

# FBS user testing

27-28 January, 2021

# Who we tested with

- One-to-one testing via Teams
- One FBS partner
- Two business owners – 1 male, 1 female
  - Tourism
  - Retail

# What did we want to know?

- What challenges have they faced when accessing Covid funding?
- Can they find relevant funding? Where would they look first?
- Where do they expect to see upcoming funds on the site?
- Do they want to see closed funds on the site?
- How would they expect to see funds categorised?
- What would they do if they couldn't find any funding for their business?
- Would they want to see general guidance about applying for funding?

# What challenges have they faced?

- One business asked for £150K from the Strategic Framework Business Fund but only got £40K due to demand
- The government announces funds with large numbers, but when it's divided up it isn't much for the individual businesses
- This raises expectations and resentment/comparison between businesses
- Criteria needs to be more transparent
- A newly self-employed business without premises was unable to get any funding, and taking on premises is too risky right now
- Funds get announced but then they can't find any information about them

# Can they find relevant funding? Where would they go first?

- One went to the 'If you have business premises' accordion but didn't notice this link 'You may also be eligible for [other sources of funding](#), but we suggest you look into these first.'
- Would tend to look for funding on the SG site or find out about funding through trade association contacts
- One went to the 'If you are self-employed' accordion but knew they weren't eligible for the grant listed. They didn't notice this link: 'You may also be eligible for [other sources of funding](#), but we suggest you look into these first.'
- They hear about funds when Nicola Sturgeon announces them and check her speech notes to find out more
- One would click on the 'Coronavirus funding' blue button and use the filters or search to narrow it down

# Do they want to see upcoming funds? Where would they expect to see them?

- All said upcoming funds would be useful
- Most would expect to see them in the Browse support section. They scrolled down to the upcoming funds section on the advice page but didn't really notice it.

# Do they want to see closed funds? Where would they expect to see them?

- All users said no:
  - "If they're closed, they're of no use to me"
  - "It's not worth the resource to look into them if they're not going to open again"

# How would they expect to see funds categorised?

- All said it would be useful to distinguish between grants and loans



# What would you do if you came to the site and couldn't find any funding?

- One would contact their MP
- One would just try to earn money through their business
- One would go to the contact us page and phone – they wouldn't use the form because it doesn't tell you how long it will take for someone to respond

Would you want to see guidance about applying for funding?

Link: <https://findbusinesssupport.gov.scot/coronavirus-advice/quick-guide-to-business-support>

- "It's a bit text heavy"
- Would maybe look at the FAQs or top tips
- It's helpful to see what is needed for funding, but they would get their accountant to help

# What could help

- Bullet point the criteria – keep it simple
- Keep open communication between businesses and government
- A tool where you could input your business details and it tells you which funds you're eligible for
- Including filters for size of business or location
- Adding the closing date (or making it clear that there is no closing date) to service descriptions

# Summary

- Users don't notice the text link to all funding under the accordions
- Add the closing date (or make it clear that there is no closing date) to service descriptions
- Make upcoming funds more prominent on the advice page so users don't miss them
- Funding guide may be of limited use to businesses that are experienced in accessing grant funding or get accountants/intermediaries to do it for them