

Shared Entry Point Usability Testing

22nd May

**Martin Kerr
Anubhav Mittal**

Who we did research with

- 5 face to face lab test sessions
- 1 x Manufacturing
- 1 x Health & Beauty
- 1 x Finance
- 1 x Voluntary Sector
- 1 x Design

Summary of Issues observed

Major Issues

1. Address lookup is a major issue for most people
2. Search is a major issue for most people

Issues

1. Trust is still an issue with people being unsure who the site is. The .gov subdomain helps a lot but it is still not there.
2. Location is the top filter/personalisation requested
3. Company stage/size is the next most suggested
4. Information density is too low on the Listings page

Low information density on listings page

ALPHA This is a new service - your feedback [🔗](#) will help us to improve it. Need help? Call 0300 303 0660 [×](#)

FindBusinessSupport.gov.scot Home [Browse support](#) Contact us

Search for business support services in Scotland

24 support options

SEARCH & FILTER Sort by...

Funding for community asset projects

Funding

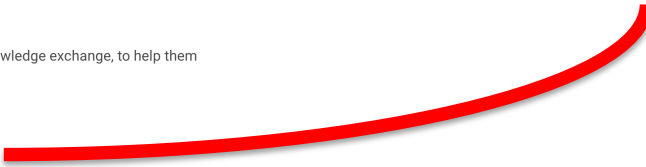
Financial support is available for eligible groups for capacity-building events, training, and knowledge exchange, to help them maximise assets and develop more sustainable communities.

FIND OUT MORE >

Part funded training for new or existing staff

Training

Typically a user can only see 1 to 1.5 listings per page



Address lookup

Your company's name * 

scottish enterprise ltd

Your company's trading postcode * 

g28lu|

I don't see my address

Your message for us *


Address lookup is still an issue

Search not returning Partial Match's

Search for business support services in Scotland

Filter your results

Search

Types of support

0 options selected

Clear all filters

0 support options

Sort by...



Sorry there are no results for your search. Please try adjusting your criteria.



Search is not returning "Partial Match" results

Quotes

Website

- “Needs a Search Bar”
- “I would just do a Google Search”

Listings

- “I don’t like this listing. It is making me scroll too much.”
- “Eligibility could be a bit clearer”

Form

- “I would expect something a bit more personal”
- “An email or phone number would be better”
- “The perception of forms like this is that you will literally never hear back”
- “Offer phone number on the page before.
- “It is a really straightforward form”
- “It would be good to see a copy of the enquiry. Email me a copy and give me an enquiry number”