Collective Awareness Platforms for Quality Internship

Ref.: 2016-1-ES01-KA203-025562

Intellectual Output IO2 Report

Date: updated April 4th, 2018

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Foreword

This document is produced in the context of the CAPQI project (Ref.: 2016-1-ES01-KA203-025562) and aims at presenting to all CAPQI partners the process and the methodology used for the creation of an online rating platform providing feedbacks on the quality of internships.

Introduction

The IO2 consist on an online rating platform providing feedbacks on the quality of internships.

Online ratings of internships can significantly increase the transparency on the internship conditions within European companies and thus act as a trigger for companies to improve young people working conditions. Ratings help students make better career decision and incentivize employers to invest in quality internships.

In 2014, InternsGoPro developed a first prototype (https://ratings.internsgopro.com/en/) containing a rating form (allowing input by interns) and an overview of the rated companies. Through this prototype, InternsGoPro managed to collect 400 ratings coming from more than 12 European countries; proving that the concept could work and potentially reach bigger impact with an upgrade.

Base on the results of the IO1 and this prototype, project partners created an impactful and scalable rating platform in IO2. The objective being to make the rating form useful for as many stakeholders as possible and to significantly increase the percentage of users reviewing their internships.

To reach this objective, project partners undertook different activities:

- Revise questionnaire items: review the questions, improve formulations (based on IO1 and feedback from experts;
- Improve the user experience: design a visually appealing questionnaire, easy to understand and quick to answer:
- Testing phase - Student involvement: test the questionnaire among users, receive feedback and integrate it in the rating design;
- Translation of the rating form to ensure the tool can be disseminated European-wide and reach impact more easily

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Summary

1. **Review of the questionnaire** 3
2. **Improved user experience** 6
3. **Testing phase – Usability Testing among students** 7
4. **Translation** 8
5. **Conclusion and Remarks** 9
6. **Annex** 10
    1. **Former rating form** 10
    2. **CAPQI rating form (iteration 1)** 11
    3. **Final CAPQI rating form** 13
    4. **French questionnaire** 17

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1. Review of the questionnaire

Project partners reviewed the questionnaire developed in IO1 with 3 experts from different fields in order to boost the project impact. The 3 perspectives chosen were:

a. Human Resource expertise
b. Communication expertise
c. User Experience expertise

A. InternsGoPro worked with a HR expert having a decade of experience as a Human Resource Director in a large corporation. The objective was to make the rating form useful also for companies. In IO1, the questions were drafted by project partners who come from a NGO and university background. In IO2, project partners thought it would be beneficial for the CAPQI impact to include more the employer perspective. Hence, project partners made sure that the questions and their formulation would allow to draw the best possible inferences on the quality of the experience; both from a student's and employer's perspective.
The main outputs were:
   - the addition of a question on the mission of the hosting company. Employers are interested to have more data on the motivation of their interns and showcase the importance of their mission;
   - addition of a question on the working hours. Working hours are an important aspect determining the quality of the working experience.

B. Another perspective was the communication perspective. We added or transformed certain questions from IO1 in order for project partners to develop powerful message and guarantee a better dissemination and visibility of the rating form.
Apart from the reformulation, the main outputs were:
   - "Would you like to stay in this company? highlight pros and cons" (open comment question). This question should generate sentences (all other questions are numerical or yes/no) and the produced content could be easily re-used to make powerful personalised messages during communication campaigns;
   - "Would you recommend this work experience?" (simple tick box). Future users of the CAPQI tools checking on the quality of a given employer will directly see (before reading all the ratings) if many other people have had a good experience with this employer.

C. Finally, project partners worked extensively with UX experts. More details will be given in the section 2. This section here addresses the change project partners brought to the formulation of the questions to ensure an easy understanding, foster intuitiveness and reduce the time spent to fill questionnaire. The major changes were:
   - separate the questions into 3 big groups to help in the understanding;
   - Make the question into a yes/no format to make them more intuitive.

The final result is as follows:

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Landing Page
Employer
Location
Status: internship, traineeship, apprenticeship, entry-level job
1st Step: Your experience
Learning Experience
My job description & my learning objectives were clearly stated
I was in charge of challenging tasks with a high degree of responsibility
The unskilled tasks I performed were less than 1/4 of my overall tasks
I received formal training to perform my job
I developed new skills
Supervision and Management
I was assigned a supervisor in charge of my work and development
I had an introductory meeting with my manager to discuss mutual expectations and work plan
I met with my supervisor regularly and received feedback and support
My performance was properly evaluated
Work Environment and Culture
I was properly introduced to the workplace and my colleagues
I had a dedicated space and good equipment to carry out my work
I felt part of a team and my input was recognised
My working hours were reasonable
Employees' well-being & work life balance are important for the organisation
International Openness
I signed the Erasmus+ Learning Agreement for interns using the Erasmus+ programme
My employer supported me in getting integrated in a foreign environment (orientation, tips, accommodation, social contacts, leisure time activities, etc.)
My employer provided guidance concerning working culture, habits, communication (e.g. addressing, greetings) and hierarchy
My employer provided me with language learning support
Step 2: Your conditions

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Compensation and Benefits
Salary/month: Unpaid Paid (amount) Grant (amount)
I received one (or more) of the following benefits: meal voucher, accommodation, transportation, medical insurance, other
Did you sign a contract/agreement for this work?
Field of work (e.g. marketing)
Year
Duration + I Still working there
I was a student/graduate
Your University/Educational Institution
Gender
Step 3: Your Future
Career Development & Employability
Did you develop your professional network (with colleagues, clients, partners)
Did you have a meeting to discuss your career development with your manager/HR?
Did you get or could you get a formal recommendation (e.g. letter of reference) of your work?
If relevant, did you receive a job offer from your employer?
Did the companies mission motivate you to work there?
Would you recommend this work experience?
Would you like to stay in this company? Thank you for highlighting pros and cons
Final Page
Confirm your email
Your name
Your email

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2. Improved user experience

“User Experience (UX) refers to a person's emotions and attitudes about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human–computer interaction and product ownership. Additionally, it includes a person’s perceptions of system aspects such as utility, ease of use and efficiency”[1]. A good user experience is thus essential to ensure a good dissemination and usage of the review form and consequently ensure the CAPQI impact.

The review form developed by InternsGoPro was first user experience the CAPQI depended on (it can be found here: https://ratings.internsgopro.com/en/ or in the screenshots in the annex section of this document).

Project partners decided to significantly rework the user experience of the review form. The goal being to increase the ratio of people rating. To do so, project partners devised a thorough process: benchmarking of best-practices in review forms, user interviews based on the first version of the review form and finally wireframe development and design.

The analysis of best-practices allowed project partners to improve mainly on the following elements: information flow, navigation of review form, anonymity statement, and presentation of questions.

InternsGoPro conducted a total 8 user interviews at different stages of the process. These interviews allowed project partners to understand the weaknesses of the review form available so far. This allowed for instance to find out which questions were misleading, which formulations made people hesitant to answer and make some estimations on how to improve the filling-out speed for the users.

Many iterations have been necessary to arrive to the final result. A first notable iteration result was this one: https://secret-eyrie-62057.herokuapp.com/ratings/new

Project partners collected feedback for the first version, and reworked it. This led to the following design of the rating form which is now the final result to continue towards IO3: http://invis.io/3BBUA2B9T

[1] WIKIPEDIA – User Experience (UX) - https://en.wikipedia.org/wiki/User_experience - 10/07/2017

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3. Testing phase – Usability Testing among students

In April 2017, InternsGoPro conducted two sets of usability testing with 8 young graduates. The objective was to validate (or invalidate) certain assumptions on the user experience to make sure the online rating form is easy to use and can reach maximum impact. Based on these feedbacks the CAPQI final rating form was produced (annex 3).

The two versions tested were: annex 2 (https://secret-eyrie-62057.herokuapp.com/ratings/new) and 3 (http://invis.io/3BBUA2B9T).

3.1. Components to be validated

We focus the usability testing on the following elements:

- Progress bar functionality
- Ordering of steps
- Comprehension of the welcome screen
- Sharing to social media after finishing
- Question wording
- Willingness to open-ended questions
- Reaction to star rating and thumbs up/down icons

3.2. Participants' profile

InternsGoPro interviewed a total of 8 participants and deemed useful to know what was their relationship with internships and see if it would influence their behaviour in front of the rating form. The 8 participants had the following profile:

- Saleh – Senior Engineer – Bad internship, bitter about the general state of internships
- Hanaa – Graduate – Internship was ok
- Lamia – Graduate – had a good internship
- Jihan – Freshly graduated – had an excellent internship
- Ahmad – Freshly graduated – Internship was ok
- Aya – Freshly graduated – had an excellent internship
- Dalia – Graduate – Internship was ok
- Nadine – Freshly graduated – very bad internship

3.3. Methodology

The methodology used during these usability testing was composed of 7 steps:

- Bring users to a comfortable setting and brief them about what this meeting is about
- Brief users about the CAPQI project in general
- Ask them to talk about their most recent internship
- Ask them to rate this internship
- Record time taken by the users to complete the rating form
- Observe users when interacting with the different components to be validated
- After completing the form, ask the users about their impression

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3.4. Observations

Prototype V1 (annex 2)

	Progress bar	Steps order	Welcome screen	Social media sharing	Questions wording	Answered open-ended question	Star rating interaction	Thumbs interaction
Saleh **7:21**	Didn't notice it	ok	Skimmed and click on start here	Not active on SM	ok	yes	ok	ok
Lamia **5:19**	Didn't notice it	ok	Didn't understand it	Yes	ok	no	ok	ok
Hanna **5:29**	ok	ok	Clicked in "anonymous" icon	No	ok	yes	ok	ok
Jihan **4:14**	ok	ok	Didn't understand it	No	ok	no	ok	ok

Prototype V2 (annex 3)

	Progress bar	Steps order	Welcome screen	Social media sharing	Questions wording	Answered open-ended question	Star rating interaction	Thumbs interaction
Ahmad **4:04**	ok	ok	ok	yes	ok	no	ok	ok
Aya **3:44**	ok	ok	Didn't understand it	no	ok	no	ok	ok
Dalia **4:06**	ok	ok	Took a while until she found "start here"	no	ok	yes	ok	ok
Nadine **4:36**	ok	ok	ok	no	ok	no	ok	ok

4. Translation

Project partners are planning to deploy the rating form in English, French, German, Portuguese and Spanish. So far, project partners developed the English and French version.

See annex for the French version

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5. Conclusion and Remarks

Project partners undertook many iterations of the rating form, calling also to external experts. This is done with a view to being able to create a tool as inclusive and useful as possible for any stakeholder (universities, students, employers, decision makers, etc.).

Project partners believe that the new user experience will also foster the conversation of users visiting the website (rating form) towards users completing the rating form. Real-size tests will be performed in IO3.

The rating form will be deployed on several websites (such as http://www.capqi-project.eu/, http://www.internsgopro.com/en/home/, etc.) and extra iterations in IO3 are planned to improve the user experience.

In the IO3, project partners but also partners outside the consortium will be able to install the rating form on their website through a widget. By performing interviews in IO2, project partners realised that external partners should have some flexibility with the questions of the rating forms to ensure that the tool is useful for them. In IO3, external partners will therefore be able to add extra questions to the rating form, and personalise it. Nevertheless, they won't be able to change the set of core questions (defined here in IO2). Partners will get access to a password-protected area of the CAPQI website, currently on http://internsgopro.staging.rails.robustastudio.com/partners/login. Here, project partners will be able to monitor and validate the extra questions from the external partners.

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6. Annex

1. Former rating form

Your background

Your personal details are confidential and will not be disclosed at any time. Your email will allow us to contact you if we need more information on the rating.

Name *

Firstname | Lastname

E-Mail *

E-mail

Internship background

Employer *

e.g. European Parliament

Location of the internship (city) *

Country of the internship *

Please select

Activity sector *

Please select

What was the quality of the supervision you received? *

1 2 3 4 5 6 7 8 9 10

Tell us more — Dismiss

My supervisor did not have more than 3 interns to supervise

Not sure Yes No

I had an introductory meeting with my supervisor to discuss mutual expectations and learning objectives of the internship

Not sure Yes No

I had regular meetings with my supervisor, at least once a week, where he/she tracked my progression, gave me feedback or provided support

Not sure Yes No

My work was structured within a work plan and a timeline

Not sure Yes No

How satisfied were you with the working atmosphere? *

1 2 3 4 5 6 7 8 9 10

To what extent did this internship improve your probability of getting a job? *

1 2 3 4 5 6 7 8 9 10

Did you receive a job offer from the organisation after your internship? *

Yes No

Would you recommend this internship? *

Yes No

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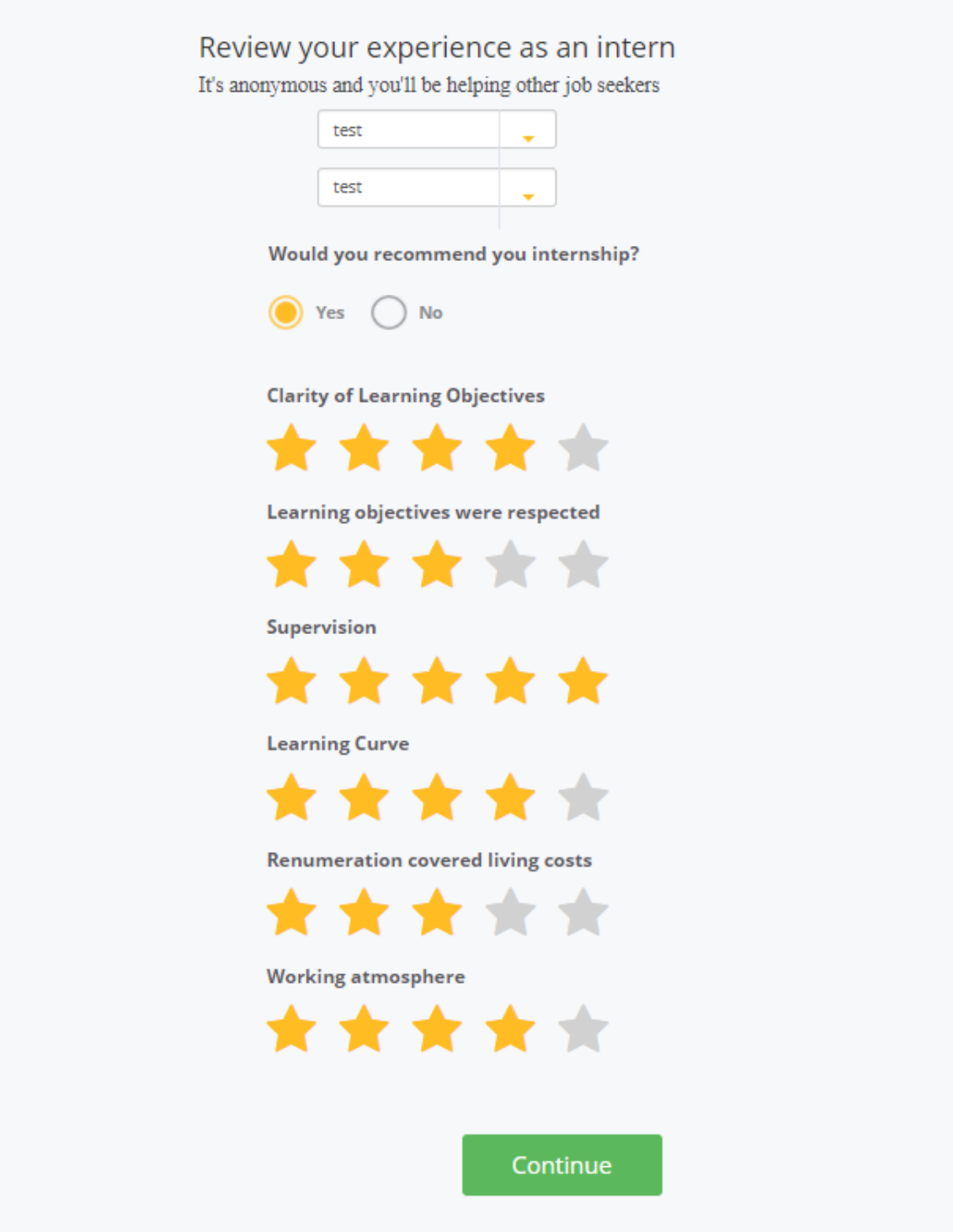
2. CAPQI rating form (iteration 1)

Page 1



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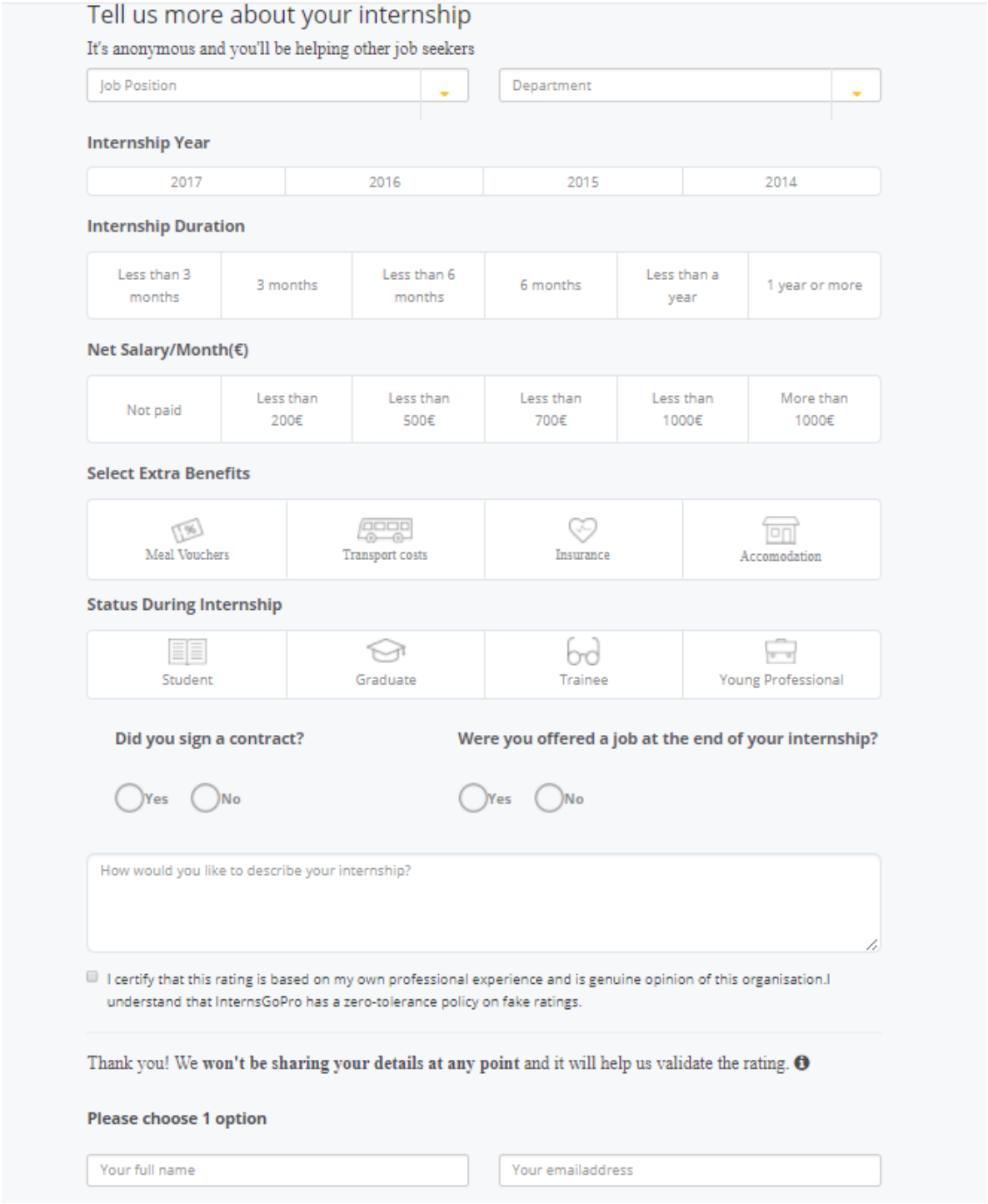
Page 2



Tell us more about your internship

It's anonymous and you'll be helping other job seekers

Job Position | Department

Internship Year

2017 | 2016 | 2015 | 2014

Internship Duration

Less than 3 months | 3 months | Less than 6 months | 6 months | Less than a year | 1 year or more

Net Salary/Month(€)

Not paid | Less than 200€ | Less than 500€ | Less than 700€ | Less than 1000€ | More than 1000€

Select Extra Benefits

Meal Vouchers | Transport costs | Insurance | Accomodation

Status During Internship

Student | Graduate | Trainee | Young Professional

Did you sign a contract? Yes No

Were you offered a job at the end of your internship? Yes No

How would you like to describe your internship?

I certify that this rating is based on my own professional experience and is genuine opinion of this organisation.I understand that InternsGoPro has a zero-tolerance policy on fake ratings.

Thank you! We **won't be sharing your details at any point** and it will help us validate the rating.

Please choose 1 option

Your full name | Your emailaddress

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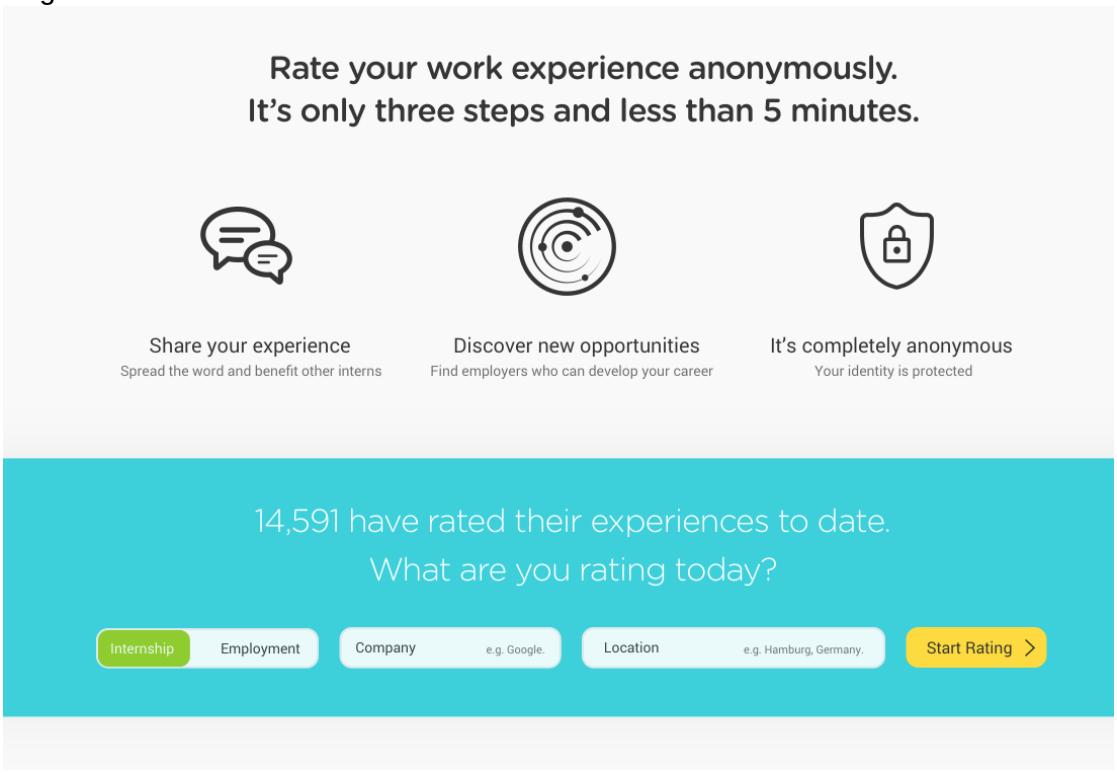
3. Final CAPQI rating form

Page 1



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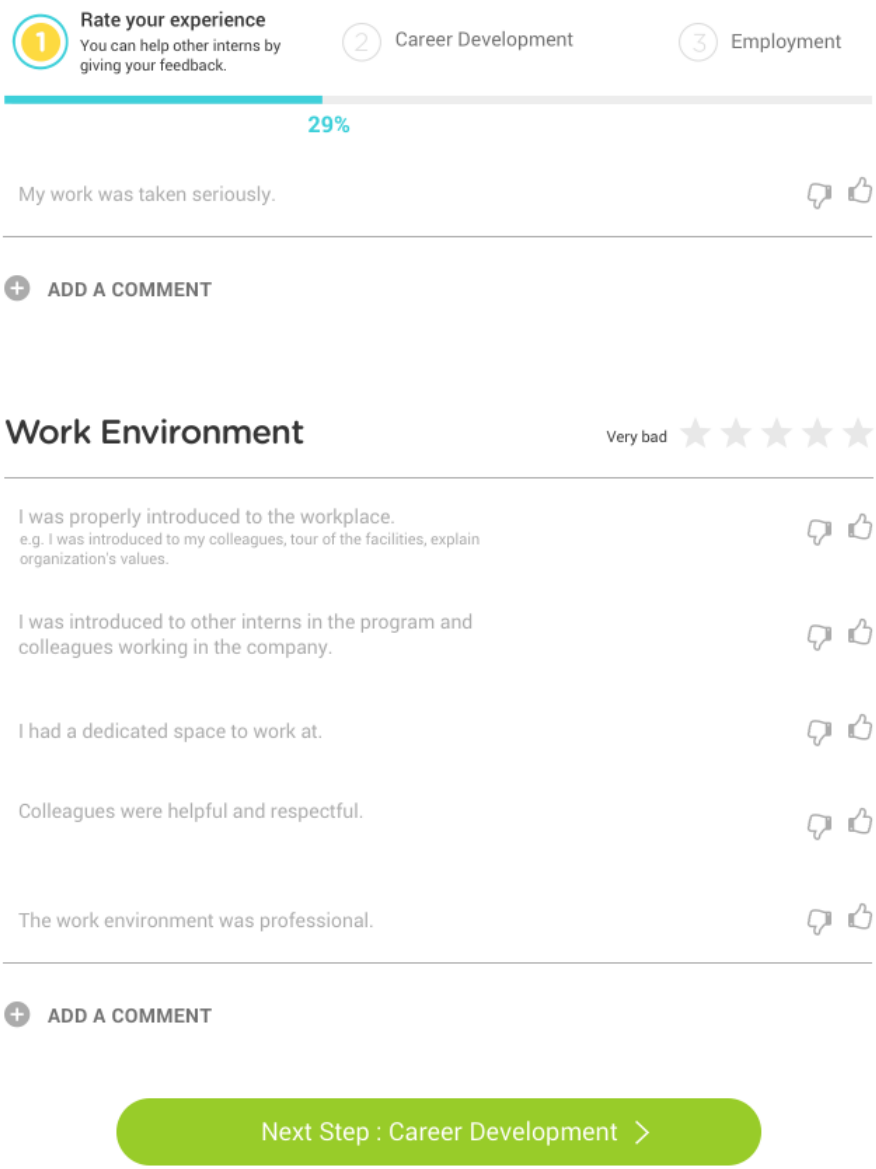

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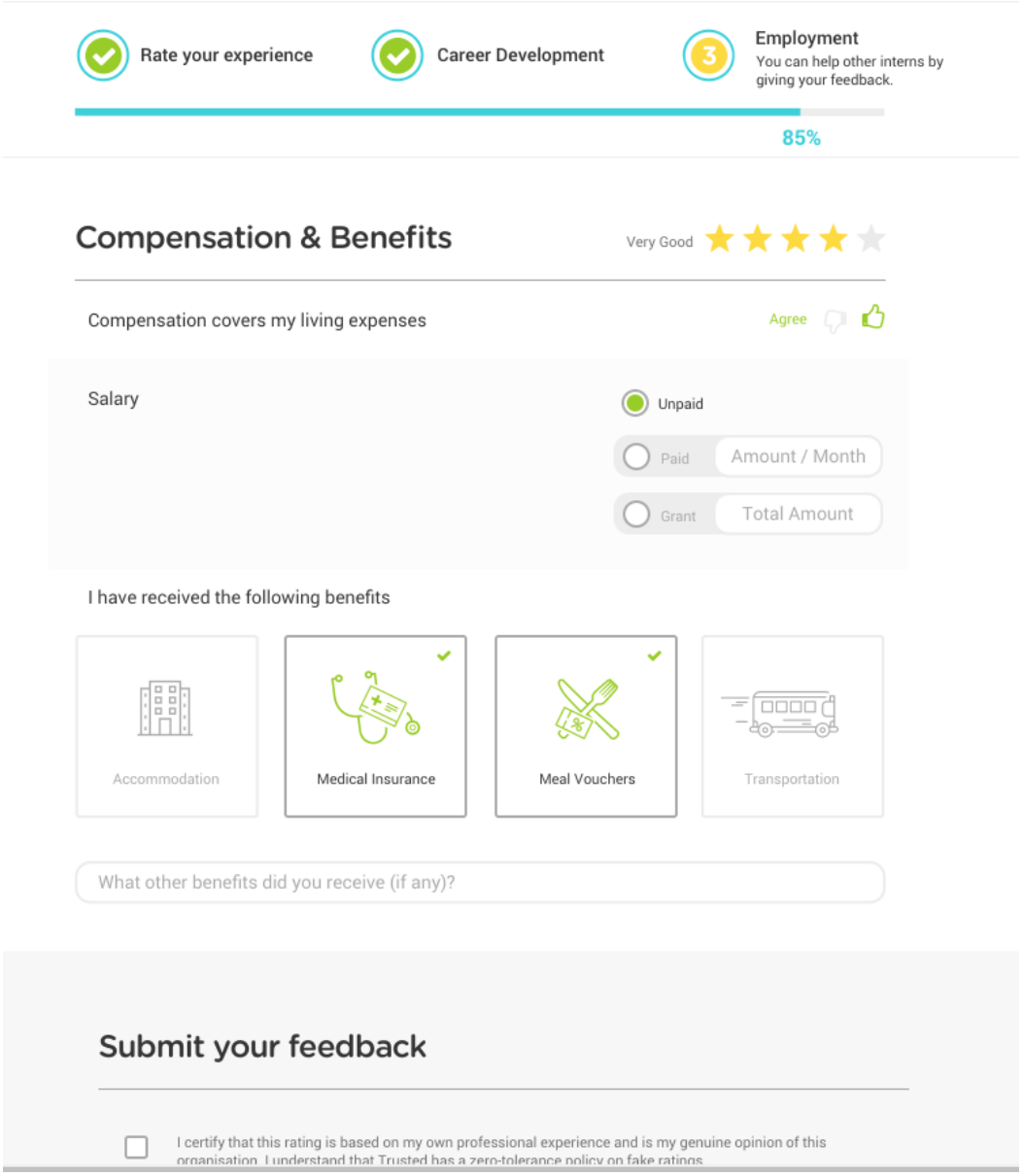

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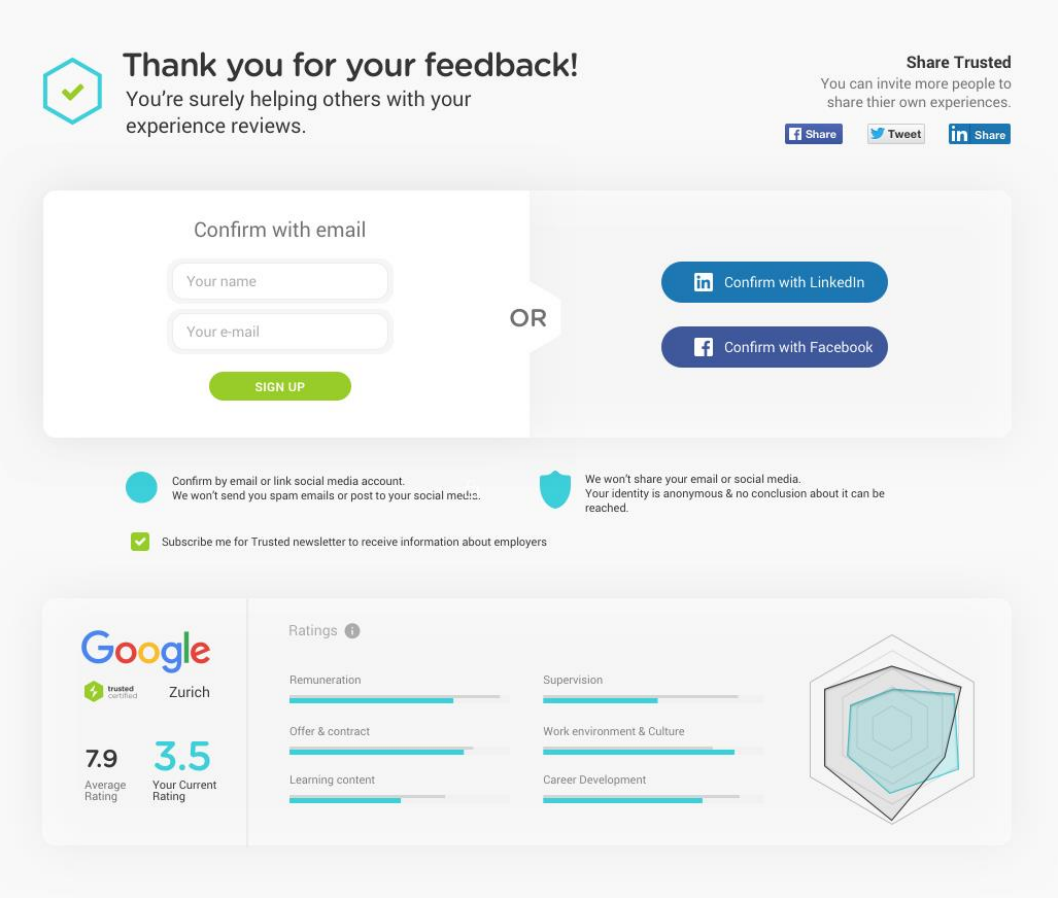
Page 4



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4. French questionnaire

Landing Page
Employeur
Lieu de travail (ville, pays)
Statut : stagiaire, en formation, apprentissage, 1er job
1st Step : Mon expérience
EXPERIENCE d'acquis PROFESSIONNEL
Ma description de poste et mes objectifs d'apprentissage étaient clairement formalisés
J'ai été en charge de tâches stimulantes, avec un haut degré de responsabilité
Les tâches annexes (sans recours à compétence spécifique) étaient inférieures au 1/4 de mes tâches générales
J'ai reçu une formation formelle spécifique pour accomplir mon travail
J'ai développé de nouvelles compétences
SUPERVISION & MANAGEMENT
Un superviseur était désigné pour encadrer mon travail et mon développement
J'ai eu une réunion de démarrage avec mon manager pour établir les attentes mutuelles et fixer le plan de travail
Je rencontrais régulièrement mon superviseur et recevais feedback et support
Ma performance a été bien évaluée
ENVIRONNEMENT (de travail) ET CULTURE
J'ai été bien introduit dans mon espace de travail et auprès de mes collègues
J'avais un espace de travail dédié et un bon équipement pour effectuer mon travail
Je me sentais faire partie d'une équipe et mon apport était reconnu
Mes heures de travail étaient raisonnables (en quantité)
Le bien-être des employés et l'équilibre vie personnelle/ vie professionnelle sont considérés dans l'organisation
Step 2 : Mes conditions
REMUNERATION & AVANTAGES
SALAIRE mensuel : non payé // payé (montant), indemnité (montant)
J'ai eu droit à avantage(s) suivant(s) : allocation repas, logement, transport, assurance médicale, autres...

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J'ai signé un contrat / une convention pour e travail
Domaine de travail (expl. marketing…)
Année
Durée // Toujours en poste
J'étais étudiant // diplômé
Université // Ecole
Masculin // Féminin
Step 3 : Mon Futur
DEVELOPPEMENT de CARRIERE et EMPLOYABILITE
Avez-vous développé votre réseau professionnel (avec collègues, clients, partenaires)
Avez-vous rencontré votre manager/les RH pour discuter votre développement de carrière ?
Avez-vous reçu (ou pourriez-vous recevoir) une recommandation formelle (expl lettre de reco, de référence) de votre travail ?
Eventuellement, avez-vous reçu une offre d'emploi de votre employeur ?
Est-ce que la mission de l'entreprise vous a motivé pour y travailler ?
Recommandez-vous cette expérience de travail ?
Aimeriez-vous rester dans cette entreprise ? Merci de mettre en avant les éléments pour / contre
Final Page
Confirmer votre email
Nom
Email

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