

FUND

Userzoom Testing

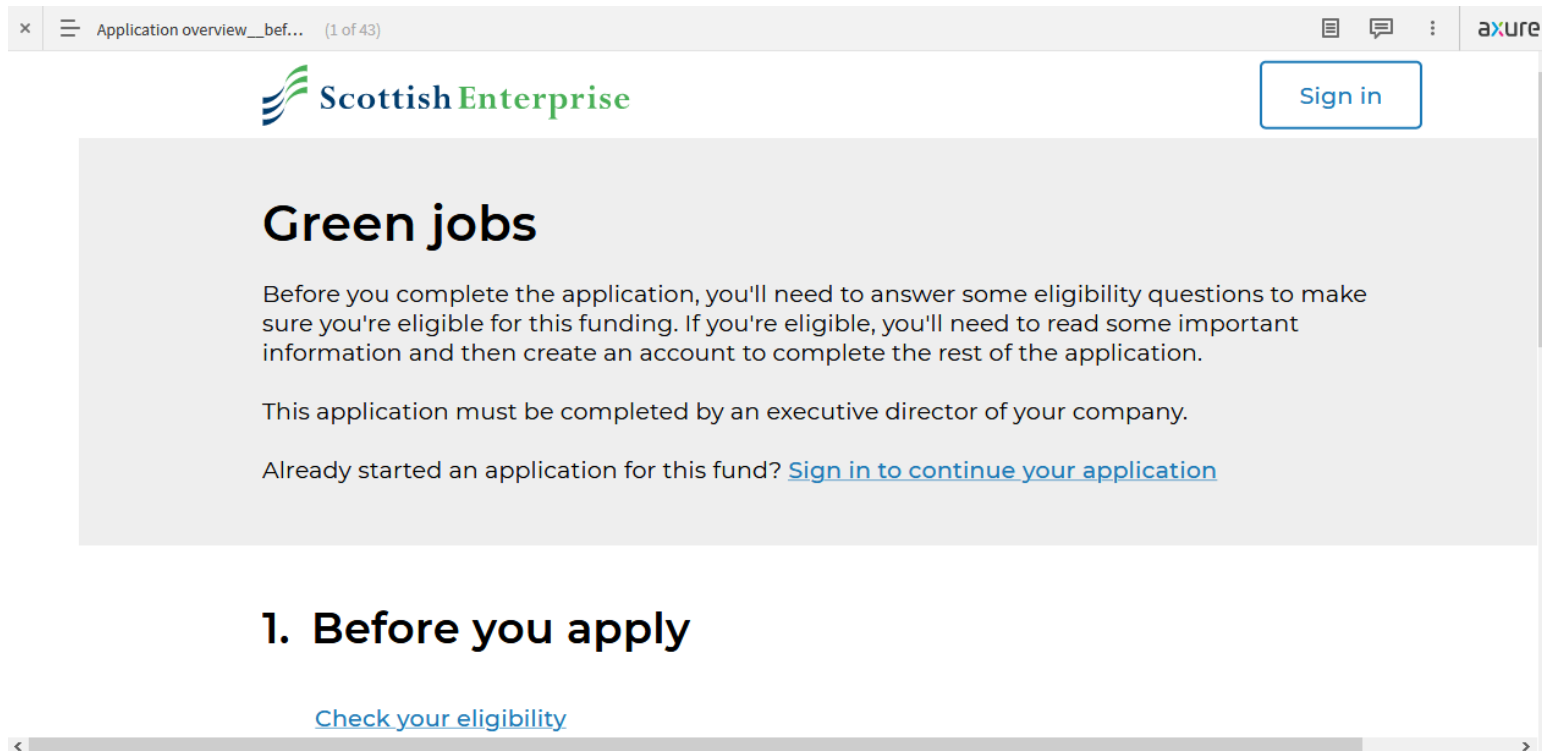
Wireframe – Applying for Green Jobs

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What we tested

- We tested the latest FUND wireframe
<https://4jd442.axshare.com/>



Who we tested with

- **We tested:**
 - **20 members of the UserZoom panel**
 - **Screened for**
 - **Business Owners**
 - **Business Decisions Makers**
 - **Accountants**
 - **Financial Advisors**
 - **Online Unmoderated Online Testing**

Results Summary

- **De-Minimis is still an obscure term to most**
- **Driving License & Passport were accepted as Personal Photo ID
BUT
There were concerns around data security and also implied
personal liability**
- **Evidence Requirements could still be clearer**

Q1: Personal ID

- **We gave a long list of popular personal ID documents
The preferred options for use in online applications was**
- 1. Driving License, Photo (14 of 20)**
 - 2. Utility Bill (11 of 20)**
 - 3. Passport, Photo (10 of 20)**
 - 4. Bank Statement (9 of 20)**

Q2: De-minimis

- **Nobody knows what this is.**
- **The description on the site did not help**

Q3: Help text

- **Most people did not notice the help text**
- **Most that did see it, thought it was fine.**
- **A couple of people wanted more detail**

Q4: Evidence requirements

- **On people thinking Evidence Requirements were obvious and clear, it was about:**
 - **no: 40%**
 - **yes: 60%**

Q5: Eligibility Requirements

- **Eligibility requirements clarity rated:**
 - **71% positive**

Q6: De-minimis

- **Even after using the wireframe, people do not know what De-Minimis is in a business context.**
- **Googling it will give you a Latin translation “about minimal things”**

Q7: Passport or Driving License scan

- **People are 40/60 (66% positive) on this being OK.**
- **Most people are used to using these documents for personal uses and have no problem with that.**
- **The unease crept in from two areas:**
 - **“This links me Personally to the business. Does this mean liability” etc...**
 - **Is my data secure**

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