



## STREAMING OF THEATRE AND ARTS FOR OLD AGE ENTERTAINMENT

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**Authors:**

Luigi Biocca, CNR

Nicolò Paraciani, CNR

Francesca Picenni, CNR

Zoltán Molnár, PBN

György Hermann, PBN

Zénó Bundula, PBN

Attila Zábó, PBN

Sotia Nicolaou, MAT

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### Glossary

DoW	Description of Work
IT	Information technology
ICT	Information and Communication Technology
CNR ITC	National Research Council, Construction Technologies Institute
ANCS	Accademia Nazionale Cultura Sportiva
MAT	Materia Group – AgeCare (Cyprus) Ltd
PBN	Pannon Business Network Association



## 1. Introduction

The STAGE project intends to provide an entertaining platform for older generations to watch cultural events. This deliverable is the continuation of D3.3 'Training and Applications', which illustrates an extensive description of the trial sessions with users within the pre-requisites and conditions established in D3.2 'Evaluation framework'.

Usability of the platform, together with preferred types and periodicity of the cultural events, was tested with the user group as key for future positive reception of the platform. Trials have been conducted in three different European countries with different requirements, local cultures and cultural needs: Italy, Cyprus and Hungary.

The preliminary description of this task from the DoW, WP3, of the project is as follows:

*Preliminary training will be provided to users to prepare them for the trial. Training material and support from project staff (tutors) will be available throughout the entire trial. Iterative testing and evaluations of the prototype will target system concepts, device usability and user interaction. The user sample identified in WP1 along with project experts will participate in these trials. Technical partners will provide test prototypes and define the technological constraints and solutions. The outcome of the iterative testing will serve to optimise the prototype for the field evaluation. The pilot tests will last for 1 year and will be implemented in Cyprus, Hungary and Italy. During this time the project team will periodically submit and gather evaluation questionnaires. In order to ensure that users' interest is kept alive during the pilot, a periodical monitoring of usage time and factors related to interest will be performed. Wherever shortcomings are detected, they will be analysed and responded to both theoretically and technically.*

Thus, this deliverable illustrates the final step of the trials, interviewing the user through the final questionnaire and asking their feedback on the last updated version of the STAGE platform.

## 2. Methodology

This deliverable develops along the previous tasks of WP1 (T1.1 User involvement and analysis of preferences) and WP3 (T3.1 User recruitment and involvement of cultural organisations, T3.2 Evaluation Framework and T3.3 Training sessions, testing, pilot applications, validation and evaluation of STAGE).



The final trial evaluation is based on the previous phases, where appropriate training and assistance to allow users explore the platform easily were provided. This implies that users who joined the experimentation since the beginning should now be fairly acquainted with the platform and its main functions. Therefore, this report will assess the results of the final trial in order to verify this assumption.

In Italy, Hungary and Cyprus, apart from the ordinary users participating in the third trial, 10 new users (4 in IT, 3 in HU and 3 in CY) were selected randomly and with no training, in order to check whether the final platform version would be easily usable in a 'real world' situation and at a 'first-look' basis.

Finally, a total number of 59 users participated in the third and final trial phase, 10 of them recruited as first-time testers with no training.

### 2.1. Recruitment process in the countries

Users were selected from a sample of adults aged 65 or more (except some aged between 60 and 65) on a voluntary basis, and on the grounds of informed consent, following the same recruitment criteria as described in WP1 and D3.2 / D3.3.

The procedures described in D1.4.1 Ethics and privacy guidelines were applied in order to ensure that users rights were respected in terms of protection of personal data, and fair treatment.

The selection criteria were based on those set out in the DoW section 2.4, namely:

- being 65+ years old or slightly younger in some cases;
- not having serious cognitive diseases;
- coming from varied social and cultural backgrounds;
- being gender balanced.

Initially, there were a total of 70 involved end-users participating in the three test countries.

The second phase of the trial, with feedback collection through co-design sessions, data analysis and data report, took place between February and April 2018 in order to collect suggestions to improve the STAGE platform in terms of usability, functions and features.

The following technical implementation to update the platform based on user feedback took longer than expected, because of the reasons described in D5.6 Final report. Therefore, collecting the third feedback in the planned timescale (by end of July 2018) was not possible,



due to still delayed work-in-progress of the platform, which caused a deviation from the original four planned sessions.

Tech partners (CEDEO, SIVECO, KARMA and Georama) completed the technical implementation at the end of October 2018, due to some functionality issues detected.

The third phase of the trials therefore started in Cyprus and Hungary in December 2018.

Moreover, the Italian end user partner ANCS – due to administrative issues concerning the funding guarantee policy with the bank/insurance company - suspended the activities for almost three months, therefore the third phase of trial for Italy took place at the end of January 2019.

Thus, the final distribution of end-users per country for the third feedback is as follows:

- Italy: 18 existing users and 4 new testers
- Cyprus: 16 existing users and 3 new testers
- Hungary: 15 existing users and 3 new testers

## 2.2. Setup of trials

The testing period was divided into three different feedback collection sessions in order to provide enough time for technical partners to prepare for the needed development/updates to the platform.

The three different trials were set up as follows, as agreed during the 4<sup>th</sup> General Assembly meeting in Cyprus, 31<sup>st</sup> May 2018:

1st feedback collection	2nd feedback collection	3rd feedback collection
<ul style="list-style-type: none"><li>• Start: June 2017</li><li>• End: October 2017</li></ul>	<ul style="list-style-type: none"><li>• Start: January 2018</li><li>• End: March 2018</li></ul>	<ul style="list-style-type: none"><li>• Start: August 2018</li><li>• End: October 2018</li></ul>

However, as regards to the timescale set up above from the beginning, the third feedback collection took place in December 2018, due to the 6-month delayed platform implementation after the 2<sup>nd</sup> feedback, and to the postponement of activities by ANCS in Italy.



The 10 new end users involved in the trials followed the same process identified in D3.3, except for training:

1. Presentation about the project to prospective participants (main aims, timetable, expected content)
2. Signing of the informed consent – including a written description of the project - with the interested individuals;
3. Practice with the STAGE platform at home;
4. Providing feedback via the dedicated questionnaires.

After this phase with users was completed, partners worked on the results from point 5 above according to the following steps:

1. End-user organizations shared their results in an online document (shared Google Drive spreadsheet);
2. The leader of WP3 created the summary based on these results, stressing the crucial points/changes to be possibly made;
3. Joint discussions via Skype and emails in the partnership to identify needed technical corrections/improvements on the platform;
4. Technical partners implementing corrections and updating the platform.

However, the fourth and final phase of the trial could not be implemented, due to insufficient time to complete it within the end of the project. Thus, the recommendations resulting from the feedback analysis will be provided to the entity that will distribute STAGE on the market after the end of the project.

### **3. Feedback collection – third trial**

As mentioned in section 2.2, three feedback collection sessions were defined by the partnership. The results from the first two were presented in D3.3, while the third feedback collection and analysis is presented here as a pre-requisite for the final technical implementation of the platform, which should take place when it will be delivered on the market.

#### **3.1. Third feedback collection (November 2018 – January 2019)**

In the following sections, results are presented and analysed for each end user country. The recommendations issuing from these results will be provided to the entity that will distribute STAGE on the market.

Evaluation questionnaires used to collect data are attached in Section 6 as annexes.

### 3.2. Evaluation in Italy

Compared to the initial number of 26 users, 10 individuals withdrew from the trials and 1 could not participate, so there were 15 ANCS users, 3 additional users who received basic training, and 4 more additional 'first-time' testers. These latter tested the platform functionalities with no prior training.

Meetings with the 15 ANCS users were held at the organisation's premises, while meetings with the remaining 7 users were organised and held individually at home or workplace.

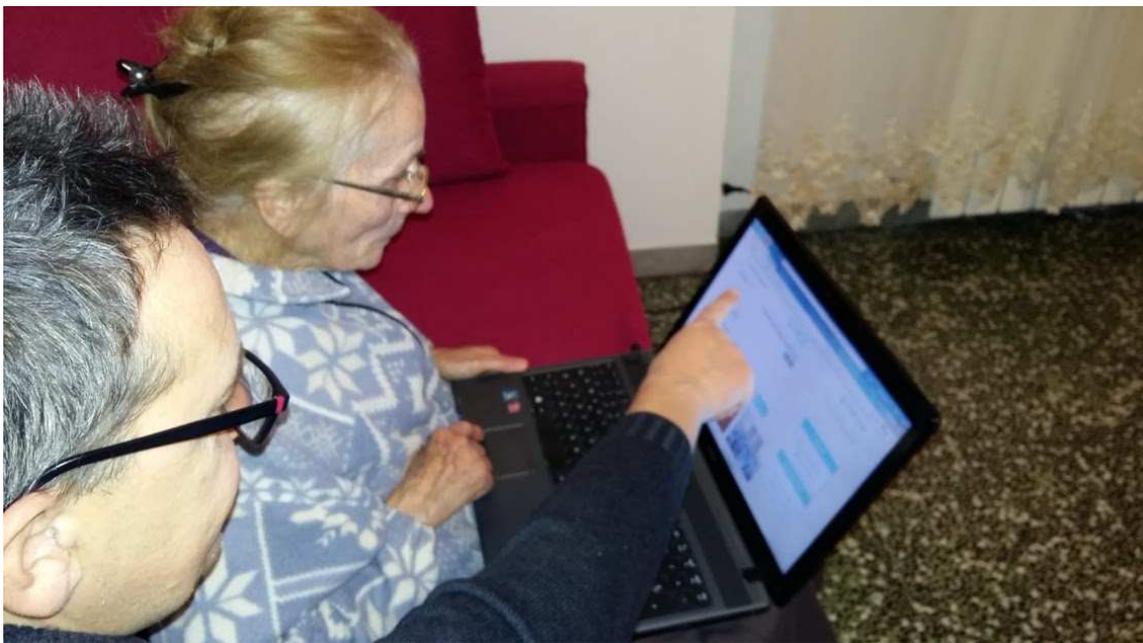


Figure 1: Presentation of the upgraded platform to an older user at home in Italy

After the third feedback collection through direct questionnaires, the analysis and final results were completed at the end of January 2019.



Figure 2: Presentation of the upgraded platform during the third trial session with 15 ANCS users (January 2019)

As a general outline of the overall trials from the beginning, most users detected a difficult network connection using the tablets and SIM cards CNR purchased and provided to ANCS participants in order to give them a media for facilitating platform access. Unfortunately, problems of recurring difficult access were also joined by the tablets' slowness in uploading some live events and many users experienced and reported very difficult tablet usage during the platform running, with a sense of frustration in most cases. This problem was initially solved with the following measures:

- arranging users' hall with Wi-Fi connection and laptop for individual tests;
- setting up specific training sessions through platform content and demos presentations and individual tests/training with CNR and ANCS staff equipment;
- users who owned a suitable personal device were also stimulated to use it to access the platform, which had positive effects, thus partially coping with the initial difficulty.

Despite tablets acquired by CNR did not meet users' expectations, they gradually supplemented the platform use with their own devices and this partially made them more willing to explore it. However, they also have been experiencing in March 2018 (second trial) many problems related to platform bugs that were solved in October 2018.



## Results:

Results from feedback in IT (22 users)

- Platform is basically somewhat appreciated by many participants
- Users watched an overall number of 86 events, liking 57 of them. They watched few live events, although a preference for live events over recorded videos is detected.
- Easy to use: 7 reported somewhat, 9 neutral, 1 very easy to use and 5 negative answers.
- 13 participants out of 22 rated between somewhat and very satisfied with visual features
- 5 somewhat and 8 neutral as to the content offered in the platform, few declared their limited time or interest to platform use
- 7 users stated easy content search and 5 neutral
- 10 participants were neutral and 4 satisfied with the variety of the events offered
- Satisfactory rates for audio and video quality result, higher than those for transmission
- 11 neutral with respect to settings provided, 6 basically satisfied
- High satisfactory rates from most participants on 'Search events' and 'Post comments', while most neutral answers and 4 somewhat for the payment procedure.

The most positive platform features reported among participants are:

1. Watching events comfortably at home
2. Easy content search
3. Visual icons

Negative platform features reported among participants are:

1. Limited events selection
2. Difficult video upload/network access problems.

Some final recommendations by users: some of them expect an extended events selection and international events translated in the native language.

In addition to the presentation of the last platform update with the new 'infinite scroll' feature as suggested by Italian users, a mock-up of an alternative payment procedure through vouchers was also shown to users, who appreciated this option with a pre-paid system, which could be preferable to using credit card data or a PayPal account.

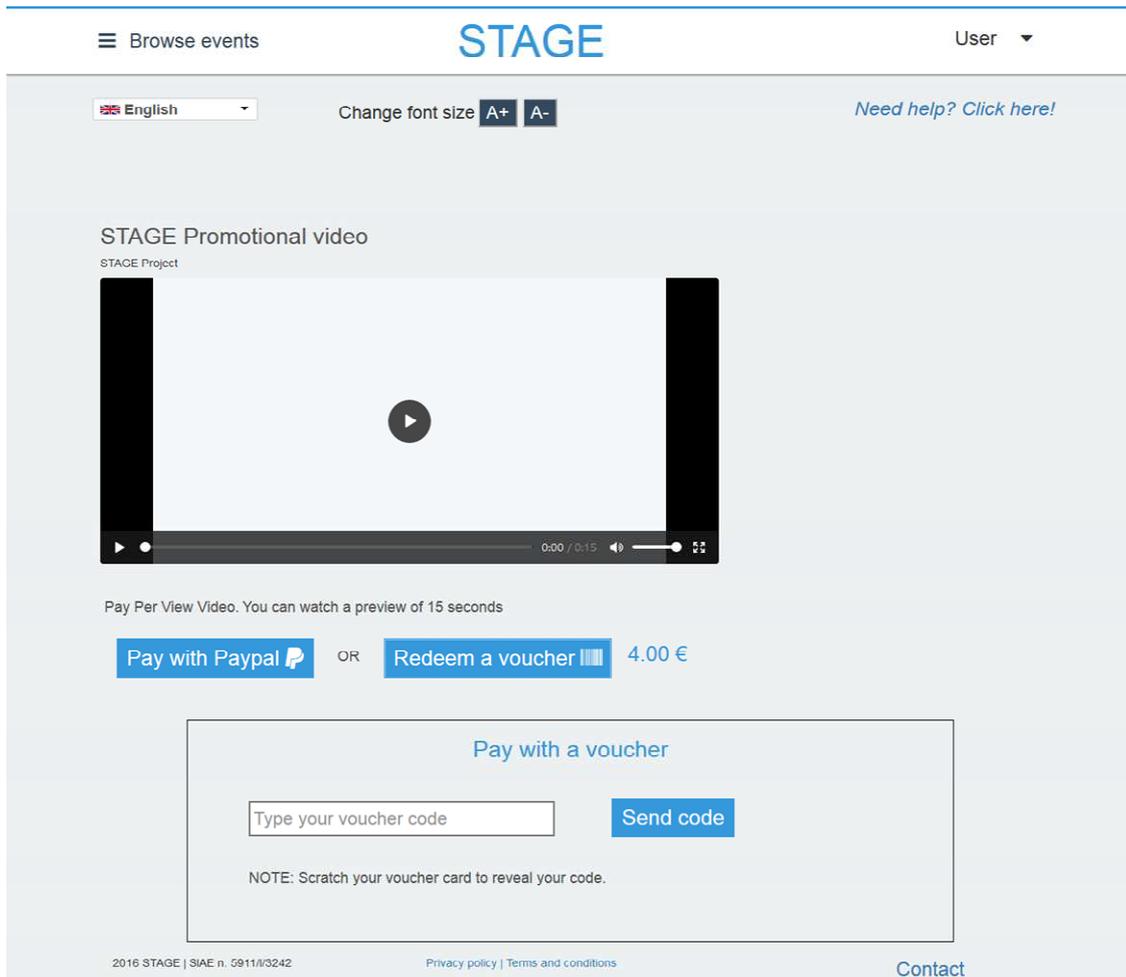


Figure 3: English version of the voucher system demo.

### 3.1. Evaluation in Cyprus

Materia Group, in Cyprus, started the pilots with 25 end-users, however, at the last feedback collection 19 end-users participated in total from which 3 were new users since the end-user organisations of the consortium decided to include some new users as well. Therefore, Materia demonstrated the platform to the existing users (who participated in previous feedback collection periods as well) through which the amendments implemented on the platform were highlighted. The demonstration/training to users was carried out in order to ensure that the users are able and feel comfortable to use the STAGE platform despite the amendments. After that the participants were asked to use the platform at home and at the second visit the project staff collected their feedback. Also, the contact details of project staff were provided to the participants, in case of facing any difficulties while using the platform at home.

Besides the existing users, new users who did not have any previous interaction with the STAGE platform were also included in the 3<sup>rd</sup> feedback collection so as to have a fresh

perspective and to examine whether the platform is easy to be used without training prior. For this reason, the project staff of Materia presented the project to the participants and demonstrated briefly the platform. Following that, the participants explored the platform on their own time by themselves and a second meeting was arranged to receive their feedback. The contact details of project staff were also available for new users, even though they were encouraged to use the platform without external help.

The feedback collection was carried out either in groups or individually, depending on the availability, location and status (existing or new) of the participants, through which two questionnaires were answered by each of the users while the project staff of Materia was inserting the responses of the users in an online Google excel document. However, in some cases in which the access of the online Google excel document was not feasible, the participants were filling in the questionnaires in hard copy format and the project staff of Materia was then inserting them to the online excel document in which all the end-user organisations of the consortium have access. The online Google document was created in order to save time to the end-user organizations but also to share the results and subsequently to analyse the results.

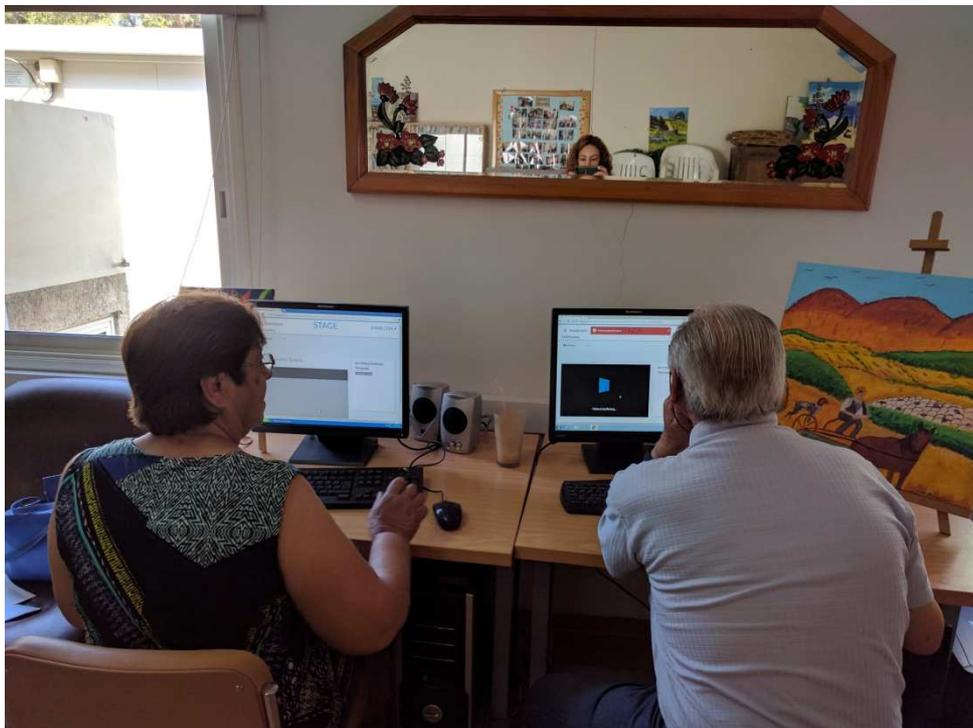


Figure 4: Practicing end-users from Cyprus



## Results:

### Results from feedback in CY

- Platform is very much appreciated by most participants
- Most participants watched 1 or 2 events and stated their preference in live events
- Easy to use: 7 out of 19 said somewhat and 6 remained neutral, the remaining 13 participants said it is very easy to use
- Majority of participants are somewhat satisfied with visual features (13 out of 19) as well as from the content offered in the platform (12 out of 19)
- Easy to find content: most of participants ranked this aspect as not really or somewhat, very few participants said it was very easy to find content.
- Majority of the participants were neutral towards the variety of the events offered as well as the average transmission quality, whereas for audio quality majority of participants are somewhat satisfied.
- Video quality: 9 ranked to be somewhat satisfied with this aspect and 8 neutral, remaining ranked it as very much satisfied.
- Settings provided: 10 were neutral, 5 somewhat and 4 very much
- Search events: 5 said neutral, and 5 not really, 3 said not at all and only 2 said very much. Similar ranking got the payment procedure as most participants were either neutral or not really satisfied.
- For almost all the participants it was easy to post comments

The most positive characteristics of the platform mentioned by most participants were:

4. Live events
5. Easy to use

The most negative characteristics of the platform mentioned by most participants were:

3. Search function
4. Live streaming was not working properly

In conclusion, according to participants in Cyprus the features that need to be improved are (since most responses were 'not really' and 'neutral'):

1. Search function - as the related questions (easy to find content and search event function) were rated with 'not really' or 'neutral' by most participants. Participants mainly reported in the comments section the following: the search function didn't work properly all the times, need to add the exact name/ title of the event in order to get results, when searching it is not possible to go back using the back button or by choosing the home page.
2. Payment procedure. Participants mainly reported in the comments section the following: "the payment procedure has very small letters and it is only provided in English".

### 3.2. Evaluation in Hungary

In Hungary, PBN started to test the STAGE platform with 20 end-users gathered near to Szombathely in order to provide the possibility to build up a strongly co-operating testing group. All of the participants stayed in the project for the 3<sup>rd</sup> and last feedback collection with the involvement of 3 totally newly joining end-users.

However, due to some unexpected activities from the side of some testers, only 18 of them answered to our questionnaire prepared for the final stage of testing in the project, all 3 new end-users were part of this group.

PBN organized 2 joint sessions in order to showcase the new and updated functionalities implemented to the platform by the technical partners responding to the results of the 2<sup>nd</sup> feedback period. Also 1 on 1 meetings were held for the seniors that could not join to any of these common meetings and PBN co-workers were in permanent connection with them to provide help anytime, when it was needed.



Figure 5: Hungarian end-users are watching together an oratorical choir performance



The general belief that the platform is heading to the right direction, though it was already quite easy to use, but some typical problems can still be detected, which are really influencing the user experience in a bad way. These hindering factors were mainly the following ones:

- the platform randomly throws users out when they were trying to switch between pages and they had log in again,
- the platform also threw them out, when we changed the language,
- slow buffering (also in the case of videos and to get the search results),
- logging in could be also very slow sometimes,
- search function is inaccurate (for example only 2 events came up, when they tried to search for Hungarian performances).

Regarding to the deficiencies that are non-platform related, the main observations were:

- the variety of the events could be well expanded,
- more CI's should be involved to make STAGE more valuable,
- more videos should be uploaded and in better quality.

In the circle of newly involved Hungarian end-users, the platform was quite well received, but it is clearly can be seen that the users participating from the very beginning of the project showed more positive attitude, maybe because of seeing the improvements permanently, most of them got engaged and are happy that they are a part of the program. They were also very cheerful that their opinions were really taken into account and the co-design methodology really prevailed in practice.

The 3 new end-users did not receive any training about how to use the platform, because the partnership agreed to involve such end-users for the final stage of the testing. That would help us the best about the real value of the co-design process with end-users from the earlier parts, is the platform in general appropriate enough for autonomous usage for the representatives of elderly or not. They could handle the platform with ease after a quite short time, but they were not as indulgent with the platform bugs that the end-users participating already. Also the reason of their neutrality could be a result of:

- they did not watch too many events (mainly 2-3) without the motivation of PBN's staff members,
- the live streaming that were presented in the actual period was tampered by technical problems, so they did not have the chance to watch it.

To sum up the experiences, the usability of the platform is up to the expectations of the target group of STAGE and AAL in the circle of Hungarian test users, but some typical bugs annoyed the team. The key is to fix these problems and to involve a lot more CI's and provide videos in better quality to make STAGE unique and market ready and achieve to worth a subscription regarding to them.

**Results:**

Results from feedback in HU

1. Most of the Hungarian participants answered with ‘Somewhat’ (10 of 18), when they were asked about how much they appreciate it, others were neutral or very cheerful, which is a very positive feedback taking into account the testing nature of the platform.
2. The number of events that were watched by the Hungarian end-users are between 1 and 10 events, around 5 was the most typical answer, they were satisfied with the contents in general. Some of the testers mentioned that they not only viewed Hungarian events that could be an important factor.
3. More than half of the group had the chance to watch at least one event live (10 of 18) and they usually preferred it better than the recorded ones.
4. Regarding to the platform’s usability, all testers from Hungary reflected between ‘Neutral’ and ‘Very much’. 4 of them think that it is very easy to handle, 10 answered with ‘Somewhat’ (all 3 of the newly involved end-users) and the other 4 is neutral in this topic.
5. The visual features of the platform were well received, 7 users responded that they like them very much, 10 answered somewhat and only 1 was neutral about the topic that is a good reflection of the co-creating process, which the STAGE team provided for its end-users from the very beginning of the project.  
3 users mentioned, that it is fine to handle, but the platform is too slow for them and also there were issues arose like not all the functionalities working well and random logouts were happening sometimes.

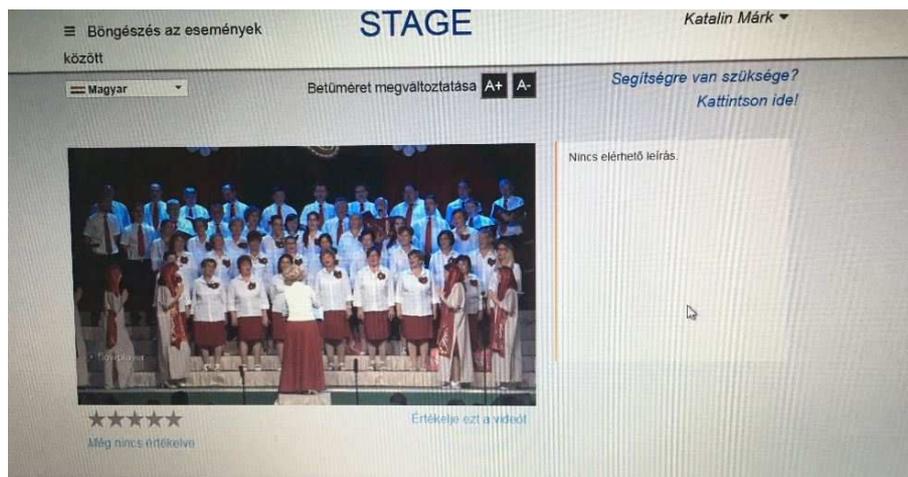


Figure 6: A live event via one of the Hungarian testers’ account

6. The group was divided in 2 half sections when we asked them about the content of the STAGE platform, 9 of them selected ‘Neutral’ to this option and 9 of them responded with ‘Somewhat’.



3 of the testers stressed their needs for more theatre pieces on the platform and one mentioned that more educational material would be welcome.

7. Users were not so satisfied with finding the contents easily on the platform, 10 of them were neutral in this topic, 7 of them answered it is somewhat solvable and only one responded that it is very easy to do it.  
2 of them told, that it is easy for now, because there are not that many videos are uploaded so far, but it will be later, if more videos will arrive, because the search function is not working well all the times, 2 other end-users also mentioned this problem with searching. It would be also appreciated by one of the testers, if the videos could be continued from the point when they finished watching it last time, if they did not have the chance to see them till the end.
8. 11 'Neutral' answers arrived to the question, where we asked the end-users about their satisfaction level with the variety of the events provided on STAGE, others think it is 'Somewhat' acceptable.  
Fine art related events and more theatre pieces would be welcome additions.
9. Regarding to the transmission quality, the following answers arrived: 11 Somewhat, 5 Neutral, 1 Not really, 1 Very much. This was one of the most divisive topics, but that could be related to the type of internet connections end-users had along the testing, buffering was slow for some of them.
10. One of the most appreciated aspect was the audio quality of the events regarding to PBN's testing group, despite 2 Neutral answers were given. 6 of the other users gave the best rate with 'Very much' and other expressed 'Somewhat'.
11. The average video quality received a bit lower rate, but it is still satisfying with 14 'Somewhat' and 4 'Neutral' answers, more camera angles should be applied according to some users.
12. The settings provided got 2 'Neutral' feedbacks, but also 10 'Somewhat' answers arrived next 6 'Very much', which is an encouraging sign that users are really able to handle the platform and its videos, also the ones without training.  
Rating option should only appear after watching an event, said one of the users.
13. Regarding to the satisfaction level of searching for events, the following answers were given:  
9 neutral, 5 somewhat, 2 not really, 1 not at all, 1 very much.



It is clearly a part, where further development and corrections are needed, because categorization of the events per language, category and performing CI is not working well in all the cases regarding to the majority of the testing group.

14. (Simulated) payment procedure:

8 answers with somewhat, 3 with neutral, 1 with very much, others did not respond, because they did not try this feature so far.

It is in English, which could cause problems, but since they Paypal system is quite well-known even between the circles of the older generation, it is not a barrier for the ones, who are familiar with it. Others could also finish the process successfully with some help.

15. How easy is to post comments: all users responded with neutral, somewhat or very much.

10 somewhat, 6 very much, 2 neutral. Most of them are familiar with commenting systems from other platforms that means no problem for the team.

The most positive aspects of the platform:

- Most of the participating end-users felt glad that there are programs like STAGE that would like to contribute to their social activities and to bring joy and fun to their lives. They are happy that they can be a part of a virtual community interested in culture and in the same could watch the events from the comfort of their homes. So the idea itself was very appreciated!
- The clear interface of the platform and the easy handling of it was the second most selected feature, which is, of course very important for the representatives of this generation.
- Keeping their minds fit with using programs/applications like STAGE is also important for them! Also they are interested in local events that were not streamed before STAGE that is a function that should we should not forget about they think.
- The events appear on STAGE are well received, most of the selections are subject of interest of the target group.

The negative comments on the platform that should be improved:

- The low amount of involved Cultural Institutions and because of this, the low amount of content.
- The variety of the events should be expanded also more popular performances should be streamed/uploaded.



- The lack of forums, where they could share their experiences and get to know other people with similar interest and taste of culture.
- Problems with joining to live event (last Hungarian one was not available from the end-user side).
- Searching functions need to be improved, categorization is not covered well.
- Random logouts should be solved.

#### 4. Evaluation of the questionnaires applied in the third trial

The whole consortium had 59 end-users who participated in the third phase of testing:

**22** from Italy

**19** from Cyprus

**18** from Hungary

**10** of these tested the platform with no training, and completed the same questionnaire as the others.

The questionnaire prepared for the third feedback consists of three parts: A, B and C. Part A aims at gathering an overall outline of how the platform and the events are valued by users. Part B goes through general questions about the platform content. Part C explores more specific technical details on the users' perception of usability, video / audio quality, and some features. A short summary of positive and negative aspects detected by users with a general final recommendation/suggestion completes the total of 16 questions.

The purpose of this questionnaire is to evaluate the overall satisfaction level with the STAGE platform in this final users' assessment, taking into account an extended acquaintance and awareness of users towards the platform after many months of training, presentations, illustrations, tests and especially suggestions/recommendations from them for a faster and more efficient use within a continuous co-design process.



**Results** (overall answers from IT, HU and CY users):

**1. Do you appreciate the STAGE platform overall?**

Answer	Existing users	New users (no training)
Very much	27.1%	30%
Somewhat	47.5%	30%
Neutral	16.9%	40%
Not really	6.8%	0%
Not at all	1.7%	0%

**Comments:**

Existing users:

*At the moment, the idea is good, but the platform needs to be more stable and more connections with CIs need to be established, in order to have more and better contents.*

New users:

*The idea is great, but currently the contents are unattractive.*

**2. Approximately, how many events did you watch on the STAGE platform so far?**

Existing users watched on average 4 events, while new users watched 3 events on average.

Seven out of the 49 existing users watched between 8 and 20 events over the trials period.

**Comments:**

**3. How many of these did you like?**

Existing users liked about 80% of the videos they watched on the platform, on average.

New users liked on average 50% of the videos they watched.

**Comments:**

Some users commented that, though they enjoyed most of the videos they watched, some of these could be replaced with better content (they considered them to be not worthwhile). In general, they suggested that the quality of events should be improved.

**4. Did you watch any live events on STAGE so far?**

53% of existing users watched live events, while 47% did not. No new users watched live events.

Comments:

Out of the existing users who answered the question “Do you prefer to watch live or recorded videos?”, 81% stated they prefer watching live events, while 19% prefer recorded videos.

**5. Is the platform in general easy to use?**

Answer	Existing users	New users (no training)
Very much	20.4%	10%
Somewhat	36.7%	60%
Neutral	32.7%	30%
Not really	8.2%	0%
Not at all	2%	0%

Comments:

Existing users commented that the platform is, in general, easy to use, but it is too slow at times, specifically when loading videos and search results. Users from Hungary also reported experiencing random logouts.

New users commented that if all the features would be working properly, the platform would indeed be easier to use than most websites. One user suggested that an introductory tutorial in the home page on how to use platform features could be useful.

**6. How *satisfied* are you with the platform *visual features* (font and buttons size, colours, text, icons, options available)**

Answer	Existing users	New users (no training)
Very much	22.4%	40%
Somewhat	53.1%	40%
Neutral	16.3%	0%

Not really	6.1%	20%
Not at all	2%	0%

Comments:

No specific comments were made.

7. How **satisfied** are you with the **content** of the STAGE platform?

Answer	Existing users (48 answers)	New users (no training)
Very much	0%	20%
Somewhat	50%	20%
Neutral	39.6%	40%
Not really	8.3%	10%
Not at all	2.1%	10%

Comments:

Existing users commented that a greater variety and update frequency of contents is needed. Some said they would prefer to see more theatre plays on the platform, as well as educational materials, like documentaries.

One new user said the contents are not interesting, and that rock music concerts, modern theatre plays, as well as operas and classical music performances would be preferred. Another user said that there should be more theatre plays.

8. How **easy is to find content (videos)**?

Answer	Existing users (48 answers)	New users (no training)
Very much	8.3%	20%
Somewhat	31.3%	30%
Neutral	37.5%	0%
Not really	20.8%	30%
Not at all	2.1%	20%

Comments:

Some existing users reported that the search functionalities are not working properly, and it is not easy to search for events in their national languages.

9. How **satisfied** are you with the **variety** of events provided?

Answer	Existing users (48 answers)	New users (no training)
Very much	0%	10%
Somewhat	31.3%	10%
Neutral	54.2%	60%
Not really	12.5%	10%
Not at all	2.1%	10%

Comments:

One existing user commented that art exhibitions could be included, while another stated that the contents should be more built around older people's needs.

New users pointed out the same comments they already reported in relation to question 7.

10. How **satisfied** are you with the average **transmission quality**?

Answer	Existing users (48 answers)	New users (no training)
Very much	2.1%	10%
Somewhat	43.8%	20%
Neutral	33.3%	30%
Not really	18.8%	20%
Not at all	2.1%	20%

Comments:

Existing users commented on slow buffering for videos being tiring.

New users also commented that videos are very slow in loading.

11. *How satisfied are you with the average **audio quality**?*

Answer	Existing users (48 answers)	New users (no training)
Very much	18.8%	20%
Somewhat	54.2%	40%
Neutral	12.5%	30%
Not really	12.5%	0%
Not at all	2.1%	10%

Comments:

One existing user commented that audio quality is varying between videos.

One new user commented that the recordings are too amateurish, and the audio quality is consequently poor.

12. *How satisfied are you with the average **video quality**?*

Answer	Existing users (48 answers)	New users (no training)
Very much	6.3%	0%
Somewhat	58.3%	50%
Neutral	31.3%	40%
Not really	4.2%	0%
Not at all	0%	10%

Comments:

Existing users commented that video quality is varying, and more camera angles would be needed.

New users also commented about the need for more camera angles and consistent quality of recordings.

13. *How satisfied are you with the **settings provided** (e.g. the preferences option, the video settings)?*



Answer	Existing users (47 answers)	New users (no training)
Very much	19.1%	20%
Somewhat	36.2%	30%
Neutral	40.4%	40%
Not really	4.3%	10%
Not at all	0%	0%

Comments:

Some existing users said the rating option did not work properly. One user said that all features are self-evident.

New users had no comments.

14. *How easy is to search for events?*

Answer	Existing users (47 answers)	New users (no training)
Very much	8.5%	10%
Somewhat	34%	40%
Neutral	36.2%	20%
Not really	17.0%	10%
Not at all	4.3%	20%

Comments:

Some existing users said searching for events would be easy if it worked properly.

One new user commented that the search feature is strange, but they found the videos they were looking for nonetheless.

15. *How easy is to use the **payment procedure**?*

Answer	Existing users (39 answers)	New users (no training – 9 answers)
Very much	7.7%	11.1%
Somewhat	23.1%	22.3%
Neutral	38.5%	33.3%
Not really	20.5%	0%
Not at all	10.3%	33.3%

Comments:

Out of the existing users who tried the payment feature, some said that the layout for the Paypal payment had too small characters and it was in English, rather than the local language (Greek).

Two new users said they were not able to use the procedure.

16. *How easy is to **post comments**?*

Answer	Existing users (47 answers)	New users (no training – 9 answers)
Very much	25.5%	55.6%
Somewhat	44.7%	22.2%
Neutral	14.9%	22.2%
Not really	14.9%	0%
Not at all	0%	0%

Comments:

One existing user said it could be easier, while two said it's similar to other website solutions. New users had no comments.

***Which aspects of the platform did you find the most positive?***

Looking at the overall 3 most positive aspects detected in the three end user countries, we can summarize them as follows:

- Watching events comfortably at home (with a preference for live)
- Easy to use platform, easy content search, clear interface
- Visual icons
- Satisfaction for social and cultural activities
- Liking of most offered events and newly arisen interest to some event genres.

***Which aspects of the platform did you find most negative?***

Looking at the overall 3 most negative aspects detected in the three end user countries, we can summarize them as follows:

- Limited events selection and more variety of the events expected
- Difficult video upload/network access problems
- Issues in watching live events
- Categorization of search engine not well covered.
- Search function
- Lack of forums for sharing experiences and exchange with people with cultural interests.

**General comments:**

Among the final recommendations by users we can summarize an overall expectation for an extended events selection and international events translated in the native language.

Search function still results difficult in some cases. Payment module should be improved with larger font size and local user languages.

**4.1. Summary of the Final evaluation for the future perspective**

The overall Final evaluation of the third trial reported a positive appreciation of the platform functionality, use and purpose among users. During the continuous feedback, discussions and co-design sessions, we detected a growing interest for the overall product/service STAGE can offer, especially in terms of future potential additional content, events and exploitation of live streaming. Obviously, this is more pertinent to the aspect of market and commercialization, but the users' expectations and desires for a larger extension of offered events reveals a clear interest that can give rise to a promising marketable product/service. Therefore, for the marketing phase it will be essential that a larger network of CIs is built around the platform, ensuring more varied content with better quality on average.



## 4.2. Summary and final recommendations about the platform

For future developments and updates of the STAGE platform – from a technical perspective - the following recommendations can be provided:

- A better search feature should be implemented, to facilitate finding relevant content (a menu to browse content by category could also be included).
- The payment system using PayPal should be customised with respect to the visual features of the “virtual store”. The standard PayPal interface should be modified to allow for larger font sizes, while ensuring that local language translations are available.
- An alternative payment method using vouchers and/or gift cards should also be included.
- The platform’s architecture should be optimised so that elements and content are loaded more quickly, for a better user experience, taking into account limitations related to broadband connection coverage in some areas.
- In addition to the comments system, a more complex “social” feature should be included (e.g. dedicated social network, forums, chat rooms etc.) to enable users to interact with each other and exchange thoughts and experiences.
- Review the accessibility of the platform in terms of compliance with relevant guidelines (such as WCAG 2.1: <https://www.w3.org/TR/WCAG21/>).

## 5. Annex

### 5.1. 3<sup>rd</sup> feedback questionnaire

#### **Feedback Questionnaire - User Satisfaction with STAGE Platform**

**User code:** .....

**Date of assessment:** .....

**Partner administering the questionnaire:** .....

**Technology device:** .....

The STAGE project aims to allow older people easier and better access to streamed videos of cultural events (theatre plays, concerts, opera performance, museum exhibits).

The purpose of this questionnaire is to evaluate how satisfied you are with the STAGE platform. Part A includes general questions, Part B includes questions regarding the platform and Part C includes questions regarding the technical issues. The questionnaire consists of 16 items.

The questionnaire will take approximately 15 minutes,

All your answers will be kept confidential. Your participation in this study is on a voluntary basis.



Please give honest answers about what you think.

**Thank you in advance for taking time to complete the questionnaire!**

**Part A: General Questions**

5. Do you appreciate the STAGE platform overall?

Very much	Somewhat	Neutral	Not really	Not at all
<input type="checkbox"/>				

If NOT, why?.....  
 .....  
 .....

6. Approximately, how many events did you watch on the STAGE platform so far?

\_\_\_\_\_

7. How many of these did you like?

\_\_\_\_\_

8. Did you watch any live events on STAGE so far?

Yes

No

If "yes"

4b. Do you prefer to watch live videos or recorded ones?

live

recorded

**Part B: Platform**

For each of the items, rate your satisfaction with the STAGE platform by using the following scale from "very much" to "not at all" (5 to 1 for the questionnaires administrators).

Please, tick one box in each row to assess your level of satisfaction with the following aspects Do not leave any question unanswered.

Please leave optionally a comment in the section **comments** for any item that you were "not at all" satisfied with.

	Very much	Somewhat	Neutral	Not really	Not at all
5. Is the platform in general <b>easy</b> to use?	<input type="checkbox"/>				
<i>Comments:</i>					



	Very much	Somewhat	Neutral	Not really	Not at all
6. How <b>satisfied</b> are you with the platform <b>visual features</b> (font and buttons size, colours, text, icons, options available)	<input type="checkbox"/>				
<i>Comments:</i>					
	Very much	Somewhat	Neutral	Not really	Not at all
7. How <b>satisfied</b> are you with the <b>content</b> of the STAGE platform?	<input type="checkbox"/>				
<i>Comments:</i>					
	Very much	Somewhat	Neutral	Not really	Not at all
8. How <b>easy is to find content (videos)?</b>	<input type="checkbox"/>				
<i>Comments:</i>					
	Very much	Somewhat	Neutral	Not really	Not at all



9. How <b>satisfied</b> are you with the <b>variety</b> of events provided?	<input type="checkbox"/>				
<i>Comments:</i>					

**TECHNOLOGICAL ISSUES**

	Very much	Somewhat	Neutral	Not really	Not at all
10. How satisfied are you with the average <b>transmission quality</b> ?	<input type="checkbox"/>				
<i>Comments:</i>					
	Very much	Somewhat	Neutral	Not really	Not at all
11. How satisfied are you with the average <b>audio quality</b> ?	<input type="checkbox"/>				
<i>Comments:</i>					
	Very much	Somewhat	Neutral	Not really	Not at all
12. How satisfied are you with the average <b>video quality</b> ?	<input type="checkbox"/>				
<i>Comments:</i>					



	Very much	Somewhat	Neutral	Not really	Not at all
13. How satisfied are you with the <b>settings provided</b> (e.g. the preferences option, the video settings)?	<input type="checkbox"/>				
<i>Comments:</i>					
14. How easy is to <b>search for events</b> ?	<input type="checkbox"/>				
<i>Comments:</i>					
15. How easy is to use the <b>payment procedure</b> ?	<input type="checkbox"/>				
<i>Comments:</i>					
16. How easy is to <b>post comments</b> ?	<input type="checkbox"/>				
<i>Comments:</i>					



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Which aspects of the platform did you find the most positive? List the 3 most positive below:


Which aspects of the platform did you find most negative? List the 3 most negative below:


**General comments:**

Please share with us whether there are any parts of the website that you would like to change, and if yes how do you think it should be improved?

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