



IONIAN TECHNOLOGIES LTD

Internal Evaluation of the project's web site



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Table of Contents

1. Executive Summary	3
1.1 Purpose of the report	3
1.2 Evaluation methodology	3
2. Evaluation Results	4
2.1 Evaluation of the General part	4
2.2 Evaluation of the "Who is responsible for the web site" part	4
2.3 Evaluation of the Content/Subject Part	5
2.4 Evaluation of the Website Update Part	6
2.5 Evaluation of the Main Page Part	7
2.6 Evaluation of the Purpose of existence of the web site Part	9
3. General Overview	10
ANNEXES	11

1. Executive Summary

1.1 Purpose of the report

The purpose of this report is to provide an internal evaluation of the WBT project's web site. The web site is located in the following address : <http://www.wbtworld.net>. It is a synthesis of the separate evaluations took place by the partners responsible in the consortium for that specific task. Those partners were:

- Foundation ECCA, Spain
- European Centre for Education and Training (ECET), Bulgaria
- Elite Training and Development, Romania
- INFINITY Ltd, Hungary
- TEMPO Training and Consulting, Czech Republic
- WITEC Finland
- General Foundation of the Valladolid University, Spain
- VISIOLINK Ltd., Finland

1.2 Evaluation methodology

The methodology followed can be characterised as effective and realistic as it was based on the selection of partners by the consortium decided in the relevant meetings. The evaluation based on a checklist developed by IONIAN Technologies Ltd. On a 0-4 system of noting (0 – unsatisfactory, 4 – excellent). The specific checklist, which can be found in the Annexes Part of this report, covered the whole platform and each separate subsystem. The parts consisting the questionnaire are :

- General
- Who is responsible for the web site
- What is the content/subject matter of the web site
- When the web site was last updated
- How the main page looks and functions
- Why the web site exists

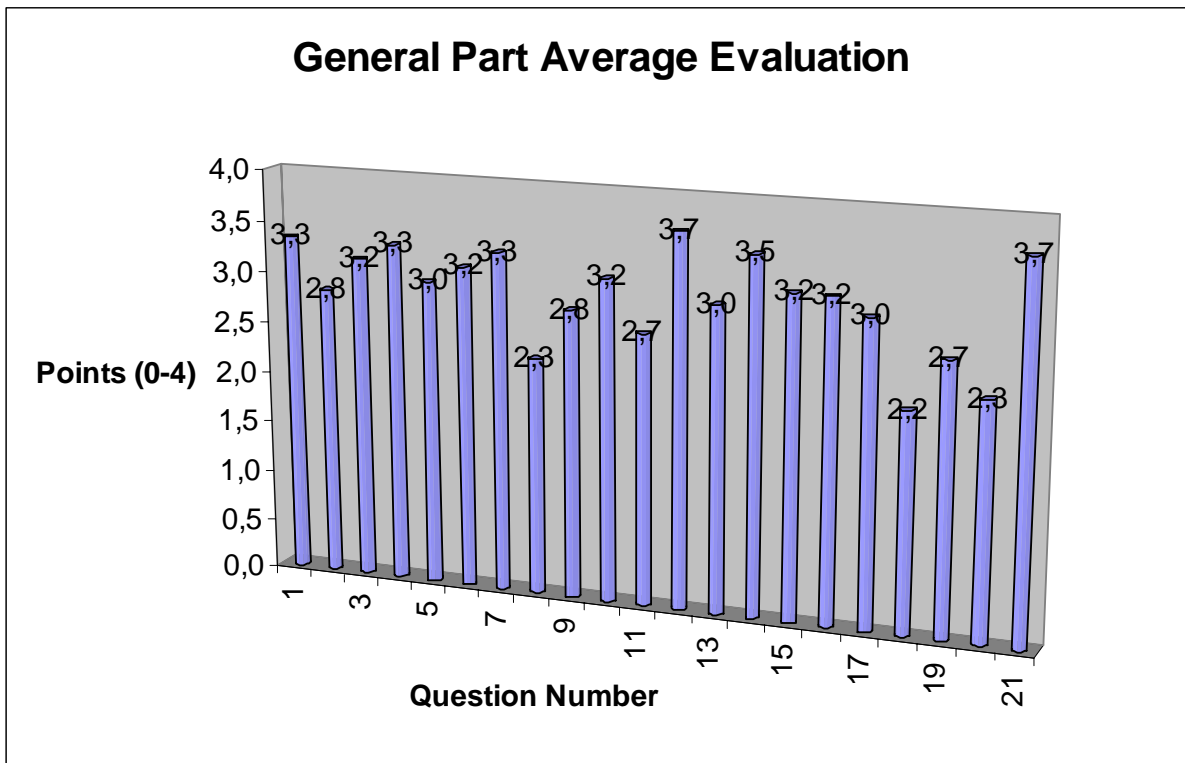
2. Evaluation Results

2.1 Evaluation of the General part

This is the evaluation of the first part of the questionnaire and is considered as the cornerstone of the overall assessment procedure. This part included a vast number of questions aiming at examining the general “look and feel” of the website as a visitor enters in it.

The question covered a wide range of topics such as: clear goal and purpose of the site, organization issues, navigational matters, coverage of the user needs about the actual goals of the site, links to outside relevant sites, first impression of the visitor, ease of information finding, correct operation of all web site parts, speed issues concerning the web site access, easy access by using various web browsers etc.

In the following chart are the average grades of the answers to the questions in the General Part of the Evaluation Questionnaire.



The overall impression of the General part of the web site is quite positive. The assessment as presented above shows that the evaluators were satisfied by the general part of the web site. That is quite important part as it forms the “first impression” of the visitor.

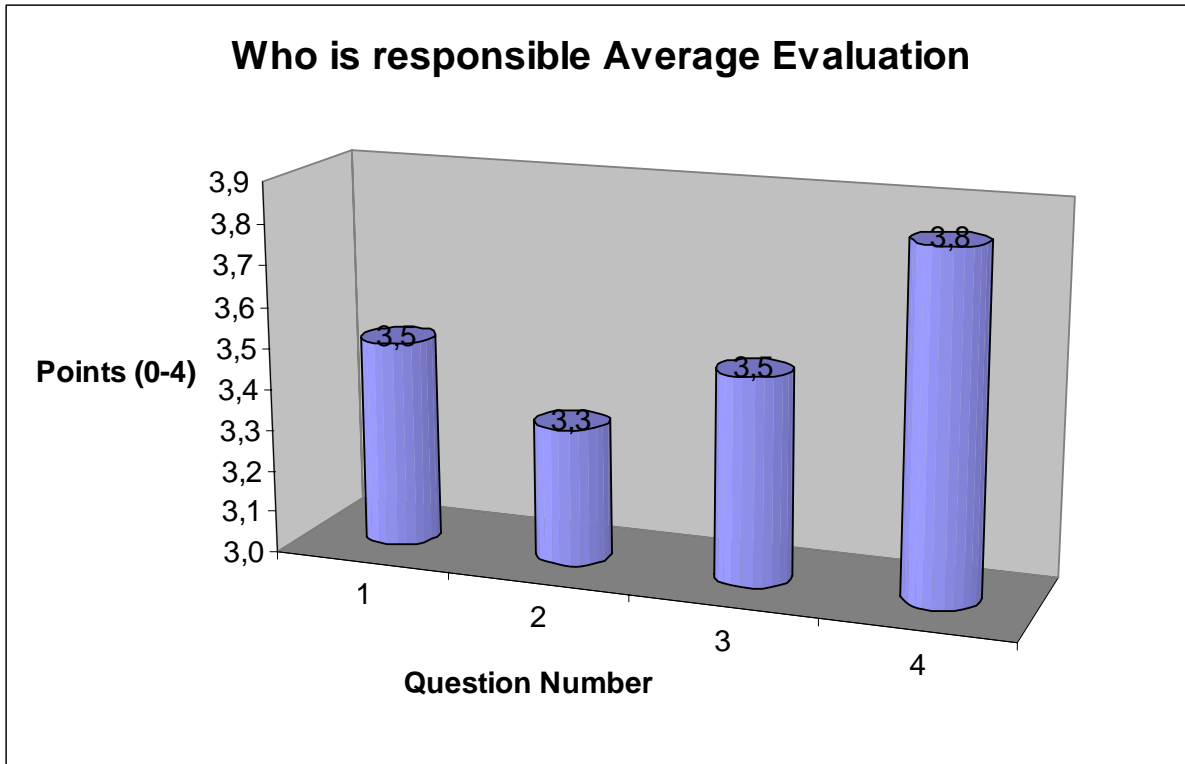
Of course we must have in mind that the evaluation of a web site is subject to previous personal and/or professional experiences and wishes and all answers could not have big grades in our scoring system. What we really assess is the functionality and “look ‘n feel” of the visitors entering the project’s site.

2.2 Evaluation of the “Who is responsible for the web site” part

This part of the evaluation assess the existence of the responsible (person or organization) for the web site. It is considered as of great importance because the web site of an EU funded project should clearly present the organization as well its competences in order to maximize the impact of the project in the target audience.

The questions included into this evaluation part of the questionnaire were if the publisher was aware of the content of the site, if the publisher was expert in the topic, if it is easy to contact the publisher and if the information details about the web site author were easy to be found.

The general overview was again quite positive and partners were satisfied as it is clearly shown by the following relevant graph of the average of the answers received.

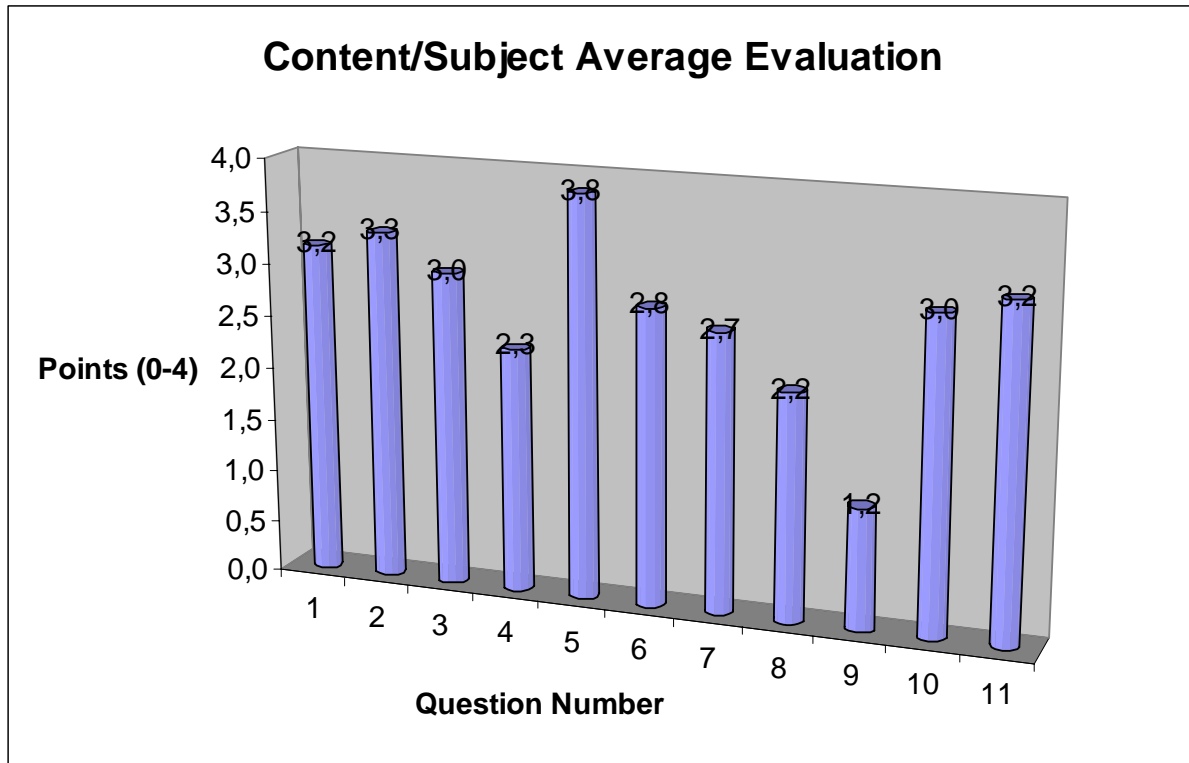


The key findings of that part of the evaluation of the web site are again quite positive. That can also be proved by the diagram of the answers above.

2.3 Evaluation of the Content/Subject Part

That part of the evaluation consists of eleven questions aiming mainly at examining the content of the project's web site. The questions included in this part of the evaluation were about the accuracy of the content, if the information was presented in an objective manner, if there is an in-depth coverage of the concepts of the project, whether the links of the web site supportive, if the grammar and spelling are correct, the accuracy of translation of the multilingual part of the web site etc.

The evaluation of this part sent also very positive messages as it is clearly shown in the following diagram.



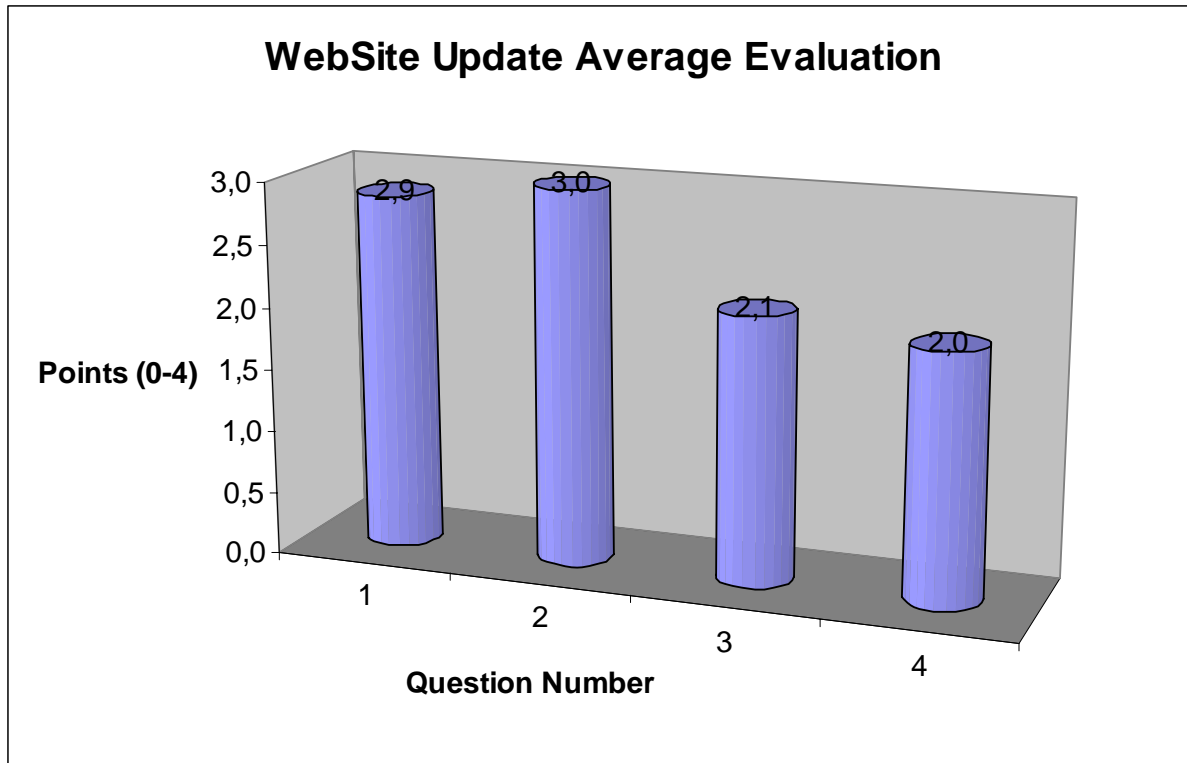
The Partners gave very balanced grades to all parts of the evaluation of the content/subject part of the web site. This part of the evaluation is very important because it concerns all the informative and news section of the project's web site. It is actually what every visitor will see when he will visit the web site. The important aspect of the project site is that it is multilingual which will assist the greatest diffusion of the results implemented during the project's lifecycle and after that.

2.4 Evaluation of the Website Update Part

The update of a web site is critical because it increases the interest of the visitors and therefore the possibility to visit the same web site continuously. It is also a needed feature of a web site which respects its visitors and moreover of a web site of an EU funded project which is used as an important dissemination material.

The questions included into the Website part of the assessment questionnaire are if the information displayed correct, if there is any kind of information regarding the update date of the site, if the project's forum is updated constantly etc.

In the following diagram there is the average grade of the answers received by the partners evaluated that part of the web site.



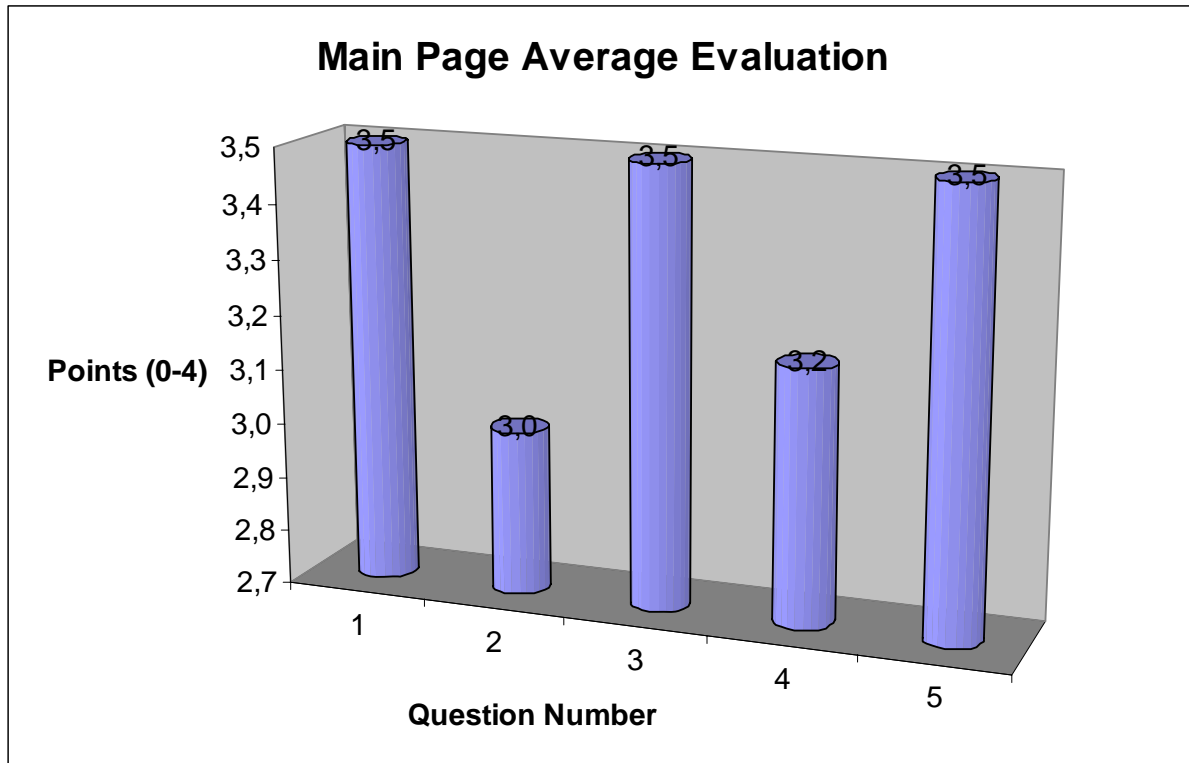
The overall impression from the evaluation of the update of the web site is positive. The last two questions scored significantly lower than the first two because they lack the answers of some evaluating partners.

2.5 Evaluation of the Main Page Part

The Main page of every web site forms the first impression to its visitor. It is an essential part of the acceptance of the whole web site. This fact is much more important when we evaluate the first page of an EU funded project.

The questions included in the evaluation questionnaire were if the main page is easy to understand and navigate inside, if the main page is well organized, the time needed for the main page to be opened, if the main page is error-free and if all links included are working.

The following table presents the average of the Evaluation of the Main Page part of the web site.



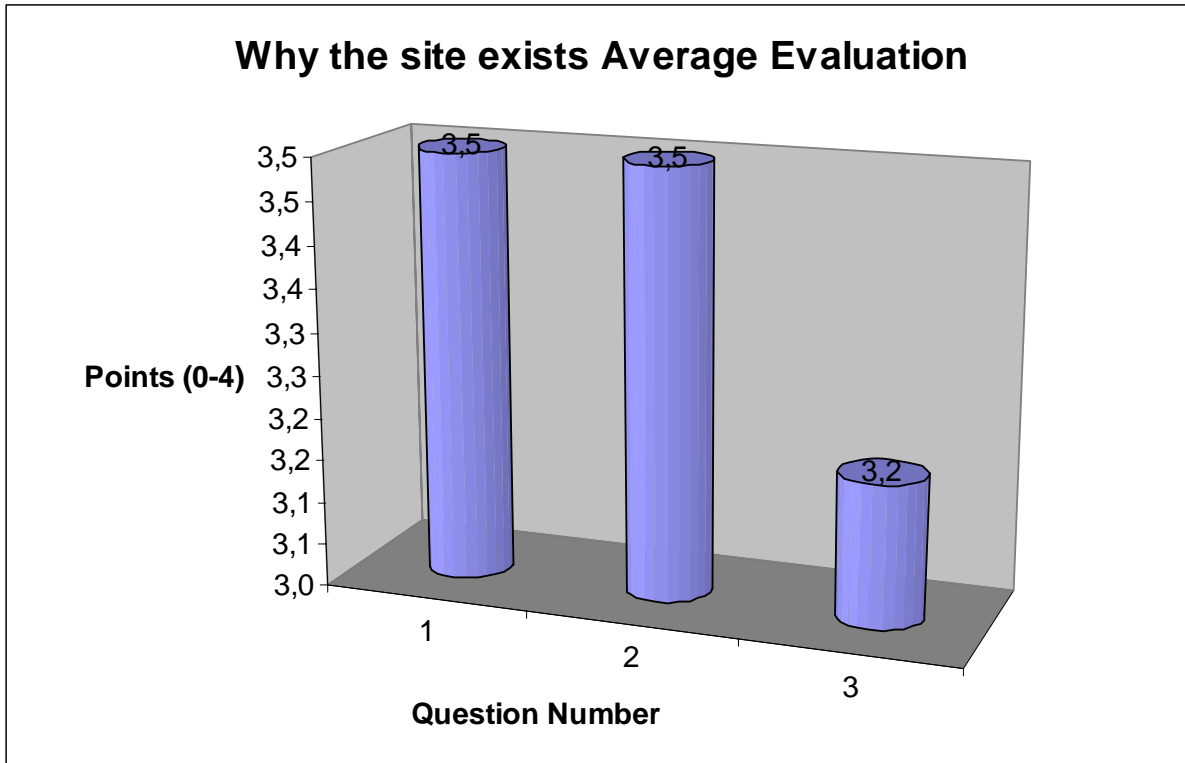
It is quite important for the evaluation process of the main page of the project's web site to have scored an average above 3 to all assessment questions.

2.6 Evaluation of the Purpose of existence of the web site Part

That part of the evaluation concerned the assessment of the Purpose of existence of the web site. It is an important part as it really tries to measure the qualitative result of the web site visit and the impact it has to the target group.

The questions included in this part of the evaluation were about its appropriateness for the target group, if it is really an important point for information etc.

The following diagram shows the average points that each answer received during the evaluation of reasons for existence part of the web site.



The overall impression of that part, as shown above, is very positive. That is quite encouraging because it clearly shows that the web site has a clear and well structured impact to the visitors. As stated elsewhere, it is very important for a web site of an EU funded project and is concerned as a strong point for its dissemination strategy.

3. General Overview

The evaluation of the WBT web site took place by a 6 part questionnaire, examined and assessed all its sections from a technical and user perspective. The overall impression came out of the evaluation of the web site is positive. Almost all of the different parts received an average score of 3 and above, which is crucial for a web site. The crucial point is that we are evaluating a web site of an EU funded Leonardo Da Vinci Project having a complete multilingual interface and incorporating an e-learning platform and a Backoffice infrastructure. We strongly believe that the overall dissemination activities and the increase of awareness about the project's ideas and results are strongly boosted by the operation of the WBT web site.

We can provide some general considerations about the overall evaluation process and its findings which are:

1. The WBT web site has very good quality and extended information
2. The overall impression about the operation of the site is quite positive. There were no references about any kind of navigational issues and on the other hand there were very positive opinions about the ease of surfing around the various parts of the site
3. The multilingual part is a critical characteristic and improves the impact of the site to the target group
4. The diffusion of information regarding the results and ideas about the project is greatly assisted by the operation of the web site
5. The overall "look n feel" of the project's first web page is quite attractive and clearly demonstrates the central idea of the project.
6. The different navigational parts of the site are well situated and brings to the visitor the feeling that every piece of information is at his hands
7. The absence of special requirements for visiting the web site increases the impact of the site to areas where the internet connection speed is an issue

All previous conclusions characterize the positive image of the WBT web site, its function and operation. They are also considered as the ground up for further development.

Consider WHAT is the content/subject matter of the web site:

- Does the content appear to be accurate? Error free?
- Is the information presented in an objective manner, with a minimum of bias?
- Is there real depth-of-content (vs. information that is limited and superficial)?
- Are links from the site appropriate and/or supportive of the content?
- Does the content have educational or informational value?
- The WBT site offers sufficient information related to the user's needs and purposes
- The Grammar and spelling are correct
- Accuracy of translation in the multilingual part of the WBT site?
- Existence of on-time news in the relevant section
- Existence of various communication tools such as forums, chat module etc
- Is the content presented in the WBT portal in the same format in all web pages?

Scale of assessment (From 0 = unsatisfactory to 4 = excellent)				
0.	1.	2.	3.	4.
0.	1.	2.	3.	4.
0.	1.	2.	3.	4.
0.	1.	2.	3.	4.
0.	1.	2.	3.	4.
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0.	1.	2.	3.	4.
0.	1.	2.	3.	4.
0.	1.	2.	3.	4.
0.	1.	2.	3.	4.

Evaluation Category	Weight of Evaluation																				
<p>Consider WHEN the web site was last updated:</p> <ul style="list-style-type: none"> Is the information current? Does the site provide information on when it was last updated? Does a current date matter? The forum part of the WBT portal is actively updated and contains information and brainstorming results concerning the project's main concept 	<p>Scale of assessment (From 0 = unsatisfactory to 4 = excellent)</p> <table border="1"> <tbody> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> </tbody> </table>	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.
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0.	1.	2.	3.	4.																	
0.	1.	2.	3.	4.																	
0.	1.	2.	3.	4.																	

Evaluation Category	Weight of Evaluation																									
<p>Consider HOW the main page looks and functions:</p> <ul style="list-style-type: none"> Is the page easy to understand and use? Is the page well organized? Does the page load in a reasonable amount of time? Do all of the links work? Is the page free from (excessive amounts of) advertising? 	<p>Scale of assessment (From 0 = unsatisfactory to 4 = excellent)</p> <table border="1"> <tbody> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> </tbody> </table>	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.
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0.	1.	2.	3.	4.																						
0.	1.	2.	3.	4.																						

Evaluation Category	Weight of Evaluation															
<p>Consider WHY the web site exists:</p> <ul style="list-style-type: none"> Is the web site appropriate for your target audience? Is the Internet the best place to find this information (vs. books, journals, etc.)? Is the WBT site an important information point for the target group which serves? 	<p>Scale of assessment (From 0 = unsatisfactory to 4 = excellent)</p> <table border="1"> <tbody> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>0.</td><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> </tbody> </table>	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.	0.	1.	2.	3.	4.
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