# Operate after Brexit

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Anubhav Mittal

Katie Dickerson

Lorna Hayton

# What we tested

We showed users the Operate after Brexit test page, which will be added to the Find Business Support website: https://findbusinesssupport.gov.scot/operate-after-brexit-test-page

# Who we tested with

- 6 business owners
- 3 men, 3 women
- Using video calls (Microsoft Teams)

# What we were trying to find out

- What challenges are businesses facing around trying to operate after Brexit?
- Where would businesses go for information about operating a business after Brexit?
- What do users think of the content and layout of the page?
- Is there anything missing from the page?
- What would users do if they came to this page and couldn't find the information that they needed?

# Results summary

- Language is clear and direct, but too formal at times
- Businesses want Brexit guidance that is specific to their business
- Users don't like having to leave the site to get more information
- Users want to use live chat to ask questions
- Mixed feedback on the simple style – some like it, others feel the site would be more engaging with some visuals
- Some users felt that 'Latest updates' should be higher up the page

# Recommendations

- Look at the overall customer journey to make sure users don't have to click too many times to get to the information that they need
- Consider making the content a bit richer and more detailed
- Add dates to items under 'Latest updates', or change the title of this section
- Do more research into using live chat

# Brexit challenges

- Clients withdrawing their services from the UK
- Ensuring that staff have the right to work in the UK
- Supply chain issues
- Fear of expanding overseas due to the complexities of Brexit
- Feeling that the UK isn't an attractive place to do business

# Where businesses go for Brexit advice

- Google ("If I know what the question is, I will know how to find it though the Google search, but sometimes in a website you have to do more digging to find it."
- Government websites (GOV.UK, Home Office, FCO)
- Industry bodies
- FSB
- Private consultants

# Content and layout

- Clean, simple layout was appreciated
- But some users felt like the page would be more engaging with more visuals
- Topics are clear, but content is too broad
- Users don't like having to leave the site to get more information

# Content and layout quotes

- "It's a helpful website but quite sparse."
- "It feels like you're going on a wild goose chase."
- "I want to see more information on those drop-downs"
- "There should be a way to have information that's tailored more to my business."
- "Drop-downs are good to make that first screen nice and easy."
- "It seems like it's quite clear but you have to go to separate pages for information."

# Is there anything missing from the page?

- Search bar - "If I was looking for something specific I would search within the website"

- Legislation and legal requirements - "Have a section on what I need to do legally"

- Industry-specific guidance

- Guidance on ensuring staff have the right to work in the UK

# If they couldn't find the information they needed

- Look for live chat

- Email if it isn't urgent

- Look for a phone number ("I usually try to speak to someone, that usually works better")

- Google

# Fin