

# **SEP**

# **Events Testing**

**Aug 2019**

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# Who we tested with

- 15 Online un-moderated test sessions, with Userzoom panel, for usability testing
- 30 Userzoom panel members were used for a survey question on: listings, summaries and when to send them to a providers site

# SEP Events Summary

- The filters worked quite well
- The map works very well for some people and not so well for others. It is largely a matter of personal preferences around visualisation of content.
- People expect to be able to use both/either Post Code or Town/City name to locate events
- The number of options available changed between pages and this confused customers
- Support type was not used at all but was not needed to complete any of our test scenarios
- **The general feel was that the proposed filters and map view worked more than well enough to be put into production**

# What we were trying to find out

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We had a very rough SEP prototype to test.

It was intended to allow us to test Events functionality.

We were interested in:

1. Did people notice the number of support options and events listed
2. Did the filters work (in the broadest possible sense)
3. Did people notice the number of options falling when they filtered
4. Could people find support for finding a new employee
5. Could people date filter Events
6. Could people find local Events
7. How well would the Map view work
8. Could they zoom in on Glasgow and ultimately find the details of an Event at the Hydro.

We also asked a survey question: Would people expect to see a summary of support before being referred off to a providers website?

# Number of support options

People noticed the number IF they used the Blue Button

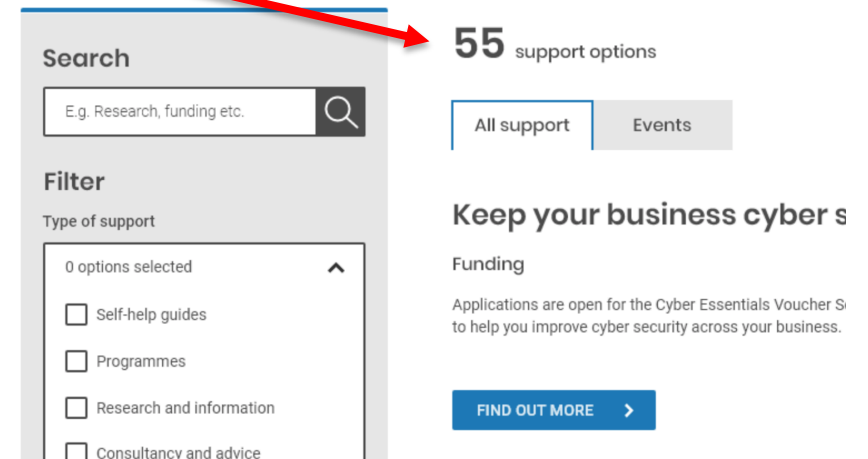


A few people got quite confused by the number changing when they clicked through to the support listing

*(55 support options + 79 Events = 134 number quoted on the home page)*

**Recommend dropping the number from the home page**

Search for business support services in



# Filters

## Filters were fairly well received

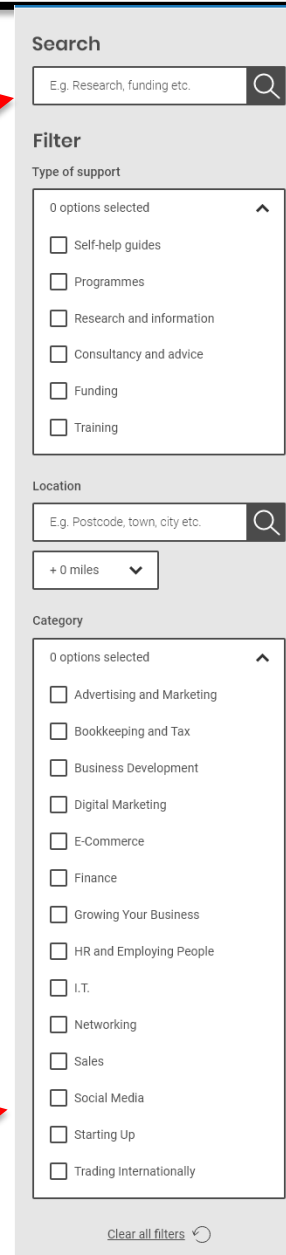
Search was used a lot. Some people even put Postcode and Town names into the search box

Around 2 thirds of people used Post Code  
Around a half of people used Town or City  
(Some people obviously tried both)

Mileage range suggestions ranged from 1 to 50 miles

**Recommend: Have a broad range of mileage options with granular differences lower down in the range**

The categories were used well but there were some suggestions for additions



The screenshot shows a search and filter sidebar. At the top is a 'Search' section with a text input field containing 'E.g. Research, funding etc.' and a magnifying glass icon. Below this is a 'Filter' section. The first filter is 'Type of support', which has a dropdown arrow and shows '0 options selected'. It lists six categories: 'Self-help guides', 'Programmes', 'Research and information', 'Consultancy and advice', 'Funding', and 'Training', each with an unchecked checkbox. The second filter is 'Location', which has a text input field containing 'E.g. Postcode, town, city etc.' and a magnifying glass icon, and a dropdown menu showing '+ 0 miles'. The third filter is 'Category', which has a dropdown arrow and shows '0 options selected'. It lists 15 categories: 'Advertising and Marketing', 'Bookkeeping and Tax', 'Business Development', 'Digital Marketing', 'E-Commerce', 'Finance', 'Growing Your Business', 'HR and Employing People', 'I.T.', 'Networking', 'Sales', 'Social Media', 'Starting Up', and 'Trading Internationally', each with an unchecked checkbox. At the bottom of the sidebar is a 'Clear all filters' link with a circular arrow icon. Two red arrows point to the search input field and the category list.

# Support numbers dropping when filtered

Most people noticed that the number was dropping when they filtered.

14 event options

All support Events Sort by... ▾

List Map

## Managing People For Growth

### Event

Our workshops cover a number of key areas to help you develop the skills of your people managers. Identify the skills and approaches people managers require when performing their role successfully both now and in the future.

📍 Location: Scottish Enterprise, New Lanarkshire House, 1 Dove Wynd , Strathclyde Business Park, Bellshill, ML4 3A  
📅 Date: 25 Sept 2019 ⌚ Cost: £480  
🕒 Start time: 9:30am ⌚ End time: 5pm

FIND OUT MORE ↗

The event metadata (Location, Date, Cost, Time) was easily discovered and well received.

The number dropping on filtering, was less obvious when they had scrolled down to use filters below the fold.

Observation: The page does not auto-scroll back to the top when filtering

- 0 options selected ^
- Advertising and Marketing
  - Bookkeeping and Tax
  - Business Development
  - Digital Marketing
  - E-Commerce
  - Finance
  - Growing Your Business
  - HR and Employing People
  - I.T.
  - Networking
  - Sales
  - Social Media
  - Starting Up
  - Trading Internationally
- Clear all filters ○

## Free export advice

### Consultancy and advice

Get support to develop an export plan, tap our global market expertise and identify new international sales.

FIND OUT MORE >

## Learn export essentials online

### Training

Need the right skills and capability to widen your product or service distribution? Our 1 help you achieve your personal and professional goals to start exporting with confidence.

FIND OUT MORE >

## Help to research international markets

### Research and information

Get to know your markets, customers and competitors better, with help from our dedicated researchers.

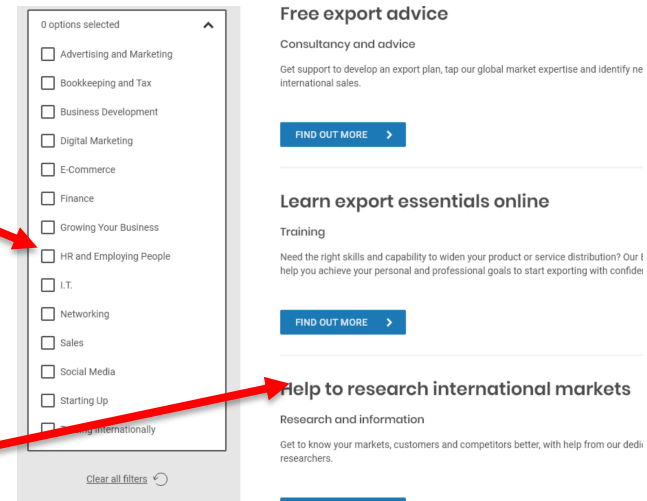
# Find support for a new employee

Most people used the category filter (HR & Employing people)

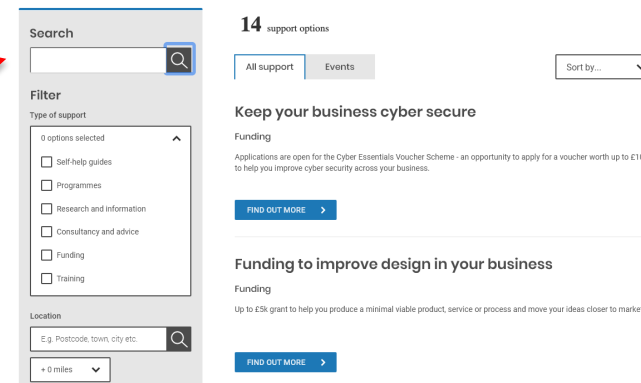
The headings worked well as they were clear and very easy to scan

Search was also used by most

Users did successfully find support for taking on a new employee



## Search for business support services in Scotland





# Date filter events

A few people actually used the “Sort By” option to date sort the results.

Most people had no problem with the date pickers when they found them.

The date filters were less obvious than the others.

FindBusinessSupport.gov.scot

Home

[Browse support](#)

[Contact us](#)

Search for business support services in Scotland

79 event options

All support Events

List Map

### Managing People For Growth

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FIND OUT MORE

### Fintech Export Programme

Event

Are you a Scottish fintech company with a great product or service offering? Get the drive, commitment and tenacity to expand into overseas markets? If yes, then our Fintech Export Programme is for you. International experts will guide you through both, the essential, and advanced, requirements of doing international trade.

Location: Scottish Enterprise, Apex House, 99 Haymarket Terrace, Edinburgh, EH12 5HD

Date: 13 Sept 2019 Cost: Free

Start time: 9:30am End time: 5pm

FIND OUT MORE

### Business Improvement Academy

Event

A new innovative approach designed to support ambitious and growing businesses that recognise the need to engage with the concept of sustainable continuous improvement by combining tools and techniques with cultural and behavioural change.

Location: In Cube, 27 High Street, Paisley, PA1 2AF

Date: 13 Sept 2019 Cost: Free

# Find local events

Some people put Postcode and Town names into the search box

Most people put a postcode or town/city name in the "Location" box.

Desired mileage limits were large in rural areas and smaller in the central belt

Ranges were from 1 to 50 miles

**Search**

E.g. Research, funding etc. 🔍

**Filter**

Type of support

0 options selected ▲

- Self-help guides
- Programmes
- Research and information
- Consultancy and advice
- Funding
- Training

**Location**

E.g. Postcode, town, city etc. 🔍

+ 0 miles ▼

**Category**

0 options selected ▲

- Advertising and Marketing
- Bookkeeping and Tax
- Business Development
- Digital Marketing
- E-Commerce
- Finance
- Growing Your Business
- HR and Employing People
- I.T.
- Networking
- Sales
- Social Media
- Starting Up
- Trading Internationally

[Clear all filters](#) ↻

# Map view

The map view worked quite well

They noticed the number of events

People jumped back and forwards between the filters and the map, and expected the map to have been updated

They noticed the List/Map control

BUT

Not everyone could point to Glasgow on a map.

Observation: this will work well for some people and not so well for others.

## Search for business support services in Scotland

The screenshot displays a search interface for business support services in Scotland. The search bar contains the text "Research, funding etc.". The filter section includes a location search bar with "E.g. Postcode, town, city etc." and a distance dropdown set to "+ 0 miles". The category filter is expanded, showing a list of categories with checkboxes: Advertising and Marketing, Bookkeeping and Tax, Business Development, Digital Marketing, E-Commerce, Finance, Growing Your Business, HR and Employing People, I.T., Networking, Sales, Social Media, Starting Up, and Trading Internationally. The date range section has "From DD/MM/YYYY" and "Until DD/MM/YYYY" fields. A "Clear all filters" button is at the bottom of the filter section. On the right, there are 79 event options, with tabs for "All support" and "Events". Below the filters are "List" and "Map" buttons. The map view shows a map of Scotland with several red circular markers indicating event locations. The markers are labeled with numbers: 9, 15, 18, 27, and 32. The map also shows the United Kingdom and Northern Ireland. The Google logo is visible at the bottom right of the map.

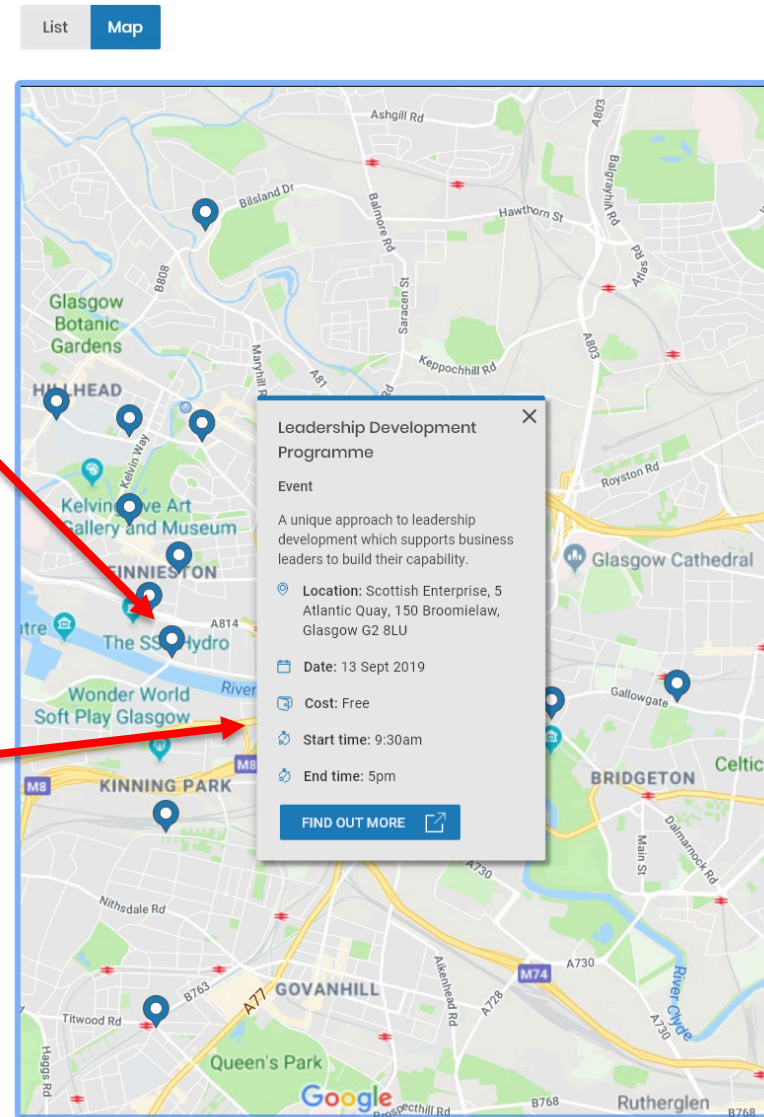
# Glasgow Hydro event

People who new where the Hydro was, had no problems finding the event and clicking on it to see details.

Others failed on this task.

Observation: this will work well for some people and not so well for others.

The event details were well received and found to be clear and concise



# Summary first or jump straight to provider

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We asked 30 people if they would prefer to jump straight from the listings to a providers website or see a summary of the Event/Support first.

**28 of 30 respondents said they would like to see a summary first.**

This question was quite blunt and would benefit from some more detailed research around customer attitudes and expectations