

SEACW DELIVERABLE D.7.4

“Pilots feedback report”

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Abstract

This deliverable summarizes the satisfaction results of the survey applied to the participants in the pilot.

It contains suggestions and improvements for information, materials, students/users care and suggestions for the improvement of *Action for Healthy Ageing Ecosystem*. These issues will be used to evolve the Ecosystem later.



Table of contents

1	Introduction.....	7
2	Methodology.....	8
3	Pre-analysis information	9
3.1	Surveys fulfilled	9
4	Satisfaction surveys.....	9
4.1.1	The website contains the information I need	11
4.1.2	Information is interesting.....	12
4.1.3	Information is easy to find	12
4.1.4	Information is easy to understand	13
4.2	Graphic design.....	13
4.3	Links and buttons	14
4.4	Speed of response is fast.....	14
4.5	Recommendation to other people.....	15
4.6	Willing to visit the Ecosystem in the future	15
5	Annex I: Results per language	16
5.1	Results from English surveys	16
5.1.1	Website overall rating	16
5.1.2	Coverage of information	16
5.1.3	Organization of information.....	16
5.1.4	Design and appearance	17
5.1.5	Ease of navigation	17
5.1.6	Website contains information needed by users	17
5.1.7	Information is interesting.....	18
5.1.8	Information is easy to find	18
5.1.9	Information is easy to understand	18
5.1.10	Graphic design is attractive	18
5.1.11	Links and buttons help me move around information easily	19
5.1.12	Speed of response is fast.....	19
5.1.13	SEE Section	19
5.1.14	LEARN section.....	20
5.1.15	Interact section	20

5.1.16	Comparison with other platforms.....	20
5.1.17	Recommendation to other people.....	21
5.1.18	Use in the future	21
5.2	Results from Spanish surveys.....	21
5.2.1	Website overall rating.....	21
5.2.2	Coverage of information	21
5.2.3	Organization of information.....	22
5.2.4	Design and appearance	22
5.2.5	Ease of navigation	22
5.2.6	Website contains information needed by users	23
5.2.7	Information is interesting.....	23
5.2.8	Information is easy to find	23
5.2.9	Information is easy to understand	24
5.2.10	Graphic design is attractive	24
5.2.11	Links and buttons help me move around information easily	24
5.2.12	Speed of response is fast.....	24
5.2.13	SEE Section	25
5.2.14	LEARN section.....	25
5.2.15	Interact section	25
5.2.16	Comparison with other platforms.....	26
5.2.17	Recommendation to other people.....	26
5.2.18	Use in the future	26
5.3	Results from Italian surveys	27
5.3.1	Website overall rating.....	27
5.3.2	Coverage of information	27
5.3.3	Organization of information.....	27
5.3.4	Design and appearance	28
5.3.5	Ease of navigation	28
5.3.6	Website contains information needed by users	28
5.3.7	Information is interesting.....	29
5.3.8	Information is easy to find	29
5.3.9	Information is easy to understand	29
5.3.10	Graphic design is attractive	29
5.3.11	Links and buttons help me move around information easily	30
5.3.12	Speed of response is fast.....	30
5.3.13	SEE Section	30

5.3.14	LEARN section.....	30
5.3.15	Interact section	31
5.3.16	Comparison with other platforms.....	31
5.3.17	Recommendation to other people.....	31
5.3.18	Use in the future	32
5.4	Results from Bulgarian surveys	32
5.4.1	Website overall rating	32
5.4.2	Coverage of information	32
5.4.3	Organization of information.....	32
5.4.4	Design and appearance	32
5.4.5	Ease of navigation	32
5.4.6	Website contains information needed by users	33
5.4.7	Information is interesting.....	33
5.4.8	Information is easy to find	33
5.4.9	Information is easy to understand	34
5.4.10	Graphic design is attractive	34
5.4.11	Links and buttons help me move around information easily	34
5.4.12	Speed of response is fast.....	34
5.4.13	SEE Section	35
5.4.14	LEARN section.....	35
5.4.15	Interact section	35
5.4.16	Comparison with other platforms.....	36
5.4.17	Recommendation to other people.....	36
5.4.18	Use in the future	36
5.5	Results from France surveys	37
5.5.1	Website overall rating	37
5.5.2	Coverage of information	37
5.5.3	Organization of information.....	37
5.5.4	Design and appearance	38
5.5.5	Ease of navigation	38
5.5.6	Website contains information needed by users	38
5.5.7	Information is interesting.....	39
5.5.8	Information is easy to find	39
5.5.9	Information is easy to understand	39
5.5.10	Graphic design is attractive	39
5.5.11	Links and buttons help me move around information easily	40

5.5.12	Speed of response is fast.....	40
5.5.13	SEE Section	40
5.5.14	LEARN section.....	40
5.5.15	Interact section	41
5.5.16	Comparison with other platforms.....	41
5.5.17	Recommendation to other people.....	41
5.5.18	Use in the future	42
6	Annex II: Questionnaire.....	43

List of figures

Figure 1.	Likert Scale based methodology	8
Figure 2.	Conformity/Disconformity level chart (methodological example)	8
Figure 3.	Ecosystem average results all countries	9
Figure 4.	Ecosystem average results per country	10
Figure 5.	Ecosystem average results all countries, main sections	10
Figure 6.	Ecosystem average results per country, main sections	11
Figure 7.	The Ecosystem contains the information I need.....	11
Figure 8.	Ecosystem information is interesting.....	12
Figure 9.	Ecosystem information is easy to find	12
Figure 10.	Ecosystem information is easy to understand	13
Figure 11.	Graphic design is attractive.....	13
Figure 12.	Links and buttons are easy to find	14
Figure 13.	Speed of response is fast.....	14
Figure 14.	Recommendation to other people.....	15
Figure 16.	Willing to visit the Ecosystem in the future	15

1 Introduction

This document aims to provide a summary of the results obtained from the satisfaction surveys fulfilled by users of *Action for Healthy Ageing Ecosystem* during its pilot phase. Therefore, we will provide a description of the main observations, opinions and suggestions given by the users of the five Ecosystems of the project (English, Spanish, French, Italian and Bulgarian).

First of all, we will give a brief description of the methodology followed to measure the data obtained from the surveys. This methodology allows an easy reading and interpretation of the data, since all the information is showed in simple charts (for instance with a satisfaction scale from 1 to 5).

Secondly, we will provide the general results of the surveys, comparing the assessments of the five Ecosystems and commenting the most relevant data and observations. Finally, we will provide the data obtained in surveys for each Ecosystem separately.

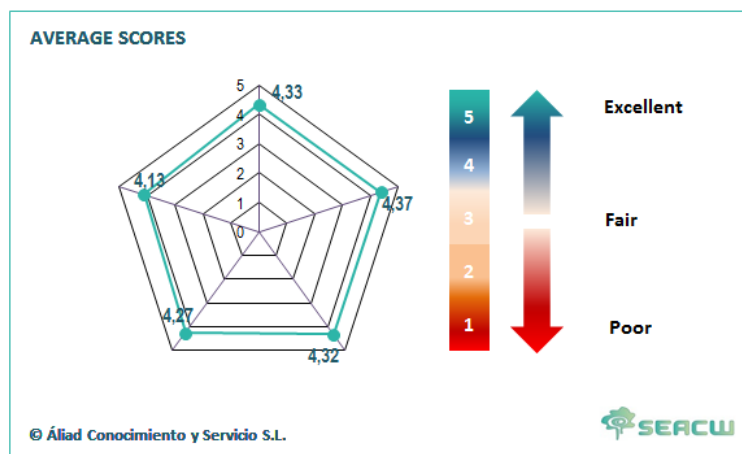
2 Methodology

2.1 Questionnaire

The questionnaire that was elaborated to be fulfilled by users was online. Firstly, there are questions on general assessment of the Ecosystem, as the opinion of the design and the interest of the information. Secondly, users were asked specifically to rate each section (See, Learn, Interact). The questionnaire finished with an assessment of the Ecosystem in comparison with other sites of similar content. All data were compiled in an Excel sheet, where they were coded and the charts of this document elaborated. Questionnaire is included in **Annex II** of this document.

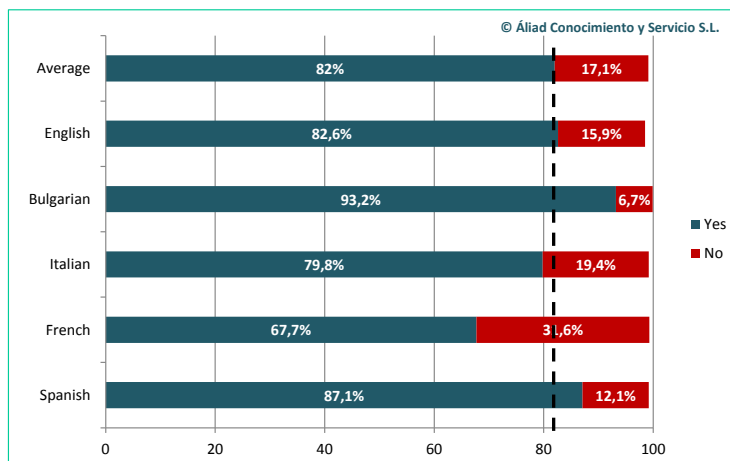
The following chart shows the methodology of measurement related to Likert Scale based questions. Values in the scale are of 1 to 5, being 1 a very poor value and 5 an excellent punctuation.

Figure 1. Likert Scale based methodology



The next one is used for yes/no questions of the survey. In this case, the chart shows the level of agreement/disagreement on several statements about the Ecosystem, related to information, design, etc. The average levels are calculated for comparing each country results.

Figure 2. Conformity/Disconformity level chart (methodological example)



3 Pre-analysis information

3.1 Surveys fulfilled

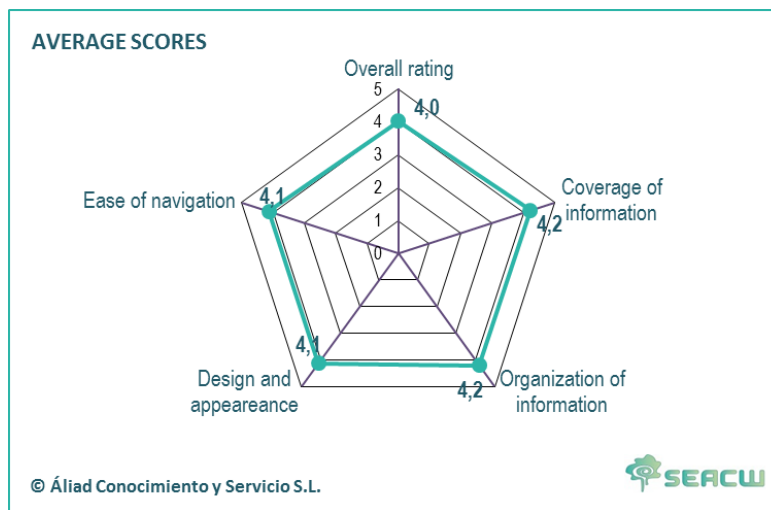
Before proceeding with the analysis it is necessary to start with data quality review. As table below shows, 2.791 surveys were fulfilled from a total of 12.659 registered users; 22% users participated in the survey. These **data were closed on 16th of March** for ensuring the completion on time of this deliverable.

4 Satisfaction surveys

Table below shows punctuations of all participants in the survey which measured five main characteristics of the Ecosystem in a Likert Scale: **navigation, design, organization and coverage of information**. In addition, respondents were asked about their opinion on the **overall rating** of the site.

In general, as it is shown in the Graphic, users perception was very good and high punctuations were gathered in all the above items.

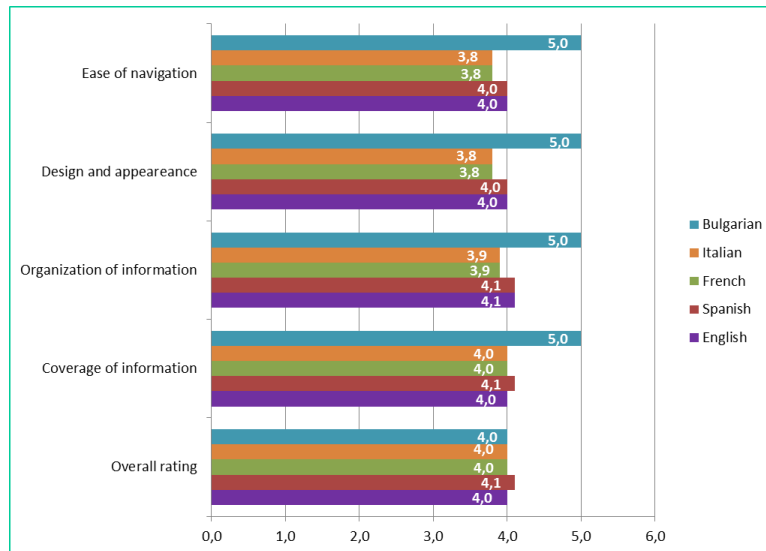
Figure 3. Ecosystem average results all countries



On a country basis, it can be shown how punctuations in general were also very good, especially in Bulgarian and Spanish Ecosystems, with the higher punctuations in all items. In the case of Bulgaria, where there are not such Ecosystems like Action for Healthy Ageing, it is clear that punctuations are in general higher than other countries. Implementation of pilots and local contents in that country were excellent and as showed in Deliverable 7.5, Bulgaria has gathered the highest average time of connection per user in the page, number of downloads, enrolment in courses, etc...

In the case of Spain, France or Italy, where actually exists platforms (not Ecosystems) with similar content to A4HA and have a wider dissemination among population and are older than our Ecosystem, results are in general very good, despite Italian users have are more unsatisfied than others.

Figure 4. Ecosystem average results per country



Besides, the Ecosystem is divided in three main functionalities and sections: See, learn and interact.

As well as above figure, functionalities were very well punctuated by participants in the survey.

Figure 5. Ecosystem average results all countries, main sections

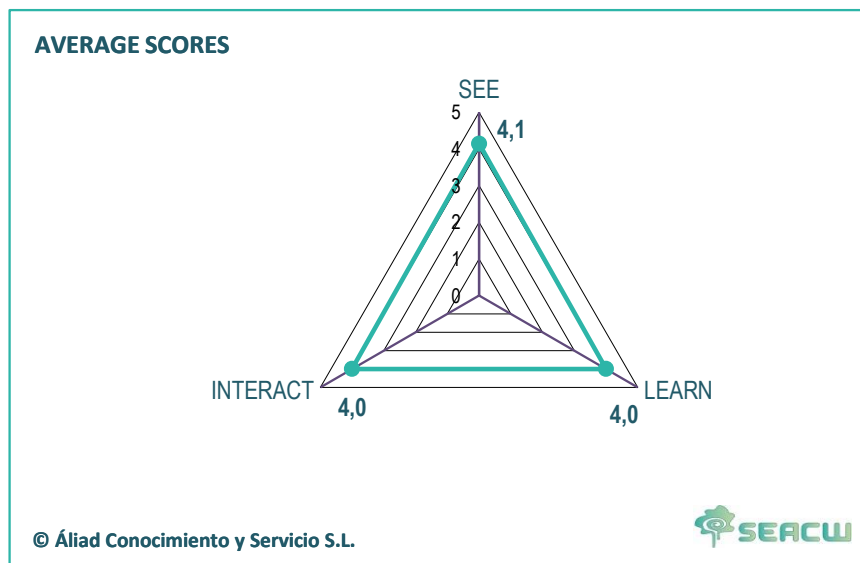
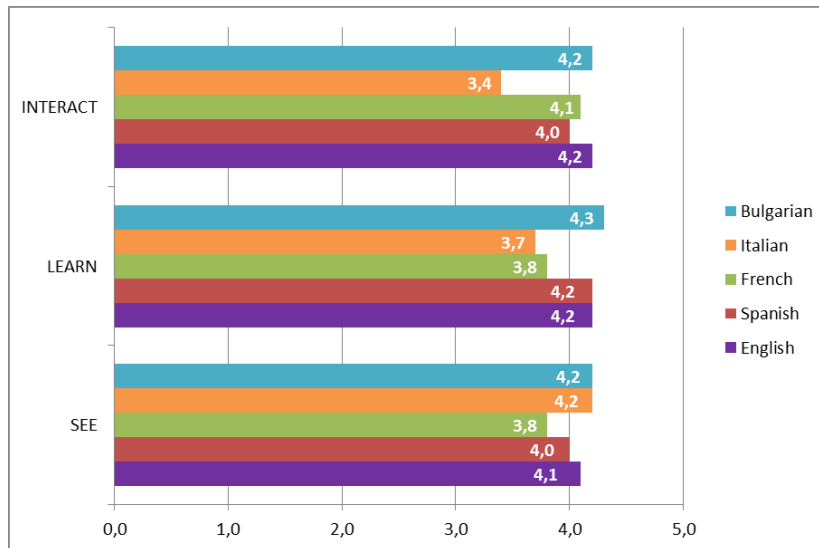


Table below shows punctuations per country for the three sections of the Ecosystem. As it is shown, the best punctuations are gathered in SEE section.

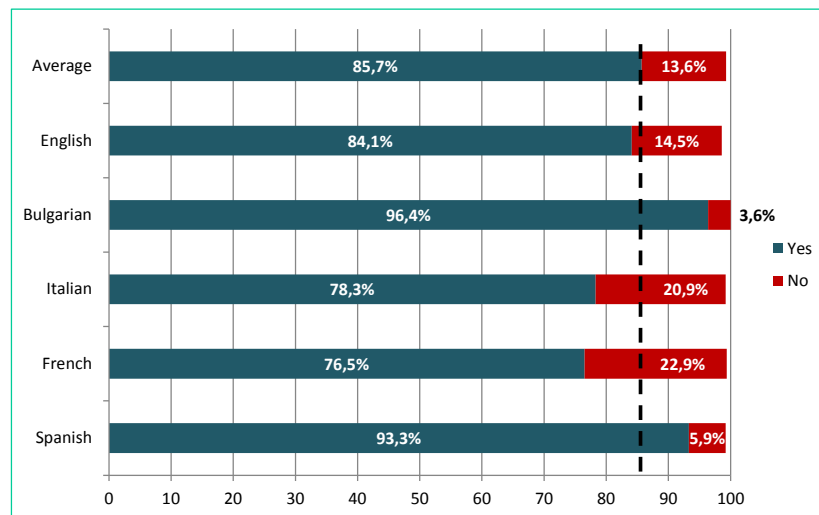
Figure 6. Ecosystem average results per country, main sections



4.1.1 The website contains the information I need

In general, all users rated that the Ecosystem contains a good coverage of information about active and healthy ageing, especially Bulgarian and Spanish Ecosystems obtained quite good results.

Figure 7. The Ecosystem contains the information I need

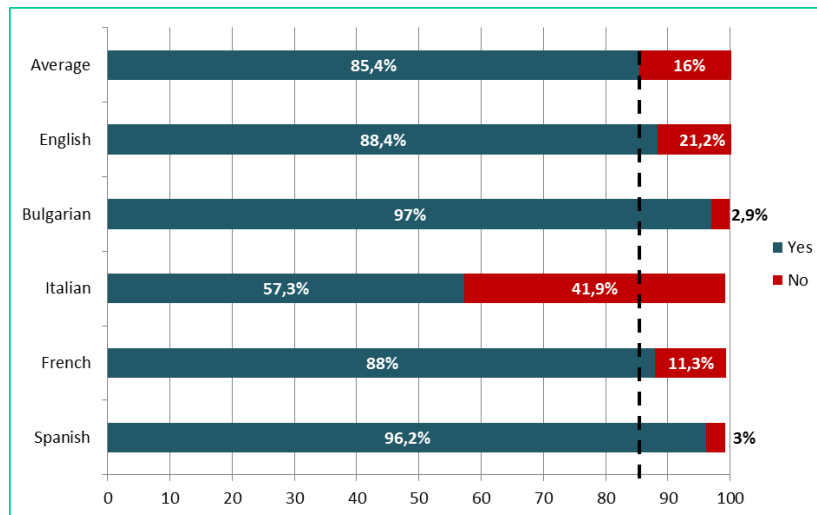


4.1.2 Information is interesting

Again, in general users stated that information of the Ecosystem was interesting, especially in Bulgarian and Spanish Ecosystems, in fact, both Ecosystems have done an incredible effort looking for local contents to attract users.

Contents are one of the key aspects of the Ecosystem success, the Ecosystem should continue looking and improving new contents.

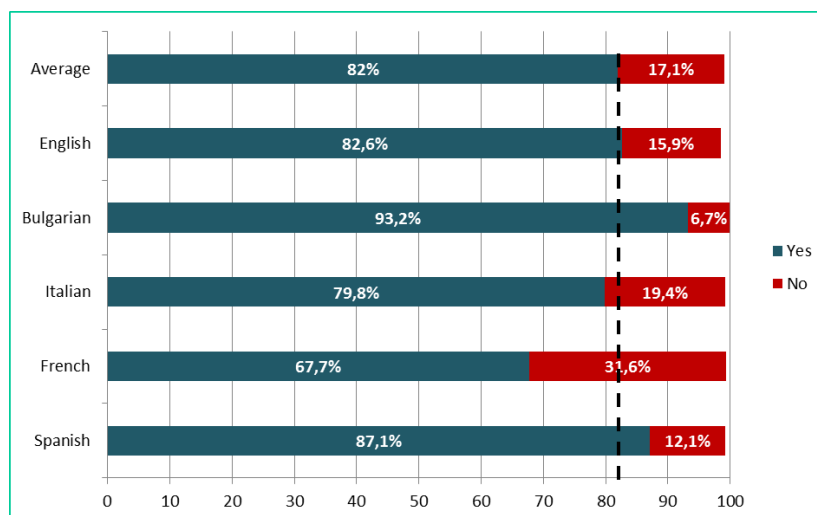
Figure 8. Ecosystem information is interesting



4.1.3 Information is easy to find

In general, users confirmed that information was easy to find in the Ecosystem..

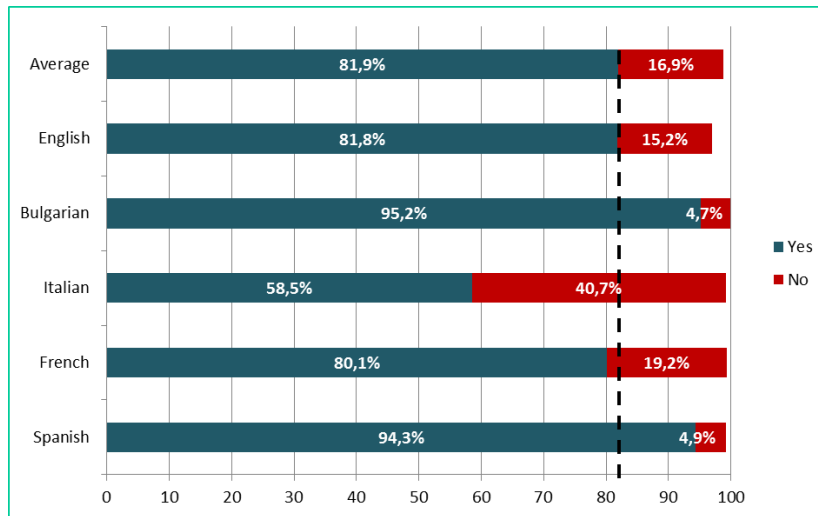
Figure 9. Ecosystem information is easy to find



4.1.4 Information is easy to understand

Again, all Ecosystems reflect that information is easy to understand.

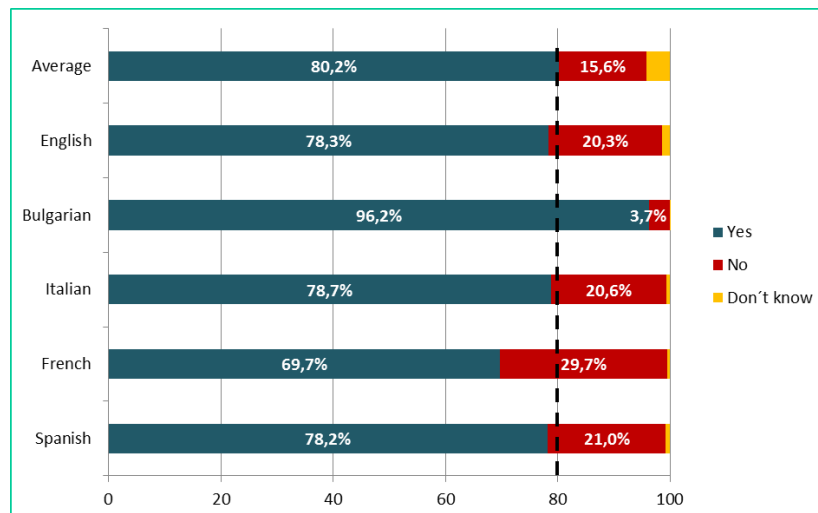
Figure 10. Ecosystem information is easy to understand



4.2 Graphic design

Despite results are in general good, it is difficult to find a single graphic design that attracts all users.

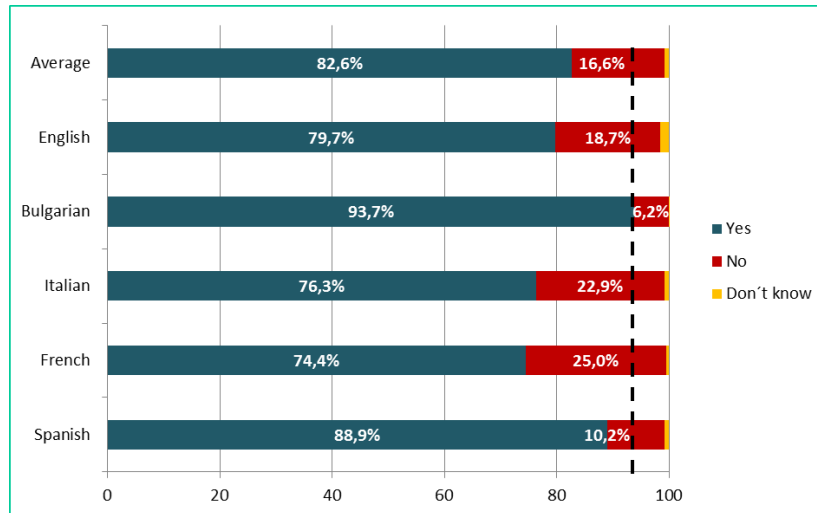
Figure 11. Graphic design is attractive



4.3 Links and buttons

In general, links and buttons seem to be easy to find for users.

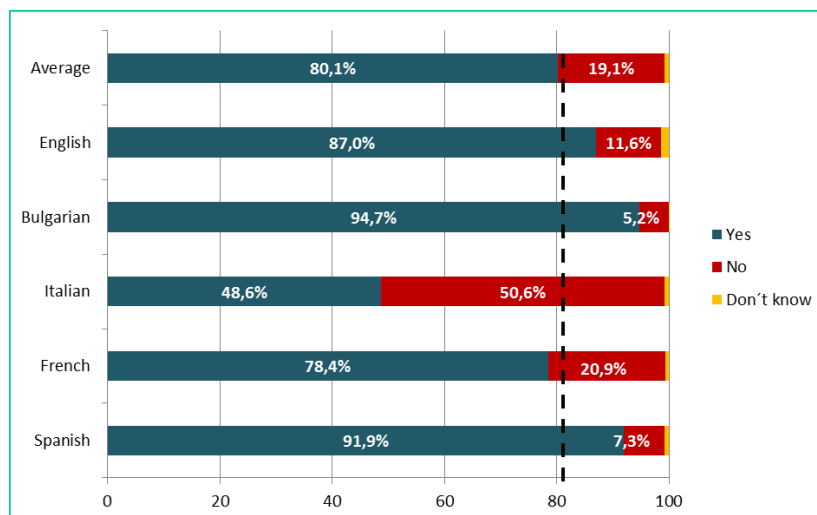
Figure 12. Links and buttons are easy to find



4.4 Speed of response is fast

In general, it seems that speed of Ecosystem response is fast, although there is more disconformity in Italian Ecosystem with regard of this issue.

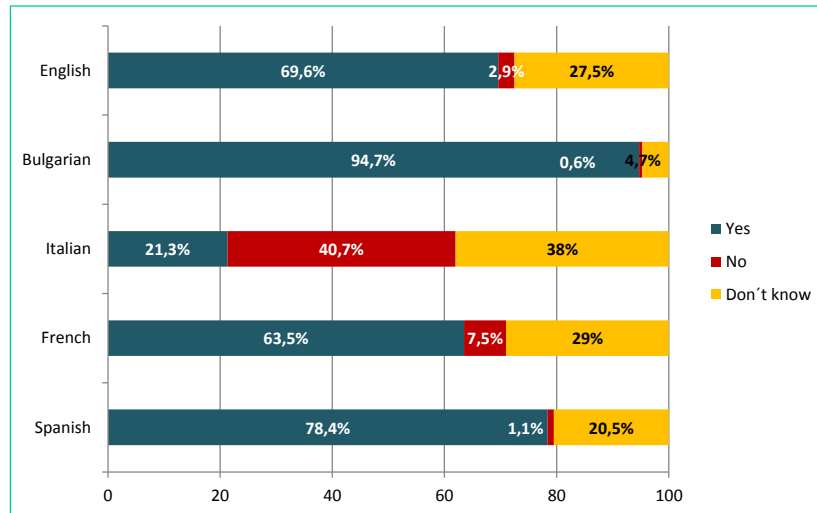
Figure 13. Speed of response is fast



4.5 Recommendation to other people

Despite there is an important level of non-response, in general all participants would recommend the Ecosystem to other people, especially in Bulgarian and Spanish Ecosystem, but also in English and French Ecosystems. In Italy, the fact that courses are not recognized by an Italian authority seems to be the main reason for not recommending the Ecosystem to other people.

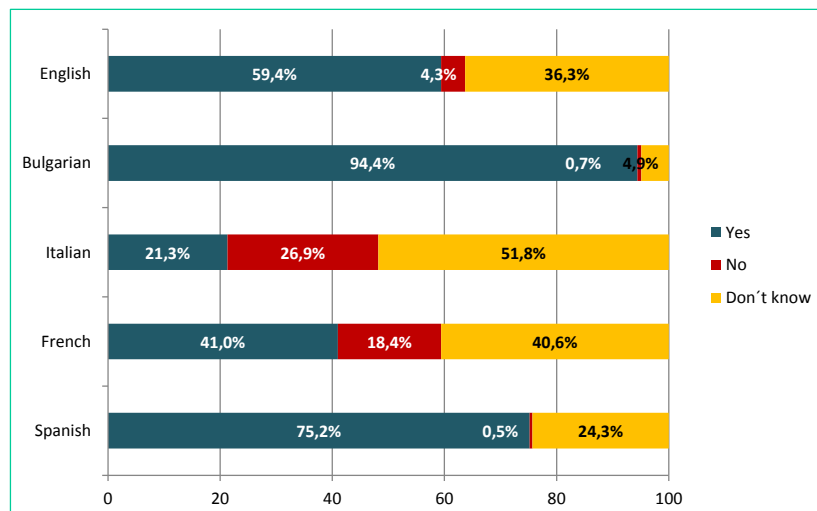
Figure 14. Recommendation to other people



4.6 Willing to visit the Ecosystem in the future

Again, there is an important level of non-response, however, from respondents, the most part of them are willing to visit the Ecosystem in the future and use its resources and services.

Figure 15. Willing to visit the Ecosystem in the future

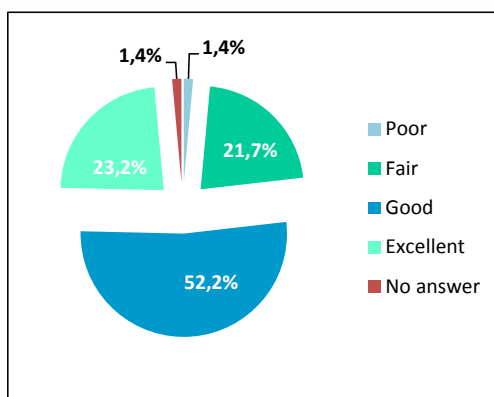


5 Annex I: Results per language

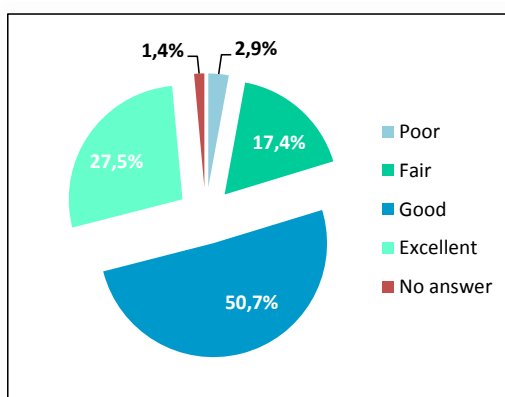
Hereinafter are included results per country.

5.1 Results from English surveys

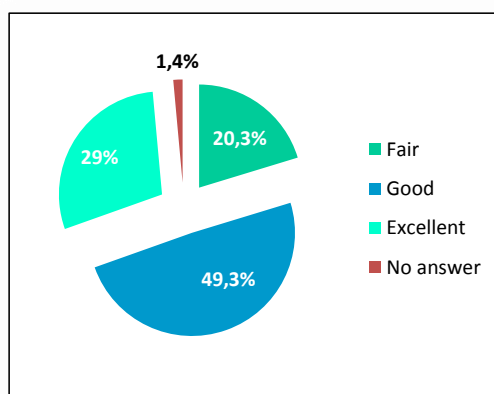
5.1.1 Website overall rating



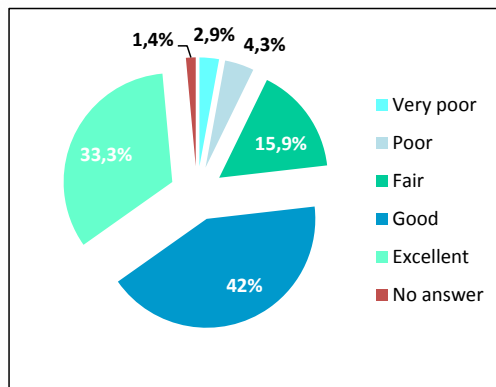
5.1.2 Coverage of information



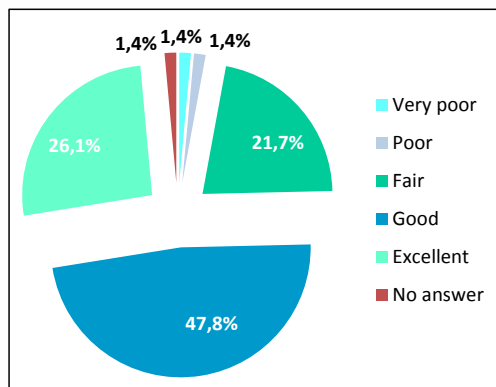
5.1.3 Organization of information



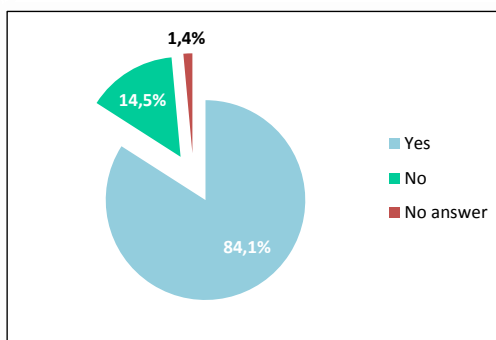
5.1.4 Design and appearance



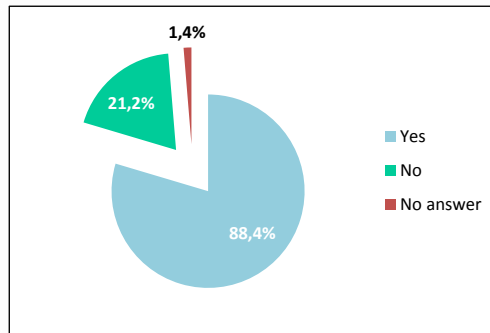
5.1.5 Ease of navigation



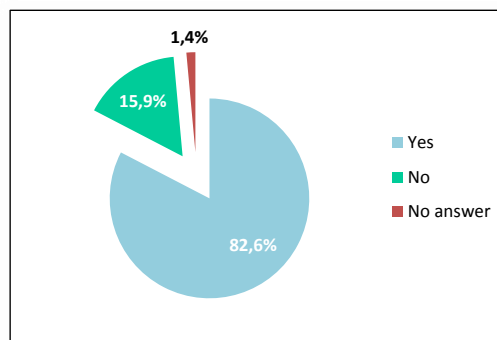
5.1.6 Website contains information needed by users



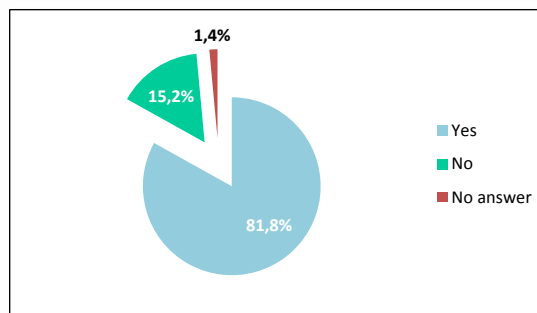
5.1.7 Information is interesting



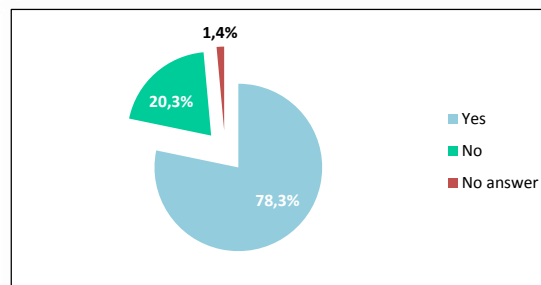
5.1.8 Information is easy to find



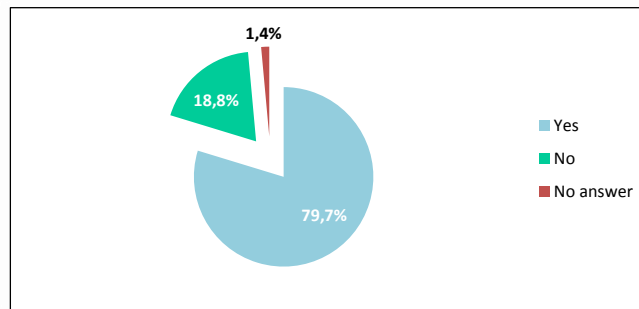
5.1.9 Information is easy to understand



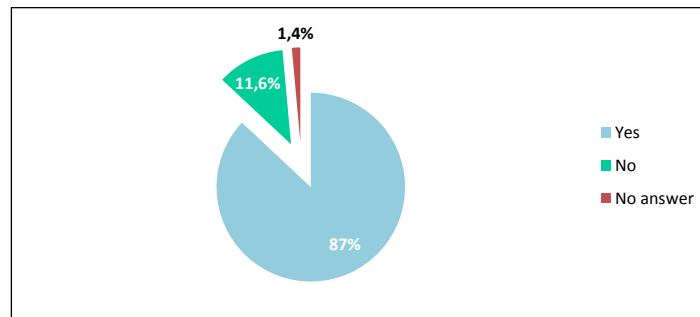
5.1.10 Graphic design is attractive



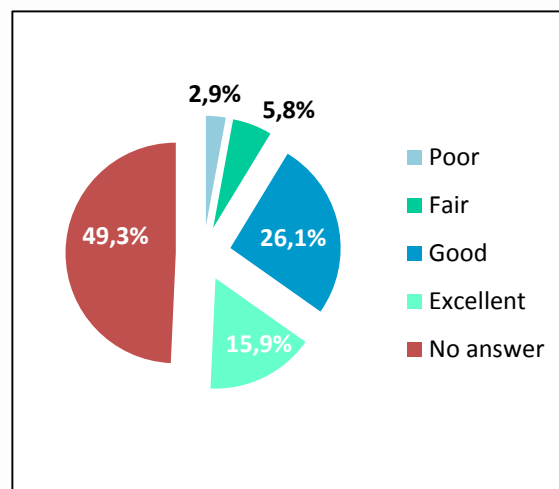
5.1.11 Links and buttons help me move around information easily



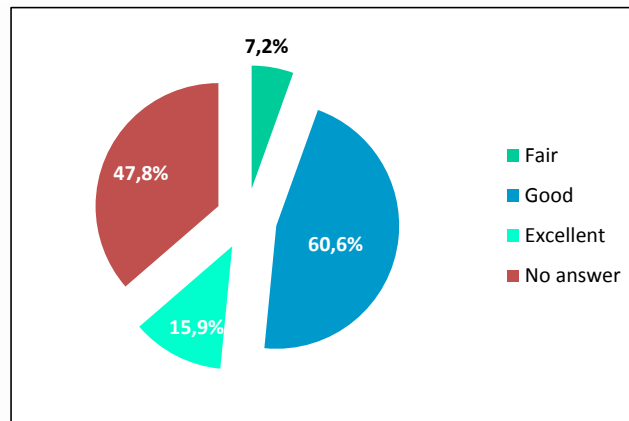
5.1.12 Speed of response is fast



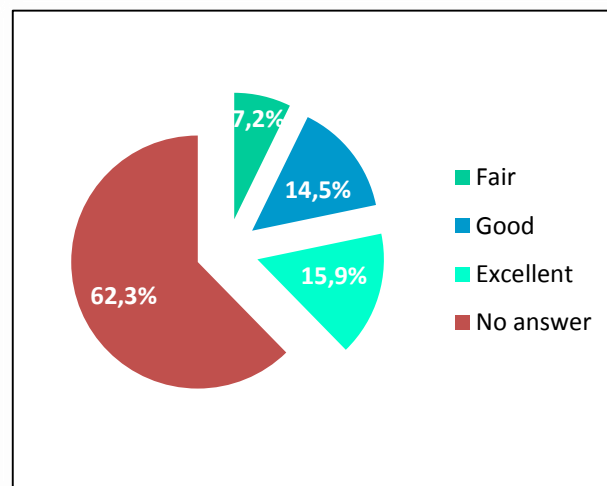
5.1.13 SEE Section



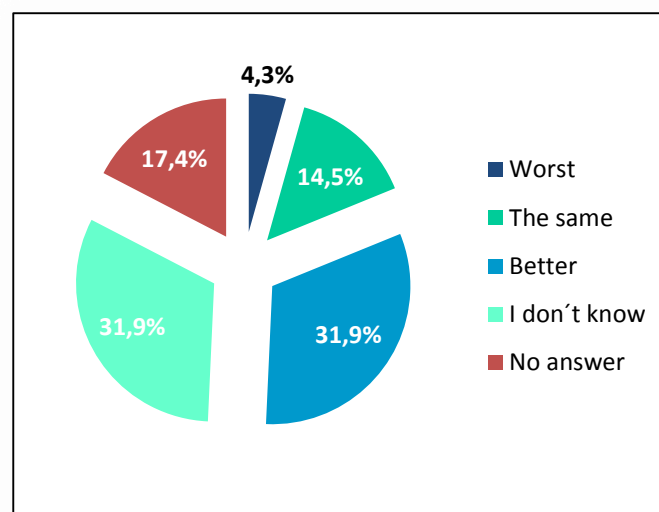
5.1.14 LEARN section



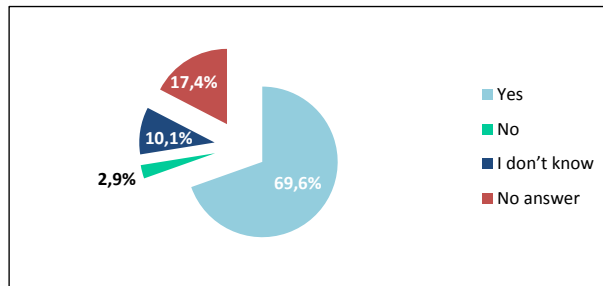
5.1.15 Interact section



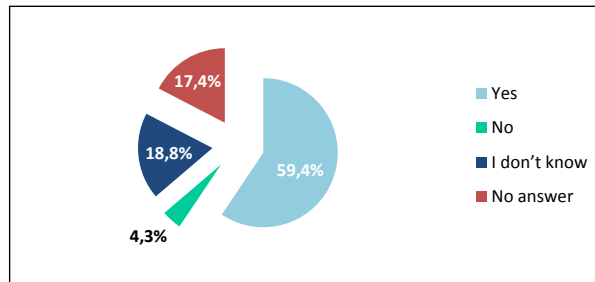
5.1.16 Comparison with other platforms



5.1.17 Recommendation to other people

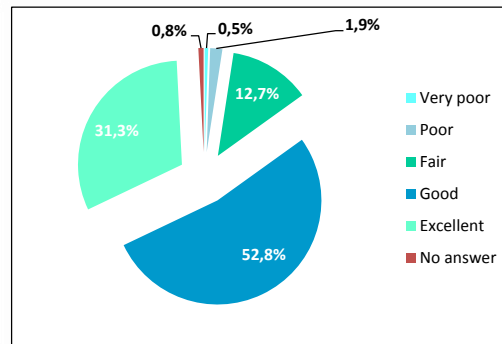


5.1.18 Use in the future

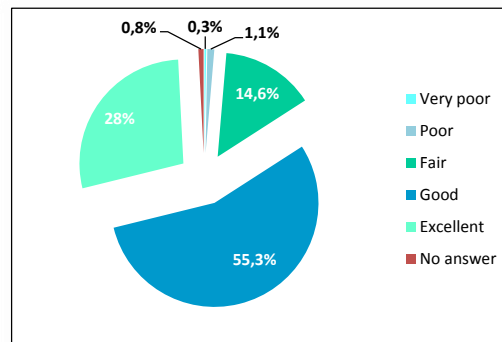


5.2 Results from Spanish surveys

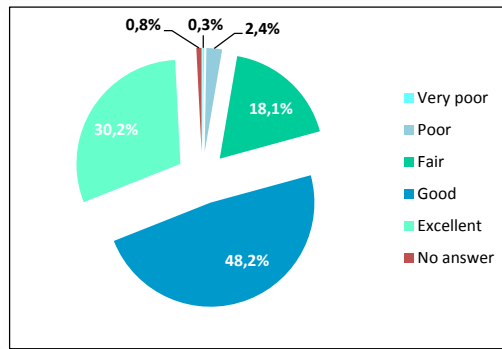
5.2.1 Website overall rating



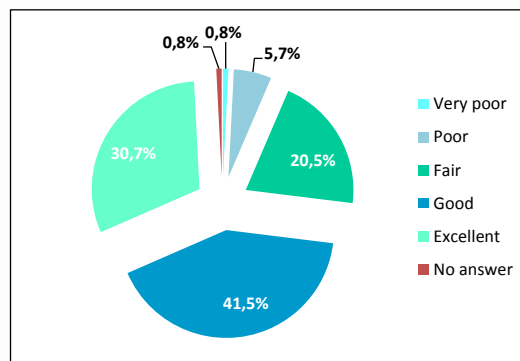
5.2.2 Coverage of information



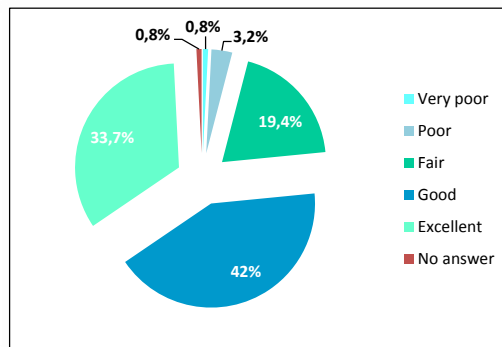
5.2.3 Organization of information



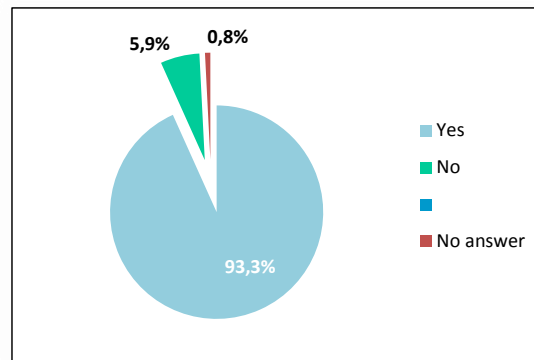
5.2.4 Design and appearance



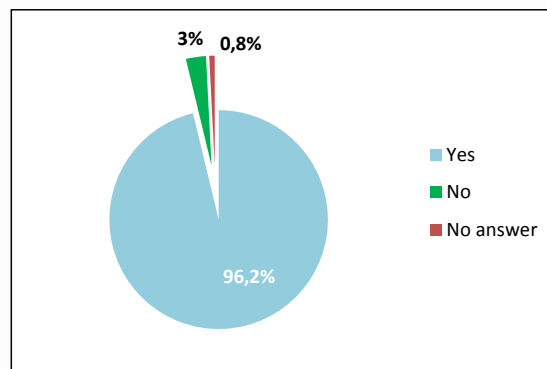
5.2.5 Ease of navigation



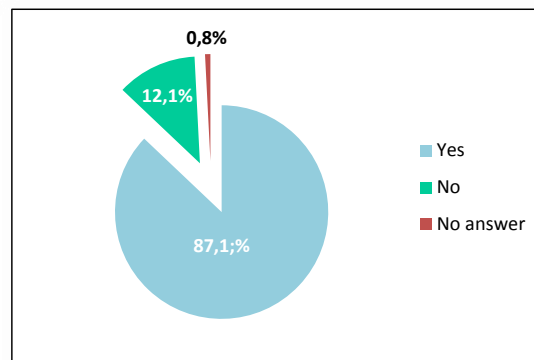
5.2.6 Website contains information needed by users



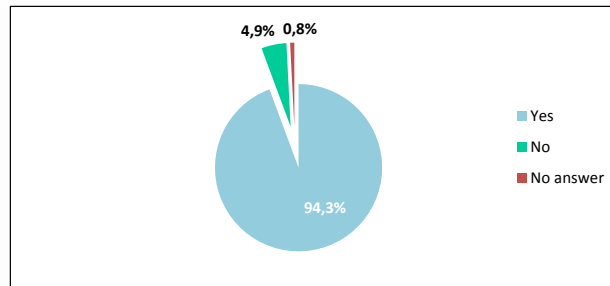
5.2.7 Information is interesting



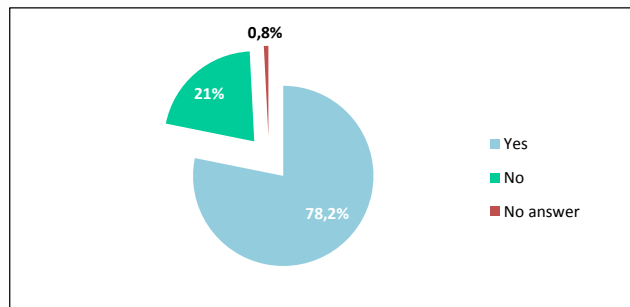
5.2.8 Information is easy to find



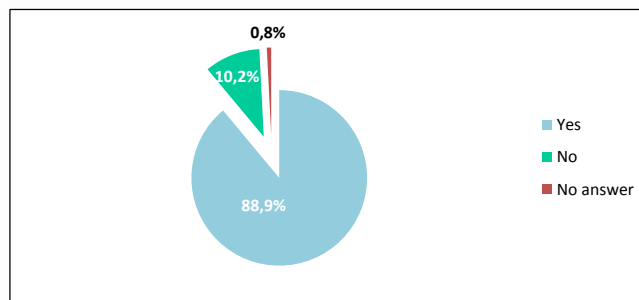
5.2.9 Information is easy to understand



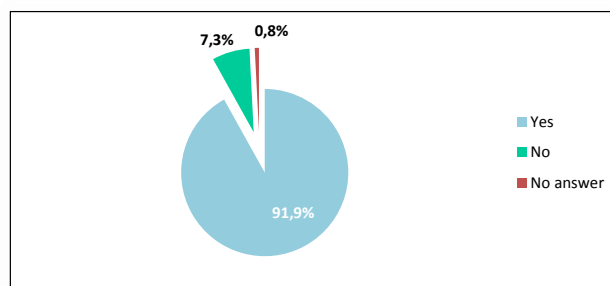
5.2.10 Graphic design is attractive



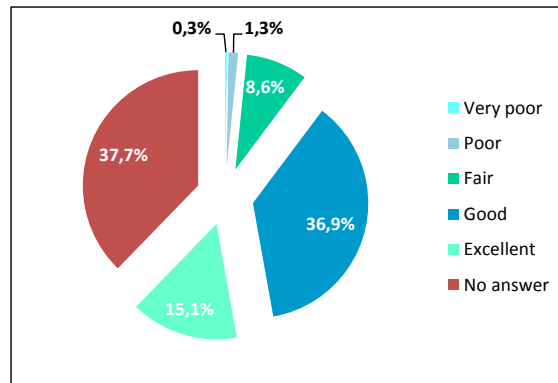
5.2.11 Links and buttons help me move around information easily



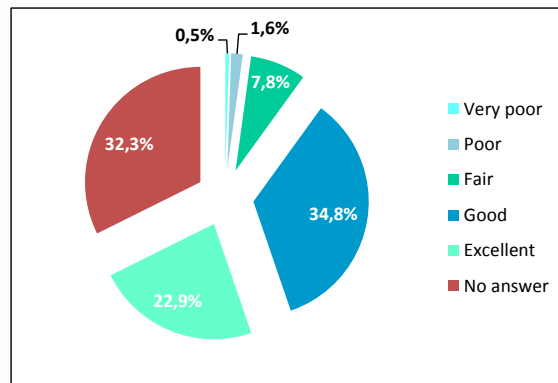
5.2.12 Speed of response is fast



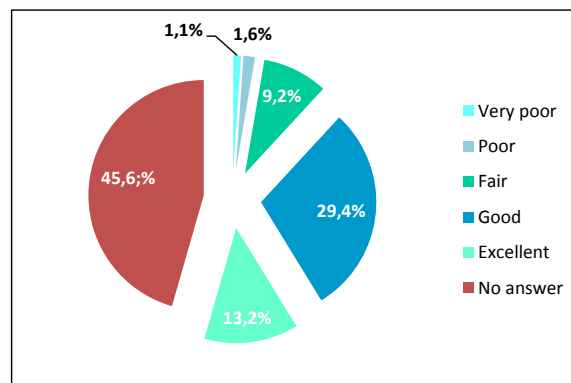
5.2.13 SEE Section



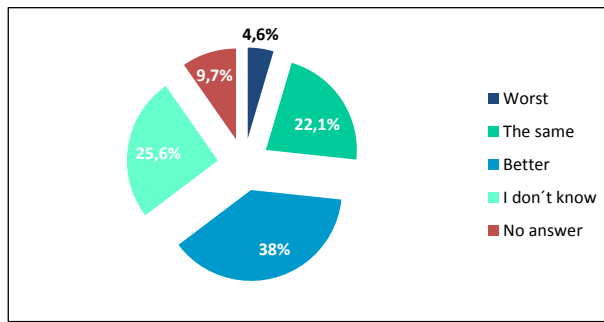
5.2.14 LEARN section



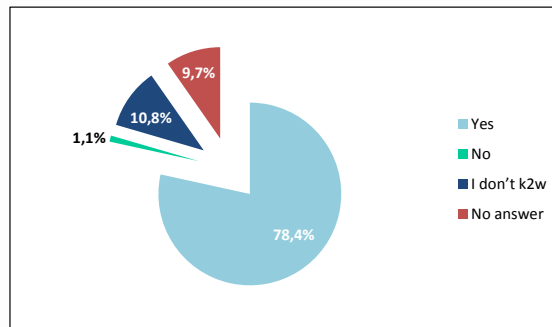
5.2.15 Interact section



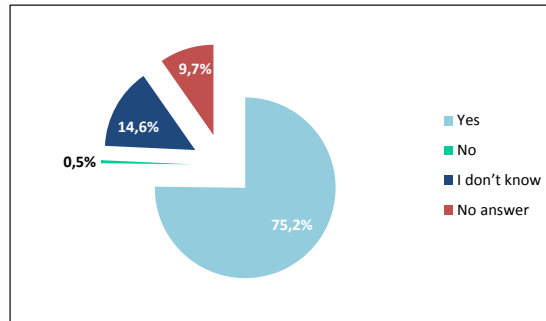
5.2.16 Comparison with other platforms



5.2.17 Recommendation to other people

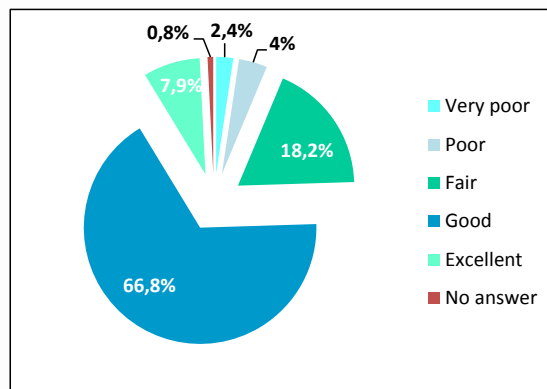


5.2.18 Use in the future

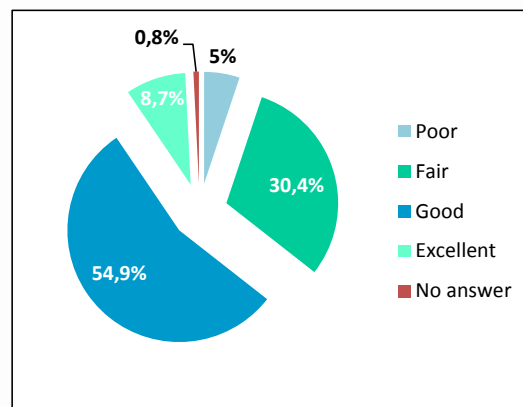


5.3 Results from Italian surveys

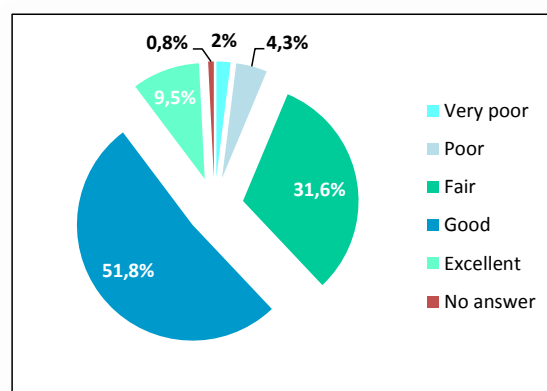
5.3.1 Website overall rating



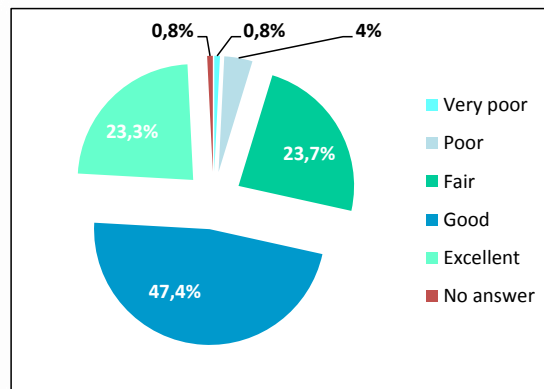
5.3.2 Coverage of information



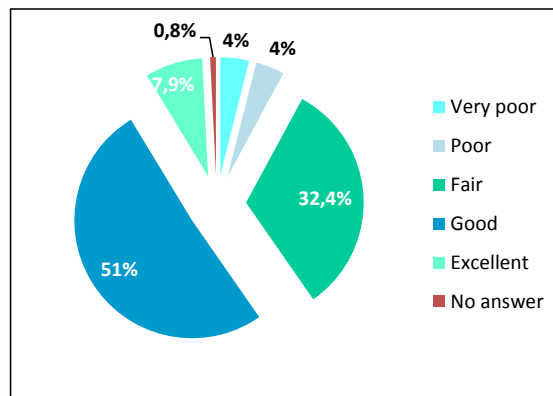
5.3.3 Organization of information



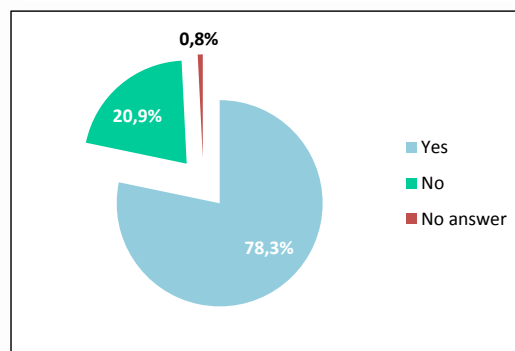
5.3.4 Design and appearance



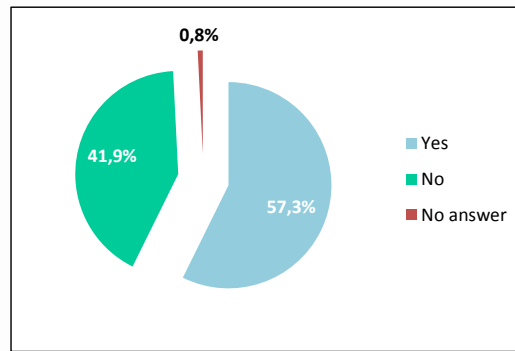
5.3.5 Ease of navigation



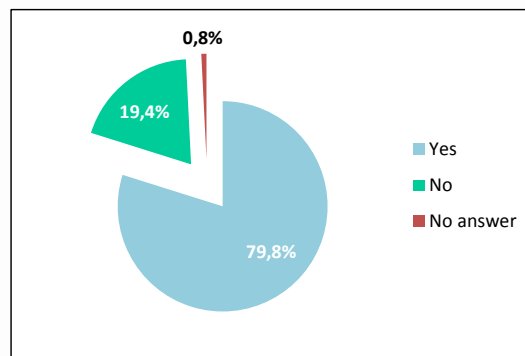
5.3.6 Website contains information needed by users



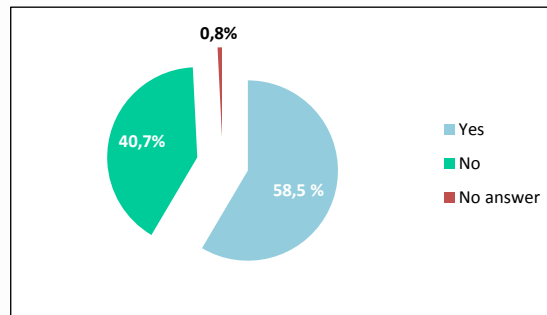
5.3.7 Information is interesting



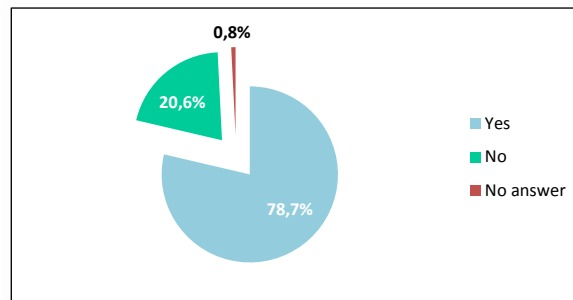
5.3.8 Information is easy to find



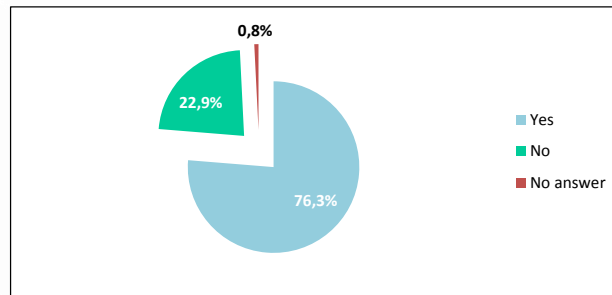
5.3.9 Information is easy to understand



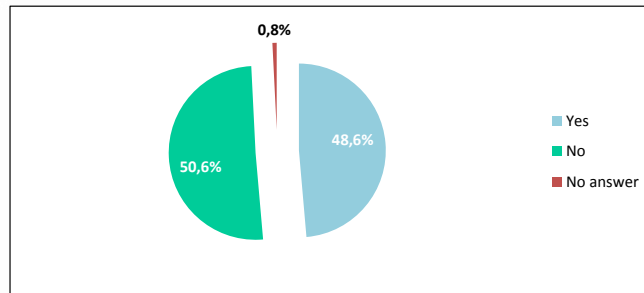
5.3.10 Graphic design is attractive



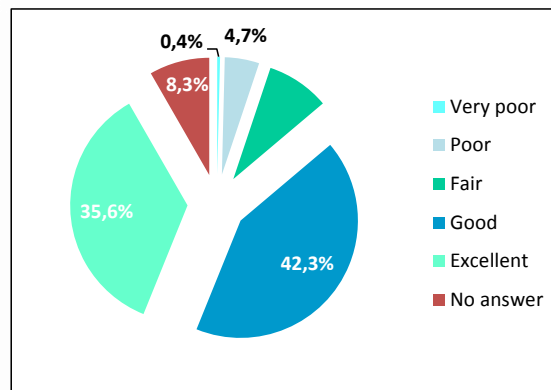
5.3.11 Links and buttons help me move around information easily



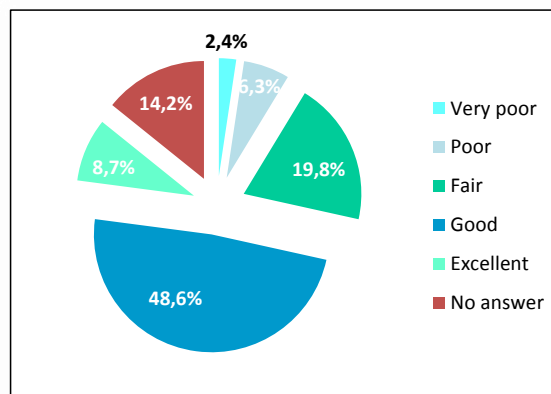
5.3.12 Speed of response is fast



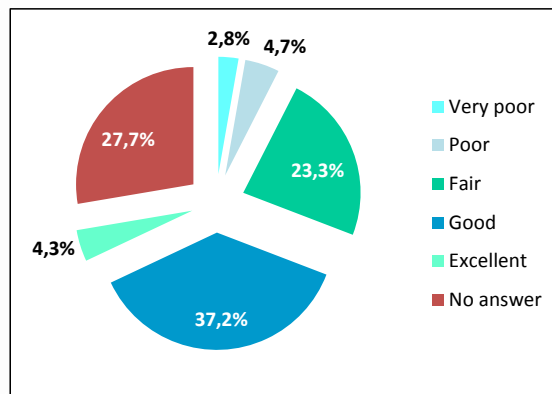
5.3.13 SEE Section



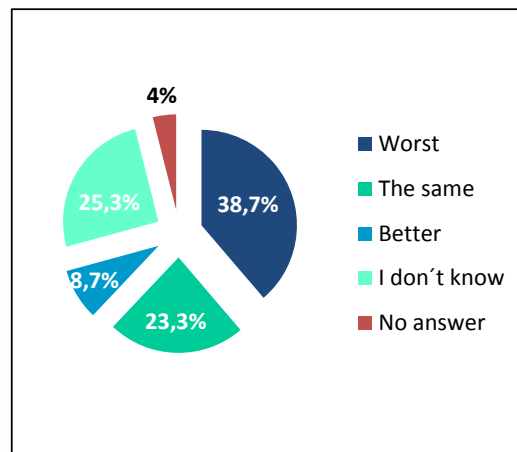
5.3.14 LEARN section



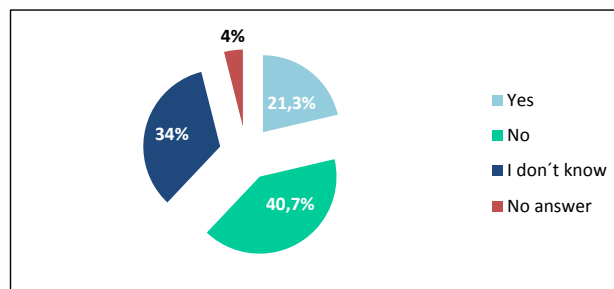
5.3.15 Interact section



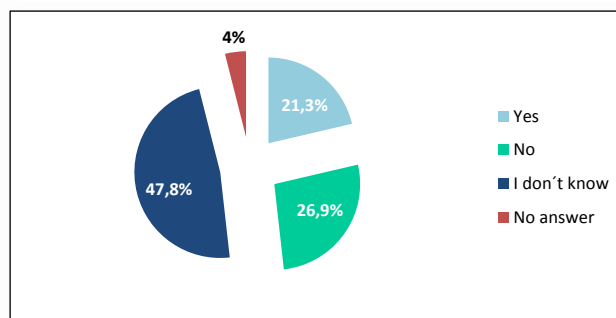
5.3.16 Comparison with other platforms



5.3.17 Recommendation to other people

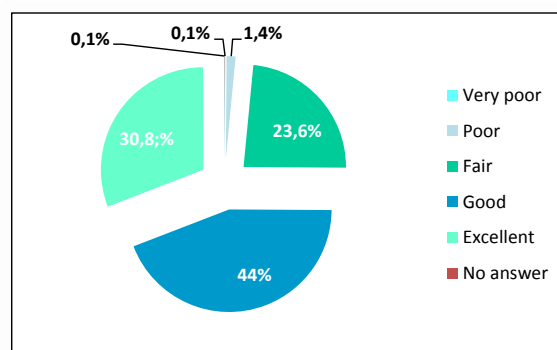


5.3.18 Use in the future



5.4 Results from Bulgarian surveys

5.4.1 Website overall rating



5.4.2 Coverage of information

All people agreed that coverage of information was excellent.

5.4.3 Organization of information

All people agreed that organization of information was excellent.

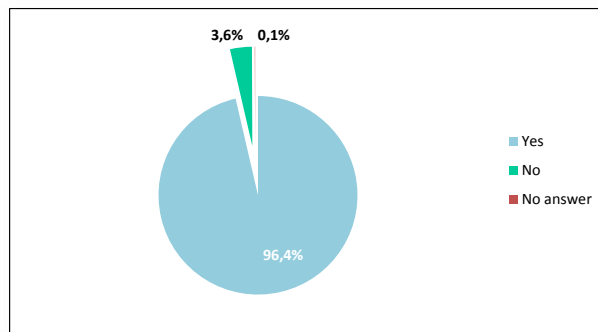
5.4.4 Design and appearance

All people agreed that design and appearance was excellent.

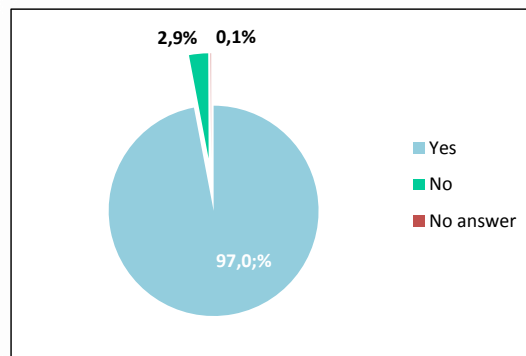
5.4.5 Ease of navigation

All people agreed that ease of navigation was excellent.

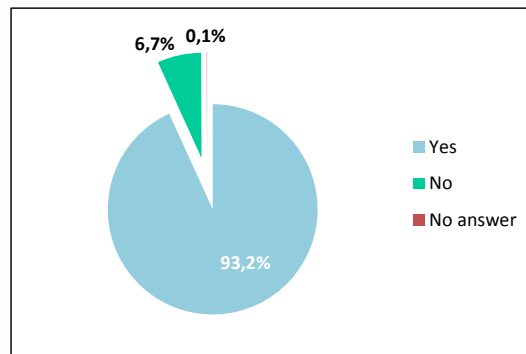
5.4.6 Website contains information needed by users



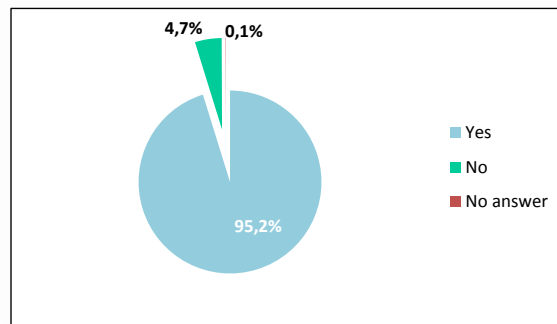
5.4.7 Information is interesting



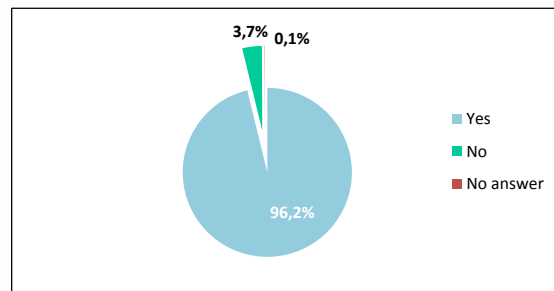
5.4.8 Information is easy to find



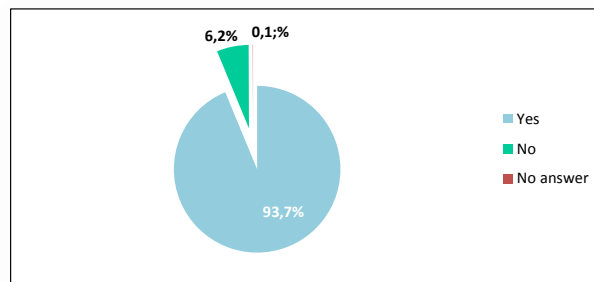
5.4.9 Information is easy to understand



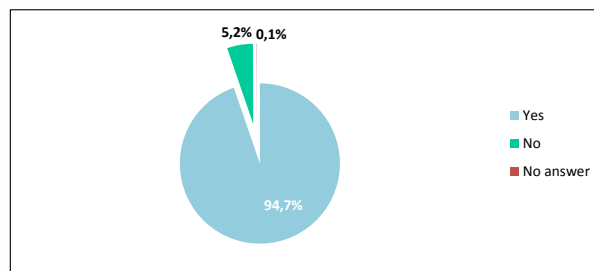
5.4.10 Graphic design is attractive



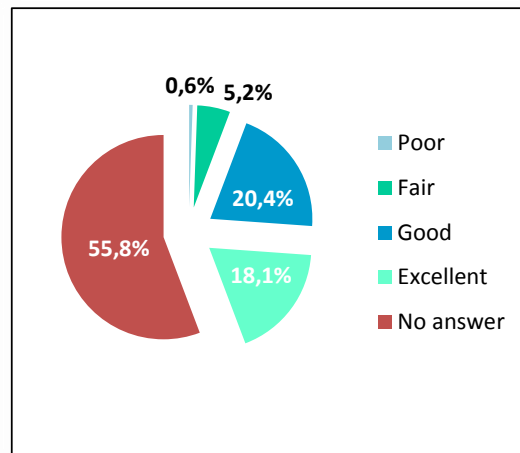
5.4.11 Links and buttons help me move around information easily



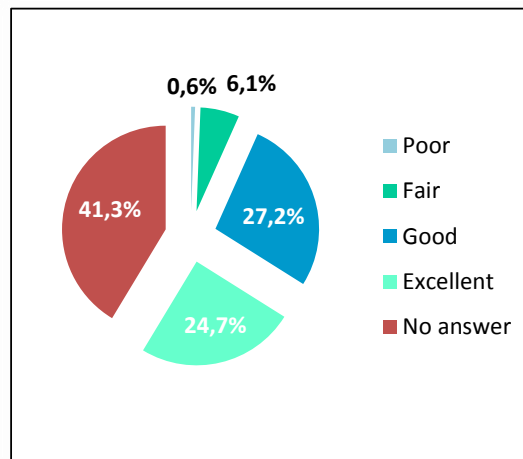
5.4.12 Speed of response is fast



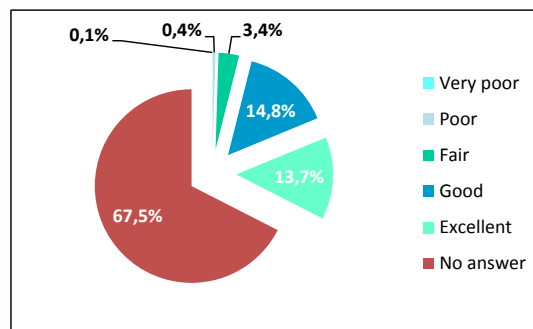
5.4.13 SEE Section



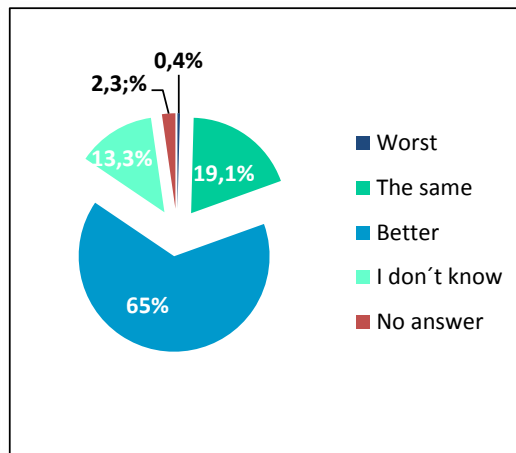
5.4.14 LEARN section



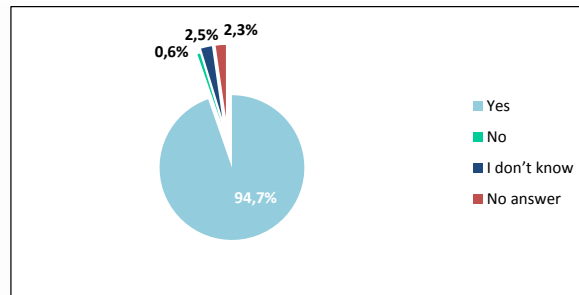
5.4.15 Interact section



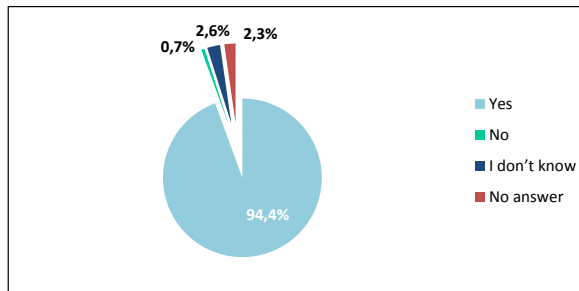
5.4.16 Comparison with other platforms



5.4.17 Recommendation to other people

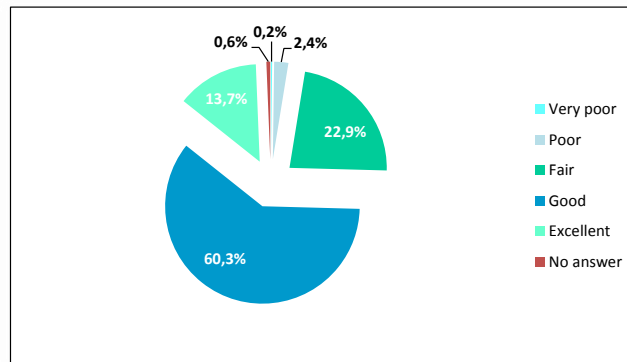


5.4.18 Use in the future

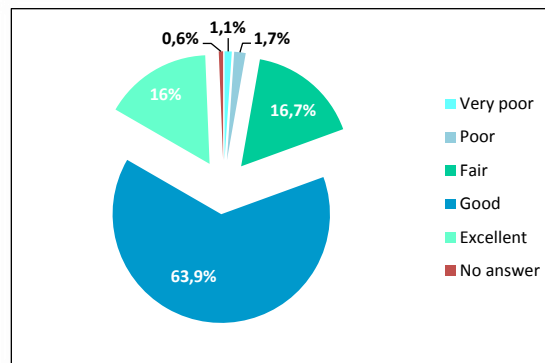


5.5 Results from France surveys

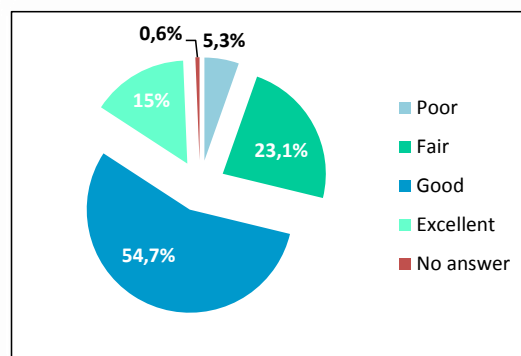
5.5.1 Website overall rating



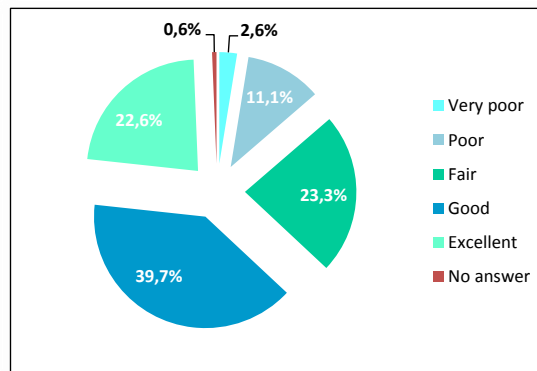
5.5.2 Coverage of information



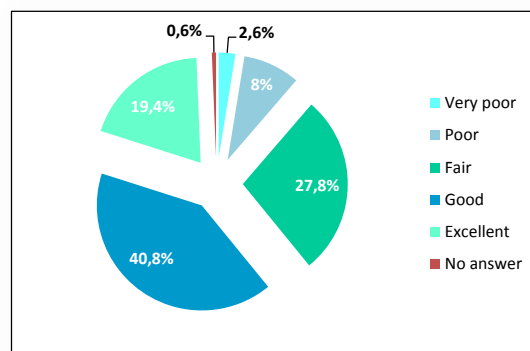
5.5.3 Organization of information



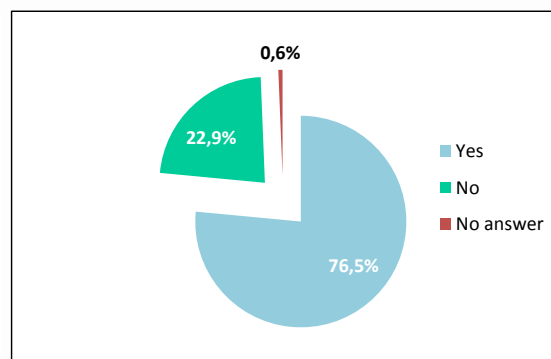
5.5.4 Design and appearance



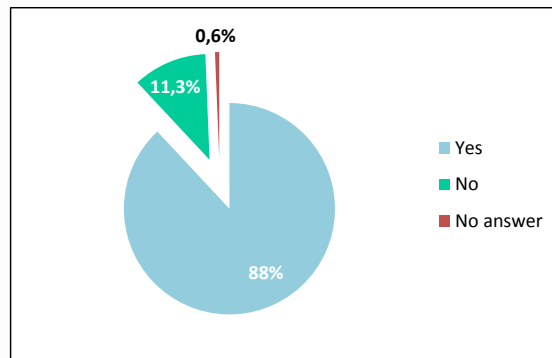
5.5.5 Ease of navigation



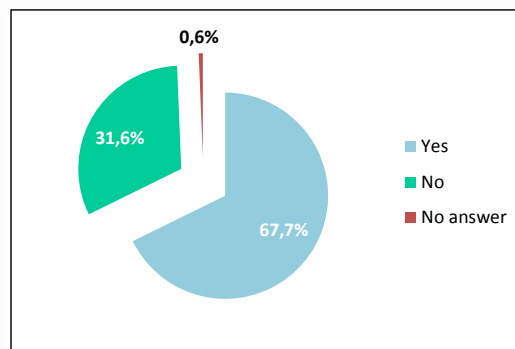
5.5.6 Website contains information needed by users



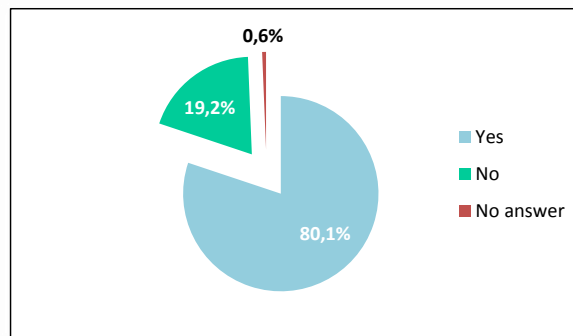
5.5.7 Information is interesting



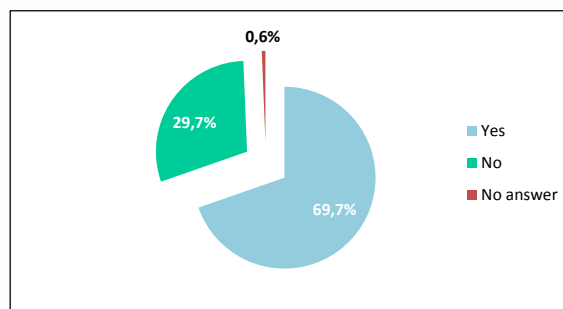
5.5.8 Information is easy to find



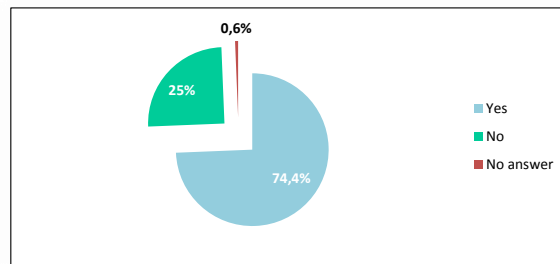
5.5.9 Information is easy to understand



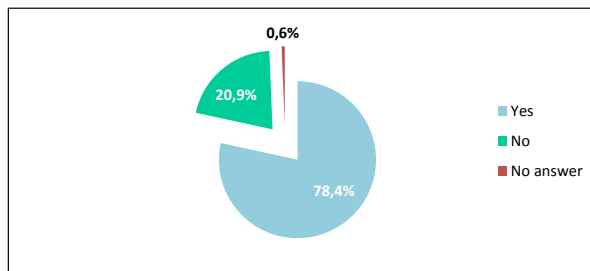
5.5.10 Graphic design is attractive



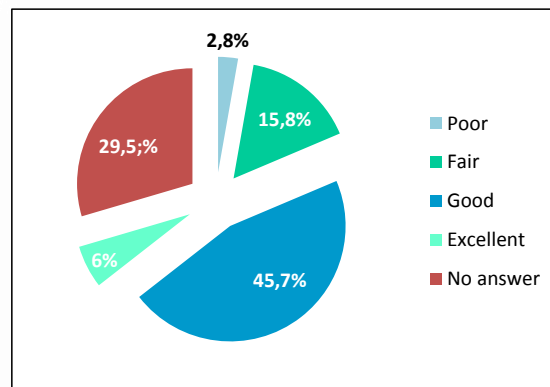
5.5.11 Links and buttons help me move around information easily



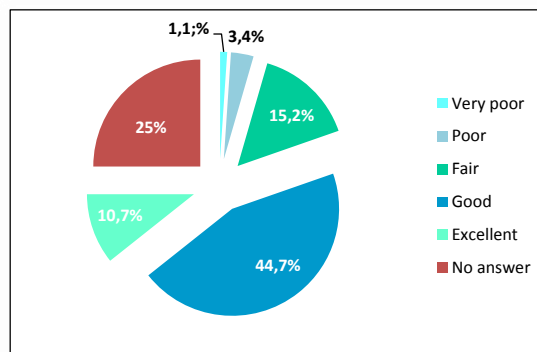
5.5.12 Speed of response is fast



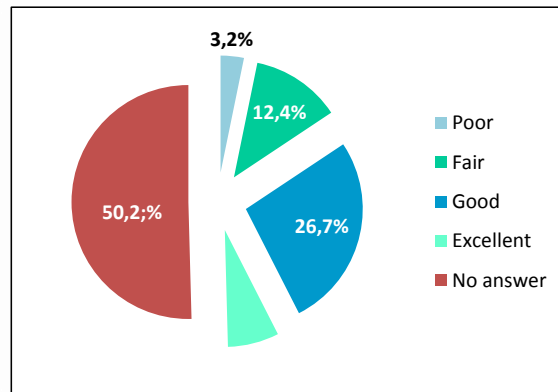
5.5.13 SEE Section



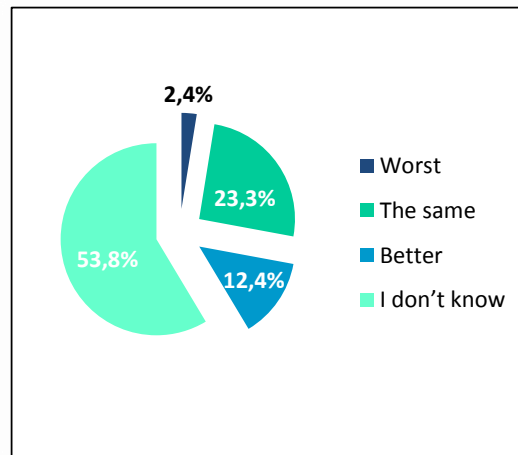
5.5.14 LEARN section



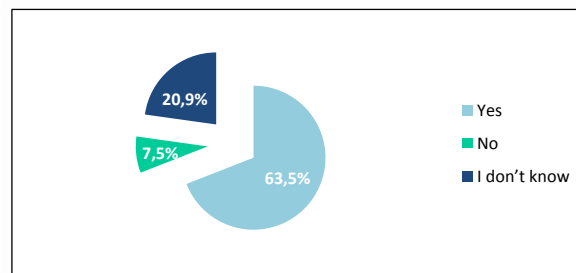
5.5.15 Interact section



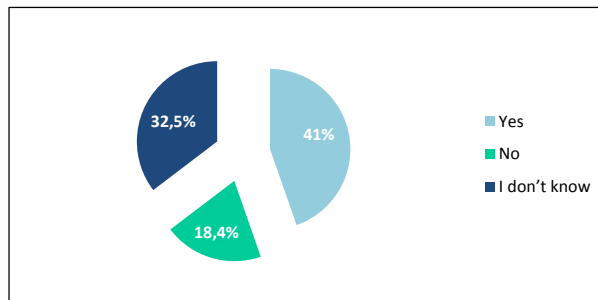
5.5.16 Comparison with other platforms



5.5.17 Recommendation to other people



5.5.18 Use in the future



6 Annex II: Questionnaire

Action for Healthy Ageing Survey

1. What is your overall rating of our website? *

- Excellent
- Good
- Fair
- Poor
- Very poor

2. How would you rate our website in terms of the following? *

	Excellent	Good	Fair	Poor	Very poor
Coverage of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organisation of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design and appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Do you agree with the following statements? *

	Yes	No
The website contains the information I need	<input type="radio"/>	<input type="radio"/>
Information is interesting	<input type="radio"/>	<input type="radio"/>
Information is easy to find	<input type="radio"/>	<input type="radio"/>
Information is easy to understand	<input type="radio"/>	<input type="radio"/>
Graphic design is attractive	<input type="radio"/>	<input type="radio"/>
Links and buttons help me move around information easily	<input type="radio"/>	<input type="radio"/>
Speed of response is fast	<input type="radio"/>	<input type="radio"/>

4. Have you tried SEE? *

- Yes
- No

4.a Please rate SEE: *

- Excellent
- Good
- Fair
- Poor
- Very poor

5. Have you tried LEARN? *

- Yes
- No

5.a Please rate LEARN: *

- Excellent
- Good
- Fair
- Poor
- Very poor

6. Have you tried INTERACT? *

- Yes
- No

6.a Please rate INTERACT: *

- Excellent
- Good
- Fair
- Poor
- Very poor

7. Additional information you would like us to include in the website:

8. Have you visited before other websites related with healthy habits? *

- Yes
- No
- I don't know

9. Comparing to those websites, how would you rate SEACW? *

- Better
- The same
- Worst
- I don't know

10. Would you recommend Action for Healthy Ageing to other people? *

- Yes
- No
- I don't know

11. Are you willing to use the Ecosystem in the future? *

- Yes
- No
- I don't know

If you'd like to add any comments, or make a suggestion, please do so in this field: