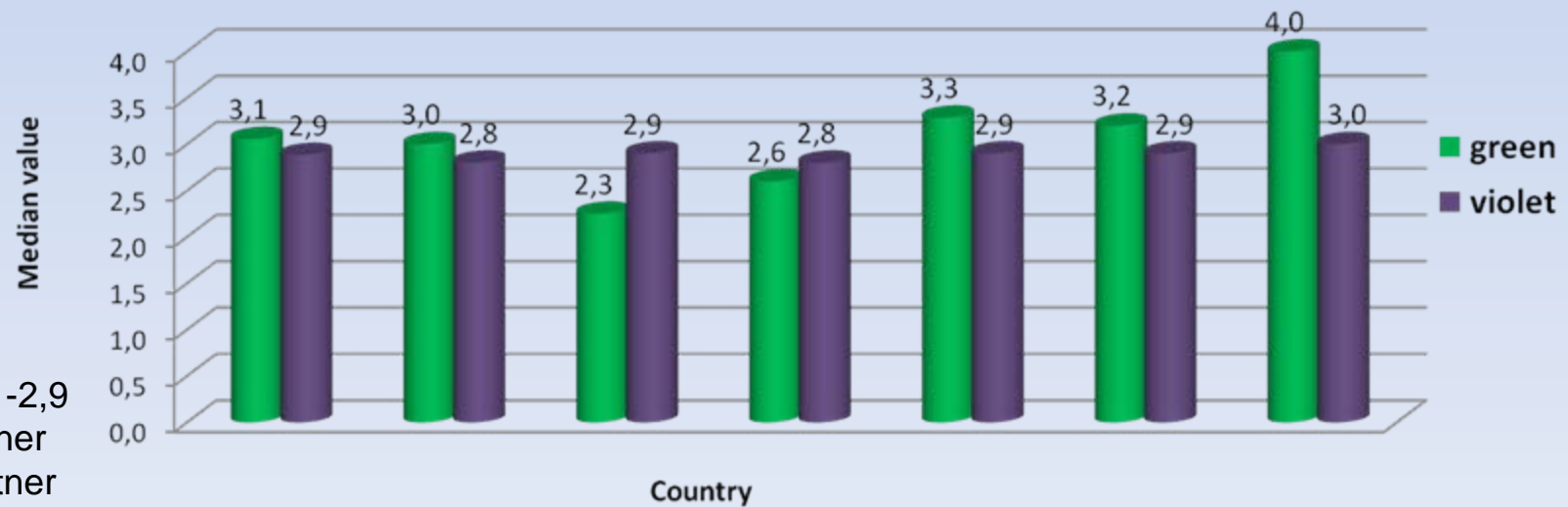


Panel: 80  
 Median value: 3,3  
 Min: 1 for all Partner  
 Max: 4 for all Partner

# EUCONBUS quantitative evaluation

- Content of the tool

	Partners	Italy	Czech Rep	Latvia	France	UK	Spain
2.2 support	<b>3,1</b>	<b>3,0</b>	<b>2,3</b>	<b>2,6</b>	<b>3,3</b>	<b>3,2</b>	<b>4,0</b>
green	<b>3,1</b>	3,0	2,3	2,6	3,3	3,2	4,0
2.3 warning	<b>2,9</b>	<b>2,8</b>	<b>2,9</b>	<b>2,8</b>	<b>2,9</b>	<b>2,9</b>	<b>3,0</b>
violet	<b>2,9</b>	2,8	2,9	2,8	2,9	2,9	3,0

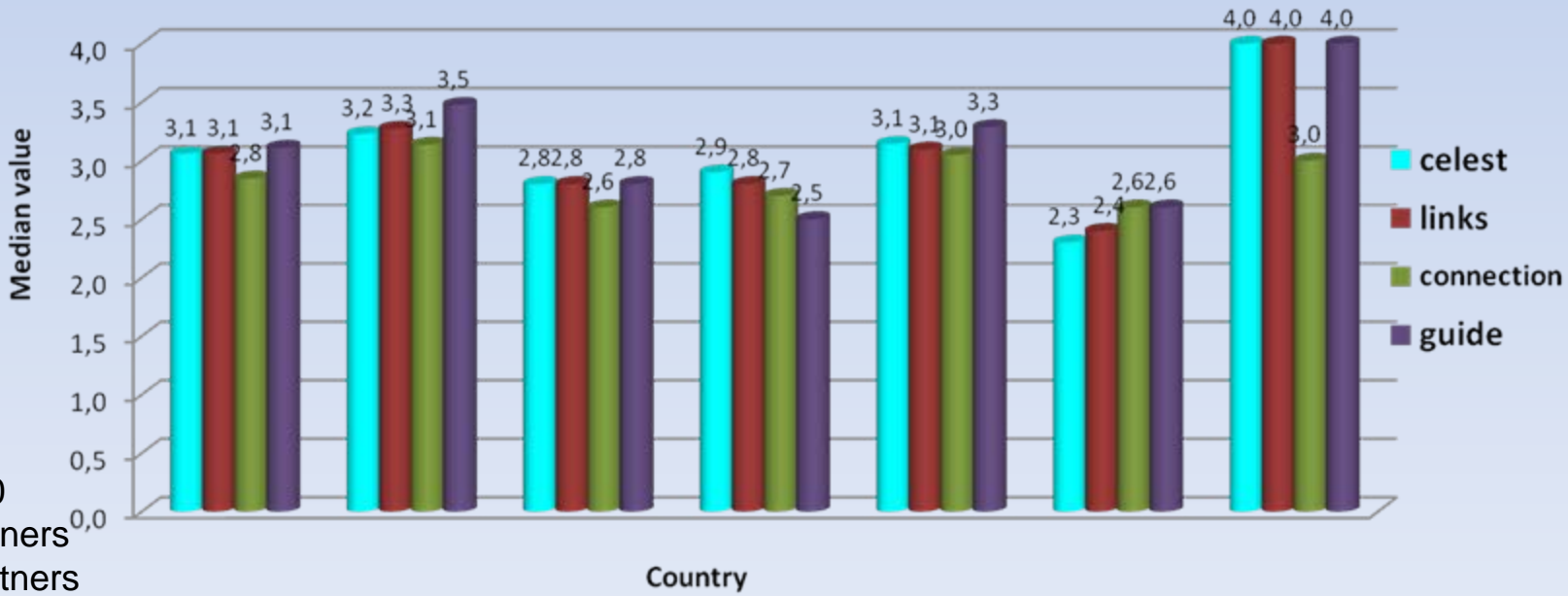


Panel:80  
 Median value: 3,1-2,9  
 Min: 1 for all Partner  
 Max: 4 for all Partner

# EUCONBUS quantitative evaluation

- Delivery

	Partners	Italy	Czech Rep	Latvia	France	UK	Spain
3. Delivery	<b>3,0</b>	<b>3,3</b>	<b>2,8</b>	<b>2,7</b>	<b>3,1</b>	<b>2,5</b>	<b>3,8</b>
celest	<b>3,1</b>	3,2	2,8	2,9	3,1	2,3	4,0
links	<b>3,1</b>	3,3	2,8	2,8	3,1	2,4	4,0
connection	<b>2,8</b>	3,1	2,6	2,7	3,0	2,6	3,0
guide	<b>3,1</b>	3,5	2,8	2,5	3,3	2,6	4,0



Panel: 80  
 Median value: 3,0  
 Min: 1 for all partners  
 Max: 4 for all partners

# EUCONBUS qualitative evaluation

- Content of the tool

- Comments

- a) Very complete training tool
- b) Very interesting supporting data
- c) Lots of information with regard to country information.
- d) Useful documentation
- e) In particular red part is very interesting

Negative items:

- f) It is not apparent the rationale behind the distribution and organisation of text
- g) Black part too big. Violet part not very important
- h) The design of every chapter is different than the other chapter so the reading is very difficult
- i) guide appears to be too complicated

# EUCONBUS qualitative evaluation

- Content of the tool

- Errors

- a) Any possibility to insert image with the text
- b) Colour errors (only in the french document): the left part of the tool is purple but not orange as indicated at the beginning of the guide -> corrected.
- c) Some text translation to check in french and in czech in the marketing definition terms.
- d) 2b.5 difference between competition and market
- e) 2b.9 is not indicated, near tendencies
- f) 3.1.6 translation not clear in french, related to Intellectual capital
- g) 7. Price, define what is Price Lever
- h) 8.11, duration of investment is not precised

# EUCONBUS qualitative evaluation

- Euconbus tool

- General

- a) Very good and usefull, very happy with the tool, very good help for companies to create their marketing plan
- b) A very comprehensive set of information about marketing
- c) Overall good information, however I felt some sections were quite advanced
- d) Very usefull and numerous informations therical and practical, friendly to use.

## Negative items

- e) This tool is well suited to larger SMEs or companies or need someone who has already some sort of marketing background
- f) I think it would be good if the tool could be made shorter , and it is hard when you are a small business to have the time to read all of this information for practical purposes



# EUCONBUS qualitative evaluation

- Euconbus tool
  - Comments
    - a) Overall it is too complicated and difficult to navigate throughout
    - b) Difficult to go back to the section that you were working on
    - c) Text under the cyan part (presentation under introduction) quite difficult to read as the font is quite light in colour on a white background
    - d) What the box called 'general warning' means.
    - e) Unsure what the meaning of "warning" is

# EUCONBUS qualitative evaluation

- Euconbus tool

- Suggestions

- 1) Navigation should be improved as you get lost while clicking through pages
- 2) Improve navigation going between the Eum@rket tool and the Euconbus
- 3) 'General warning' : This is information about legal parts? I think you should re-think what the correct term in English is for this section
- 4) To produce a list with all pdfs, this saves the user time
- 5) Use pop up when question seems to have several answer
- 6) It would be helpful to create a step by step user's guide. A guide with screen capture and clear indications
- 7) Might be a good idea to develop some of the sections in a digital book
- 8) Develop rules and contract to protect confidentiality of the company datas.



# EUCONBUS qualitative evaluation

We have reported the comments as we have read on the user's feedback but we think we must do some explanation to the negative items.

# EUCONBUS qualitative evaluation

- Explanation on the Content of the tool- Comments (slide n. 13)

f-h-i) We need of more details to understand what means those comments;

g) We agree but the black and violet parts are not the “tool”.

Those parts are only information on the marketing for the person that will study in detail the matter.

The information can be used for a training course.

# EUCONBUS qualitative evaluation

Explanation on the Content of the tool-  
Errors(Slide n. 14)

- a) Technical boundary in Internet;
- b-c) the translation will be revised ;
- d-e-f-g-h) we will analyse the parts and we will give explanations directly to the users .

# EUCONBUS qualitative evaluation

- Explanation on the Euconbus tool- General (Slide n. 15):
  - e) We don't agree on this comments why the not experienced user have the « marketing plan outline-small organisation » that both with the boxes guide, step by step, on how to build an easy marketing plan. In addition there are the links to red and blu part that can shortly clarify what is asked .
  - f) We know the timing problems of a small business but we think that to improve the competences , the entrepreneur must invest a part of his time to effectively understand and approach all kind of innovation.



# EUCONBUS qualitative evaluation

Explanation on the Euconbus tool-  
Comments(Slide n. 16):

a-b) maybe a problem of feeling with the tool . We will analyse the problem !

c) It's right ! We will change the colour !

d-e) we will search the right words to clarify the concept !



# EUCONBUS qualitative evaluation

Feedback on the Euconbus tool-  
Suggestions(Slide n. 17):

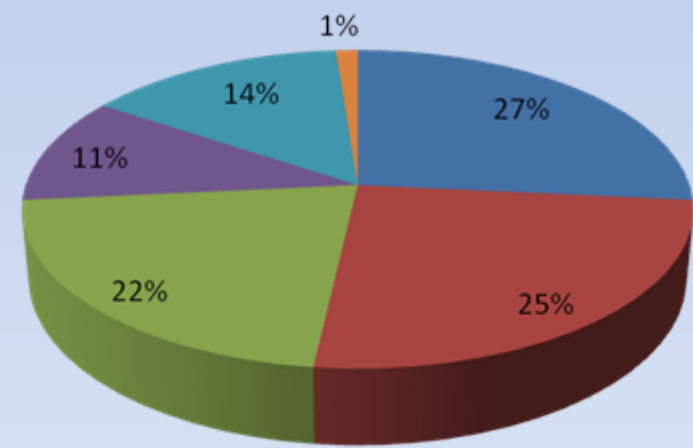
We will analyse all the suggestion and we will improve the tool if it's possible.

# EUM@RKET SME Panel

- Number of SME's : 83
  - By country

Panel SME - Country

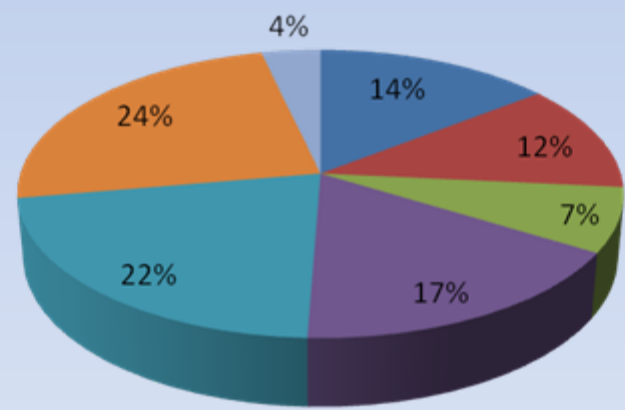
■ Italy ■ France ■ UK ■ Czech Rep ■ Latvia ■ Spain



Country	Partnership	Italy	France	UK	Czech Rep	Latvia	Spain
	83	22	21	18	9	12	1

# EUM@RKET SME Panel

- Number of SME's : 83
  - By sector



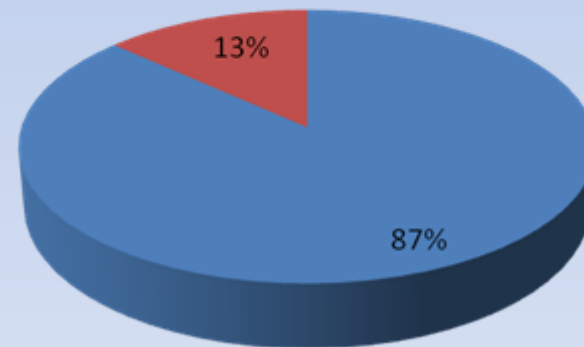
Sector	Partnership	comm	TIC	education	consulting	industry	services	institution
	83	12	10	6	14	18	20	3

# EUM@RKET SME Panel

- Number of SME's : 83
  - By size

Panel SME - size

■ small ■ medium



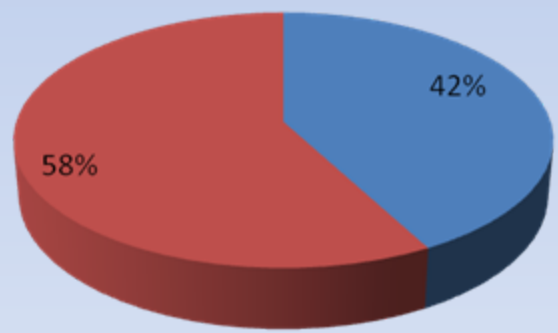
Size	Partnership	small	medium
	83	72	11

# EUM@RKET SME Panel

- Number of SME's : 83
  - By gender

Panel SME - gender

■ women ■ men

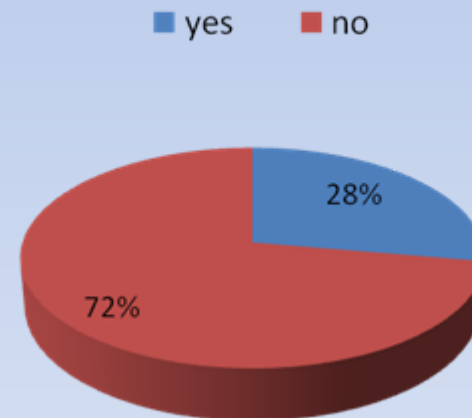


Women	Partnership	women	men
	83	35	48

# EUM@RKET SME Panel

- Number of SME's : 83
  - By experience

Panel SME - experience



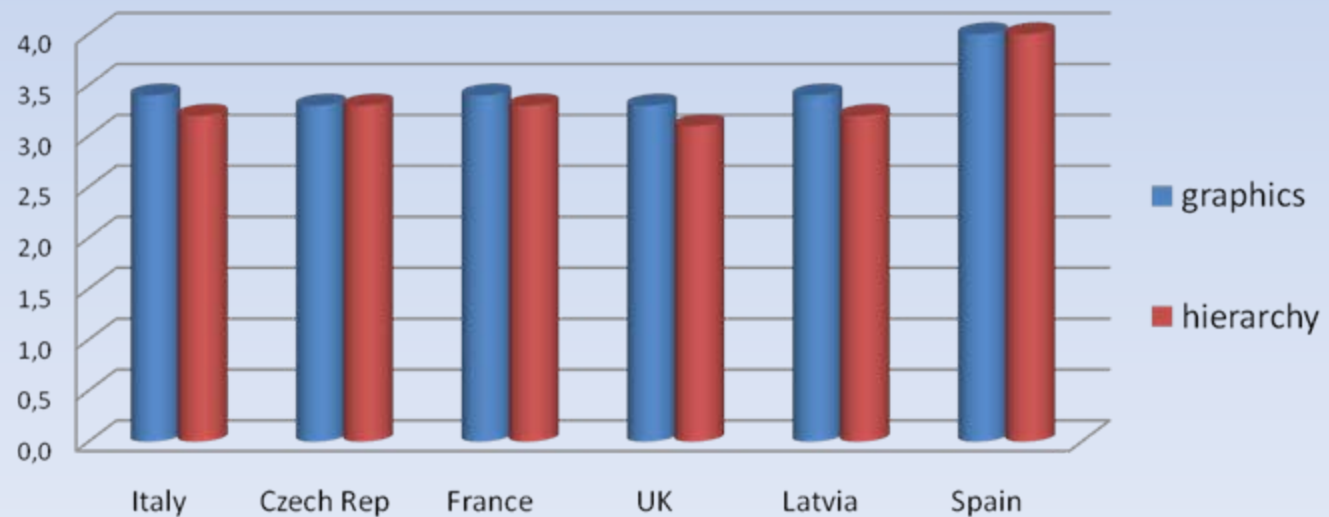
Experience	Partnership	yes	no
	83	23	60

# EUM@RKET quantitative evaluation

- Structure of the tool

	Partnership	Italy	Czech Rep	France	UK	Latvia	Spain
1. Structure	<b>3,3</b>	<b>3,3</b>	<b>3,3</b>	<b>3,4</b>	<b>3,2</b>	<b>3,3</b>	<b>4,0</b>
graphics	3,4	3,4	3,3	3,4	3,3	3,4	4,0
hierarchy	3,2	3,2	3,3	3,3	3,1	3,2	4,0

Structure



Panel: 83

Median value: 3,3

Min: 1 for all partners

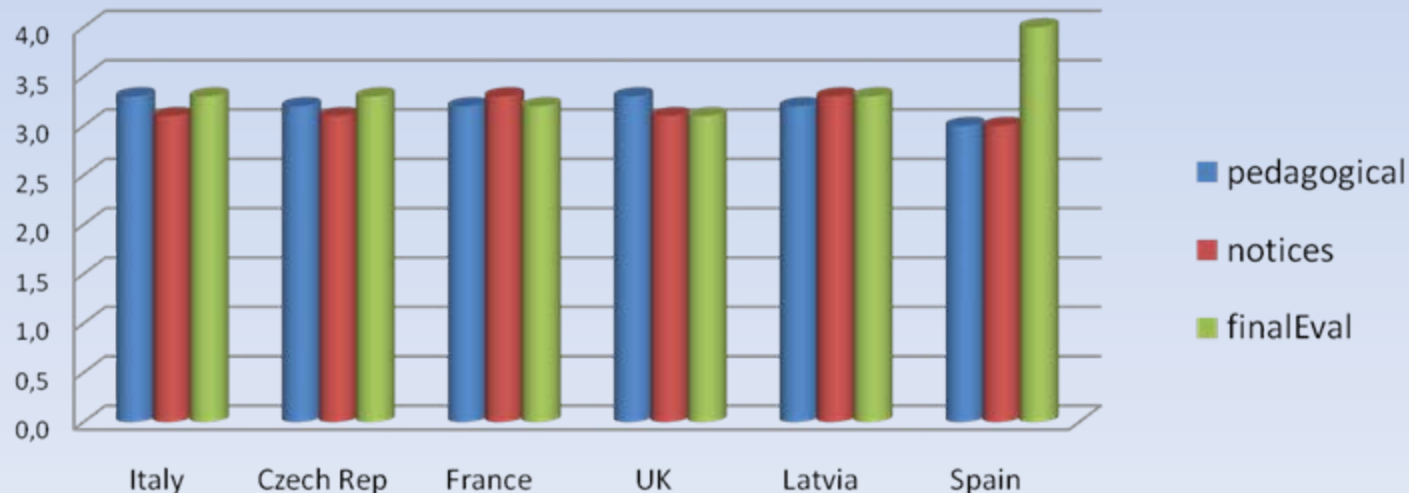
Max: 4 for all partners

# EUM@RKET quantitative

- Contents of the tool evaluation

	Partnership	Italy	Czech Rep	France	UK	Latvia	Spain
2. Content of the tool	<b>3,2</b>	<b>3,2</b>	<b>3,2</b>	<b>3,2</b>	<b>3,2</b>	<b>3,3</b>	<b>3,3</b>
pedagogical	3,2	3,3	3,2	3,2	3,3	3,2	3,0
notices	3,2	3,1	3,1	3,3	3,1	3,3	3,0
finalEval	3,4	3,3	3,3	3,2	3,1	3,3	4,0

Content of the tool



Panel: 83

Median value: 3,2

Min: 1 for all partners

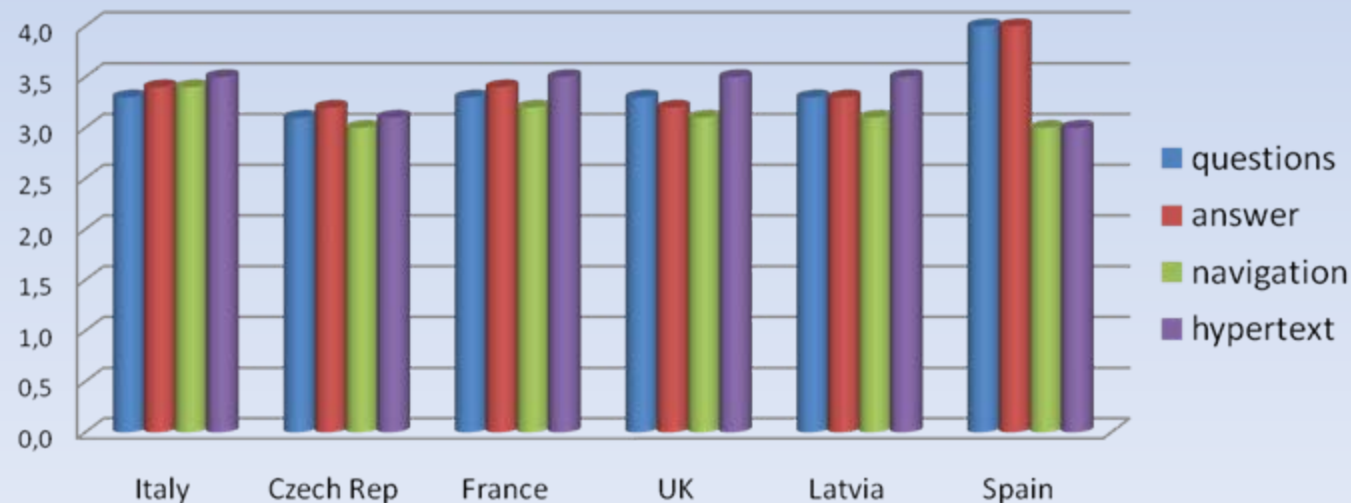
Max: 4 for all partners

# EUM@RKET quantitative

## • Delivery for use evaluation

	Partnership	Italy	Czech Rep	France	UK	Latvia	Spain
3. Delivery for use	<b>3,3</b>	<b>3,4</b>	<b>3,1</b>	<b>3,4</b>	<b>3,3</b>	<b>3,3</b>	<b>3,5</b>
questions	3,4	3,3	3,1	3,3	3,3	3,3	4,0
answer	3,4	3,4	3,2	3,4	3,2	3,3	4,0
navigation	3,1	3,4	3,0	3,2	3,1	3,1	3,0
hypertext	3,4	3,5	3,1	3,5	3,5	3,5	3,0

Delivery



Panel: 83

Median value: 3,3

Min: 1 for all partners

Max: 4 for all partners

# EUM@RKET qualitative evaluation

- Contents of the tool

- Comments

- a) I think that PMI have now for international development an easy and interesting tool

- b) Very easy to use

...

Negative items

- c) How can I get from the Plan to Help?

- d) How do I know which color is for me?

- e) How can I remember that this color is for me?

# EUM@RKET qualitative evaluation

- Contents of the tool

- Errors

- a) Click on the British flag on the welcome page with the golfer, it goes to the Italian page
    - b) The tool is in English when you click on the flag above 'restricted area'
    - c) Found errors in the Czech texts of the questionnaires



# EUM@RKET qualitative evaluation

- General Evaluation

- a) Very positive in general, I think this work is absolutely original
- b) I liked that the design was clear and not too many colours
- c) I found the tool quite comprehensive. It would be great for companies who are bigger in size, or smaller companies with an experienced business advisor or consultancy mentoring
- d) Quite good tool, that can help to entrepreneurs as a supplemental tool for the planning process of the firm
- e) Information is clear and simple (The EUConbus could use similar design and presentation of information)

# EUM@RKET qualitative evaluation

- General Evaluation

But some negative items

- f) This tool is too complicated for very small business. Need to do more research for my business prior to using the tool
- g) The info you need to read beforehand is quite long quite complex to answer all the questions and therefore it could be quite a long process
- h) Would be useful to complete alongside another person such as my business advisor
- i) Difficult for very small businesses to understand this complex type of marketing information
- l) Translation problems between English and Czech

...



# EUM@RKET qualitative evaluation

- Delivery

- Comments

- a) the tool is very useful about all the innovation it introduces, it means it's a new and innovative way to manage the arguments
- b) Very analytic format
- c) Potential risk: that the level of concentration dumb during the compilation
- d) Text sometimes refers to America for instance "American Association" it is proposed that it should have references to Europe (in 3.2 section)
- e) Navigation is not so user-friendly
- f) Eucomen has a very good idea with a quite interesting tool but at this time, it is not usable

# EUM@RKET qualitative evaluation

- Delivery

- Suggestions

- 1) Improve navigation, going between the Eum@rket tool and the EuConBus in order to find the explanations for some of the questions
- 2) Use pop up windows next to each section to avoid going back to the guide and so that you don't have to go to the other tool to look things up as often
- 3) Text should acknowledge source(s) when it come from external sources,
- 4) Improving the help facility in order to clarify sections
- 5) Further improvements with regard to hyperlinks in order to enhance navigation
- 6) In between buttons "PREV" & "NEXT" the numbers of the sections could be included such as Google does with its search display
- 7) Should be some example over all Case Study
- 8) Using case studies of how companies have used the tool. Could we see a completed marketing plan of other companies to use it as an example to follow?

# EUM@RKET qualitative evaluation

## Explanation on the Contents of the *tool-Comments*(Slide n. 32)

- c) The user have two kind of guide : the hypertext guide for each section and the left part of the tool that is a list of the section to be filled in
- d-e) No colours on the tool .

## Explanation on the Contents of the *tool-Errors*(Slide n.33)

- a-b) We don't see the error but we will analyse the problem
- c) The Czech partner will revise the text .

# EUM@RKET qualitative evaluation

- Explanation on the Delivery –General(Slide n. 35)

f-g-i) We don't agree with the comments why the user have a guide in hypertext , the left part that shows what are the part to complete, the project box in which the user can save till 3 project and revise all when he want;

l) The Czech partner will revise the text .

# EUM@RKET qualitative evaluation

## Explanation on the Delivery – Comments(Slide n. 36)

- c) the user can save till 3 project and revise all when he want;
- d) There is confusion between EUM@arket and EuConBus.  
Nevertheless the definition of “ marketing” is American so we cannot change the history .
- e-f) lack of more details

## Feedback on Delivery – Suggestions(Slide n. 37)

- We will take in account all the suggestions and we will improve the tool if it's possible

# EUCONBUS & EUM@RKET

## qualitative evaluation

The comments, the signalling of errors, the suggestion from the experimentation of the SMEs has been very interesting and effective.

The activity has been for us as a training course to better understand the utility of the tools and as to eliminate the errors to answer better to the needs of the users.

Many thanks to the participants entrepreneurs !

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