Change	Driven by feedback	Result
Animated progress indicator added	In all rounds of UR, users missed the service listings update when filters are applied.	In latest round of testing 100% of users noticed the service listings updating.
Font size increased	Users were finding the Font Size difficult to read in every round of testing so far. This covered all age groups and with full range of eye sight health.	In latest round of testing no users had issues with Font Size.
Adopted .gov.scot domain ext	Some users were unsure what type of organisation we are (Private or Public Sector).	Research highlighted that people universally trust domains with .gov. in them.
Adopted "Findbusinesssupport" as domain name	Users found some naming options confusing.	Research showed that this was the most popular domain and that it "Said What It Did".
Added provider organisation name and logo to service descriptions	Users with previous knowledge of providers, often trusted services that were offered by them, more. Other users found it to be more trustworthy if the provider name was listed.	Generally well received during user testing.
Telephone number added to website	Customers expressed a level of distrust in sites that "hide" their telephone numbers.	Site tested more positively with telephone number added.
Out of hours support was removed from MVS	User testing highlighted low customer expectation for any out of hours support service.	User testing has shown that not offering out of hour support is accepted well.
Initial CTA on website is via lightweight enquiry form	Users were adamant that they wanted to speak to a knowledgeable person that was able to help them with the enquiry rather than spending too long talking to a call centre. They also did not want to spend a lot of time entering info into a web form until it was worthwhile.	Subsequent testing has suggested that enquiry completion rate will be high. This is due to the lightweight nature of the form. This also leads to a perception that when they speak with the call handler, they won't need to repeat info they have already provided via the enquiry form.
Simplified the filtering options for Alpha	Customers found multiple filtering options confusing.	This has tested well but further research is required for a decision to be reached about reinstating filter options.
Search Listing headings altered to match Service Descriptions	Customers lost "Scent trail" when clicking a Search Listing and then seeing a Search Description with non overlapping language	When search listings used the same, (or largely overlapping) language, users were more confident that they were on the right track.
Eligibility and Cost promoted higher up on the Service Description page	Customers have stated that Eligibility & Costs are two of the first things that they would look for on the Listing results.	Subsequent user testing has shown improved satisfaction with layout. There could be justification to lift them even higher on the page and more UR will be required before Beta.
Case Studies removed from the Home Page	Customers liked case studies but only if they were relevant to them. Generric case studies on home page had a negative impact.	Removing Case Studies from Home Page has nulified the previous negativity. This has resulted in the Home Page CTA's flowing more smoothly.

Questions	Driven by feedback	Why we have not come to a decision yet
Query around removal of Content Links at the top of Service Descriptions	Customers on pages with sparse content, often viewed them as a unnecessary. Customers on pages with more lengthy content thought found them to be beneficial.	1. More research required. 2. Actively investigating technological solutions on how to show only links on longer pages. 3. Not an issue for Alpha.