

FUND

Eligibility Confirmation Versions

Wireframe Testing

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Martin Kerr

Anubhav Mittal

Lorna Hayton

Katie Dickerson

What we tested

- **What happens after you click CONFIRM on Eligibility page**



Sign in

Check your eligibility

To get started, we need to ask a few questions to check if you're eligible for this fund. If you're not eligible, we'll tell you straight away.

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Does your business have a trading address in Scotland?

Your trading address is the address where you do business. It's the address your customers and suppliers will usually use. If you have more than one trading address, you can select 'yes' as long as at least one of them is in Scotland.

- Yes
- No
- No, but we intend to set up a trading location in Scotland in the

- Enter a new market
- Increase profit
- Raise external finance
- None of the above

Confirm

What we tested

- **We tested 4 versions of eligibility confirmation messages**
- **When you hit “Confirm” on the form:**
 - **V1: Expands the page with a message**
 - **V2: Pops up a box with the message**
 - **V3: Sends you to an application/account hub page with options to add more info for Green Jobs**
 - **V4: Sends you to a page with a large Blue box that tells you that you are Eligible.**

Who we tested with

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

Results Summary

- **V4 Wins by a large margin**



It looks like you're eligible
for funding

This doesn't guarantee your application will be successful. Our appraisers will review your full application against a number of criteria to make sure your company and project are suitable for support through this fund.

You can continue to the rest of the application.

Continue

- **V1 & V2 have some positive responses**
- **V3 is jarring to everyone as they did not expect or understand the jump from submitting a form and then dropping back into another form.**

V1

- **Appreciated but not loved, by half the participants**

- Enter a new market
- Increase profit
- Raise external finance
- None of the above

Good news

It looks like you're eligible for this funding. This doesn't guarantee you'll be successful, as we'll still need to review your full application. Click '**Confirm**' to continue with your application.

Confirm

V2

- **Appreciated but not loved, by half the participants**
- **First Choice of one participant**

Which of the following outcomes do you expect from this project?

5

X

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Continue

Confirm

V3

- **This caused surprise in some and confusion in others.**

The page is not obvious about what needs to be done, as it was not expected.

Green jobs

Before you complete the application, you'll need to answer some eligibility questions to make sure you're eligible for this funding. If you're eligible, you'll need to read some important information and then create an account to complete the rest of the application.

This application must be completed by an executive director of your company.

Already started an application for this fund? [Sign in to continue your application](#)

[< Go back](#)

Good news

It looks like you're eligible for this funding. This doesn't guarantee you'll be successful, as we'll still need to review your full application.

1. Before you apply

[Check your eligibility](#)

Completed

[Important information before you apply](#)

V4

- **Everyone had this as their first, or equal first choice.**
- **Nobody hated it**

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You can continue to the rest of the application.

[Continue](#)

Recommendations

- **Go with V4. These interstitial pages put users at ease.**



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Continue

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