

Operate after Brexit

3-4 March 2021

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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>

The screenshot displays the 'Operate after Brexit' page on the FindBusinessSupport.gov.scot website. The page features a navigation bar with links for Home, Browse support, Coronavirus (COVID-19) advice, and Contact us. The main heading is 'Operate after Brexit', followed by a sub-heading 'Guidance for businesses'. Below this, there is a list of four expandable menu items: 'How to operate after Brexit', 'Changes to tax, regulations and import/export processes: key dates for 2021', 'Get help with Brexit-related issues', and 'FAQs on operating after Brexit'. Further down, the page is divided into two sections: 'Funding and events to help you operate after Brexit'. The 'Funding' section includes a search prompt and a 'Brexit funding' button. The 'Events' section includes a search prompt and a 'Brexit events' button.

FindBusinessSupport.gov.scot Home Browse support Coronavirus (COVID-19) advice Contact us

Operate after Brexit

Guidance for businesses

- How to operate after Brexit
- Changes to tax, regulations and import/export processes: key dates for 2021
- Get help with Brexit-related issues
- FAQs on operating after Brexit

Funding and events to help you operate after Brexit

Funding
Search and filter all the funding options to help your business operate after Brexit.
[Brexit funding](#)

Events
Search and filter all events and webinars on operating after Brexit.
[Brexit events](#)

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

The screenshot displays the website's layout for 'Operate after Brexit'. At the top, the URL 'FindBusinessSupport.gov.scot' is visible on the left, and navigation links for 'Home', 'Browse support', 'Coronavirus (COVID-19) advice', and 'Contact us' are on the right. The main heading 'Operate after Brexit' is centered in a grey bar. Below this, a section titled 'Guidance for businesses' contains a list of four links: 'How to operate after Brexit', 'Changes to tax, regulations and import/export processes: key dates for 2021', 'Get help with Brexit-related issues', and 'FAQs on operating after Brexit'. Each link has a downward arrow icon. The next section, 'Funding and events to help you operate after Brexit', is divided into two columns. The 'Funding' column includes a search prompt and a 'Brexit funding' button. The 'Events' column includes a search prompt and a 'Brexit events' button. A 'Sign up for email updates' section follows, with a search prompt and a 'Sign up for email alerts' button. The 'Latest updates' section lists three items: 'VAT after Brexit: what you need to know', 'Get support for import, export and customs documentation', and 'What Rules of Origin mean for your business'. The footer contains navigation links for 'Home', 'Browse support', 'Contact us', 'About us', and 'Service updates', along with 'Privacy notice', 'Cookie policy', 'Terms and conditions', 'Accessibility', and 'BETA: This is a new service'.

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."

The screenshot displays the website's navigation and main content areas. At the top, the URL 'FindBusinessSupport.gov.scot' is visible, along with navigation links for 'Home', 'Browse support', 'Coronavirus (COVID-19) advice', and 'Contact us'. The main heading is 'Operate after Brexit', followed by a sub-heading 'Guidance for businesses'. Below this, there are four expandable menu items: 'How to operate after Brexit', 'Changes to tax, regulations and import/export processes: key dates for 2021', 'Get help with Brexit-related issues', and 'FAQs on operating after Brexit'. The next section is 'Funding and events to help you operate after Brexit', which contains two sub-sections: 'Funding' and 'Events', each with a search bar and a 'Brexit funding' or 'Brexit events' button. Below this is a 'Sign up for email updates' section with a 'sign up for email alerts' button. The 'Latest updates' section lists three articles: 'VAT after Brexit', 'Get support for import, export and customs documentation', and 'What Rules of Origin mean for your business'. The footer contains links for 'Home', 'Browse support', 'Contact us', 'About us', and 'Service updates', as well as 'Privacy notice', 'Cookie policy', 'Terms and conditions', 'Accessibility', and 'BETA: This is a new service'.

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

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