

FBS user testing - UserZoom

20/01/2021

Who we tested with

- Unmoderated testing, 13 participants on UserZoom
- All business owners or senior decision makers based in Scotland

Important note

- The page we were testing with was being tweaked as the test was running, which may have had an impact on test results

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?

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

The site is clear, concise and easy to navigate

- "Nice, clean UI Easy to digest and find the relevant information"
- "It is comprehensive and provides helpful resources"
- I like the site nothing too pompous, just the information I need, I like the idea to make simple but effective
- "I think the content is on point. Giving key information on where to go and how one can get help"
- "The contents are great and well explained that helps one to know what to do and when to do them. The content is really helpful"
- "it's clear and straightforward"
- "The content is very clear and concise with no unnecessary images or distracting graphics. The search filters are excellent allowing you to narrow down the results of your searches."

Is there anything missing around coronavirus support?

- 69% of users said no
- Other comments:
- "I think the feature that can help me find support by industry sector is important. I thought it was not provided on this page. Then I noticed this feature only after I clicked the question - What's the latest guidance for sectors? and then clicked on 'More on industry support'. It would be helpful if this feature can be found easily on this landing page." **[Note: in the updated design, these options are now gone]**
- "Some 'real' case studies would be nice perhaps and real life examples of how this has helped real people, some testimonials and videos of them explaining their situation. Not totally necessary but a 'nice to have' perhaps"
- "I think some images may help users identify certain parts of the page and make it easier to find a particular section that is relevant to them."
- "Yeah it is missing what is relevant to each sector. I think maybe a questionnaire that can determine what is available to you would be beneficial"

Where would do you on this page if you want to fund coronavirus funding support for your business?

- 38% would go to the Strategic Framework Business Fund under 'If you have business premises'
- 31% would go to the Funding section and filter on 'Retail'
- 8% would use a search engine
- 8% would go to self-employed support because it's a small business
- 8% would go to ratepayers and then to the to the retail section **[Note: the ratepayers accordion has now been removed]**
- 8% would look for funds for businesses that have been asked to close down because they're non-essential services

Are you able to find a government fund that looks suitable for your business?

- 92% said yes
- 8% said no

Almost all users were able to find a fund for their business – even though they took different routes to get there.

Where would you go on this page if you wanted to find out about upcoming funds that weren't open for applications yet?

- 46% would go to the Upcoming funds for February 2021 section
- 23% would go to the Funding section
- 15% weren't sure
- 8% would sign up for email alerts
- 8% would go to the Coronavirus advice tab

Do they want to see upcoming funds on the site?

- 85% of users said yes
- 15% said no

Other comments

- "It is a bit confusing what the difference is between this website and Business Get Way, which also provides business support services across Scotland."
- "It could be a little easier to find - I wasn't sure if this finding was currently available or available in the future at some point -It would be good to make that distinction if needed"
- "It will be helpful if there is a tool that asks me a series of questions, then based on my answers, you provide me with a link to the support and advice available for my specific case"

Summary

- Users like the clear, simple layout – keep the site uncluttered
- Many users are using the new 'Looking for funding? Start here' accordions to look for funding, but some will go to the main Funding tab
- Keep upcoming funds on the site
- Some users missed the 'Upcoming funds for 2021' section on the advice page because it was below the fold. Some users expect information about upcoming funds to be in the main Funding section