



## **Pilot Evaluation Report IEE/08/630 Project Energy2B**

### **Deliverable D3.1**

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## 1 Introduction

Project Energy2b is an innovation stimulating initiative that targets university students and encourages them to transform energy innovation ideas into new business start-ups. The Project Energy2b consists of several work packages (WP). WP3 presents the pilot and deals with the technical and organizational piloting of the web platform and the project's infrastructure. During the pilot phase of the project feedback will be processed from students, experts and web administrators, in order to refine, identify and correct mistakes and bugs in the web platform. A further output of the pilot is the production of guidelines and manuals for use in the rollout phase.

## 2 Target audience

The Energy2B web platform pilot targets three main groups;

- A) Students – undergraduates, masters and doctoral who will be registered in the web platform, enter their ideas to the competition and solutions to the challenges of the “Idea Factory”.
- B) Local coordinators who will use the control panel for general administration purposes, update platform content, open and close competitions, add users, challenges and news items.
- C) Experts – who will review student ideas, provide feedback and evaluate the student's ideas.
- D) Companies - who will enter energy challenges into the “Idea Factory”, provide feedback on the student idea entries and select the winners.

## 3 Purpose and scope of the Pilot

A pilot of the web platform was performed in order to generate student feedback on the appeal of the platform, project information, its design and functionality. The feedback will then be used to further develop, refine and improve the web platform. The Web platform is divided into two sections; a) the student competitions and b) the Idea Factory, which are described in the Energy2B Scoping document (Deliverable D2.1). The functionality, design and appeal of each of these areas were tested during the pilot phase. The pilot was performed in 5 Universities (Maribor, Coimbra, Sheffield, Lodz and Sofia) under leadership of University of Maribor and involved more than 70 students and 19 experts.

Table 1: Number of students and experts attending the pilot:

	Number of students	Number of experts
University of Maribor	35	5
University of Coimbra	22	5
University of Sheffield	12	9
Technical University of Lodz		
Technical University of Sofia	8	
Sum	77	19

The Pilot was performed by three roles;

- A) Students testing functionality and design of the web platform and appeal of the competitions.
- B) The local coordinator at each university was required to test functionality of the control panel by changing content of the platform, testing functionality, adding experts, challenges and general administration.
- C) The experts were required to test the review process of the competition.

#### **4 Methodology/Approach**

The pilot was performed in five different universities. The web page was prepared in five different languages (the local language of each University). The pilot was divided into the following sections:

- A. **Student competition:** A number of students were asked to test the following functions of the web platform: registration; adding a competition entry to Round 1 and adding a competition entry to Round 2. Students were asked to give feedback verbally and in an email to the local platform coordinators. A record of this feedback was kept by each university. In addition students from the University of Maribor were invited to give their feedback at a meeting that took place between the project partners in April 2010. Student competition during the pilot was divided into three main categories.

**1<sup>st</sup> Round:** In the first round the web platform and the interaction with students were tested, with the feedback provided by the experts. In this step many problems with web platform were solved. At the same time, the contents of the web platform were tested for appeal, and reviewed taking into account the students' feedback.

**2<sup>nd</sup> Round:** Only the students with the best ideas in the 1<sup>st</sup> round progressed to the second round. In Round 2 the web platform and the interaction with students were tested. In this step many problems with web platform were solved (in cooperation with SWIS). At the same time the appeal of the platform to students was tested and several student suggestions were introduced in the web platform updates.

**B. Idea factory:** The idea factory section of the web platform was also tested with real energy challenges provided by companies. Within the idea factory the company could decide if their energy challenge is organized on local area or on international level. Some of the energy challenges were open for all European students (AEB challenge) and others only to local students. Feedback on the student ideas was provided by companies and a winner was selected.

**C. Student questionnaire**

All students participating in the pilot have fulfilled the student questionnaire (Appendix 2). The student responses to this questionnaire was used to improve the web platform for Energy2b.

**5 Results**

Student and Expert feedback is provided in Appendix 1. Almost all the errors have been solved during the pilot, and remaining issues will be resolved before launch in October 2010. During the pilot the platform was tested by more than 70 students and 18 experts, between April 22<sup>nd</sup> and July 12<sup>th</sup>. The pilot was taken in five different Universities (Maribor, Coimbra, Sheffield, Lodz and Sofia). The response from participating students is very positive and the improvements made as a result of the pilot will enhance the appeal and attraction of the competition and the local idea factory.

To increase the attraction of the competition, for the real competition all universities have decided to obtain some sponsor money from companies, to be used as prize money to the best ideas.

**6 Modifications and changes made to the Platform as a result of student feedback**

Modifications and changes to the web design and functionality of the web platform were based on the suggestions of students, experts and local co-ordinators (Appendix 1).

**7 Recommendations**

During the pilot many errors has been corrected. For the real competition we have the next recommendations:

In the pilot students have opportunity to send to experts only text. We suggest that students could send also figures, draws...
The experts have seen the names of students. This is not a good idea.
Registration button to be more bold and in more prominent position on home page
Add a section with the complete rules of the competition (who can join, the schedule, the intellectual property of the ideas...) and a field to the students accept the rules (with a link to read the rules) before submit ideas to the competition.
Downloads section (with the poster, leaflet...);

Add the schedule of the Energy2B competitions
Show the project image in a section of the website (for instance in participate).
Organize the students and specialists by alphabetic order.
Send an email to the students after the register with a confirmation and the password (I think that the control panel already have a message to this, but until now the students don't receive notification messages to the register.
An option to send an email to all or a selected group of registered students via the control panel.
A link to follow Energy2B on Facebook would be useful because the Portuguese students use more Facebook than Twitter.
Add a section with the complete rules of the competition (who can join, the schedule, the intellectual property of the ideas...);
A field to the students accept the rules (with a link to read the rules) before submit ideas to the competition;
When a student submit an idea to the competition, show it in "Local Activity" (now only the entries to "Ideas Factory" are showed).
Each student can only submit one idea to the competition. In order to obtain a larger number of ideas, we can allow each student to submit several ideas.
In the "Competition entries overview" of the control panel, show if the idea already has assigned experts (to remember the local coordinator).
In the homepage show the open challenges before the closed challenges.
In the Round 2 of the Competition, a link to the idea posted in the Round 1, can be useful to the students.
In the Round 2 of the Competition, It's possible to edit the following text? "You can not join round 2 of this competition. If you already entered this competition you need to login in order to participate in round 2. Please login here." The objective is to make clear that only the students with approved ideas (round 1) can participate in round 2.
In the control panel of the competition ( <a href="http://www.energy2b.eu/webbeheer/modules/competities/competities.php?id=2#algemeen_tabblad">http://www.energy2b.eu/webbeheer/modules/competities/competities.php?id=2#algemeen_tabblad</a> ) can be useful 2 different fields to Round 1 and Round 2, instead of only one field to active round.
When the experts are reviewing the round 2 ideas can be useful if they can also read the idea posted in round 1.
In the "Competition entries" (control panel) the local coordinator don't have a field to know if the idea was accepted or rejected by each expert. Additionally, the local coordinator can have a mistake (for instance: 2 of the experts accept the idea and 1 expert reject it and the local coordinator, but the local coordinator forget to fill the field "Round passed". Therefore, will be useful if the "Round passed" is automatically filled by the system.
In the "Competition Details" (control panel) can be useful 2 new fields (one between the end of round 2 and bootcamp and other between the bootcamp and the European round).

## **Corrections and Suggestion Provided by the Students and Experts**

### **University of Maribor**

<b>Location</b>	<b>Correction</b>
<b>Competition</b>	For the review of ideas in 2nd round is something wrong with software.
<b>Competition</b>	In the field area of ekspert (področje eksperta) is possibly to see all students, also those students who did not sent idea for 2nd round. Could you correct this will be in principle possibly to see only students who did sent idea in 2nd round.
<b>Competition</b>	Some students are classified under other Universities.
<b>Main web page</b>	Students miss description and understanding of difference between idea factory, competition.....
<b>Main web page</b>	On Slovenian Energy2b web pabe is one domain KONTAKT. Where you could send message to locall coordinator. Our people have tested this and they have said that this message does not come to e-mail address. If we are wrong please excuse me.
<b>Administrator</b>	Our Student Igor Franko sent the idea but I do not see the idea. Could you check where the idea is?
	The contacts doesnt work, we have tested and our e-mail <a href="mailto:energy2b.coordinator@uni-mb.si">energy2b.coordinator@uni-mb.si</a> does not work.
	On the web page is our old logo.
<b>Competitions</b> <b>Local idea factory</b>	Some text is tranlated some not. For 2nd round almost nothing is translated.

## University of Coimbra

Location	Correction
<b>Competition</b>	It's possible to change the title color to green? We already have changed all the other titles to green, but to the competition We don't have any option to change it.
<b>Competition</b>	All the results in the table to the students are wrong. For instance, using my student account ( <a href="mailto:pmsmoura@gmail.com">pmsmoura@gmail.com</a> ) a dummy idea was posted in the platform. The average of the idea was only 1, but in the table appears 3.3.
<b>Competition</b>	In the table with the results of each student appears "Overall results for Round 1". In the po file the sentence is "Overal results for Round 1" and "Overall results for Round 2". The po file must be corrected (Overal to Overall).
<b>Competition</b>	Between the round 1 and round 2, appears the text of the field "Active round". In such phase, should appear the text of the field "Between rounds".
<b>Competition</b>	The translation to "About your entry" is "Sobre a tua ideia"
<b>Competition</b>	After submit an idea the following sentence appears in English: "Your entry is awaiting feedback from the experts".
<b>Competition</b>	The translation to "more info" is "mais informação". I can't find it in the po file.
<b>Competition</b>	The translation to "Startdate" is "Data Inicial". I can't find it in the po file.
<b>Competition</b>	Instead of the text that we have in the control panel to the section "Active round" appears the following message: "Leyden Competition Active".
<b>Competition</b>	A field to the students accept the rules (with a link to read the rules) before submit ideas to the competition.
<b>Competition</b>	Each student can only submit one idea to the competition. In order to obtain a larger number of ideas, we can allow each student to submit several ideas.
<b>Competition</b>	In the Round 2 of the Competition, a link to the idea posted in the Round 1, can be useful to the students.

<b>Competition</b>	In the Round 2 of the Competition, It's possible to edit the following text? "You can not join round 2 of this competition. If you already entered this competition you need to login in order to participate in round 2. Please login here." The objective is to make clear that only the students with approved ideas (round 1) can participate in round 2.
<b>Competition</b>	"É necessário ter a sessão iniciada para enviar ideias para este desafio. Click here to login". The translation to "Click here to login" is "Clique aqui para iniciar a sessão".
<b>Competition entries » edit</b>	Editing the competition entry, in the field Competition appears "Sofia - Първото предизвикателство на Energy2B започна на 1 май в София"!!!! I think that the text was translated to Bulgarian!
<b>Competition entry reviews</b>	The option to delete the entries isn't working. We have an entry review by "19" (we don't know the source of such message) and we want to delete it.
<b>Control panel</b>	An option to send an email to all or a selected group of registered students using the control panel.
<b>Control panel</b>	In the "Competition entries overview" of the control panel, show if the idea already has assigned experts (to remember the local coordinator).
<b>Control panel</b>	In the control panel of the competition can be useful 2 different fields to Round 1 and Round 2, instead of only one field to active round.
<b>Control Panel &gt; Competition</b>	The difference and objectives of the fields "Feedback R1 notifications sent", "Comments", "R1 Reviewed" and "R1 Feedback received" isn't clear.
<b>Experts and Students</b>	Organize the students and specialists by alphabetic order.
<b>Experts area</b>	Sometimes we can't obtain authorization to access the page
<b>Homepage</b>	Show the project image in a section of the website.
<b>Homepage</b>	A link to follow Energy2B on Facebook would be useful because the Portuguese students use more Facebook than Twitter.
<b>Homepage</b>	Show the open challenges before the closed challenges.
<b>Idea Factory</b>	"Idea Factory Entries" must be corrected to "Entradas na Fábrica de Ideias".
<b>Idea Factory</b>	The closing date of the challenges is in English. Can be translated to Portuguese?
<b>Idea Factory</b>	After submit the feedback to the idea, the website redirects to that

	link, but the link doesn't work.
<b>Local activity</b>	When a student submit an idea to the competition, show it in "Local Activity" (now only the entries to "Ideas Factory" are showed).
<b>Local activity</b>	"Local atividade" must be corrected to "Actividade Local"
<b>Local activity</b>	"publicou um novo desafio" its correct, but "publicou um nova ideia" must be corrected to "publicou uma nova ideia"
<b>Login</b>	After the login, when the password is wrong, appears "Page not found"
<b>New section</b>	Create a download section (with the poster, leaflet...).
<b>New Section</b>	Add a section with the complete rules of the competition (who can join, the schedule, the intellectual property of the ideas...).
<b>News</b>	The date in the news is in English. Can be translated to Portuguese?
<b>News</b>	We want to delete the 2 first news (2 April 2010) and we don't have an option to that.
<b>Notification messages</b>	In the message "You have expert feedback on your competition entry" several parts are in English.
<b>Notification messages</b>	The option "end notification sent" was selected to the Ideas Factory challenges. One of the challenges is already closed but we (the coordinator or the challenger owner) don't have received any message.
<b>Notification messages</b>	In the email with the notification of the experts' revision we receive the link to provide the feedback to the students. After follow the link, writing the "local coordinator feedback" and select "save changes" the webpage appears all white and the students don't receive any message.
<b>Notification messages</b>	In the email sent to the challenge owner (ideas factory) don't appear any link to comment the entry.
<b>Notification messages</b>	The emails sent to the experts are in English.
<b>Notification messages</b>	In the email sent to the challenge owner (ideas factory) don't appear the company name, but appears "Caro {Company name}". e,g to the EWE challenge should appear "Caro EWE".
<b>Notification messages</b>	The message "Energy2B - You have been assigned to review an idea in the first round of the competition" appears in English, but we

	already have it translated in the control panel.
<b>Notification messages</b>	Send an email to the students after the register with a confirmation and the password (I think that the control panel already have a message to this, but until now the students don't receive the notification messages).
<b>Participate</b>	Add the schedule of the Energy2B competitions
<b>Private messages</b>	After receive a private message and access the link (received by email), don't appear any message.
<b>Recent Idea Factory</b>	"Desafio de" must be corrected to "Desafio da"
<b>Recent Idea Factory</b>	The translation to "ideas so far" is "ideias publicadas".
<b>Recent Idea Factory</b>	The translation to "submit your idea" is "submete a tua ideia"
<b>Round status</b>	When a competition entry is accessed, the field "R1 Submitdate" always changes the date to "01-01-1970" and after "save changes" the following error appears: "The selected date is not a valid date". After that we always need to correct the date.
<b>University of Coimbra</b>	The following text can be used "The university was founded in 1290 and is one of the oldest universities in continuous operation in Europe and the world. The University of Coimbra is an indisputable reference in higher education and research in Portugal, due to the quality of the courses taught at its eight Faculties and to the advances achieved in pure and applied research in various areas of knowledge, in Portugal and in the world. The prestige of the University of Coimbra may be demonstrated by the position it holds in the international rankings of universities and research centres."

## University of Sheffield

Location	Correction
<b>Home</b>	Registration button to be more bold and in more prominent position on home page
<b>Home</b>	What is purpose of participate page info same as landing /home page
	When filling in personal info change 'Education' field to subject studying
<b>Energy2b.edu / Home</b>	Energy2B.edu link - need to click nback button to go back to energy2b home page
<b>Home</b>	Create a catchy banner on main page e.g. Latest update, countdown to competition etc
<b>General</b>	'pulling factor' introduce simple online survey that reward visitors e.g. E-voucher (e-gifts from amazon)
<b>General</b>	Online discussion / e.g. Skype between experts and participants
<b>Home/all</b>	Competition link not impressive, segregate competition info, rewards and submission of ideas onto seperate pages.
<b>Home/all</b>	Too many buzz words, marketing 'pomp' rather than substance and clarity of purpose. E.g. Like 'Idea Factory, but change 'enter the idea factory' on home page to something like 'submit your ideas'
	Motivators Why would anyone want to contribute to site and implications of doing so
<b>Home</b>	Site landing page too cluttered and too much text
<b>General</b>	Concerns over IP
<b>Control panel</b>	Do experts receive an email notifying them of their login details and password when they are added to the control panel?

## **Appendix 2 Students questionnaire:**

- 1) The web platform design is appealing to students
- 2) The functionality of the web platform is easy to understand
- 3) The functionality of the web platform is logical
- 4) Registration as a student is simple
- 5) What aspects of the web platform do you like?
- 6) What aspects of the web platform do you dislike?
- 7) What aspect of the platform needs improvement and how?