

NOTE - Not a site map & not considered content design principles

Page / Info Area	User Needs (From initial UR High level feedback) (From UR Report recommendations & Powerpoint)	Info Groups from MM	Additional Considerations from Landscape Analysis (business considerations - more than content management)
Homepage	<p>Concise but very clear description of what SOSE will do and how it can help</p> <p>Concise statement of SOSE purpose, vision and values</p> <p>A clear and concise statement of SOSE purpose and vision as the first thing users see on the website – and make sure this is inclusive of all user groups</p> <p>Who runs SOSE and how decisions are made (incl re applications for products/services/ grants);</p> <p>How SOSE will fit with other enterprise support providers - would be useful to communicate the role of each – and how it differs from others</p> <p>economic development Vs helping businesses</p> <p>Distinct sections for the following stakeholder groups (and possibly more): 3rd sector; pre-start; start up; established businesses</p> <p>How SOSE are using their funding incl analysis of effectiveness</p> <p>Funding transparency</p>	<p>Who we are</p> <p>Board of Directors</p> <p>What we do</p>	<p>Our Organisation / About Us / Background to Enterprise Review & how SOSE came into existence</p> <p>Mission & targets</p> <p>Community support</p> <p>Growth sectors</p> <p>Full Strategy & Operating Business Plan</p> <p>Background & expertise of Board members</p> <p>Link to Board Minutes documents</p> <p>Brexit info / guidance</p> <p>Strategy & Management</p> <p>Business processes & IT systems used to manage & monitor SOSE performance & business plans</p>
	<p>Webchat</p> <p>How SOSE can be contacted</p> <p>videoconferencing and webchat</p>	Contact Us	<p>Web Enquiry Form</p> <p>Contact Phone Numbers</p> <p>Webchat</p> <p>Office Locations, Addresses (supported by maps), Opening Hours</p> <p>Staff Directory & contact details</p> <p>Resources to manage / answer the webchat, phones & email queues</p> <p>Business processes & IT systems used to record & manage enquiries</p> <p>Performance Measures (capture & report)</p>
			Menu / Sitemap
			Search facility
			FAQs
			Sign up / subscribe to newsletter
			Plan, write, distribute, manage distribution list
			Accessibility
			Cookie Policy
			Privacy notice
			Terms of use
			Copyright statement
			Cookie message
			Ability to feedback on webpage (Can we improve this page?)
	How users can provide feedback		
Social media presence	<p>Particularly</p> <ul style="list-style-type: none"> Facebook LinkedIn Twitter <p>considered an essential way to raise awareness – especially Facebook and Twitter. These should be used to 'push' content and can drive interest to Corporate Website if necessary</p>		Strategy & Management
Case Studies	<p>Inspiring case studies to communicate the value of SOSE</p> <p>Capturing real experiences of local people – potentially incl some negative experiences – rather than being unrealistically positive</p> <p>examples of how organisations have benefitted from SOSE/ SoSEP support case studies showing impact of enterprise support. These should engage and inspire users – but be careful not to promote a misleading/ unrealistic view of what can be achieved</p>	Case studies	<p>YouTube</p> <p>Instagram</p> <p>Strategy & Management</p>
About the region	<p>Information about the region including</p> <ul style="list-style-type: none"> what you would need to know if you wanted to invest how to invest social, cultural and economic info/ history <p>This might include content re geography and transport, social and economic issues, housing and schools</p> <p>market the region e.g. to tourists and investors.</p> <p>information for investors – especially concrete information about what they can invest in and what the steps might be.</p>	Whats in the south	<p>Projects / initiatives planned, delivered</p> <p>Predicted / delivered benefits</p> <p>How they were delivered</p> <p>How to invest in planned projects</p> <p>Encourage entrepreneurial skills</p> <p>Broadband latest updates, plans</p> <p>Local attractions, visitor information (supported by maps)</p>
News	<p>Must be kept up to date and should be pushed out through social media as well as website</p> <p>News section, with content 'pushed out' by social media. Also pay attention to how content might be searched/sorted by different stakeholder groups. Also develop plan to ensure content is kept up to date</p>	News	<p>Search / filter on eg relevance, date</p> <p>Strategy & Management</p>
Current Vacancies	career opportunities		<p>How our application process works</p> <p>Rewards & Benefits</p> <p>Application Guidelines</p> <p>Recruitment & Selection</p> <p>Recruitment Privacy Notice</p> <p>Latest (open) Job Vacancies</p> <p>Ability to start / save / submit application</p> <p>Strategy & Management</p> <p>Business processes & IT systems used to record & manage vacancies</p> <p>Performance Measures (capture & report)</p>

<p>Products & Services</p>	<p>SOSE (whitelabelled) services – even if they are listed elsewhere</p> <p>Should be easy to find which ones are relevant to users organisation</p> <p>Information required will vary for each product – however in general would need to know where and how to access, and costs.</p> <p>Should provide information specifically to meet the needs of third sector</p> <p>make it easy for people to find only relevant ones</p> <p>Businesses tend to be busy during day so need access to advice and training out of hours</p> <p>majority were keen to see lists of specific products and services, as well as info about these, on the website. This remained true even if such information was already provided in one or more other places e.g. Scottish Enterprise website, Single Entry Portal</p> <p>A few individuals however felt it could be confusing to have services listed on multiple sites</p> <p>general requirements include: price/ cost info; whether funding is available; where delivered – and by whom; conditions attached</p> <p>broad agreement that SOSE should keep track of what products and services are being used i.e. to understand the needs of local individuals/ orgs</p>	<p>How we can help</p> <p>Links to other info (SEP etc)</p>	<p>Aligned with SEP vision / architecture</p> <p>Strategy & Management of products / services / events</p> <p>Keep up to date with latest information / trends</p> <p>Business processes & IT systems used to record & manage service delivery & event delivery</p> <p>Performance Measures (capture, monitor, report & action)</p> <p>Ensure data / information from customer is captured once & is available to everyone who needs it</p>
			<p>How do we do it? Eg triage / prioritise/ allocation of account managers, take ownership & follow up, tailor services, work outside office hours etc?</p> <p>Tailored Help / search to find services & resources eg</p> <ul style="list-style-type: none"> • What stage is your business - Existing, Startup • What sector is your business • Where is your business based <p>Types of support eg</p> <ul style="list-style-type: none"> • Self help guides • Programmes • Research & Information • Consultancy & Advice • Funding / Grants • Training
			<p>By Sector eg</p> <ul style="list-style-type: none"> • Agriculture • Forestry & Fishing • Animal Services • Chemical & Life Sciences • Construction • Creative Industries • Domestic Services • Education, Training & HR • Energy & Environment • Financial & Business Services • Food & Drink • Hair & Beauty Services • Horticulture • Hospitality, Catering & Event Management • Human Health & Social Work • Industrial Manufacturing • Information & Communication Services • Leisure & Sport • Real Estate & Property Services • Retail & Wholesale • Technology & Engineering • Third sector • Tourism • Transport & Storage
	<p>Clear guidance should be provided on the application processes</p>		<p>Tailored Help/ search to find Events within dates / location / categories eg</p> <ul style="list-style-type: none"> • Advertising & marketing • Bookkeeping & Tax • Brexit • Business development • Digital marketing • E-commerce • Finance • Funding & Investment • Gaelic • Growing your business • HR & employing people • IT • Invest in young people • Leadership & management development • Networking • People & skills development • Product & service development • Sales • Selling your business • Social media • Starting up • Trading internationally

SOSE 'Performance' Info			Eg links to expenditure reports Grants and investment reports Freedom of Information (FOI) requests Environmental and biodiversity information Equality and diversity information Senior staff salary information
Additional SOSE 'Corporate' Info			Complaints Link to Complaints procedure Links to previous years Complaint Performance Handling Stats Business processes & IT systems used to record & manage complaints Performance Measures (capture & report)
			Freedom of information (FOI) request Link to FOI Act Link to online 'Submit FOI Request' Business processes & IT systems used to record & manage FOIs Performance Measures (capture & report)
			Annual reports and accounts Link to latest / previous annual reports Business processes & IT systems used to record & manage financial accounts Performance Measures (capture & report)
			Information for suppliers Link to public sector procurement document Link to SG supplier charter Link to SOSE Procurement Strategy / Sustainable procurement strategy Business processes & IT systems used to record & manage procurement & payments Performance Measures (capture & report)
			Health and safety Link to Health & Safety Policy
			Information Security Link to Information Security Policy
			Information classification and handling Link to Information classification policy
			Owned investment property assets Link to owned investment property assets report
			Trade union facility time Link to Trade union facility time report
			Partnership projects
			Policy documents Link to SG & SOSE Framework Agreement
Media centre ??			
General	Use plain and clear language to ensure accessibility/ inclusiveness. Avoid jargon that might confuse or imply SOSE will serve only some groups (e.g. avoid business jargon as social enterprises will be put off) Be careful not to over promise or you risk disappointing users. Participants feel that previous enterprise agencies have made promises but not delivered – resulting in cynicism. Make the website personal where possible e.g. include profiles of real staff members who can be contacted Keep the website up to date or users might stop using it Graphics would be appreciated e.g. to show application processes All content should reflect need for SOSE to be transparent in all areas		