SE – Export: Delivery & Documentation

UZ basic usability test: design & content

18/02/21- 23/02/21

What are we testing?

As part of the export section redesign, research on user needs highlighted that the SE site is lacking information specific to moving goods from the UK to international markets, and the associated customs and tariffs. Whilst SE doesn't offer a service specifically for this purpose, we wanted to provide self-serve content that allows users to find other sources of help and support. We've developed a new section https://www.scottish-enterprise.com/support-for-businesses/exports-and-international-markets/delivery-and-documentation and want to get some user feedback on how useful the new content is.

(More detail on the user needs can be viewed on the LK board for this project.)

Sample
- Number: 10 people
- Region: UK
- Device: Desktop
- Method: Online unmoderated basic usability test
- Screener target: businesses owners/senior decision makers who are based in Scotland

Page design

Top

Bottom

Test questionnaire: Question 1

1. Please rate your experience on the page by saying whether you agree or disagree with the following statements:

10 responses · 10 comments

Chart   Data   Customize ⌄   Export ⌄
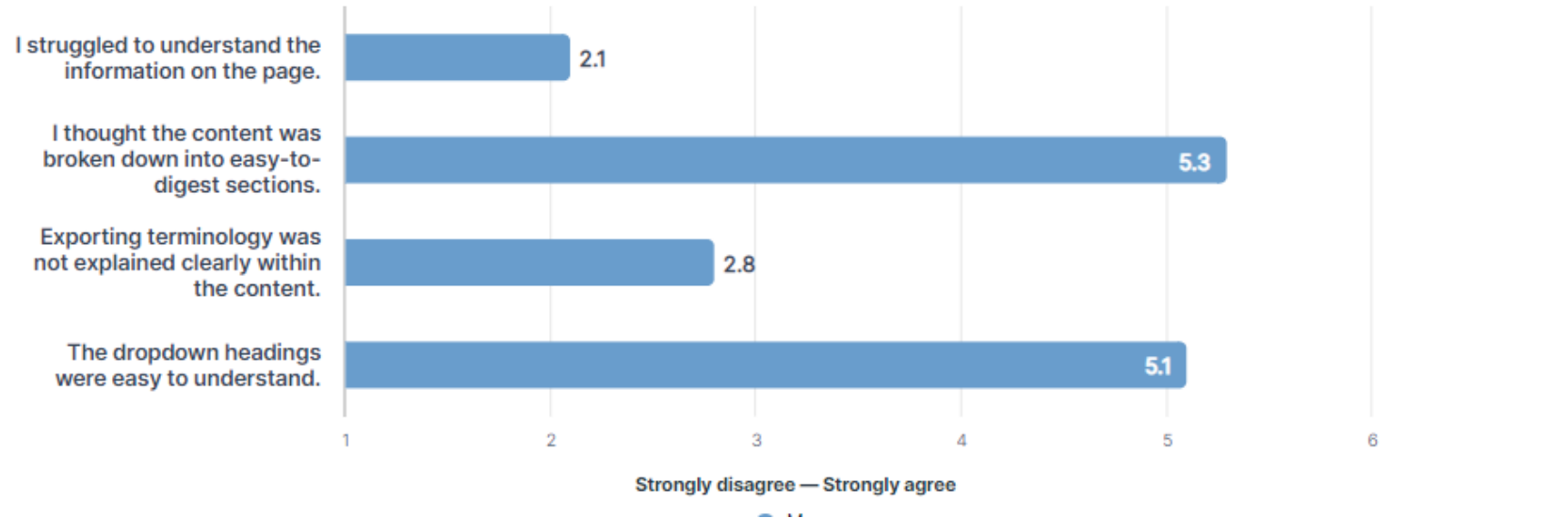
- 1st statement: 9 out 10 participants did not struggle to understand the information on the page
- 2nd statement: 8 out of 10 participants thought the content was broken down into easy-to-digest sections
- 3rd statement: 6 participants thought exporting terminology was explained clearly, although 4 participants had a neutral stance when responding to this statement
- 4th statement: 8 out of 10 participants thought the dropdown headings were easy to understand

Test questionnaire: Q1 comments

Positive

"The dropdown headings made information easy to find. Having outside links was useful too. A live chat would have been useful that was out with 9-5 as exporting happens at all hours."

"The webpage is very well organised and content is easy to understand."

"I found the page easy to navigate and the content easy to understand."

"A very easy user experience even for a novice who is starting to export."

"There is a huge amount of information on the page and I thought it was arranged into fairly obvious, intuitive sections. I'm not sure there is a way to display all that information any more clearly to be honest. It's not the way it's set out that is challenging - it's the sheer amount of different things which now need to be taken into consideration for exporting!"

Negative

"There were too many external website links on the dropdown menus."

"Obviously a lot of reading. A bit unclear with the EU and Non- EU guidelines. maybe that should be a bit clearer. "

Test questionnaire: Q2 - Was there anything on the page that didn't make sense or that you didn't understand?

Responses
Yes, the lack of a specific section about exporting to the EU in the wake of Brexit as many businesses are struggling with this.
No
No
Would have to read further
No, it was very all simple and digestible information
No, there was not.
No - there was a good explanation in text or video plus clear links to make everything understandable
Not really. It was all reasonably clear.
No
No

Positive

Negative

Test questionnaire: Q3 - Was there any information within the dropdowns that wasn't explained clearly?

Responses
No, the info was very comprehensive and easy to understand. It was almost like a beginners guide but in a good way that businesses would find useful.
No it was all fine.
No
No
No, everything was clear
No there was not.
No - was all good, as in easy to find more info if needed and was in plain English.
I don't think so.
No
I didn't notice any dropdowns

Positive

Negative

Test questionnaire: Q4 - Was there anything missing from the page that you would've expected to find on it?

Responses
Yes, a live chat. Maybe a community for business owners online. A specific EU section outlining the changes.
Frequently asked questions would have been good.
Yes, a list of 3rd parties that can help organisations with the process of exporting
Maybe on the first page guidelines broken in two between EU and Non EU shipping.
No
I do not think so.
It seemed very comprehensive but not sure if I noticed what would happen if things go wrong or businesses don't set up things legally or properly - is there help to rectify that or guide people to help.
It would be lovely to have some sort of industry or sector specific links which would take you to a page displaying the information most likely to be relevant to your particular business.
No
I thought the link for the further training could be hyperlinked when it was first mentioned instead of having to scroll down to find the training.

Test questionnaire: Q5 - Please tell us what your next step would be if your business needed more help with the information covered on the page?
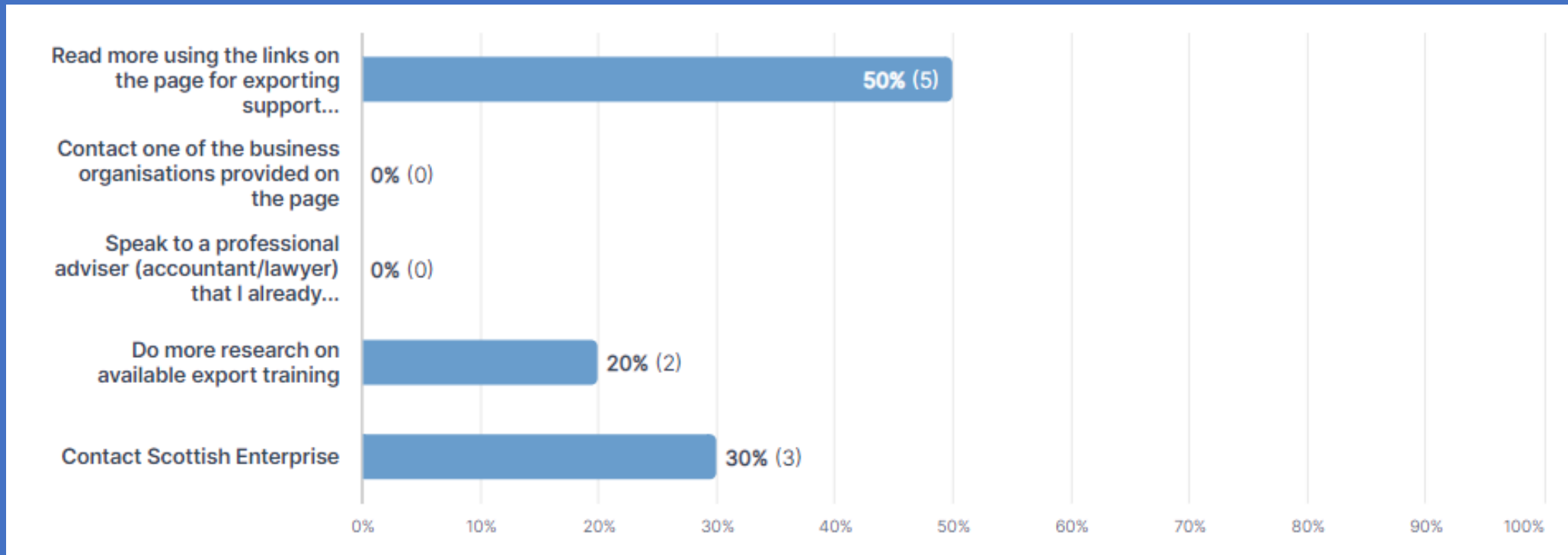
Analysis: 7/10 participants chose an action we would want them to take after reading the content which is encouraging. For the 3 participants who said 'contact SE', this is perhaps inevitable given the content sits on our site and, although we don't promote 'contact us' form on this page (because we don't have support services connected to this content), we can expect this page to generate some enquiries.

Test questionnaire: Q6 - Overall, how did you feel about the design and layout of information on the page?

Positive	Negative

| Responses |
|-----------|
| It was well laid out. Lots of info without being cluttered. Having links to click on made the process so much easier. Knowing it was from Scottish Enterprise also gave the content credibility when you own or run a business in Scotland. |
| It is ok but can be very detailed with the menus. |
| it is simple and straight to the point |
| Thought it was good. |
| The design is simple but effective, it's not trying to be too much, it's struck a nice balance |
| I felt it was very well laid out and not confusing. |
| I like the dropdown arrows, as it saves a lot of scrolling and stops the page looking too daunting. Is easy to look down subject headers to find info. |
| I think, given the complexities which Brexit has introduced into the exporting of goods to existing EU customers, this is as clear as you could make it. There's a lot of reading on the page and I did find myself getting a little overwhelmed as I tried to go through it all. It might be easier to digest if it were displayed on multiple pages using a Next button rather than just drop down tabs. |
| Very well organised |
| It was OK. But could be so much better, and easier to understand. I feel that some people would be at a disadvantage reading it because it's not so easy. It could be more accessible, to people that might not have business knowledge already. |

Test questionnaire: Q7- Overall, do you think this information would be useful for your business if you were going to export?
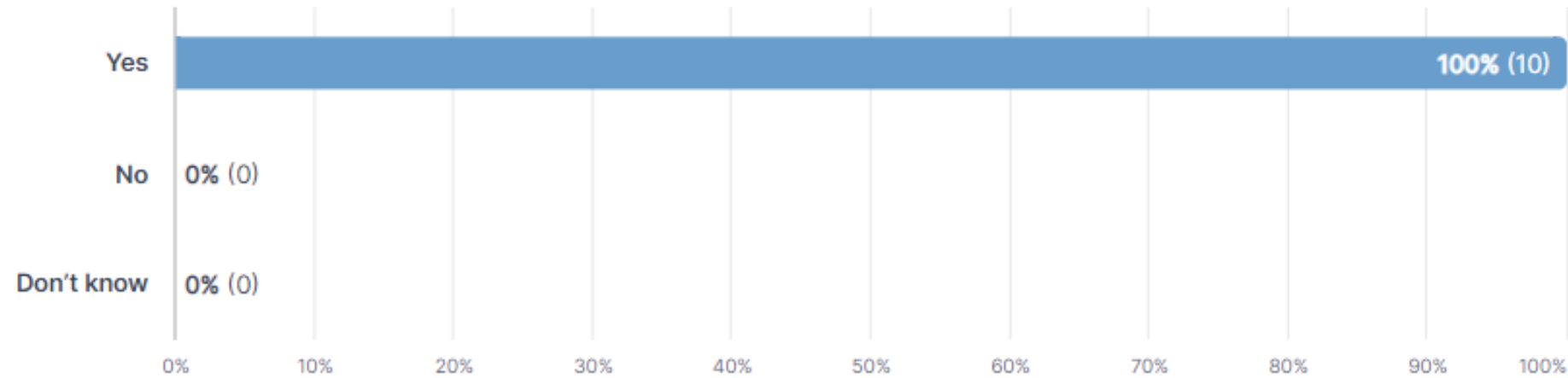
Test questionnaire: Q7 comments - Overall, do you think this information would be useful for your business if you were going to export?

Comments
Everything you needed to know was there but I would have liked more EU exporting specific information as I feel that it is the main reason people would use the site. It was almost as though SE wanted to act like Brexit never happened which is not helpful to those struggling with it and the mounting paperwork that has caused such confusion.
The step by step guide should be a starting point to help understand if I can do it myself or not
Obviously would take a little while to gather the information.
I did not know this information was readily available now I know where to find the information I need in future.
it is very comprehensive
I think this would definitely be a great starting point for trying to work out what I needed to do but I definitely think I'd be spending days and a lot of money on seeking more advice.

Conclusions and recommendations

- Overall, the feedback on the page content and design was very positive with most participants finding it easy to navigate and understand.

- A few comments were made about the lack of reference to Brexit and information specific to EU and non-EU shipping

- Only one participant (slide 5) commented that they thought there were too many external links on the page, suggesting it's not an issue for the majority.

Recommendations

- The responses to Q4 (slide 8) to be discussed between project team to decide if any should be actioned.

- Discuss if we should edit the content to include references to Brexit and make it clearer that the information provided applies whether you are exporting to EU or non-EU regions.