

SE – Export Sector Opportunities

Design test

02/12/20

What are we testing?

As part of the export section redesign, research on user needs highlighted that the SE site is lacking information on opportunities in international markets, despite our TS team having lots of information related to this. As a result, we're developing a new section to meet these needs. We want to test two designs to understand which one users prefer.

(More detail on the user needs can be viewed on the LK board for this project [user need 1](#) and [user need 2](#))

Sample

- Number: 10 people
- Region: UK
- Device: Desktop & mobile
- Method: Online unmoderated basic usability test
- Screener target: businesses owners/senior decision makers

Design 1

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International market research | Getting started with exporting | Need an export plan? | Reach international customers online | Managing risk | Preparing to Export programme

Export Champions programme | Overseas trade missions and exhibitions


Sector and market opportunities

We're here to help you work through the steps required to access international markets in need of suppliers. Our international trade team create and provide market plans for opportunities they have identified as applicable to Scottish businesses.

Current opportunities

Our market plans explain the background, scale and scope of the opportunity, the types of companies that are eligible, and – if you meet the criteria – what you need to do next.


Filter select



USA: Health and Wellness Frozen Foods

Date: 09 Nov 2020


[FIND OUT MORE](#)



Biotherapies in France

Date: 09 Nov 2020

[FIND OUT MORE](#)



Energy: Decommissioning in India

Date: 09 Nov 2020

[FIND OUT MORE](#)

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Market opportunity: Health & Wellness Frozen Foods

Key details

Opportunity: Health & Wellness Frozen Foods
Country: USA
Sector: Food & Drink

Contents

Key details

Summary

Scale of opportunity

Eligible companies

Register your interest

Summary

The Frozen Food industry in the USA was worth \$54 billion in 2019. Even prior to the Covid-19 pandemic, frozen food sales were outperforming total store sales with millennials increasingly turning to frozen foods and seeking out products with health enhancing attributes or high nutritional content. This includes free-from, all-natural, plant-based and low-in-sodium product ranges.

The frozen food trend has accelerated in 2020 as more people stockpile their freezers in order to prepare meals at home due to ongoing restrictions in hospitality and eating out as a result of the pandemic. Consumers are also expected to continue to focus on health and wellbeing and invest in better-for-you items to eat as more innovative product ranges become available.

Scale of opportunity

The IRI Consumer Packaged Goods (CPG) Demand Index has highlighted that frozen food continues to show the highest demand levels in 2020 and is up 31% compare to 2019. Covid-19 is likely to have a long-term impact on US consumers' buying habits and behaviour. We estimate that this could present a \$20m opportunity for Scottish companies in the long term.

Eligible companies

Scottish manufacturers of frozen food ranges that are willing to develop new healthy alternatives to their existing product ranges.

Primary producers in Scotland currently focused on fresh product (salmon, seafood, fruit, vegetables) that are willing to invest in developing a frozen range of products.

Register your interest

If you are interested in this opportunity and would like to talk to one of our in-market specialists, complete our online form and we'll be in touch.

[Register your interest](#)

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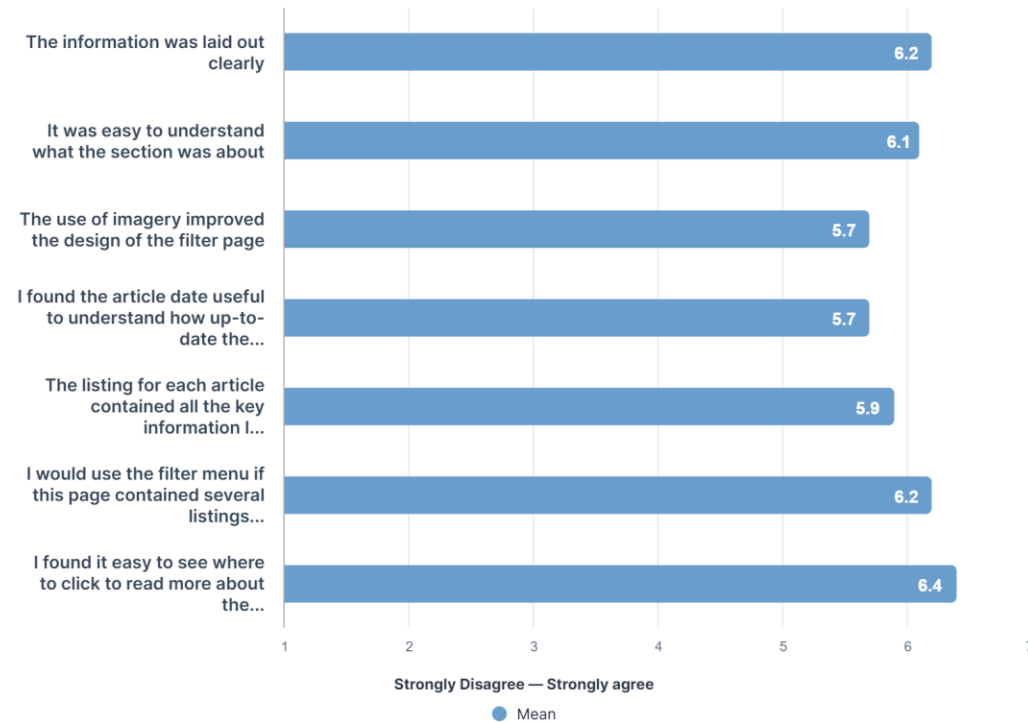
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Design 1 – questionnaire

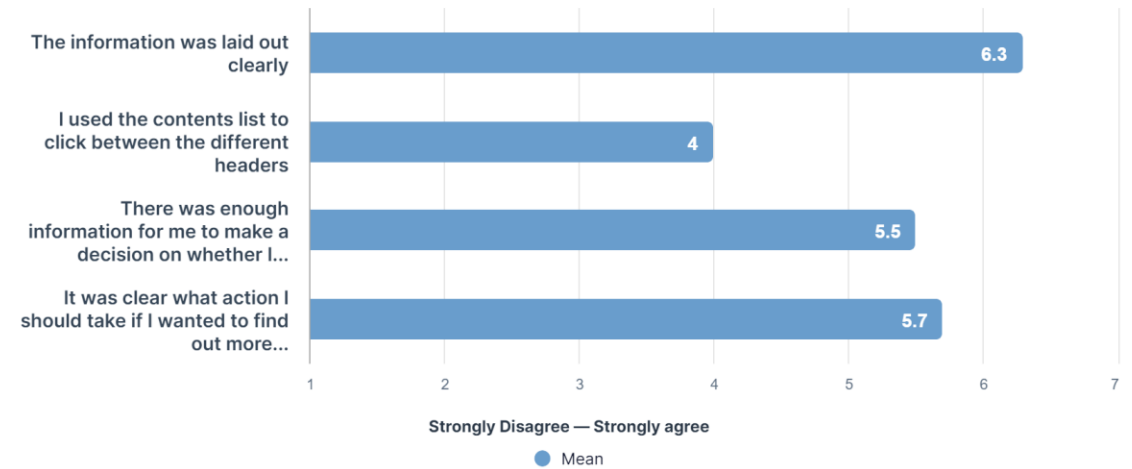
1. Thinking about the 'Sector and market opportunity' page with filter menu, please rate your experience of this page design.

10 responses · 6 comments



2. Thinking about the 'USA: Health & Wellness Frozen Foods' page, please rate your experience of this page design.

10 responses · 6 comments



Design 2

Sector and market opportunities

There are markets and organisations looking to import products and services from all over the world. We source and connect Scottish companies to opportunities and buyers, helping them to start trading overseas and grow their business.

Market opportunities

We're here to help you work through the steps required to access international markets in need of suppliers. Our international trade team create and provide market plans for opportunities they have identified as applicable to Scottish businesses.

Our market plans explain the background, scale and scope of the opportunity, the types of companies that are eligible, and – if you meet the criteria – what you need to do next.

Access sector opportunities directly

There is also a comprehensive and searchable [directory of opportunities](#) on the UK Government's Exporting is Great website, sourced by overseas trade professionals or provided by a third party.

You can search for listings by entering your products or services and matching them to particular regions or countries of interest.

You can also sign up to email alerts for daily summaries of opportunities that match your criteria.

Sector: Food & Drink opportunities

Health & Wellness Frozen Foods in the USA



Sector: Life sciences and biotech opportunities

Biotherapies in France



Sector: Oil & Gas opportunities

Energy: Decommissioning in India



Interested in a market opportunity?

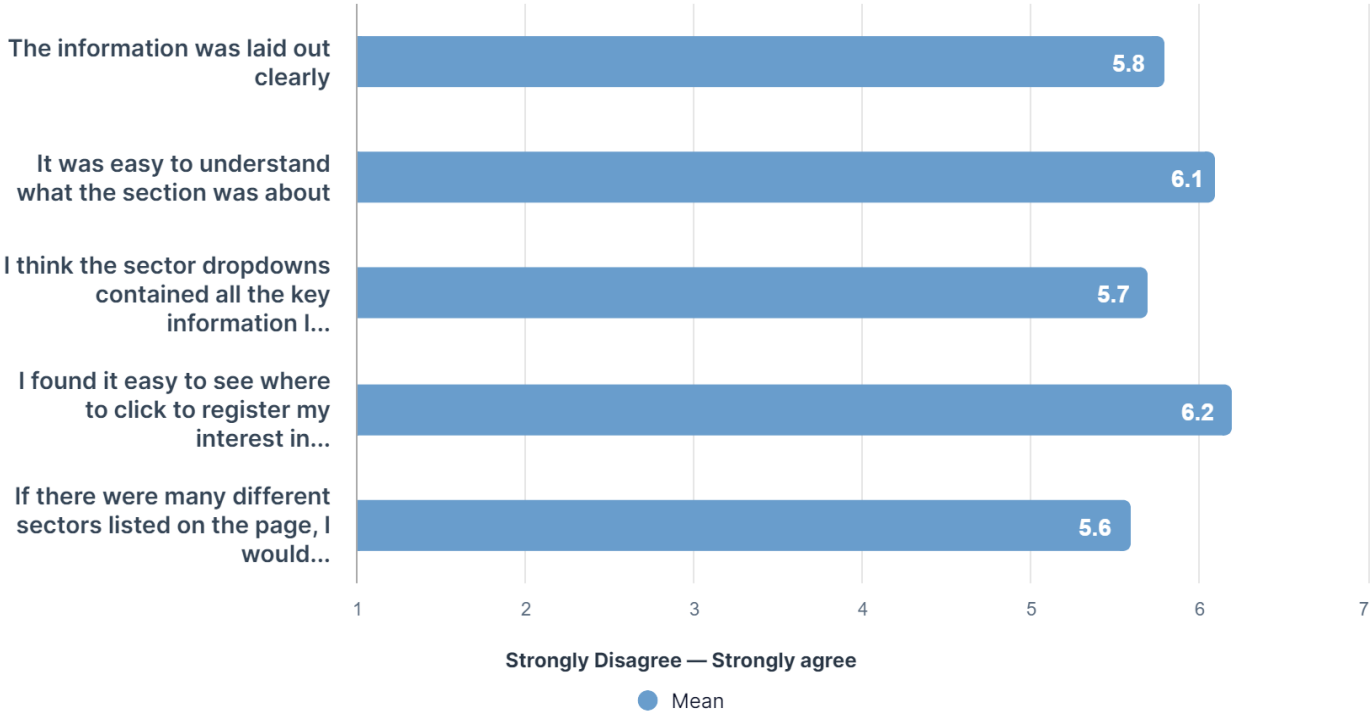
Register your interest with our in-market specialists and they will be in touch to discuss the opportunity.

[Register your interest >](#)

Design 2 – questionnaire

1. Thinking about the 'Sector and market opportunities' page, please rate your experience of this page design.

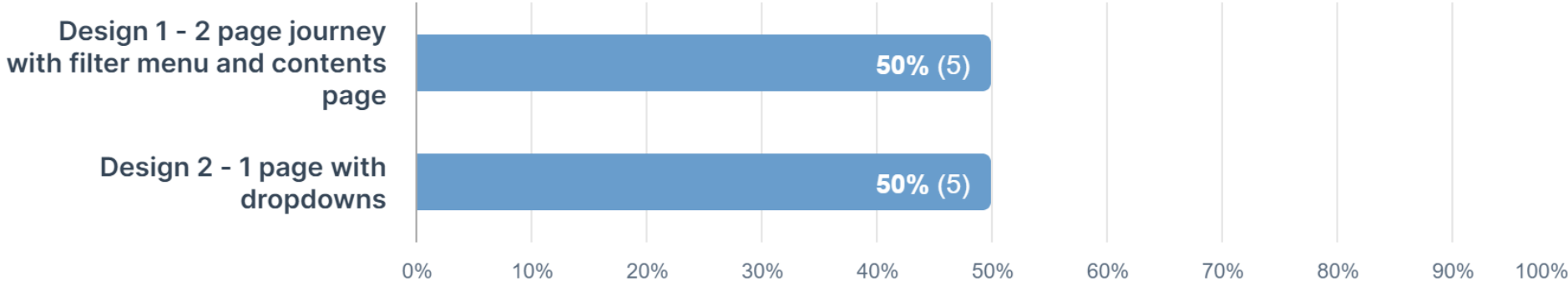
10 responses · 6 comments



Results - Final questionnaire

1. From the two designs you reviewed, which one did you prefer?

10 responses



Results - Please detail the main reason you chose this option

Design 1 – participant comments	Design 2 – participant comments
felt design 2 put too much information on one page and design 1 was therefore laid out better, more clearly, had a picture, and was easier to just take in that information and then make a decision from what you have seen.	I like both of them...but the second one seems to flow together better. The drop down menus work well because you can scroll between them, instead of having to look at different pages for the different sections. I just wish those nice photos were used in the second design as well, then it would be perfect.
Design 1 is easier to navigate but the dropdowns of design 2 are fundamental in attracting more and more business to the site.	tbh I liked both. I liked Design 1 as it contained images but I do prefer to have all information on the same page as in the Design 2. It would be great if Design 2 could have some images.
The more options there are, the more complicated Design 2 would be, and the more difficult it would be to find the one I wanted.	Found the main headings to be clearer in design 2.
Didn't seem quite so cluttered. Easy to navigate through	More compact and direct.
More interactive.	Not quite sure If I was on the page I was supposed to be

Results – comparing the questionnaire answers

Looking at the questions that were asked in both questionnaires, design 1 edges it.

Question	Design 1 score	Design 2 score
The information was laid out clearly	6.2	5.8
It was easy to understand what the section was about	6.1	6.1
I found it easy to see where to click to read more about the opportunity/register my interest	6.4	6.2

Conclusions and recommendations

- While the vote was equally split amongst the 10 participants, 2 users who selected design 2 as their preference actually said they liked both so this swings the vote in favour of design 1 (filter page)
- Given the potential size of this section when all the market plans are added, design 1 will better future proof in terms of usability. The lack of a filter component to use with design 2 for the accordions would see this design quickly become unwieldy from a user point of view as more sectors are added, as one participant commented *"The more options there are, the more complicated Design 2 would be, and the more difficult it would be to find the one I wanted."*

Recommendations

- The new section should be built using design 1
- The sourcing of images for each sector opportunity on the filter page could prove challenging, we'll need to agree with TS where these images will come from