

FBS – user testing

21/01/2021

Who we tested with

- One-to-one testing via Teams
- Three business owners, all male
 - One in the creative sector
 - Two in food and drink

What did we want to know?

- What do users think of the layout and appearance of this page? <https://findbusinesssupport.gov.scot/coronavirus-covid-19-advice-c>
- Can they find relevant funding?
- Do they want to see upcoming funds on the site?
- Do they want to see closed funds on the site?

What do users think of the layout and appearance of this page?

The site is clear and easy to navigate

- "Nice and clear"
- "The Scottish Government site is difficult to navigate - this is really straightforward"
- "Not cluttered, quite clean"
- "The calls to action are on your initial screen and you see them straight away"

Appearance - what worked

- Clear funding and guidance buttons on the top (all users used these)
- Last updated dates on service descriptions
- Highlighting funds for business rates payers/self-employed -
"This splits it quite clearly"

Appearance – what didn't work so well

- The cookie banner covered the fold, so not all users saw that there was more content below
- The content below the fold had no headings and was hard to scan
- Technical issue with the browse support search bar for the user on a Mac (Martin to investigate)

Can they find relevant funding?

- All users eventually went to the Funding button on the advice page, but two went to read guidance first – they said they would want to have the background knowledge before they applied for funding
- One user used the sector filter, one used search and the other just scrolled
- All users found something useful – though for one user, this was an event which he thought would benefit his business rather than a fund
- Last updated date gave them reassurance

Do they want to see upcoming funds on the site?

- Two users were interested in seeing upcoming funds
- One user was more focused on closed funds – this is because he wanted to see if they were going to open up again
- Time to prepare for an upcoming fund application was important

Where would they want to see them?

- Two users noticed the upcoming advice on the advice page
- One only noticed when prompted because he didn't scroll down far enough
- Mixed feedback
 - A banner at the top of the advice page that links to the Upcoming funds section
 - In Browse support but not as a filter
 - In Browse support search results

Do they want to see closed funds on the site?

Mixed feedback:

- "Maybe in an archive? You don't need to see it in a list – you may have missed it and that would be depressing."
- Yes - " If something has come up previously, it may come up again."
- Would want it to be clearly highlighted if a fund had closed

Recommendations

- Keep the layout simple and uncluttered
- Retain Funding and Guidance buttons at the top
- List upcoming funding and grants – more research may be needed on the best way to do this
- Tweak the layout so the cookie banner doesn't cover the fold
- Add opening and closing dates to service descriptions
- See if we can make better use of email alerts. Businesses may not open an email that says '13 January - Updates on coronavirus (COVID-19) and Brexit guidance and support for your business', but they will probably open one that says 'Urgent: the X Fund is opening for applications 2 days'

Other issues

- It's important to manage the expectations that businesses have when it comes to funding. They see funds go live and disappear hours later, and it causes anxiety. They think that other businesses must have been given a heads-up in order to get the funding that they missed out on. What can we do to relieve this?