

# **SEP**

## **Research**

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**Anubhav Mittal**

**Martin Kerr**

# Event Categories Testing

We tested event search and categories with 15 UserZoom panel members using a screener to get Business Owners or Decision Makers.

We asked the following questions –

1. Describe your business, ambitions, opportunities and challenges.
2. Use the website to find an event or events that is relevant to your business context. Describe what you are looking for and how you feel about the results.

Starting URL: <https://se-qa-singleentrypoint.azurewebsites.net/browse-support/#!/Products=/default/show+25/page+1>

# Insights

## About their business –

Social Media Marketing (SMM) and Admin

Equity funding

Crafts

Personal Development

Business Development

Illustrations business

Property purchase, sell and rent

Wellbeing

Energy Consultancy

## Ambitions –

To grow the business

Identify new markets

Find new customers

Diversify their products

## Challenges –

Competition

Finding enough time

Rising Costs

Political Uncertainty

Getting more customers

Funding

*“Brexit provides an opportunity for us”*

*“The negative impact of Brexit is a real challenge - or is it an opportunity?”*

# Insights

Starting URL: <https://se-qa-singleentrypoint.azurewebsites.net/browse-support/#!Products=/default/show+25/page+1>

## Thoughts

The results are laid out in date order

It's very easy to see all the relevant details like location, start and end time and cost.

Results are clear

Lots of relevant / diverse search results

Users liked the date and distance options

Searching using categories is good

## Suggestions

It will be beneficial to categorize into beginners or intermediary (1 user)

No other suggestions offered in terms of the categories

It would be good if there was a default distance selected as nothing showed up if the distance was not selected (1 user)

## Observations

If user didn't uncheck the distance from drop down then there will be no results

# Quotes

*I found an event easily and would likely attend*

*The lack of the geographical function made it hard work for me but the details in the bullet points were clear and helpful*

*I looked for assistance re finding a grant, and was very impressed with the clarity, succinctness and objectivity of the questions and guidelines*

*I was happy with the description although feel it could have been beneficial to categorize into beginners or intermediary*

*I think there were a lot of courses that would be interesting for me. There were lots of options regarding selling online and building a business. I was impressed with the website. I could have looked at it for quite a while.*

*I liked that you can search a genre of events and select your dates and distance. Also, that they're free*

*The results were generally good but seemed to stick at 595 events no matter what search term I added to the filters - which is quite a lot to work through.*

*Giving contact details to get contacted back may seem a bit of a "black hole" where if you receive lots of enquiries, I may never end up getting a call back, so I would research the calls myself after knowing about them.*

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