

Summary from 8th May testing

SEP

General

- “This site has lots of information and explains things well”
- I go straight to my accountant with any business needs
- Can I opt in to Scottish Enterprise and have them share my details with people
- Tell me who the “Public Sector Bodies” are that you are sharing data with

Home Page

- Intro paragraph not clear enough. It does not tell me who you are.
- “Not clear what body I have gone to”
- Expected search on the home page
- “I’m looking for a search facility and I don’t see it”
- “Page is fairly straight forward”
- GOV.SCOT was noticed (4 of 5) and built trust
- Footer was a bit large
- Main CALL TO ACTION was not prominent enough
- “People engage emotionally before intellectually”
- Text over picture is harder to read
- “It looks neutral which is good”
- “It looks business enough”

Listings page

- Filter by keyword had issues
- Search logic does not work well
- Filter bubbles occurred from filter by category
- Magnifying glass did not work
- “Reduce the empty space and put more listings on the page”

- “Expand the category dropdown to just be
- Buttons need to be closer to the listing text
- Initial sort order was not obvious
- “Why does A to Z work”
- “Look at groupings of related services” International, Funding etc...
- “If you confuse me then I am out”
- Got confused by pagination
- Number of “Support Options” wording was confused.
- “Just say ‘3 Results’”
- “Is ‘Sort by’ step 3 in the process”
- Clear Filters was invisible
- “I want to see what I am eligible for and what I can get”

Details Page

- “First two sentences did not make sense”
- Headings could be confusing “What does this involve”
- Provider logo is invisible
- PUT ELIGIBILITY & COST AT THE TOP
- “Free is the main word right there”
- “The layout is professional looking”
- 5 days vs 3 days (but should be 24 hours)
- Make the enquire button more specific
- International Market research content has issues

Form

- Address lookup is problematic
- “Which company name do you want, Registered or Trading”
- Address lookup, looks for the Trading Postcode, but the company might have given you their registered name
- 5 days vs 3 Days
- Tab order takes in all the help options
- Address lookup does not work well
- Privacy policy box should be Below the text

- Tiny Privacy policy button
- “You’re message for us” is the wrong heading for an Enquiry form
- Grey text under top heading looks like T’s & C’s

Success Page

- Heading is confusing
- 5 days vs 3 days is confusing
- Grey text under top heading looks like T’s & C’s

My Account

- My accounts:
- Bank accounts
- Wholesaler accounts
- “All my accounts revolve around money”
- I order supplies online
- Online accounts can be easier to track but less immediate than phone calls
- I want:
- I want certainty
- Want to be pre approved
- Personal account attached to the business...
- Tell me why I need an account
- “It is fine for funding...”
- Time is of the essence
- Use my info for follow on applications
- “Specific to me. Not generic”
- “Send alerts to me directly, to save time”
- Uploading or sending large documents to be easy even though I have poor IT and slow internet connection
- I am used to:
- Online banking
- Supplier portals
- Utility provider accounts

- Used to using electronic signatures online
- My kitchen staff not wanting to order online as the phone is much easier
- I expect:
 - “To track my applications progress”-
 - I would expect an account to be created if I am looking for funding.
 - “Passport is probably the best that you have” for identity verification”
 - “I would be happy to share info on a **gov** website”
 - “Information flow with the Public Sector is a two way street”
 - That you don’t waste any of my time”
 - “It should be specific to me”
 - “Tell me about relevant related support”
 - Not show me anything I don’t need/use
 - “I would expect to be Face to Face verified at some point”