SE Business Toolkit Site Innovation Readiness Toolkit Alpha Testing
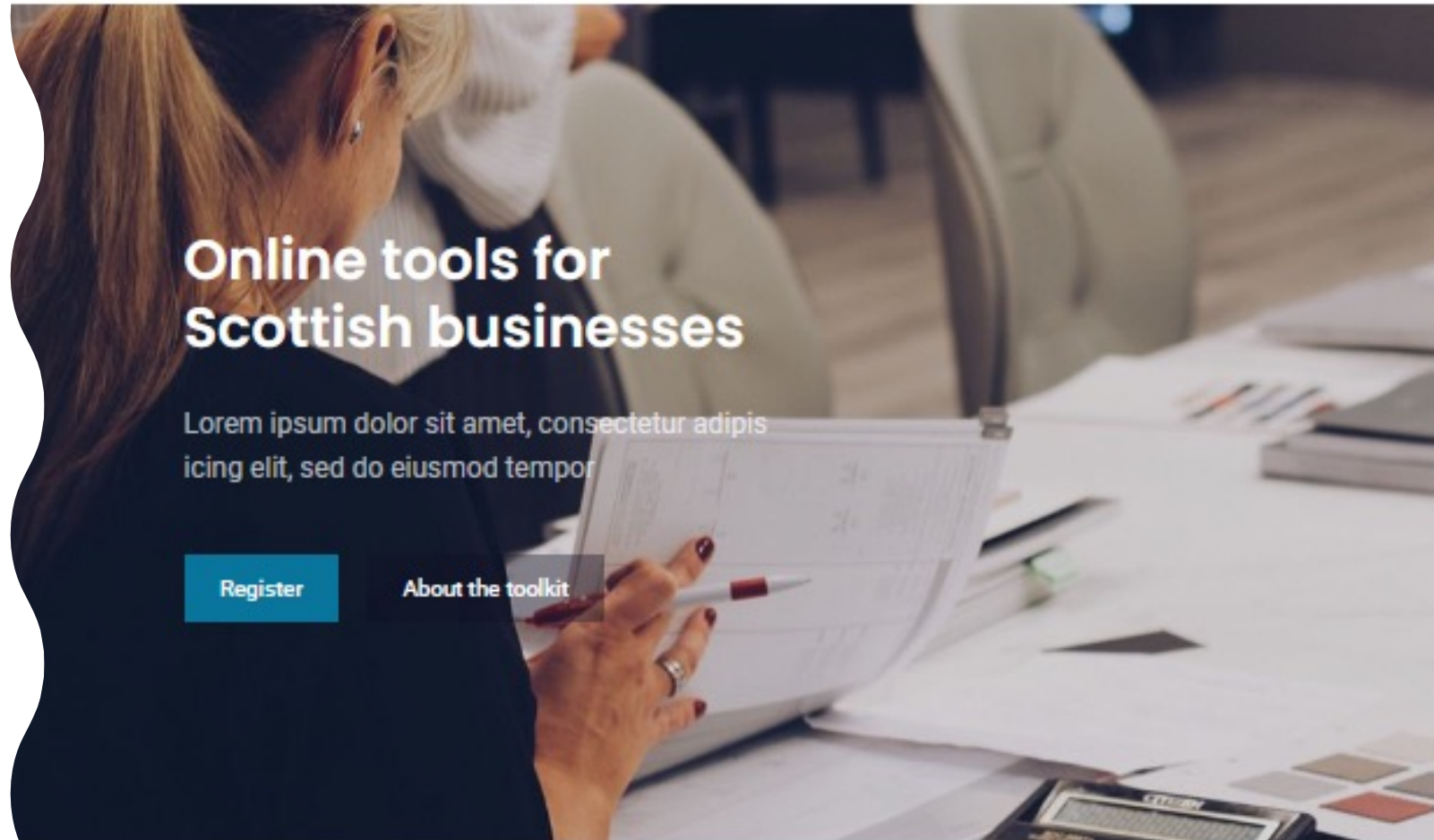
Jan 24th & 25th 2021

What we tested

- **We tested the SE Business Toolkit site https://se-toolkits.mtcserver17.com**

- **Customers fill in a questionnaire and get an action plan based on their answers**

Who we tested with

- **We tested with:**
  - **6 potential customers**
  - **Using Video calls (Microsoft Teams)**

Results Summary

- **The site is nice and clear, but the initial toolkit view is a little bit vague**

- **The questionnaire is good, but some questions could have the option text tweaked**

- **The initial views of the Action Plan was:**

  - **Too vague for users and did not lead them deeper into the detail**

- **Once people clicked through to detailed content, (after being prompted), they appreciated the level of detail.**

Toolkit Page

- **Nice and clear**

- **Hero banner text (Customer Centered-Innovation….) was too wordy and most people would rather not have this section**

- **The Bullet points are too vague**

- **The "Open Toolkit" button is below the fold for most users.**

Questions

- **Questions are mostly good**

- **A progress indicator, (3 of 14 etc....), was expected**

- **Some options might not be relevant to all users (like IP), but there was no 'does not apply' option**

Question 1

Opportunity

How much revenue do you think your product/service could generate from your total target market?

I'm not sure how much revenue I could generate.

The potential revenue from my product/service is less than £500,000 per year.

The potential revenue from my product/service is greater than £500,000 per year.

‹ Previous

Next question ›

Overview / Dashboard

- **The Activity plan DID NOT leap off the page at users. It was not appealing enough to make them want to click on it. The graphics were too blocky and lacked meaning for many.**
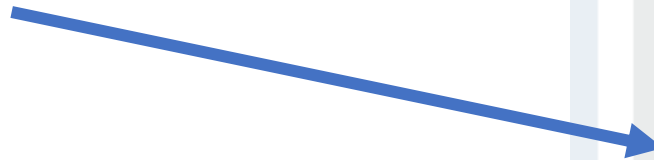
Innovation Readiness Toolkit

Launching a new product is a high-risk strategy. However there is an approach that can help you minimise risk and maximise opportunity. It's called customer-centred innovation. Customer-centred innovation is driven by **customer** feedback. By understanding who your customers are and what their needs are it will enable you to shape and improve your idea.

Customer

Market

Opportunity

Competition

IP Overview
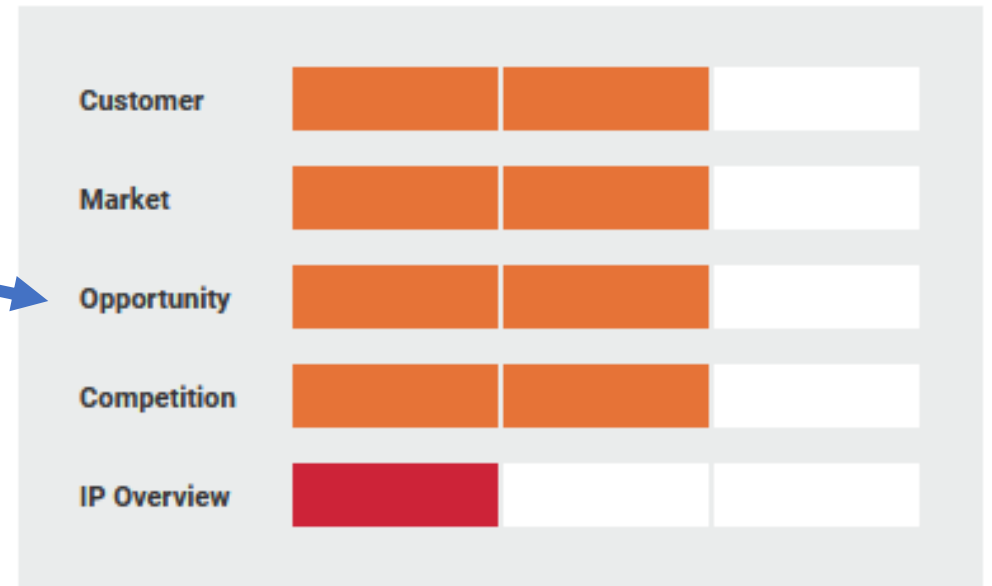
Your Action Plan

View your Action Plan and personalised recommended next steps in becoming innovation-ready

View Action Plan

Details

- **Most people found the detail pages quite good and welcomed the text and the links.**

Customer Feedback
Moving Forward

It's great that you've identified potential customers. The next step is to engage with them to check that your product or service meets a need and is of interest to them. Engaging customers early in the process can ensure that your product or service is designed to meet their needs, enhancing your chances of commercial success.

It is important to challenge assumptions you might have about your product or service. By understanding how your product or service meets customer needs, you can develop a compelling proposition and will be in a stronger position to ensure your business idea is robust and viable. The Value Proposition Canvas can help you explore your product or service from a customer perspective. You can build on this with the Business Model Canvas, putting your customer at the centre of your business idea.

Suggested action based on the answers you gave:

Validate potential customers.

Consider how you might engage with potential customers as well as existing ones – it might be informally in conversation, or via more structured customer research (see below). Looking at successful competitors can be an inexpensive yet effective way of identifying user groups. If you're going into business in the same industry or sector, then you'll be looking to target some of your competitor's customers.

Be clear on the problem that your product or service solves.

Ask yourself: *"What is the task that the customer needs to get done and how will my product or service help them to do that?"* When your product or service has been developed based on sound customer insight, the value of its problem-solving potential is more likely to be understood by customers and appeal to them. It can be useful to separate what customers need from what they want. A need is something that helps get a task done, whereas a want is a nice-to-have, such as a fair price or good design. Wants can often be what convinces a customer to buy your product over a competitor's. Remember that your customer might not be the end user of your product or service, so you may need to consider the needs of both groups.

Speak with your customers.

The better you understand your customers, the easier it will be to develop products and services they'll value,

Recommendations

- **Concentrate on improving the Action Plan design, to communicate more information to customers, so they click into it.**

Action Plan

- **The headings were vague and did not communicate well to users**

- **The meaning of the graphs were not quickly obvious to most. Their intention was not clear to users.**

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