



STUDENT FEEDBACK

'It is a very good website for students to use because it helps them see where they are heading, what they are aiming for and set targets for themselves in order to achieve what they want.'

FAST TOMATO

Fast Tomato brings universal provision of differential guidance to all.

The website www.fasttomato.com provides assessments, information, career and course suggestions to any computer linked to the Internet 24/7. Qualified guidance practitioners can monitor client responses and ensure the provision of appropriate guidance whenever and wherever it is needed.

But do pupils like it? Do they find it useful? Will they use it? This review of pupil feedback shows that almost all of students from year 7 through to year 13 fully endorse Fast Tomato - over 93 percent would recommend it to other students.

AIMS AND OBJECTIVES

The Feedback Questionnaire was designed for the purpose of gaining an understanding of what students thought about Fast Tomato, not only its aesthetics, but also its usefulness and practicality. There were questions that asked about the appearance and the running of the site, but more importantly students were asked about the benefits they might have gained from using Fast Tomato. We wanted to see if the students were able to gain information and feedback that could inspire their ideas and broaden their horizons.

THE SAMPLE

Between 1st January 2006 and 31st May 2007, over 1300 schools and training providers from 117 of the 150 LEA districts in England took part in this survey.

A total of 25,790 students from year 7 up to year 13 from these schools and colleges completed the online questionnaire. Approximately 58% of the sample were girls and 42% were boys. This has provided us with a cross-section of views, which are summarised below.

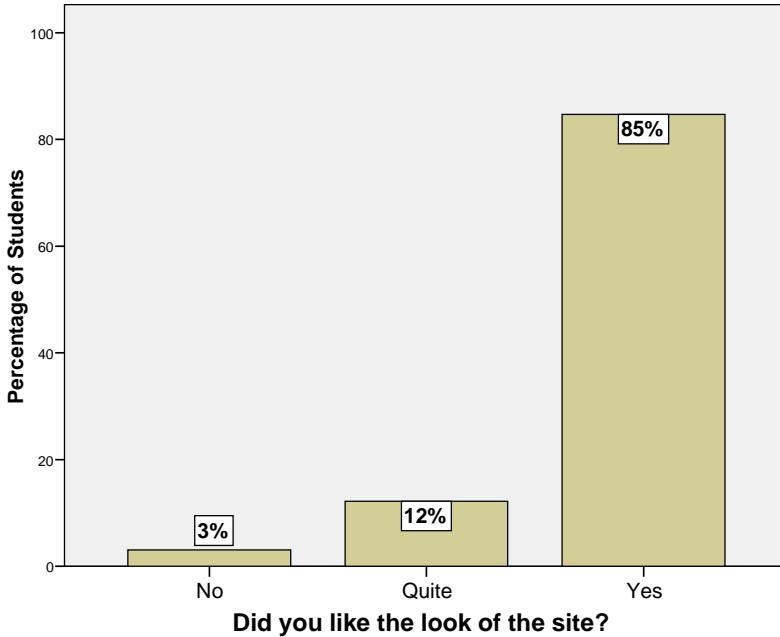


IS THE SITE LIKED?

Students responded to the question ‘Did you like the look of the site?’ with an overwhelming majority of 85% saying ‘Yes’, whereas only 3% of the students said ‘No’. Other recent comments made by the students have generally been very positive. Such comments included:

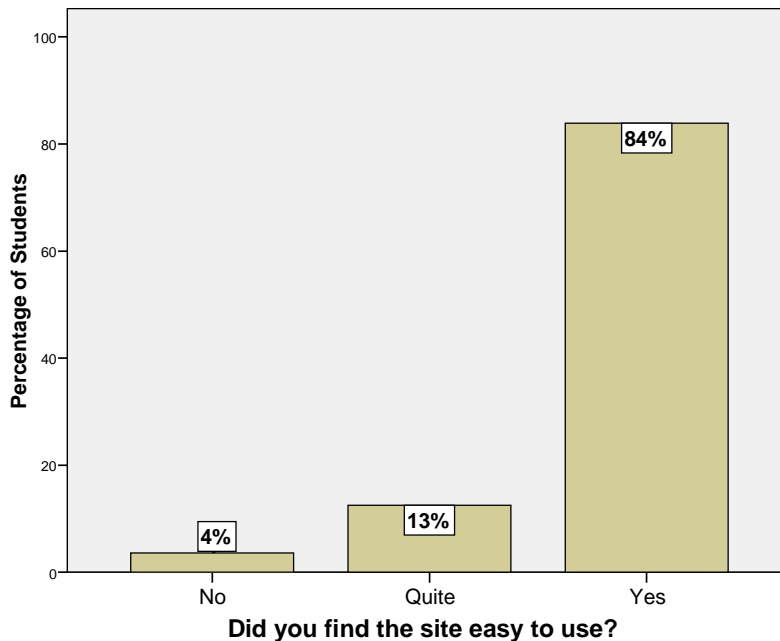
Brilliant site, very well made and set out.

If my teacher hadn't told me about this website, I would probably still be struggling to think of a career that would be suitable for me. I find the website very attractive, simple to use and I really enjoy using it'



USING THE FAST TOMATO ASSESSMENTS

To make sure that the students were able to complete the assessments properly and were able to understand how to use them, we asked students if the site was easy to use. The majority of the students, 84%, said ‘Yes’ that the questionnaires were easy to use, only 4% thought that it wasn't.

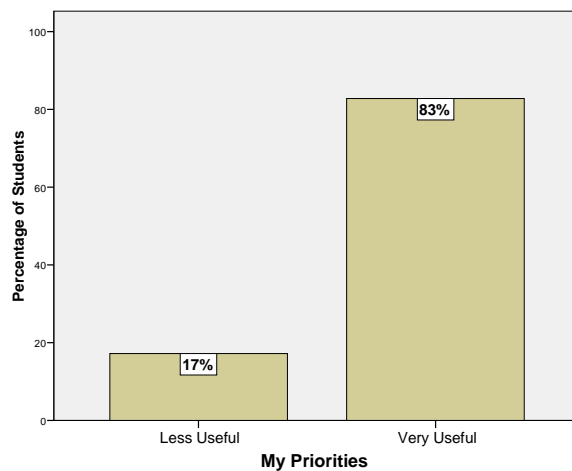
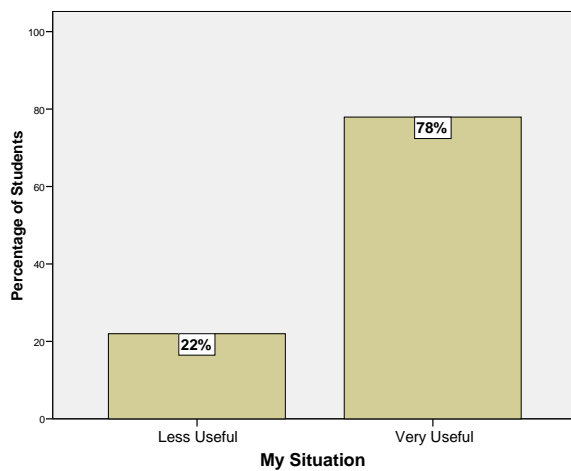
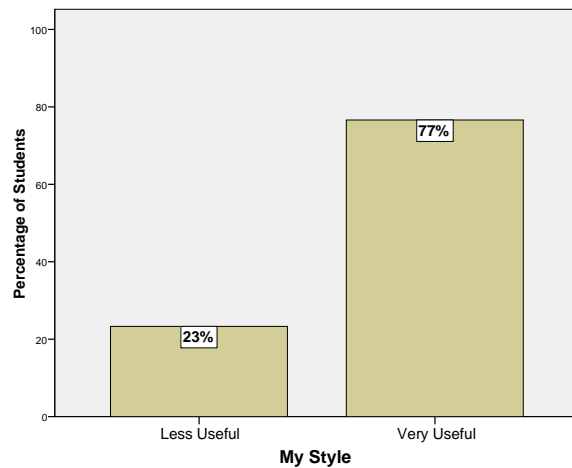
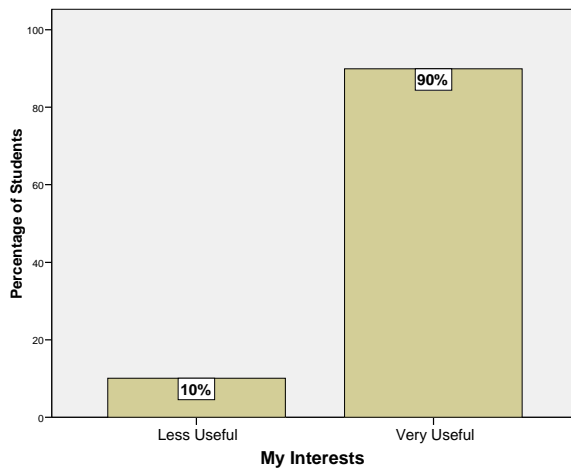




HOW USEFUL ARE THE ASSESSMENTS?

The usefulness of Fast Tomato is very much dependent upon how much use the students get out of the site. In other words, if students are able to use the site to look up the different options that are presented on the site and to investigate the courses or careers, they will further appreciate the benefits and usefulness of Fast Tomato.

Students were asked to rate how useful they thought the various assessment questionnaires were. This helps to determine if the questionnaires are asking the right questions and if the students feel they are helpful in determining what options are available to them. The results show that the majority of students found them all to be very useful.

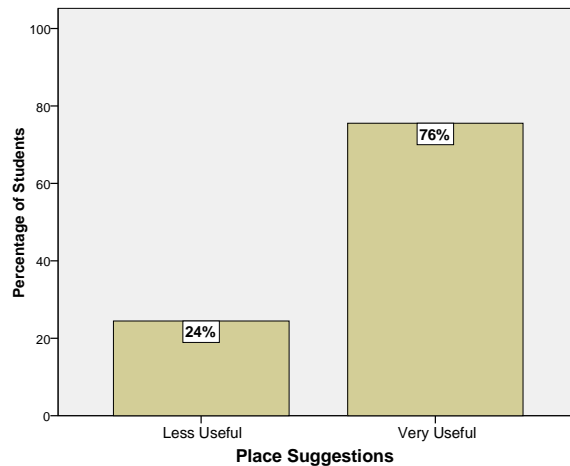
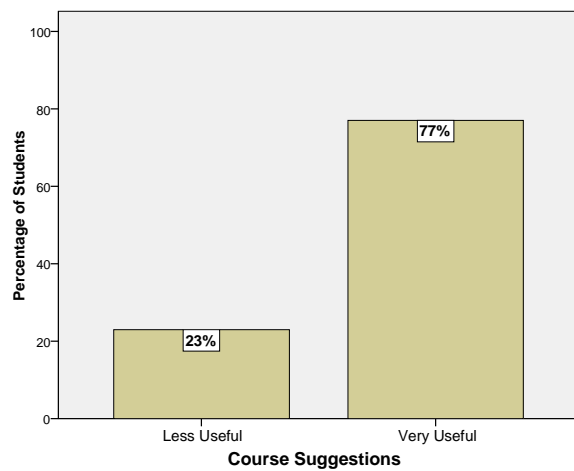
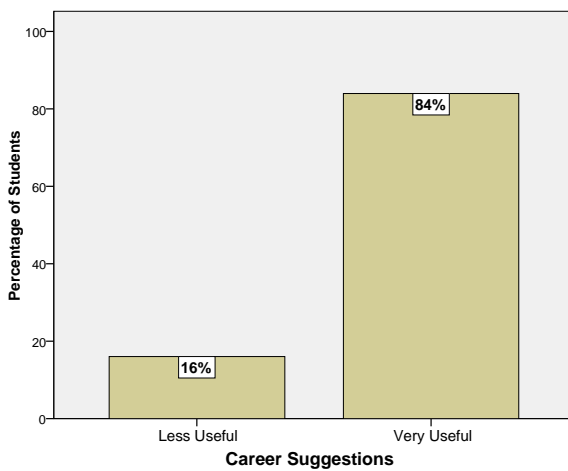


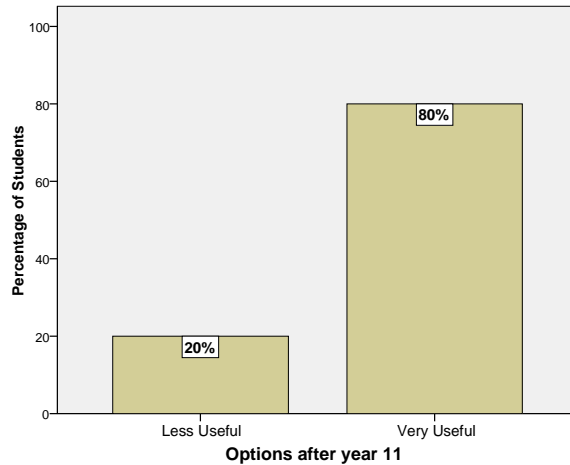
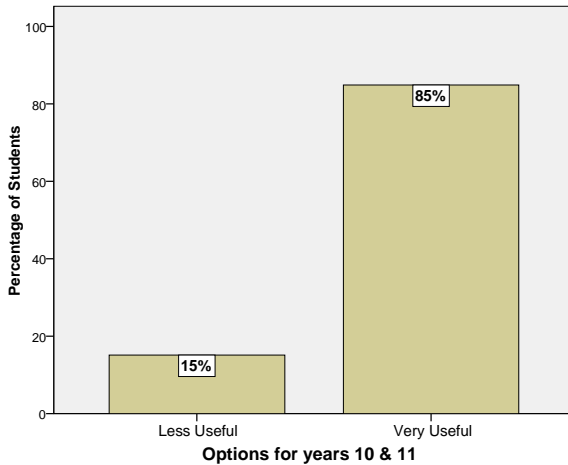
The questionnaires perceived as most useful are *My Interests*, then *My Priorities*, followed by *My Situation* and lastly *My Style*. The *My Situation* and *My Style* questionnaires received lower ratings. This was in line with expectations, since these particular questionnaires were designed to identify the types of situational and behavioural factors that might lead to disengagement. However, they were still considered useful by the vast majority of students.



HOW USEFUL ARE THE SUGGESTIONS?

Having completed the assessment questionnaires, students are then presented with various Career, Course and Place suggestions. They can also investigate the variety of options they can take in furthering their education. The Place Suggestions (providing details of appropriate Colleges and Universities in their preferred region) were considered to be the least useful. This is possibly expected given that the majority of respondents were from years 9, 10 and 11 and might not yet be sure of their future plans. However, in all cases, more than three quarters of the students found all of the suggestions useful.

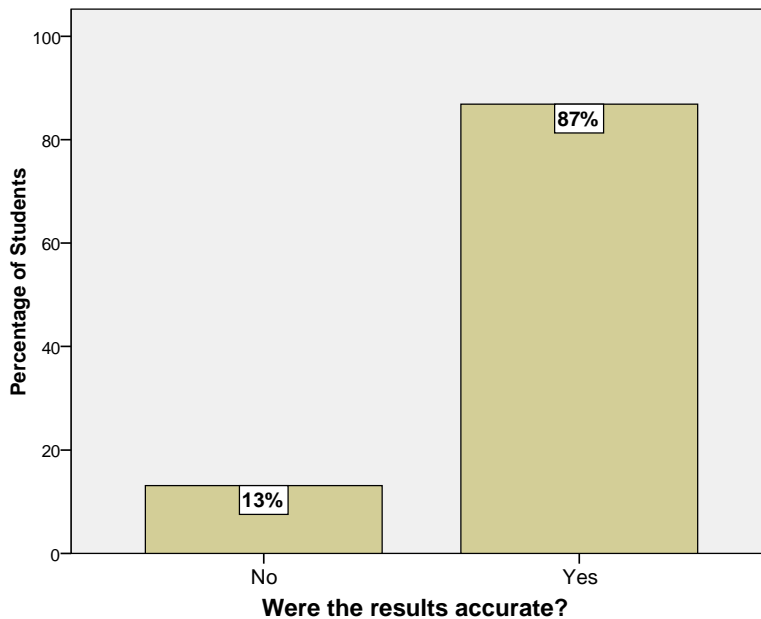




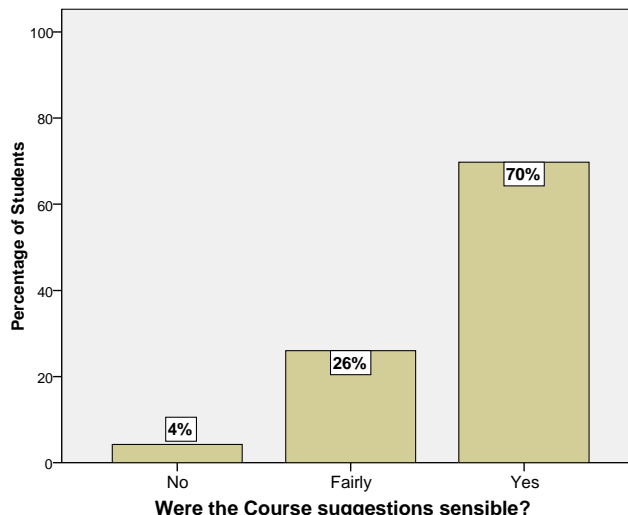
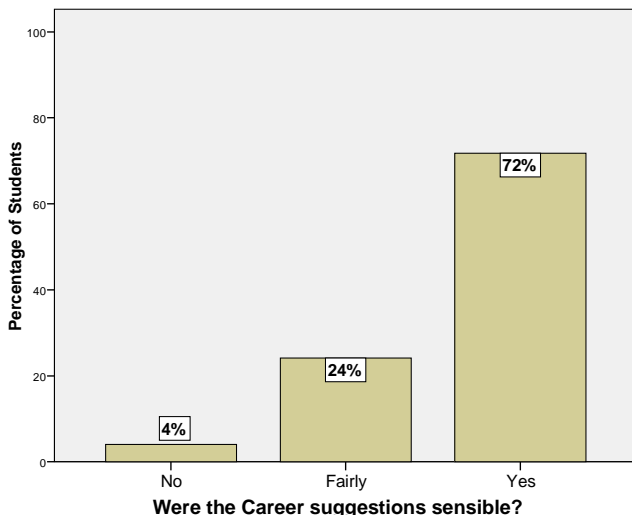
IS FAST TOMATO ACCURATE?

'I'm really impressed with Fast Tomato, because it has given me an insight into the jobs that I might want to do. I never get bored using it - it is very enjoyable and is really accurate.'

It is important that Fast Tomato is capable of accurately analysing the information provided by users. We are always developing the site so it is as accurate as possible and to help us achieve this we need to regularly ask the opinions of users. When asked whether or not they thought the reports produced by Fast Tomato were accurate, the vast majority (87%) said 'Yes', and only 13% said 'No'.



Despite this overwhelming level of accuracy of Fast Tomato, we don't want the package to state the obvious; hence it is designed to give varied and different ideas. However it is essential that these ideas are sensible and realistic. To ensure that the suggestions made by Fast Tomato were of use to the students, we asked them if the suggestions were sensible. Around 96% of students found the Career suggestions to be either very or fairly sensible, and 96% found the Course suggestions to be either very or fairly sensible.

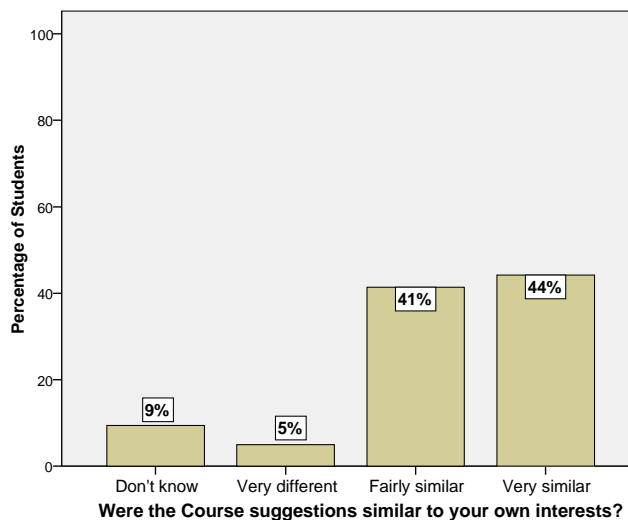
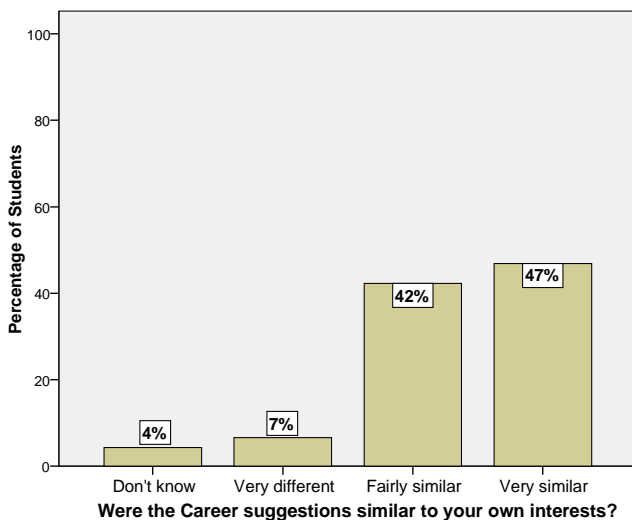


FAST TOMATO, AN INSPIRATION

Fast tomato was easy to use, and it gave me a real insight into all the possible jobs that are available to do. I now have a much clearer idea of what I want to do when I'm older.'

Inspiring pupils particularly in years 9, 10 and 11 about careers is always a tough challenge. The majority of students (89%) said the Career Suggestions were either fairly or very similar to their own ideas, and only 7% said they were not. And 85% said the Course Suggestions were either fairly or very similar, and 5% said they were not.

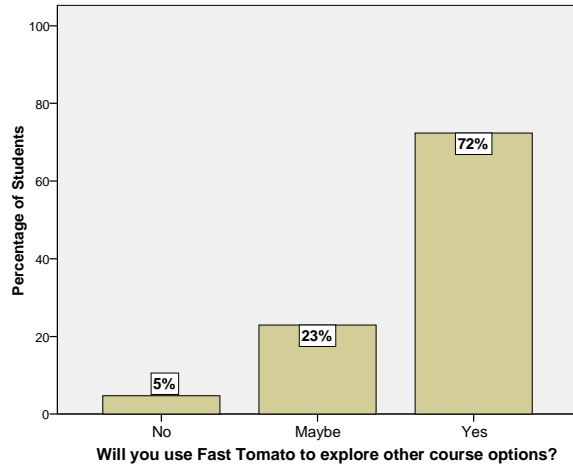
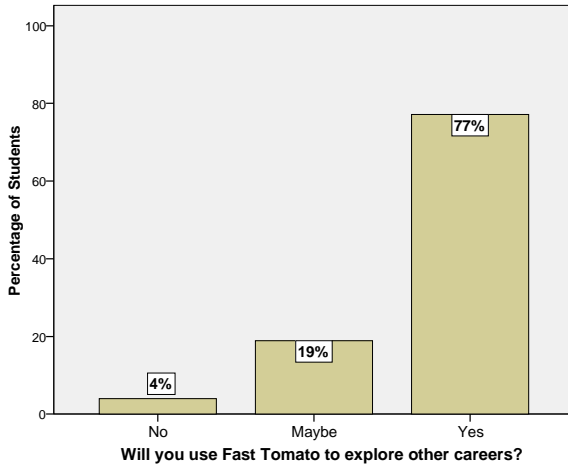
Of the students who had not received any new ideas from Fast Tomato, many indicated in their comments that they had not had time to explore all the features of Fast Tomato and would be looking at it again in more detail.



These results are very encouraging. Although the trend is towards the 'similar' end of the scale, a small majority have indicated 'fairly similar', which means that Fast Tomato is effectively giving new ideas for inspiration. Over 95% of those visiting Fast Tomato came



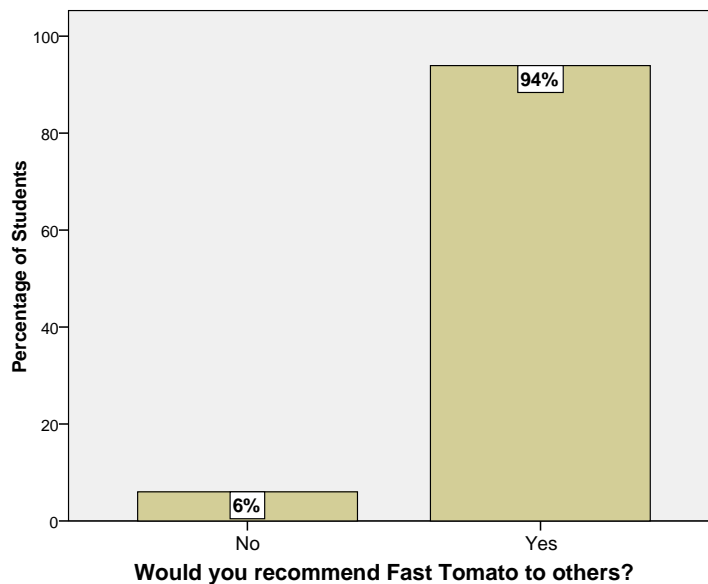
away with some new Career or Course ideas and said that they were likely to visit Fast Tomato again to explore these further.



FAST TOMATO FOR EVERYONE

‘A very good site which helps with your career choices in the future. I would recommend it to friends/family or other people if they are stuck with their careers or choices in life. It helped me certainly!’

It is important to us that Fast Tomato is popular with students and that they enjoy using it. A good indication of this is whether or not they would recommend the site to their friends, and/or other students. Over 94% of the students said that they would recommend the site, which not only indicates that overall they found the site useful, but that its benefits would continually be available to an increasing number of students.





It is important to note that all of the comments that have been made by both the students and the teachers that use Fast Tomato, both positively and negatively are continually examined. Any problems that have been brought to light have been, are being and will continue to be identified to ensure that the site is as beneficial and enjoyable to use as possible.

*I think Fast Tomato is a great site for students who are unsure about what they want to do later in life, or for students who just want some advice on the career they want to pursue in the future!
Overall it's a fantastic site!*