



**#SMEsGoDigital**

**PR3: Piloting of the #SMEsGoDigital tool**

|                              |   |
|------------------------------|---|
| <b>Project Title</b>         | <i>Empowering SMEs for their digital transformation</i>   |
| <b>Acronym</b>               | #SMEsGoDigital  |
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## Acknowledgments and Disclaimer

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## Executive summary

In a new emerging world that completely changes the economic system as we have known it so far, establishing a leading role for innovation and ICT, the aim of the SMEsGoDigital project is to provide a platform with the online resources necessary to develop the knowledge, skills and digital competences of SMEs and guide them in the digital transformation of their business models.

### **Objectives and results:**

The primary objectives of the SMEsGoDigital project were to enhance the digital readiness of SMEs, empowering them to navigate the complexities of the digital landscape. The project main result was the creation of a platform dedicated to the needs of SMEs in terms of orientation, skills, and resources to promote the formation or adaptation of their business models with digital elements.

This web portal combines different resources: a digital self-assessment test, guides to lead digital transformation and training courses to develop the knowledge and skills necessary for SMEs.

More specifically, the objectives of the pilot testing were to confirm that technologies could reliably meet the project's objectives, to identify potential problems, to refine and optimize operational capacity and performance and, lastly, to validate target users' satisfaction.

### **Methodology:**

To assure the well-functioning of the pilot test, a piloting plan was conducted before to establish how every tool would work and what each step would be. Once this was ready, the piloting phase took place between October 2023 and December 2023. The pilot test was promoted through the network of stakeholders of each partner, inviting them to participate in the project by an invitation letter and through the social media.

Once participants were on the registered on the platform, had done the self-assessment test and had done the training, they were sent a Google Forms questionnaire to check the feedback and suggestions from the users. With this information, the project team could implement some changes for the better.

### **Key findings:**

Overall, the piloting phase was a success step on the project and the feedback received showed positive results of the pilot test, as it was recommendable and had favourable reviews by the users. The platform has been useful and has achieved the objective of providing training for digitalization processes.

## Table of contents

|  |    |
|--|----|
| Acknowledgments and Disclaimer .....                                 | 3  |
| Executive summary .....  | 4  |
| Introduction .....   | 6  |
| Methodology .....  | 6  |
| Phase 1. Pilot plan .....  | 6  |
| Phase 2. Run the pilot.....  | 6  |
| Phase 3. After the pilot.....  | 7  |
| Analysis of the pilot test .....                                     | 8  |
| Piloting plan.....   | 8  |
| Analysis of the results .....  | 10 |
| Participation .....  | 10 |
| SMEsGoDigital Platform .....   | 11 |
| Self-assessment Questionnaire .....                                  | 12 |
| Roadmaps .....   | 12 |
| Training modules .....   | 14 |
| SWOT Analysis.....   | 15 |
| Conclusions .....  | 16 |
| Annexes.....   | 17 |
| Annex 1: Invitation letter to potential users of the pilot test..... | 17 |
| Annex 2: Pilot Test Guide .....                                      | 18 |
| Annex 3. Feedback questionnaire – SMEsGoDigital Platform .....       | 19 |
| Annex 4. Feedback questionnaire – Self-Assessment Questionnaire..... | 21 |
| Annex 5. Feedback questionnaire – Roadmaps .....                     | 22 |
| Annex 6. Feedback questionnaire – Training modules .....             | 23 |
| Annex 7. Participants in the Piloting Phase.....                     | 25 |

## Introduction

The piloting of the #SMEsGoDigital Tech Hub and its deliverables was crucial to assure the quality of the resources developed prior to the piloting and assure that they were useful and helpful for the user's journey through the digitalization process.

The piloting phase took place between October and December, adding also the feedback phase that has taken place during January and February 2024.

## Methodology

The piloting plan was part of the Project Result 3 on the application form for the SMEsGoDigital project. On this step, the piloting had 3 phases.

### Phase 1. Pilot plan

On this phase, the piloting was designed to align the purposes and the goals with the overall objectives of the project. The pilot scope was established prioritizing matrices to rationally narrow down the focus on the target users in terms and identification of pilot dates. Additionally, the methodology was defined and identified for optimal methods and tools and the data collection and analysis definition took place during the first phase.

The first phase took place during October 2023.

### Phase 2. Run the pilot

On this phase, the invitation of participants, application and selection procedures took place.

For optimal coordination of this complex PR, since it involves the pilot testing of three deliverables, the Phase 2 was divided into 3 separable tasks assigning three tasks leaders who would be responsible for the pilot test of each of the deliverables.

Task 1: pilot testing of the #SMEsGoDigital online portal – IME GSEVEE (leader). IME GSEVEE led the pilot testing phase referring to the technical aspects of the e-platform, the users' experience and friendliness of its components as well as its functional and operational capacities of its features.

Task 2: pilot testing of the supportive orientation programme – PIMEC (leader). PIMEC was responsible for evaluating the supportive orientation programme provided by the portal including the 3-level roadmaps and the digital readiness self-assessment questionnaire, which refers to the orientation phase of the procedure model.

Task 3: pilot testing of the digital skills and awareness e-courses – ECIPA (leader). ECIPA led the implementation phase, which required the representative participants to realise their Digital Plan enabled by the support provided by the e-courses including the microlearning experiences and resources. The e-courses were piloted for its capability building by making use of its learning content with a view to testing the enabling digital transformation culture it created assisting the participants to roll out their realistic digital goal. The evaluation of the whole procedure offered useful feedback and suggestions for further improvement.

The gaps identified during the pilot testing to impact the desirable objectives of the SMEsGoDigital Tech Hub were dealt with within this PR.

On this phase, the procedure model consisted of 3 steps:

- **Orientation phase**, in which the users positioned their company in terms of digitalization levels and develop their Digital Plan based on the self-assessment and the roadmaps provided by the program. This took place between October 2023 and December 2023.
- **Implementation phase**, in which the users were required to set a digitalization goal reflecting their highest priority according to their level selected from the roadmap provided and implement it with the support of the e-course. This took place between November 2023 and December 2023.
- **Feedback phase**, in which the participants were requested to complete a survey to explore their reaction & satisfaction of the #SMEsGoDigital tool and its resources inviting their suggestions add comments.

#### Phase 3. After the pilot

On this phase, the team implemented an analysis of data for detection of gaps between the predicted performance and the operation of the actual ones. The report on conclusion and recommendations for potential amendments within time and budget frame also was completed.

This phase took place between January and February 2024.

## Analysis of the pilot test

### Piloting plan

Conducting a pilot test for the #SMEsGoDigital platform and its resources enabled the identification of issues pertaining to different components of the Tech hub. It also provided insights into the user-friendliness of the platform and the ease with which users can navigate its features.

The primary objectives were:

- To confirm that the selected technologies can reliably meet the project's objectives.
- To identify potential problems (technical issues, defects and drawbacks of the platform and its resources)
- To refine and optimize operational capacity and performance before large-scale launch of the portal.
- To validate our target users' satisfaction for all PR2 deliverables.

The piloting was a crucial step in order to identify the issues related to the various components of the Tech hub and to provide information on the platform's user-friendliness and how effortlessly a user can navigate its features. This helped detect the early errors causing dissatisfaction to users regarding the user-friendliness, content, features, language, and length by measuring the reaction and interest of the participants for the tool.

The purpose of the piloting plan, therefore, was to evaluate the feasibility, time, cost and performance of the platform.

The methodology of the piloting plan was agreed upon by all consortium partners and was structured into two primary components:

1. **User Engagement Strategy:** this part addresses the strategies and tactics aimed at attracting users to the piloting phase.
2. **User-Specific Roles:** this part defines the roles and responsibilities of each user in the piloting phase.

*User Engagement Strategy:* each country – Greece, Italy & Spain – had to recruit at least 10 enterprises. The target of the pilot were representatives from SMEs from management, employees and self-employed, all from different stages of digitalization.

To reach the target esteemed, partners had to identify and reach out through segmented lists, disseminate the launch of the piloting to their networks of stakeholders using media platforms, establish a designated support team to contact in the event of any questions or uncertainties; for this last request, a project's designated email address was created as the main form of contact, [godigitalsmes@gmail.com](mailto:godigitalsmes@gmail.com).



On this task, PIMEC, as leader, crafted an invitation that was sent to potential users of the pilot test (annex 1).

*User-Specific Roles:* once participants were ready, they were given a Pilot Test Guide (annex 2) to help them through their journey on the platform.

Once on the platform, registration was a mandatory requirement to accurately identify and track users throughout the pilot program. Subsequently, each participant had to complete a **self-assessment questionnaire** and then proceeded to visualize the **roadmaps** according to the results obtained. Following that, users were encouraged to engage with one of the **e-course modules** available on the platform.

At the end, the **feedback phase** initiated. Since the piloting involves the testing of 3 different deliverables: the online portal, the supportive orientation programme, and the digital skills and awareness e-course, each partner took responsibility for engaging with enterprises to collect valuable feedback of the task they were responsible for. This entails that IME GSEVEE was responsible for the feedback mechanism on the technical aspects of the e-platform. PIMEC oversaw the assessment of the supportive orientation program, while ECIPA took on the responsibility for evaluating the e-course content. Hence, IME GSEVEE, PIMEC & ECIPA created the feedback questionnaire through a Google Form. Users were asked to respond to Likert-type scale questions.

After receiving feedback, it was important to show users that their input matters by communicating how their evaluation have influenced changes and improvements in the platform. This happened through the Final Conference, where the Pilot Testing Results were presented.

### Analysis of the results

Once the piloting phase was completed in December 2023, a collection of data resulting from the piloting test of SMEsGoDigital tool was developed with the aim of analysing how well it works and how effective it is in achieving the objectives of the PR3.

The data collection has been based on the anonymous responses of the participants to the questionnaire, as well as our personal experimentation of the SMEsGoDigital platform. For each section examined, reference is first made to the aspects that were more relevant and/or have generated some conflict, followed by a SWOT analysis and an overall assessment at the end.

### Participation

On the pilot phase, the goal was to have a registration of at least 10 representatives from micro and SMEs' manpower (management and employees) and self-employed from each partner's country (Greece, Italy, and Spain). Therefore, the goal was to have a minimum of 30 participants.

### SMEsGoDigital Platform

The results of the participant feedback provide valuable insights into the usability and functionality of the SMEsGoDigital platform. Overall, participants reported successful use of the site, highlighting positive aspects related to security, stability, and speed. However, the analysis also uncovers several areas of concern that warrant attention for optimizing user experience.

#### Feedback:

- **Security, Stability, and Speed:** the majority of participants rated the platform's security, stability, and speed as excellent. This positive feedback reflects the success of the platform in providing a reliable and secure environment for users.
- **Ease of navigation:** participants generally found the site easy to navigate, with a majority awarding a score of 4 out of 5. This suggests that the platform's structure and layout were effective in guiding users through the content.

#### Areas of concern:

- **Intuitiveness:** despite high ease-of-navigation scores, some participants expressed concerns about the site's intuitiveness. Comments indicated that there were certain aspects of the platform unintuitive, suggesting a potential need for improvements in user interface design and a more user-friendly guidelines in the platform.
- **Complexity of material:** some participants found the presented material challenging to follow and understand. This signals for clearer content organization and possibly additional support features to assist users in comprehending complex information.
- **Registration process confusion:** The registration process posed challenges for some participants, particularly regarding account access and password renewal.
- **Browser compatibility issues:** Compatibility issues with certain browsers and cookie problems post self-assessment completion were reported.
- **User registration discrepancies:** Instances were noted where users, despite completing the self-assessment, were not registered on the platform. This discrepancy negatively impacted the number of participants tested in the pilot, emphasizing the need for a streamlined and reliable registration process.

More information regarding the feedback on the SMEsGoDigital Platform on Annex 3.

### Self-assessment Questionnaire

The self-assessment questionnaire is a mandatory after test registration that assigns a level of digitalization to users based on their responses, guiding them on their start with the training modules after on.

#### Feedback:

- **Overall favourable rating:** The majority of participants rated the vast majority of questions as 4 out of 5, indicating a generally positive response to the content and structure of the self-assessment questionnaire. This suggests that participants found the majority of questions relevant and appropriate.

#### Areas of concern:

- **Language barriers:** A significant challenge identified was the language used in both the self-assessment and accompanying videos during the piloting, which were exclusively in English. Many participants reported a lack of practice and understanding of the language, presenting a notable obstacle to effective engagement. Addressing language diversity could significantly improve accessibility and participant involvement.
- **Representation of self-employed individuals:** Feedback revealed that some answers in the self-assessment did not adequately represent the situation of self-employed participants. Ensuring inclusivity in the questions and response options is crucial for accurately capturing the diverse circumstances of all participants, including those who are self-employed.

More information regarding the feedback on the Self-Assessment Questionnaire on Annex 4.

### Roadmaps

The roadmaps are visual guides to help users to recognise and understand their level of digitalisation once they finish the self-assessment. While the responses regarding these guides indicated a positive reception, there are noteworthy suggestions for improvement related to accessibility and language consideration.

#### Feedback:

- **Overall high rating:** Participants expressed a very positive sentiment regarding the roadmaps, resulting in an overall high rating. This positive reception suggests that the roadmaps effectively address the key components necessary for a successful digitalization process, aligning with the expectations and needs of the participants.
- **Appropriateness of content:** The participants generally felt that the roadmaps contained the right content essential for navigating a successful digitalization process. This positive perception indicates that the roadmaps were comprehensive and aligned

with the participants' expectations and requirements for their digital transformation journey.

Areas of concern & suggestions:

- **Access to roadmaps:** Participants highlighted the desire for a broader access to all roadmaps and expressed the need for continuous availability on the website. Providing participants with unrestricted access to the roadmaps fosters ongoing engagement and allows for easy comparison and reference, supporting a more seamless digitalization process.
- **Language accessibility:** Participants expressed dissatisfaction with the presentation of roadmaps solely in English. Addressing this concern by providing translations or language alternatives can significantly enhance accessibility and participant engagement.

More information regarding the feedback on the Roadmaps on Annex 5.

### Training modules

Once completed the self-assessment questionnaire and having visualized the roadmap of the specific level of digitalization, users could start with the training. Regarding the feedback, while participants generally appreciated the content and utility of the modules, there are insights into preferences for specific topics and suggestions for enhancing the format.

### Feedback:

- **Positive ratings for action plans:** Participants positively rated the action plans associated with the training modules. This includes favourable assessments of duration, clarity, the combination of theory and practice, and overall utility. This positive response suggests that the modules effectively cater to the needs of participants, providing a well-rounded learning experience.
- **Popular modules:** "Going Digital" and "Digital Marketing" emerged as the most viewed modules, indicating a strong interest in these foundational topics. The popularity of "B2B Trade Platforms," "Artificial Intelligence," and "Internet of Things" also suggests a keen interest in advanced digitalization concepts among participants.
- **Usefulness and engagement:** Participants widely acknowledged the modules as being genuinely useful and engaging. This positive feedback affirms that the training content aligns with the practical needs of SMEs, making the learning experience valuable and applicable to their digital transformation journeys.

More information regarding the feedback on the Roadmaps on Annex 6.

SWOT Analysis

| STRENGTHS   | WEAKNESSES   |
|---|--|
| <ul style="list-style-type: none"> <li>· <u>Platform performance</u>: participants generally found the site easy to use with excellent security, stability, and speed. This positive feedback indicates a solid foundation for user interaction.</li> <li>· <u>Content quality</u>: the modules and their activities, including aspects like duration, clarity, and the combination of theory and practice, were positively rated by most participants. The content was well received, demonstrating its effectiveness in terms of duration, clarity, and practicality.</li> <li>· <u>Popular topics</u>: certain modules like "Going Digital" and "Digital Marketing" were highly viewed, indicating strong interest in the topics presented in the platform.</li> <li>· <u>Free content</u>: free and accessible material to everyone.</li> </ul> | <ul style="list-style-type: none"> <li>· <u>Navigation challenges</u>: some participants found the site navigation unintuitive, despite an overall positive ease-of-navigation score. Addressing this through clearer indications on the website can enhance user experience.</li> <li>· <u>Registration confusion</u>: the registration process caused confusion, with issues like the inability to use the same credentials for self-assessment and training modules, and lack of confirmation emails for password resets. It was only needed to register once and then enter to do the online trainings as guests, but not all the participants understood that.</li> <li>· <u>Browser compatibility issues</u>: platform compatibility issues with certain browsers, requiring the latest updates, may limit accessibility for some users.</li> <li>· <u>Incomplete registrations</u>: users completing the self-assessment but not being registered on the platform negatively impacted the pilot's participant count.</li> </ul> |
| OPPORTUNITIES   | THREATS  |
| <ul style="list-style-type: none"> <li>· <u>Ability to present content in different languages</u>: through the translation of the platform's material, a much wider audience in different countries can be reached</li> <li>· <u>Enhanced navigation guidance</u>: providing clearer instructions and guidance throughout the site can improve overall navigation and address concerns about intuitiveness.</li> <li>· <u>Ability to open part of the content</u>: opening some of the content to everyone without the need to register first can increase user onboarding.</li> </ul>  | <ul style="list-style-type: none"> <li>· <u>Language barriers</u>: English-only content, both in self-assessment and videos, posed a significant challenge for participants who neither practiced nor understood English. In addition, constantly having to translate new content can be a challenge for the sustainability of the platform.</li> <li>· <u>Content update</u>: the need to update the content of the platform can sometimes make the content obsolete and thus affect the interaction of the public with the platform, causing them to turn to other platforms.</li> <li>· <u>Further technical issues</u>: ongoing browser compatibility issues or new ones can be a problem for the sustainability of the project if these are not addressed in the future.</li> </ul>   |

## Conclusions

Overall, the results of the pilot test have been very positive. Participants generally found the platform's performance recommendable, with high ratings for security, stability, and speed. Additionally, the majority of the content, including the self-assessment, roadmaps, and modules, received favourable reviews. The general evaluation has demonstrated that the platform has been very useful and that has achieved the objective of providing training for small and medium-sized enterprises in digitalisation processes. *SMEsGoDigital* tool has all the features to continue working after the end of the project. An online platform has been developed to support the digital transformation of SMEs and valuable content has been created and developed for them.

However, several challenges have been identified. Navigation issues, despite an overall positive score, indicated a need for further user guidance. The registration process proved confusing, leading to incomplete registrations and negatively impacting participant numbers during the piloting. Language emerged as a significant barrier, affecting both comprehension of content and overall satisfaction, thus demonstrating the importance of translating all content properly in order to ensure a good training process in different countries. Technical challenges, such as, for example, occasional browser compatibility issues, may pose potential threats to user experience. That demonstrates the importance of maintaining a good level of practicality and effectiveness in the use of the site.

Overall, the platform shows potentiality and the solution of the problems identified during the pilot test meant sustainability and achieved the project's objectives. The online platform's material was successfully translated in Greek, Italian, Spanish & Catalan and the technical issues were controlled.



## Annexes

### Annex 1: Invitation letter to potential users of the pilot test

Dear, XXX

📣 **We would like to invite you to participate in the pilot test of our SMEsGoDigital platform.** We are sure that you could take advantage of the resources we have created.

Within the SMEsGoDigital project, aimed at empowering SMEs with the essential skills to succeed in the digital transformation, **we have developed a web platform that brings together all the necessary resources to facilitate the digitization of small and medium enterprises.**

**Be the first one to have access to** the resources available in the platform:

- Self-diagnosis test
- Digitalization roadmaps
- E-courses on subjects such as e-commerce, e-payments, digital tools, digital marketing, Big Data, blockchain, augmented reality, among others.

We are in search of participants who are enthusiastic about trying and utilizing the resources we have crafted. The main purpose is to identify any possible improvements and gather official information about the user experience, the ease of use of the platform and how it is to navigate through its functionalities.

Attached to this email, you will find a detailed guide that will assist you in navigating the platform and understanding the steps for the pilot program.

Please register in the following link: \_\_\_\_\_ to have fully access to the platform and start your digital journey with us!


We would like to thank you for your time and cooperation

Best regards,

Annex 2: Pilot Test Guide



# #SMEsGoDigital Platform

## PILOT TEST USER'S GUIDE





- ### 1 REGISTER ON THE #SMESGODIGITAL PLATFORM

To begin your participation in the pilot, the initial step is to register on the platform.



- ### 2 COMPLETE THE SELF-ASSESSMENT QUESTIONNAIRE

Evaluating your business's current position in the ever-changing digital landscape is the first crucial step before you set out on your path to digital transformation.






**Digital Transformation Assessment Test**

What is your Digital Transformation Assessment Test? It is a self-assessment tool that helps you evaluate your business's current position in the ever-changing digital landscape. It is a crucial step before you set out on your path to digital transformation. It is a self-assessment tool that helps you evaluate your business's current position in the ever-changing digital landscape. It is a crucial step before you set out on your path to digital transformation.

Complete the self-assessment questionnaire to receive personalized roadmaps based on your current level, designed to guide you in reaching your goals. \*you will find the self assessment tab on the top of the webpage
- ### 3 VIEW THE ROADMAP CORRESPONDING TO YOUR LEVEL

After completing the questionnaire, your results will grant you access to the roadmap tailored to your level. If you are eager to explore additional roadmaps, you can find them all on our platform.

Each roadmap aims to empower small businesses in Europe with the tools and strategies necessary to excel in the digital era while preserving a competitive advantage.

www.smesgodigital.eu    godigital@smes@gmail.com    www.godigital@smes.weebly.com

- ### 4 ENGAGE IN ONE OF THE TRAINING MODULES

Congratulations! You have completed the previous steps and you are now ready to dive into one of the amazing training modules that will boost your business in the digital world.

To access the training section, just click on the top of the webpage and explore the variety of resources we have prepared for you.

Don't miss any of the videos, they are full of valuable insights and tips for a rewarding learning journey.



- ### 5 GIVE US YOUR FEEDBACK!

We appreciate your involvement in our pilot test. Now, we kindly ask for your honest and constructive feedback to help us identify potential areas for improvement. Your input will contribute to our evaluation of the user experience, platform usability, and navigation through its various functionalities.

We thank you for your time and cooperation!




If you have any questions or comments, please don't hesitate to reach out to us at [godigital@smes@gmail.com](mailto:godigital@smes@gmail.com)

THANK YOU!

Annex 3. Feedback questionnaire – SMEsGoDigital Platform

**Pilot Test Feedback Survey**

We sincerely appreciate your engagement and collaboration in navigating our digitalization journey. Your insights are valuable to enhance our strategies and ensure the success of our digital transformation resources. This feedback survey is designed to capture your thoughts and experiences to detect the areas of strength and improvement.

godigital@smes@gmail.com [Switch accounts](#)  
 Not shared

\* Indicates required question

**E-mail \***

Your answer

Next Clear form

Never submit passwords through Google Forms.  
 This content is neither created nor endorsed by Google. [Report Abuse](#) · [Terms of Service](#) · [Privacy Policy](#)

Google Forms

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**Pilot Test Feedback Survey**

godigital@smes@gmail.com [Switch accounts](#)  
 Not shared

\* Indicates required question

**SMEsGoDigital Platform**

In this section, we invite you to share your valuable feedback on the specific features of our platform's functionalities

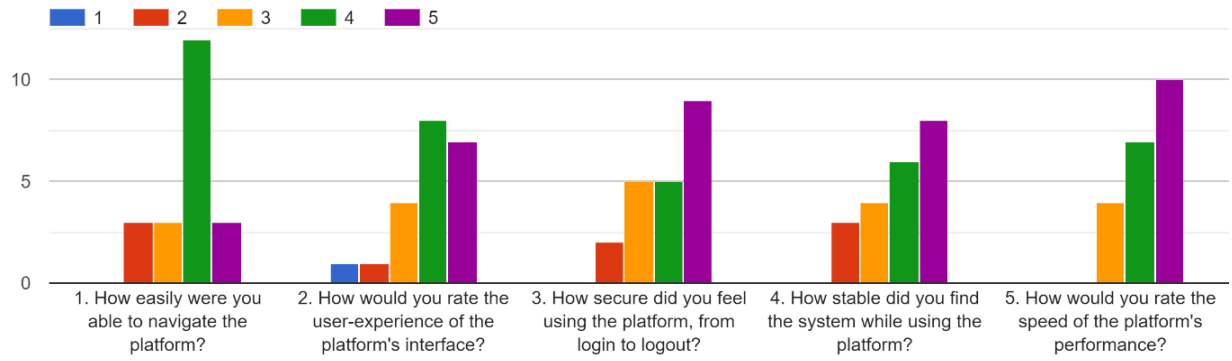
From 1 being "not at all", and 5 being "extremely", please answer the following questions: \*

- On this question, user-experience refers to how **easy** and **intuitive** it is for a person to use the platform's design and functions.
- This question assesses your sense of **safety** and **confidence** in using the platform throughout your entire session, from logging in to logging out.

|  | 1                     | 2                     | 3                     | 4                     | 5                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. How easily were you able to navigate the platform?                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. How would you rate the user-experience of the platform's interface? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. How secure did you feel using the platform, from login to logout?   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. How stable did you find the system while using the platform?        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. How would you rate the speed of the platform's performance?         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## PILOTING OF THE #SMESGODIGITAL TOOL

From 1 being "not at all", and 5 being "extremely", please answer the following questions:



Annex 4. Feedback questionnaire – Self-Assessment Questionnaire

**Self-assessment Questionnaire**

In this section, we invite you to share your valuable feedback on the specific features of our self-assessment questionnaire.

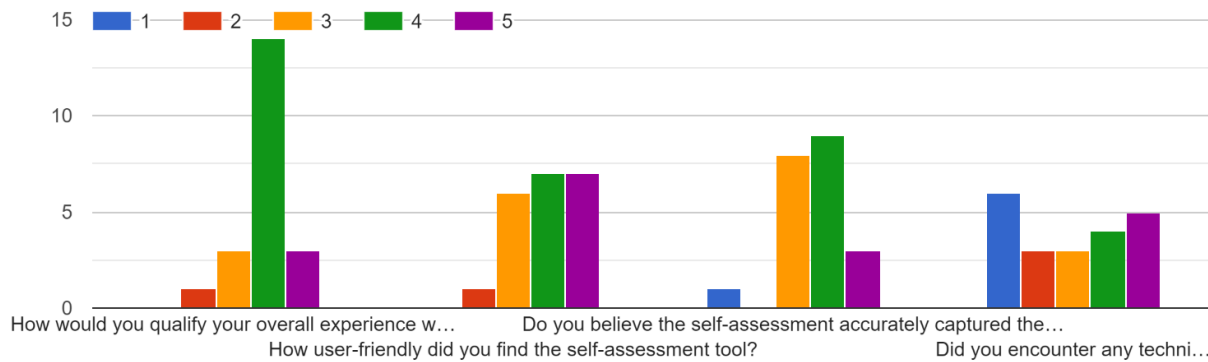
From 1 being "not at all", and 5 being "extremely", please answer the following questions:

|  | 1                     | 2                     | 3                     | 4                     | 5                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| How would you qualify your overall experience with a self-assessment tool?                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How user-friendly did you find the self-assessment tool?                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Do you believe the self-assessment accurately captured the relevant aspects of your situation? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Did you encounter any technical problems in conducting the self-assessment questionnaire?      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

If you encountered technical problems, please provide us with more information  
Do not hesitate to reply on your own native language.

Your answer: \_\_\_\_\_

From 1 being "not at all", and 5 being "extremely", please answer the following questions:



Annex 5. Feedback questionnaire – Roadmaps

**Roadmaps**

In this section, we invite you to share your valuable feedback on the specific features of our roadmap.

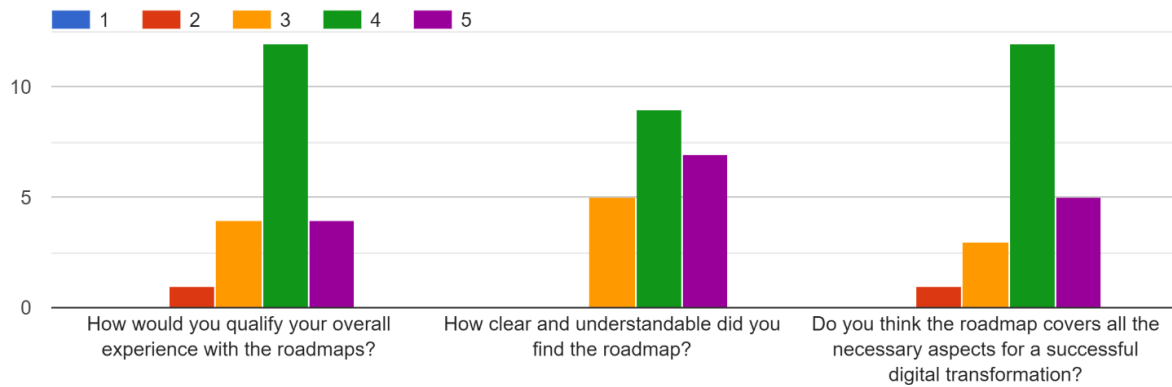
From 1 being **'not at all'**, and 5 being **'extremely'**, please answer the following questions:

|  | 1                     | 2                     | 3                     | 4                     | 5                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| How would you qualify your overall experience with the roadmaps?                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How clear and understandable did you find the roadmap?   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Do you think the roadmap covers all the necessary aspects for a successful digital transformation? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Is there anything else you would like to share about your experience with the roadmaps?  
*(For example, are there any specific questions or areas you think could be improved?)  
 Do not hesitate to reply on your own native language.*

Your answer:

From 1 being "not at all", and 5 being "extremely", please answer the following questions:



Annex 6. Feedback questionnaire – Training modules

### Pilot Test Feedback Survey

godigitalsmes@gmail.com [Switch accounts](#) 🗑️

🔒 Not shared

\* Indicates required question

Training modules

In this section, we invite you to share your valuable feedback on the specific features of our training module

What **modules** of the platform have you tried? \*

- Going Digital
- E-commerce
- E-payments
- Cloud Accounting
- Digital Tools
- Data Analytics
- E-learning
- Digital Marketing
- B2B Trade Platforms
- Crowdsourcing
- Integrated Smart Workplace
- Big Data
- Machine Learning
- Artificial Intelligence
- Blockchain
- Internet of Things (IoT)
- Augmented Reality (AR) - Virtual Reality (VR)
- Automation and Robotics

From 1 being **"not at all"**, and 5 being **"extremely"**, please answer the following questions: \*

|  |   |   |   |   |   |
|--|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

From 1 being **"not at all"**, and 5 being **"extremely"**, please answer the following questions: \*

|  |   |   |   |   |   |
|--|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

Are you satisfied with the overall length of the module(s)?

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|

Is/Are the content(s) clear and easy to understand?

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|

Do(es) the module(s) provide a good balance of theoretical inputs and practical activities?

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|

Do you find the module(s) useful and engaging?

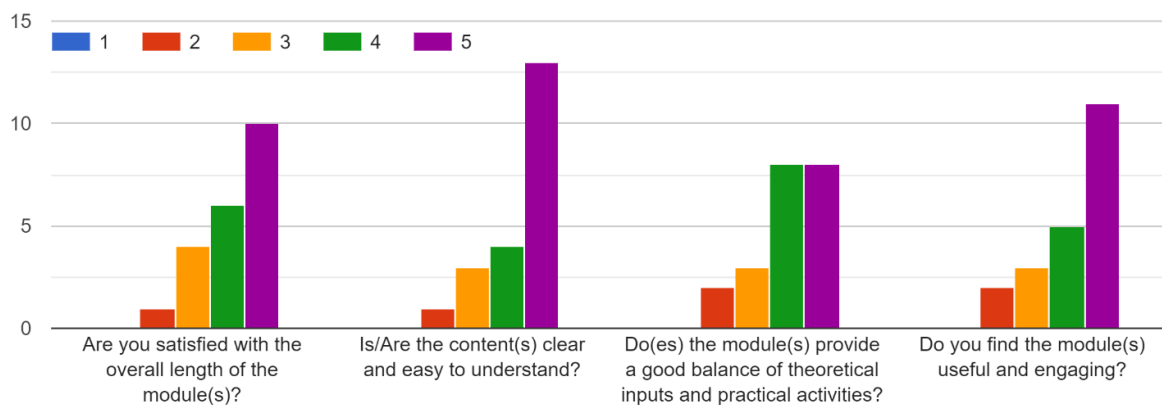
|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|

Is there anything else you would like to share about your **experience with the training modules**?  
*(For example, what parts did you find **most interesting**? Is there anything you would **add** to the module(s)?)  
 Do not hesitate to reply on your own native language.*

Your answer:

Back
Submit
Clear form

From 1 being "not at all", and 5 being "extremely", please answer the following questions:





## Annex 7. Participants in the Piloting Phase

| NAME                      | EMAIL                              | COUNTRY |
|---------------------------|------------------------------------|---------|
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