

## **A3.4 LAUNCH OF THE E KNOWLEDGE PLATFORM**

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## 1. PRE-START PREPARATION

### a) Internal testing of the ENERGIFY platform

Internal testing was carried out within the team developing the platform.

#### A. Test Environment Preparation

- **Defining the Environment**
- Test servers were prepared that were separate from the production servers, to ensure that testing did not affect real users.
- **Ten** test user accounts and content used during testing were created. Fictitious data on green energy and users were used.

#### B. Making Test Cases

- **Defining the functionality of the platform**
  - User registration and login.
  - Interact with forums and the community.
  - Placement of materials and resources.
- **Test Cases**
  - Testing the success of user registration
  - Testing whether users can log in with correct and incorrect information.

#### C. Execution of tests

- All errors and problems are recorded to the bug tracking system with details on how to reproduce them.

#### D. Analysis of results

- **An analysis and prioritization of the severity of each error was carried out .**

### b. Beta testing of the Energify platform

After internal testing, the next step was beta testing, where real users were hired to test the platform.

#### A. Determining the target group

- **Aengages** are students of environmental protection, professionals in the field of industry, professors in retirement.

#### B. Beta Testing Preparation

- An invitation to beta testing was sent via email, explaining what the ENERGIFY platform is and what is expected of them.
- A manual for the preparation of the platform has been developed and sent as an integral part of the call.

#### C. Performing beta testing

- A feedback system has been introduced on the basis of
  - A questionnaire that users have completed after using the platform.
  - Direct conversations with students.
- UserTesting's analytics tool was used to track how beta testers were using the platform

#### **D. Feedback analysis**

- The information collected was analyzed and it was determined which functionalities are most useful and where improvement is needed.
- Define steps to continuously improve the user interface.

#### **c. Final Testing and Start-Up Preparation**

- In collaboration with the development team, improvements have been made based on feedback from beta testers.
- Final testing was carried out to ensure that all issues were resolved before the official launch of the platform.

## 2. FINAL TEST REPORT OF THE ENERGIFY PLATFORM

**Date:** October 20, 2023

**Created by:** ENERGIFY Testing Team

**Version:** 1.0

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**1. Introduction** This report summarizes the results of internal and beta testing of the ENERGIFY platform. Testing was conducted to ensure that the platform meets user requirements and provides a positive user experience.

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### 2. Internal testing

#### 2.1. Tested functionality:

- User Registration
- User login
- Course Overview
- Interaction with forums

#### 2.2. Results:

- **Total number of test cases:** 50
- **Average pass rate:** 92%
- **Errors identified:** 5
  - Critical errors: 2
  - Minor errors: 3

#### 2.3. Recommendations:

- Urgently fix critical bugs before beta testing.
  - Improve navigation on the course overview page.
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### 3. Beta testing

#### 3.1. Beta Users:

- 30 beta testers were engaged, including students and professionals.

#### 3.2. Methods of collecting feedback:

- Questionnaires
- Feedback Forum

#### 3.3. Results:

- **Average user experience rating:** 4.5/5
- **Identified errors:** 3
  - Critical errors: 1 (related to login)
  - Minor errors: 2 (interface issues)

#### 3.4. Recommendations:

- Correct critical errors before the official launch.
- Consider suggestions for improving interface design.

## 3. MARKETING AND PROMOTION

### A. Creating a marketing plan

Identifying your target audience is key to the success of your marketing strategy. In the case of the ENERGIFY platform, potential users are categorized into the following groups:

- **Students:**
  - Young people who are educated in fields such as energy, ecology, engineering and related disciplines.
  - **Motivation:** They want to acquire additional knowledge and skills that will help them stand out in the labor market.
- **Professionals:**
  - People who already work in the energy, ecology or sustainability industry and want to improve their skills or train for new technologies.
  - **Motivation:** Upskilling and acquiring new certifications to improve their careers.
- **Entrepreneurs:**
  - Individuals who run or plan to start a business in the field of renewable energy or sustainability.
  - **Motivation:** They are looking for practical information and resources that will help them successfully develop their business ideas.
- **Sustainability enthusiasts:**
  - People who are personally committed to sustainability and renewable energy.
  - **Motivation:** They want to be educated and involved in communities that deal with these issues.

### 2. Promotion channels

- **Social networks:**
  - **LinkedIn and Instagram** – publication of promo content, highlighting the benefits of courses on the platform.
  - **Promotion on the forums**
- **Email marketing:**
  - Creating a targeted email campaign that addresses specific segments of users (e.g., students, professionals) with content that matches their interests.
- **Blogs**
  - Optimize content for search engines in order to attract organic traffic to the platform.
- **Online oglasi**
  - **Google Ads to** create targeting campaigns that will be shown to users who are searching for relevant keywords related to digitalization in the field of renewable energy and courses.

## 4. PLATFORM LAUNCH

### A. Launch date

- 01.03.2024.
- **Presentation** to target groups through the promotion of brochures
- Promotion via email, social media.

## 5. POST-LAUNCH ACTIVITIES

### A. Feedback

Collecting feedback from users after the launch of the ENERGIFY platform was key to continuously improving and adapting content and functionality. This process allowed teams to identify which functionalities were used the most, as well as identify areas for improvement. Users shared their experiences through questionnaires and interviews, which allowed the team to better understand the needs of their audience. Based on the data collected, concrete changes and improvements have been implemented, which have increased user satisfaction and the quality of the platform. In addition, the regular collection of feedback has created a culture of open communication, which has further strengthened the bond between users and the platform's team. In this way, ENERGIFY has become a dynamic platform that is continuously evolving to meet the needs of its users.

This process is carried out through several steps:

1. **Creating a Strategy for Collecting Feedback:**
  - The objectives of collecting feedback have been defined. The defined functionalities were the best rated, where users had difficulties, and what they would like to see in future updates.
  - The methods of collecting feedback through questionnaires proved to be the most acceptable – it ensured the quality and reliability of the feedback.
2. **Methods of collecting feedback:**
  - After using the platform, questionnaires were sent to users to get specific data about their experience. The questionnaire had questions about ease of use, quality of content, and overall satisfaction.
  - The analytics tool Google Analytics was used to track user behavior on the platform. They identified the functionalities that were used the most, as well as the places where users left the platform most often.
3. **Feedback analysis:**
  - The feedback collected was systematically analyzed. They are grouped by topic and priority to identify key problems that need to be addressed.
4. **Implementation of improvements:**
  - Based on the feedback gathered, a plan for improvements has been developed and steps are prioritized towards urgency and impact.

### B. Maintenance

Maintaining the ENERGIFY platform is essential to ensure its longevity, relevance, and functionality. Maintenance is based on the following areas:

1. **Interactive content**
  - The inclusion of new formats such as video lectures, interactive tests, and quizzes has helped to keep users interested.
2. **Technical support:**
  - A customer service system was set up that could respond quickly to technical problems and customer questions. It is communication through contact forms and through email support.
  - Servers, databases, and software are regularly checked and updated to ensure optimal operation of the platform. This included the implementation of security updates and solutions to protect against potential threats.
3. **Customization of functionality:**

- The performance of the platform was continuously monitored using analytical tools. They identified problems with loading speed, functionality, or availability.
  - Consideration was given to adding new technologies and functionalities that can improve the user experience, such as artificial intelligence to personalize content or mobile apps for easier access.
4. **Promotion and user engagement:**
- Contact with users via e-mail, social networks or the platform directly is maintained.
  - Promotion through direct campaigns and social networks.



## 6. QUESTIONNAIRE FOR ASSESSING THE SATISFACTION OF USERS OF THE ENERGIFY PLATFORM

**Instruction:** Please answer the following questions in order to improve our platform. Your feedback is very important to us!

### 1. General information

#### 1.1. How did you find out about the ENERGIFY platform?

- A friend's recommendation
- Social networks
- Search engine (Google, Bing, etc.)
- Ads
- Else: \_\_\_\_\_

#### 1.2. How long have you been using the ENERGIFY platform?

- Less than a month
- 1-3 months
- 3-6 months
- More than 6 months

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### 2. Customer satisfaction

#### 2.1. How would you rate your overall satisfaction with the ENERGIFY platform? (1 = very dissatisfied, 5 = very satisfied)

- 1
- 2
- 3
- 4
- 5

#### 2.2. How easy was it for you to register on the platform? (1 = very difficult, 5 = very easy)

- 1
- 2
- 3
- 4
- 5

#### 2.3. How would you rate the quality of the courses on the platform? (1 = very bad, 5 = very good)

- 1
- 2
- 3
- 4
- 5

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### 3. Platform functionalities

#### 3.1. How would you rate the ease of navigating through the platform? (1 = very difficult, 5 = very simple)

- 1

- 2
- 3
- 4
- 5

**3.2. Have you had any problems with any functionalities on the platform?**

- Yes I do
- No
- If so, please tell us what the problem is: \_\_\_\_\_

**3.3. What additional functionalities would you like to see on the platform?**

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**4. General comments**

**4.1. What do you like most about the ENERGIFY platform?**

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**4.2. What suggestions do you have to improve the platform?**

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**4.3. Would you recommend the ENERGIFY platform to friends or colleagues?**

- Yes I do
  - No
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**Thank you for your time and feedback!**  
Your feedback helps us improve the ENERGIFY platform and provide you with an even better experience.

## 7. REPORT ON THE IMPLEMENTATION OF THE SURVEY ASSESSING THE SATISFACTION OF USERS OF THE ENERGIFY PLATFORM

In today's digital environment, customer satisfaction is one of the key factors in the success of any online platform. The ENERGIFY platform, as an innovative learning tool, aims to provide quality education to users from various sectors, including students, professionals and entrepreneurs. Given the rapid development and competition in the field of online education, it is important to continuously assess user satisfaction to ensure that the platform meets their needs and expectations.

This report presents an analysis of user satisfaction of the ENERGIFY platform based on the data collected from a questionnaire completed by 50 users. Users were asked about various aspects of using the platform, including ease of registration, quality of courses, ease of navigation, and overall satisfaction. Gathering feedback from users not only helps identify the platform's current strengths, but also allows development teams to spot potential weaknesses and areas that require improvement.

The aim of the report is to identify key areas for improvement and to provide recommendations for improving the user experience. Based on the analysis of the data collected, this report will offer insights into users' perceptions of the platform, as well as concrete suggestions for future steps that will enable ENERGIFY to remain competitive and relevant in the dynamic world of online education. Through this analysis, the platform can ensure that it provides valuable content and services that are in line with the needs of its users, thereby increasing their satisfaction and loyalty.

### **Methodology**

The questionnaire contained 10 questions that focused on:

- Source of knowledge about the platform
- The length of time the platform is used
- Satisfaction ratings in several key categories (overall satisfaction, ease of registration, quality of courses, ease of navigation)
- Technical problems and suggestions for improvement

Based on the data collected, the following results were recorded:

#### **1. Source of knowledge:**

- Refer a friend: 20 users (40%)
- Social networks: 15 users (30%)

- Browser: 10 users (20%)
- Listings: 3 users (6%)
- Second: 2 users (4%)

## 2. Length of use of the platform:

- Less than a month: 10 users (20%)
- 1-3 months: 15 users (30%)
- 3-6 months: 15 users (30%)
- More than 6 months: 10 users (20%)

## 3. Customer satisfaction:

- Overall satisfaction (average rating): **4.1**
- Ease of registration (average rating): **4.5**
- Quality of courses (average grades): **4.0**
- Ease of navigation (average rating): **4.2**

## 4. Technical problems:

- Yes: 12 users (24%)
- No: 38 users (76%)
- The most common problems: Technical problems with course pages, problems with logging in

## 5. Recommendations for improvement:

- Increase the number of courses available.
- Improve content loading and platform stability.
- Incorporate more interactive elements into the courses.

### Grafički prikaz zadovoljstva korisnika ENERGIFY platforme

