

# SE Business Toolkit Site Innovation Readiness Toolkit Alpha Testing

Jan 24<sup>th</sup> & 25th 2021

Martin Kerr

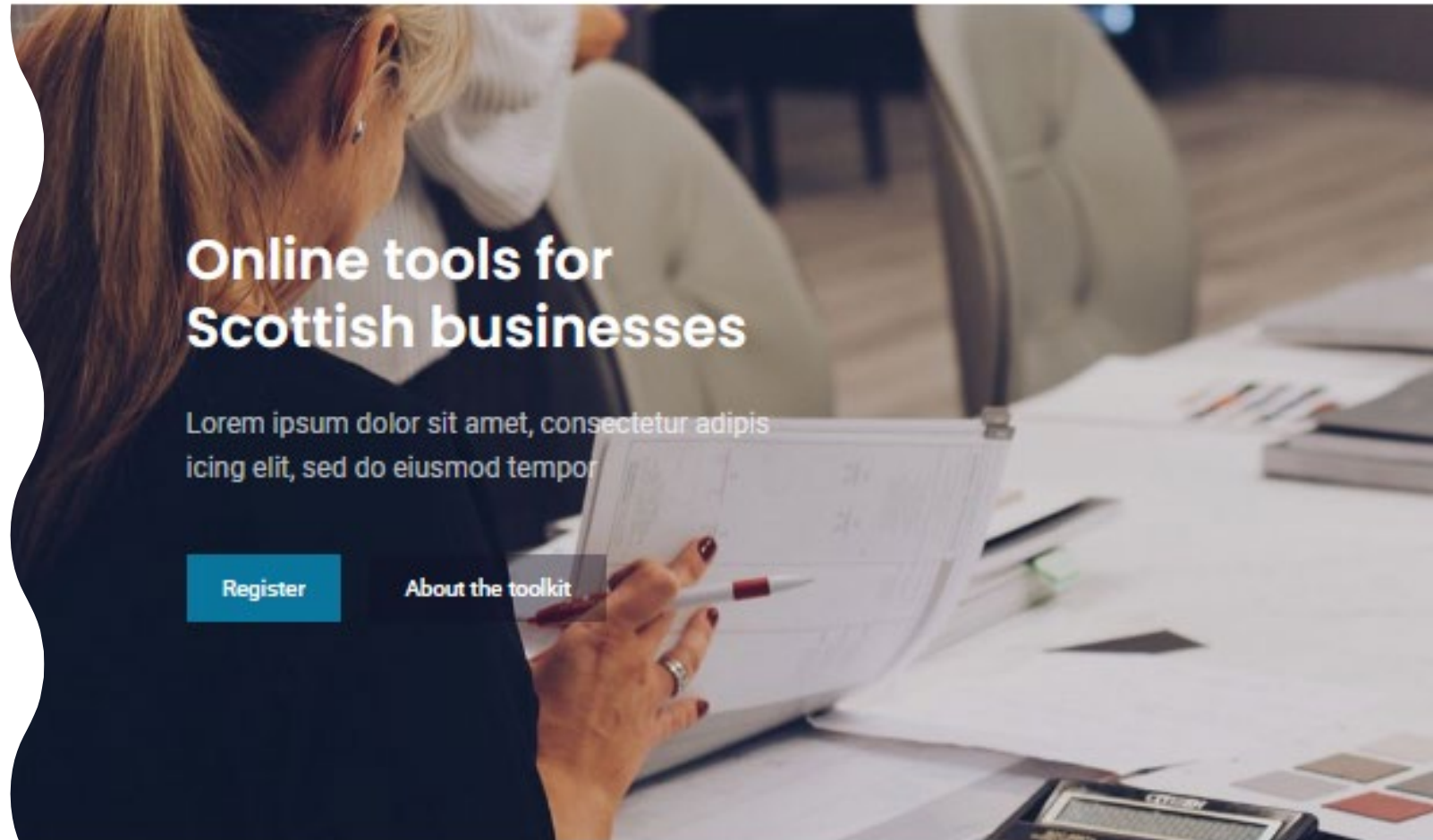
Anubhav Mittal

Lorna Hayton

Katie Dickerson

# What we tested

- We tested the SE Business Toolkit site (<https://se-toolkits.mtcserver17.com>)
- Customers fill in a questionnaire and get an action plan based on their answers



## Our Business Toolkits



# Who we tested with

- **We tested:**
  - **6 potential customers**
  - **Using Video calls (Microsoft Teams)**

# Results Summary

- **The site is nice and clear but the initial toolkit view is a little bit vague**
- **The questionnaire is good, but some questions could have the option text tweaked**
- **The initial views of the Action plan was too vague for users and did not lead them deeper into the detail**
- **Once people clicked through to detailed content, (after being prompted), they appreciated the level of detail.**

# Toolkit Page

- Nice and clear
- Hero banner text (Customer Centered-Innovation....) was too wordy and most people would rather not have this section
- The Bullet points are too vague
- The “Open Toolkit” button is below the fold for most users.

**SE Business Toolkits**

**Innovation Readiness Toolkit**

- Overview
- Questionnaire
- Action Plan
- About Toolkit

## Customer Centred-Innovation

Launching a new product is a high-risk strategy. However there is an approach that can help you minimise risk and maximise opportunity. It's called customer-centred innovation. Customer-centred innovation is driven by **customer** feedback. By understanding who your customers are and what their needs are it will enable you to shape and improve your idea.

### What this toolkit is for?

The innovation readiness tool enables you to assess how customer-centred your idea is by focussed on the following 4 key areas

- ✓ The customer
- ✓ The market
- ✓ The opportunity
- ✓ The competition
- ✓ Intellectual Property

### How does it work?

- ✓ The questions in this tool should take no longer than 20 minutes to complete.
- ✓ You will be given a range of statements and be asked to choose the one which most closely reflects your organisation.
- ✓ At the end you will be presented with some useful customer-centred innovation hints and resources.

Open Toolkit

# Questions

- Questions are mostly good
- A progress indicator, (3 of 14 etc....), was expected
- Some options might not be relevant to all users (like IP), but there was no 'does not apply' option

Question 1

## Opportunity

How much revenue do you think your product/service could generate from your total target market?

I'm not sure how much revenue I could generate.

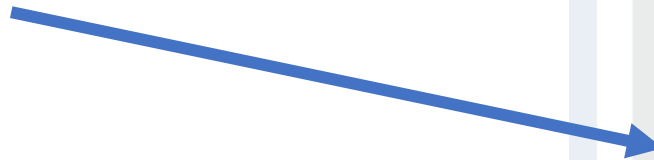
The potential revenue from my product/service is less than £500,000 per year.

The potential revenue from my product/service is greater than £500,000 per year.

[< Previous](#) [Next question >](#)

# Overview / Dashboard

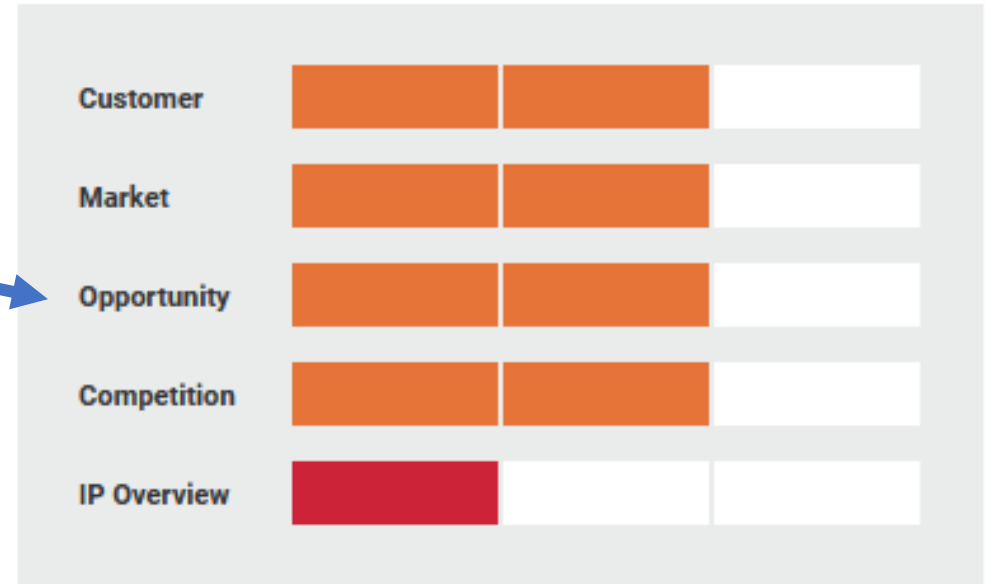
- The Activity plan DID NOT leap off the page at users. It was not appealing enough to make them want to click on it. The graphics were too blocky and lacked meaning for many.



## Innovation Readiness Toolkit

Launching a new product is a high-risk strategy. However there is an approach that can help you minimise risk and maximise opportunity. It's called customer-centred innovation.

Customer-centred innovation is driven by **customer** feedback. By understanding who your customers are and what their needs are it will enable you to shape and improve your idea.



### Your Action Plan

View your Action Plan and personalised recommended next steps in becoming innovation-ready

[View Action Plan](#)

# Details

- Most people found the detail pages quite good and welcomed the text and the links.



## Customer

Your next steps to improve knowledge and understanding in the area of Customer and become innovation-ready

### Customer Feedback

#### Moving Forward

It's great that you've identified potential customers. The next step is to engage with them to check that your product or service meets a need and is of interest to them. Engaging customers early in the process can ensure that your product or service is designed to meet their needs, enhancing your chances of commercial success.

**It is important to challenge assumptions you might have about your product or service.** By understanding how your product or service meets customer needs, you can develop a compelling proposition and will be in a stronger position to ensure your business idea is robust and viable. The Value Proposition Canvas can help you explore your product or service from a customer perspective. You can build on this with the Business Model Canvas, putting your customer at the centre of your business idea.

#### Suggested action based on the answers you gave:

##### **Validate potential customers.**

Consider how you might engage with potential customers as well as existing ones – it might be informally in conversation, or via more structured customer research (see below). Looking at successful competitors can be an inexpensive yet effective way of identifying user groups. If you're going into business in the same industry or sector, then you'll be looking to target some of your competitor's customers.

##### **Be clear on the problem that your product or service solves.**

**Ask yourself:** *What is the task that the customer needs to get done and how will my product or service help them to do that?* When your product or service has been developed based on sound customer insight, the value of its problem-solving potential is more likely to be understood by customers and appeal to them. It can be useful to separate what customers need from what they want. A need is something that helps get a task done, whereas a want is a nice-to-have, such as a fair price or good design. Wants can often be what convinces a customer to buy your product over a competitor's. Remember that your customer might not be the end user of your product or service, so you may need to consider the needs of both groups.

##### **Speak with your customers.**

The better you understand your customers, the easier it will be to develop products and services they'll value, and the more effective your marketing and sales approaches will be. There are many effective ways to



# Recommendations

- **Concentrate on improving the Action Plan design, to communicate more information to customers, so they click into it.**



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**Innovation Readiness**  
**Action Plan** Select version  
Mar 25, 2021

This personalised action plan has been produced based on your work to date. It provides your next steps on improving your readiness for innovation support from Scottish Enterprise

### Customer

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[How to Improve](#)

### Market

It's good news that your research has uncovered useful information to allow you to assess the potential market for your product or service. Your understanding of market segments and potential customers will stand you in good stead for moving forward and ensuring your success.

[How to Improve](#)

### Opportunity

It's encouraging that you have a good understanding of the revenue streams for your product or service and envisage sales of up to £1m.

[How to Improve](#)

### Competition

Once you know who your competitors are, you will want to know more about their product or service, how it compares to yours and what you can learn from this.

[How to Improve](#)

### IP Overview

Having a new business idea can be exciting. Every company develops features that make it different from its competitors. Many of these unique features could be covered by Intellectual Property laws, and they represent most of the value in any business.

[How to Improve](#)

# Activity Plan

- The headings were vague and did not communicate well to users
- The meaning of the graphs were not quickly obvious to most. Their intention was not clear to users.



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Select version

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How to improve

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