

Find Business Support Operating After Brexit Page Testing

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What we tested

We tested

- <https://findbusinesssupport.gov.scot/operate-after-brexit>

FindBusinessSupport.gov.scot Home Browse support Coronavirus Brexit Contact us

Operate after Brexit

Popular topics

[Frequently asked questions](#) - search by topic to find solutions to common issues faced by Scottish businesses.

[Understanding VAT after Brexit](#) - the rules surrounding VAT have changed. Understand how the new rules affect your business, with country-specific information and situational examples.

[Everything you need to know about Rules of Origin](#) - find out how Rules of Origin impact your business and follow a five-step process to make sure you're following the new regulations.

[Transport and logistics](#) - how to ensure your goods get to market and you get the imports your business needs to operate after Brexit.

[Key dates for companies to note in 2021](#) - since a trade deal has been agreed between the UK and the EU, businesses must ensure they are up to date with changing rules and regulations surrounding their business operations.

Guidance for businesses

- Trading after Brexit
- Advice for specific sectors
- Financial support
- People, workforce and skills

Who we tested with

We tested with:

- **4 potential customers**
 - **Using Video calls (Microsoft Teams)**

What we were trying to learn

1. What challenges have you faced around trying to operate your business after Brexit?
2. Where would you look for information about operating your business after Brexit?
3. What do you think about the content and layout of the landing page?
4. Is there anything that you think is missing from this page that you would expect to be there?
5. What would you do if you came to this page and couldn't find the information that you needed?

Results Summary

- People like that there is a link to FAQs but they want more detail (which you can get on SE.com)
- No one commented on the Funding/Events buttons – they aren't getting down far enough on the page
- People like the SE.com Brexit pages in terms of the content, style and layout but are less keen on FBS
- A few people mentioned that they would expect to see a list of sectors in the 'Advice for specific sectors' accordion
- Someone also suggested adding more information about the funding support to that accordion section
- Everyone expects there to be a search bar
- There's some confusion around the Brexit filter on the homepage only linking to a page with three items, instead of the whole Brexit page

Quotes

- "You're more likely to find what you're after on the Scottish Enterprise site."
- "Search is crucial – it brings clarity very quickly."
- "I don't like the layout – it's quite bland."
- "It looks similar to government sites like GOV.UK."
- "I like the consistency but I don't know if it's going to give me the answers that I need."

Recommendations

- **Send users directly to SE.com**
- Add a list of sectors to the 'Advice for specific sectors' section
- Add some more context around what funding support is available to the 'Financial support' section
- Add a search bar to the top navigation
- Review the usefulness of the Brexit filter on the homepage through analytics

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