

# GlobalScot Registration Testing

<https://demo.web.globalscot.ember.ltd/home>

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

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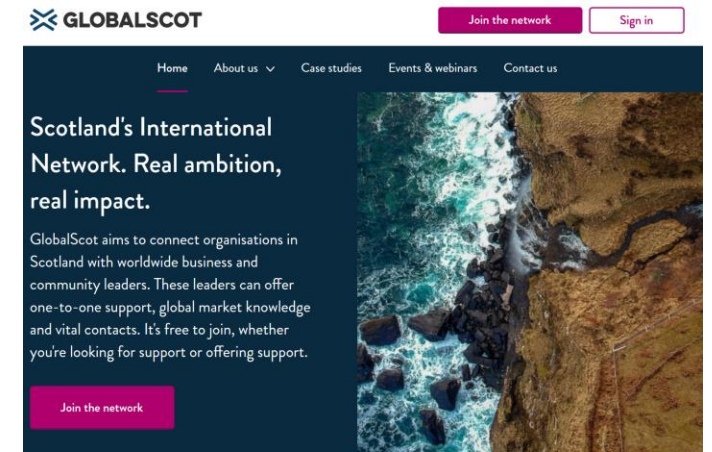
# What we tested

## We tested the live/demo site

We asked them to register as either:

1. A company
2. A GlobalScot

<https://demo.web.globalscot.ember.ltd/home>



### What you'll get from the GlobalScot network



### Be part of a proud community

The world just wouldn't be the same without Scotland. Our greatest minds have left a mark on just about every industry and they've shaped the world as we know it today. We've got a rich community of friends who have experienced first-hand the warmth, talent and passion of our people.

But we know Scotland has the potential to do even better. Our community is united by our shared purpose: to help Scotland's businesses, communities and people succeed.



[About the network](#)

# Who we tested with

- We tested:
  - 6 potential customers
  - SMEs
  - None were familiar with GlobalScot
  - Using video calls (Microsoft Teams)

# What we were trying to find out

- What causes users to drop off during the registration process?
- Are there any usability issues in the registration process?

# Results Summary

- Users like the clear, simple design of the site and registration process
- No major showstoppers
- Text about priority countries/sectors on the GlobalScot login page can be off-putting
- There are some inconsistencies in how we indicate which fields are required and which are optional
- It isn't clear that you can choose multiple options from drop-down menus
- There are some inconsistencies in our countries drop-downs
- It isn't clear that you need to click the 'Add company' button on the business member registration to add your company

# Recommendations

- Ensure that the drop-down lists for 'Which nationality would you describe yourself as?', 'Which country are you primarily based for work?' and 'Which other countries do you have connections in?' are consistent
- Mark 'Which university or college did you attend?' as optional – it is, but it doesn't say 'Optional'
- Mark 'Your role at company' as required – it is, but there is no asterix
- Add text that says 'Choose as many as you like' to the drop-down fields so users know they can select multiple options
- Change the text on the 'Add company' button to 'Confirm company' or something similar
- Update the text on the GlobalScot login page to make it clear that people outside those sectors/areas are welcome to apply

Register as a Company

# Company Registration

- "It looks like a government website and that would encourage me that I'm not on another company's website."
- Language is clear

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## Ready to join our community?

Every member of our diverse, passionate community is driven by the same sense of purpose and ambition. They champion Scotland and are invested in our country's culture and growth. And don't forget – it's free to join this great community.

Already a member?

[Sign in](#)

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### I'm looking for support for my business

Tap into a rich, worldwide network of experts and business leaders who are waiting to support businesses like you. Ask for advice, get one-to-one support and find new contacts in global markets.

As a business member, you should be:

- Based in Scotland
- Aiming to grow your business or make connections on behalf of your organisation
- Looking for new international opportunities
- Looking for support from GlobalScots

[Join as a business member](#)



### I'm interested in becoming a GlobalScot

You would be joining a worldwide network of passionate individuals, entrepreneurs and business leaders, dedicated to supporting Scotland's ambitions internationally.

As a GlobalScot, you should be:

- A successful and inspirational individual who could make a significant difference to Scotland's global competitiveness
- Willing to share your knowledge, insights and networks with ambitious Scottish businesses and organisations

If you believe you have the expertise and connections to help shape Scotland's future, [read more about becoming a GlobalScot.](#)

[Apply to become a GlobalScot](#)



# Company Registration


- It's good that we set expectations for how long it will take
- Users like that we have a phone number for getting in touch

Did you know our GlobalScots helped over 770 Scottish businesses in 2019?



## Thanks for your interest in the GlobalScot network

To complete the registration form, you'll need:

- Around 10 minutes
- Your Companies House registration number. You can find this on the [Companies House website](#) 
- Details about your company (or companies), your ambitions and what you're looking for from the network


All fields are mandatory unless noted as optional. If you're not registered with Companies House, [get in touch](#).

All the information you provide will be publicly visible on your profile, except for your contact details. Once you've registered, you can update your profile any time.

[Continue](#)

### Need to speak to someone?

If you've got any questions or need help registering, just get in touch.

 +44 (0) 141 228 2990

# Company Registration

- Companies House number doesn't seem to be a barrier – businesses know this number or can get it
- Your role at company is required but not marked with an asterisk
- "We struggle to know what sector we fit in."
- Some users didn't realise they could choose multiple sub-sectors
- Some users are confused by the 'Add company' button – they think this is to add another company

**GLOBALSCOT** [Join the network](#) [Sign in](#)

"GlobalScot has had such a huge impact on our business - frankly, it could have been the difference between us making it or not."  
David Capaldi – Opinurate

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### Step 1 / 3 Personal and company details

In this section, tell us about you and the companies that you'd like our GlobalScots to support.

#### Personal details

Title \*  
This won't be publicly displayed on your profile

First name \*

Last name \*

Contact number \*  
This won't be publicly displayed on your profile

#### Add a current company

Companies House registration number \*  
This will be 2 letters followed by 6 numbers. It must be for an active Scottish company, and must start with 'S'.  
Can't remember your Companies House registration number? You can look up your company on the [Companies House website](#). If you don't have a Companies House number, [get in touch](#).

[Find Company](#)

Your role at company

Your company's sector \*  
You can select multiple sectors

Aerospace, defence and marine  Arts and culture

Aerospace, defence and marine  Arts and culture

Charity and voluntary  Chemical sciences

Construction  Creative industries

Education  Financial services and fintech

Food and drink  Forest industries

Global business services  Life sciences

Energy  Other

Energy and low carbon  Retail

Sport  Technology and engineering

Textiles  Tourism

[Add company](#)

#### Mailing Address

Please select your preferred mailing address. We'll use this if we need to get in touch by post.

Other

Post code \*  
 [Find address](#)

Address line 1 \*

Address line 2

Town or city \*

County \*

Country

[Continue](#)

# Company Registration

- No issues with adding company address

## Step 1 / 3 Personal and company details

In this section, tell us about you and the companies that you'd like our GlobalScots to support.

### Personal details

Title \*

This won't be publicly displayed on your profile

Mr

First name \*

test

Last name \*

test

Contact number \*

This won't be publicly displayed on your profile

0141 228 2815

### Edit company details

SCOTTISH ENTERPRISE EDINBURGH AND LOTHIAN

Incorporated on 30 April 1990

Atrium Court, 50 Waterloo Street,  
Glasgow, G2 6HQ

Edit details

Remove

### Details for additional company

If you want add more than one company, you can add additional companies here.

Add another company

### Mailing Address

Please select your preferred mailing address. We'll use this if we need to get in touch by post.

SCOTTISH ENTERPRISE EDINBURGH AND LOTHIAN

Atrium Court, 50 Waterloo Street,  
Glasgow, G2 6HQ

Other

Continue

From AI and green tech to sculpture and space exploration, our community's knowledge is always growing.



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**Step 2 / 3** Plans and ambitions

In this section, we want to you tell us more about your businesses and what you're looking for from the network. This will help our GlobalScots understand how they can help. If you've added more than one company, you should cover all of them in these questions.

Tell us a bit more about what your company (or companies) does and what your ambitions are. \*

For example, you could tell us about your product or service, company size, achievements, and what you want to do next.

You have 500 characters remaining

What aspect(s) of business do you need help with? \*

Which regions would you like to expand into? - Optional

You can select up to 5. This will help us match you to GlobalScots in your target areas.

You can change these at any time.

Continue

# Company Registration

- Unclear that you can add multiple aspects of business that you want help with – but in the next question it's clear that you can select up to 5
- "Split achievements and where you want to go next into two bits as you might want to write more."

# Company Registration

- No issues with this page

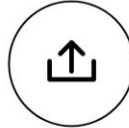
The GlobalScot network has been supporting businesses in Scotland for almost 20 years



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**Step 3 / 3** Create your account

Upload a profile photo - Optional

 **Drag & drop files here** or [Browse files](#)

## Login details

Email address \*

This will not be displayed on your profile

test@test.com

Confirm email address \*

test@test.com

Password \*

●●●●●●●● [👁](#)

Password confirmation \*

●●●●●●●● [👁](#)

I agree to the [Terms & conditions](#) (including the GlobalScot acceptable use policy), [privacy policy](#) and [cookies policy](#)

[Complete registration](#)

# Company Registration

- No issues with this page

Registration complete! You're almost there.



## Check your email

Thanks for registering with the GlobalScot network. We've emailed you a link to verify your email address, which you need to click to access the full network.

Didn't receive the email? Try checking your junk mail or we can resend the email.

[Resend email](#)

If you don't receive your email within 1 hour, [contact us](#).

## Need to get in touch with the GlobalScot Team?

[Contact GlobalScot team](#)

Or call [+44\(0\)141 228 2290](tel:+44(0)141 228 2290) (Mon - Fri 8:30-5:30pm)

Register as a GlobalScot



# GlobalScot Registration

- "It's pretty clear they are looking for leaders or experts in their field to share their expertise."
- "Is this a bit self-indulgent?"

GLOBALSCOT

Home About us Case studies Events & webinars Contact us

Sign in

## Ready to join our community?

Every member of our diverse, passionate community is driven by the same sense of purpose and ambition. They champion Scotland and are invested in our country's culture and growth. And don't forget – it's free to join this great community.

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As a business member, you should be:

- Based in Scotland
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- A successful and inspirational individual who could make a significant difference to Scotland's global competitiveness
- Willing to share your knowledge, insights and networks with ambitious Scottish businesses and organisations

If you believe you have the expertise and connections to help shape Scotland's future, [read more about becoming a GlobalScot.](#)

Apply to become a GlobalScot



# GlobalScot Registration

- Initial login page is quite wordy
- Text about priority countries/sectors makes some people feel like if they aren't in that country or sector, they shouldn't apply

Did you know our  
GlobalScots helped over 770  
Scottish businesses in 2019?



## Thanks for your interest in becoming a GlobalScot

The application should take no more than 15 minutes. We'll ask you about your business experience, what support you can offer and why you want to become a GlobalScot. All fields are mandatory unless noted as optional.

We are currently seeking GlobalScots across mainland Europe to align with the priority countries outlined in the 'Trading Nation' Export Growth Plan in the following sectors:


- Food & Drink
- Medtech/Health tech
- AI and Edtech (the latter also in the US)

If successful, all the information you provide will be publicly visible on your profile, except for your contact details.

[Start application](#)


## Need to speak to someone?

If you've got any questions or need help registering, just get in touch.

 +44 (0) 141 228 2990

# GlobalScot Registration

- "Is title necessary? You don't come across this much anymore."
- Nationality – people were looking for 'United Kingdom' and got confused
- Though one user was pleasantly surprised to find Scottish on the list
- "Why do you need my nationality?"

 [Join the network](#) [Sign in](#)

**“GlobalScots are people who want to give something back and I’m delighted to be a part of that.”**  
GlobalScot Allan Rooney

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**Step 1 / 3** Personal and contact details

**Title \***  
This won't be publicly displayed on your profile

**First name \***

**Last name \***

**Which nationality would you describe yourself as? \***  
This won't be publicly displayed on your profile. We'll only use this information to assess how diverse our network is, and it won't affect our assessment of your application.

**Contact number \***  
This won't be publicly displayed on your profile

**Email address \***  
This won't be publicly displayed on your profile

**Confirm email address \***

**Preferred mailing address**  
This won't be publicly displayed on your profile.  
We'll use this if we need to get in touch by post, or if we need to send you physical materials.

**Post code/Zip code \***  
 [Find address](#)

**Address line 1 \***

**Address line 2 - Optional**

**Town, City or State \***

**Region - Optional**  
Depending where you're based, this could be your country, state, department or province

**Country \***

[Continue](#)

# GlobalScot Registration

- 'Where are you primarily based for work?' country list isn't consistent with the nationality list on the previous page
- One user felt it was too early to ask about what other companies you have a strong connection with
- "Will I be more successful if I was born in Scotland?" - unclear why we were asking this question
- University or college should be marked as optional

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From AI and green tech to sculpture and space exploration, our community's knowledge is always growing.

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**Step 2 / 3** About You

Where are you primarily based for work?

Select a country \*

Please select

Which company (or companies) do you currently work for or own?

This could also include a company you're a board member of. We'll take the first company as your primary one.

Name of company \*

Your role at the company \*

[Add company](#)

What other companies do you have a strong connection with?

These are other companies that you could introduce network members to if appropriate. They could include companies you've worked with previously or were a board member of.

Name of company - Optional

[Add connection](#)

**What's your connection to Scotland?**

You can select more than one \*

Select an option to confirm your connection to Scotland

<input type="checkbox"/> I was born in Scotland	<input type="checkbox"/> I studied or am studying in Scotland
<input type="checkbox"/> I work or have worked in Scotland	<input type="checkbox"/> I have visited Scotland
<input type="checkbox"/> I invest or have invested in Scotland	<input type="checkbox"/> I am Scottish or have Scottish family
<input type="checkbox"/> I live or have lived in Scotland	<input type="checkbox"/> Other

Tell us a bit more about your connection to Scotland - Optional

You have 500 characters remaining

Tell us a bit more about yourself and your business experience.

We're looking for a short bio to help us and other users get to know you. You could talk about your career history, why you got into your line of work or career highlights. You can also include personal details. [See example](#) \*

You have 1500 characters remaining

Which university or college did you attend?


This can be a college or university anywhere in the world


Name is required

[Add education](#)

# GlobalScot Registration

- "I'd expect more than one sub-sector for retail."
- Not clear that you can select multiple countries or business expertise and skills
- "An example for why you want to become a GlobalScot might be useful."

 [Join the network](#) [Sign in](#)

The GlobalScot network has been supporting businesses in Scotland for almost 20 years 

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**Step 3 / 3** Your business experience and expertise

Which sectors do you have experience in? \*

You can select more than one

<input type="checkbox"/> Aerospace, defence and marine	<input type="checkbox"/> Arts and culture
<input type="checkbox"/> Charity and voluntary	<input type="checkbox"/> Chemical sciences
<input type="checkbox"/> Construction	<input type="checkbox"/> Creative industries
<input type="checkbox"/> Education	<input type="checkbox"/> Financial services and fintech
<input type="checkbox"/> Food and drink	<input type="checkbox"/> Forest industries
<input type="checkbox"/> Global business services	<input type="checkbox"/> Life sciences
<input type="checkbox"/> Energy	<input type="checkbox"/> Other
<input type="checkbox"/> Energy and low carbon	<input type="checkbox"/> Retail
<input type="checkbox"/> Sport	<input type="checkbox"/> Technology and engineering
<input type="checkbox"/> Textiles	<input type="checkbox"/> Tourism

Your connections and expertise

Which other countries do you have connections in or knowledge of? \*

These are places where you have strong connections and a deep knowledge of locations, markets and business regulations

Your business expertise and skills \*

## What types of activities are you interested in? \*

Select as many as you like. You'll still be in control of how much time you give, and you can change these at any time.

- |  |   |
|--|---|
| <input type="checkbox"/> Speaking at events                              | <input type="checkbox"/> Working with advisory boards |
| <input type="checkbox"/> Non-Executive Director positions                | <input type="checkbox"/> School/university visits     |
| <input type="checkbox"/> Offering strategic insight                      | <input type="checkbox"/> Business mentoring           |
| <input type="checkbox"/> Meeting with companies in Scotland              | <input type="checkbox"/> Promoting Scotland           |
| <input type="checkbox"/> Supporting businesses to expand internationally | <input type="checkbox"/> Other                        |

Other - please describe

You have 500 characters remaining

## Where did you hear about the GlobalScot network? \*

Please select

## And finally, why do you want to become a GlobalScot? \*

Now that we know more about you, your expertise and your connections, we'd like to know a bit more about what motivated you to apply.

This won't be publicly displayed on your profile

You have 1500 characters remaining

- I agree to the [privacy policy](#) and [cookies policy](#)
- I understand what's required of me as a GlobalScot and agree to the [GlobalScot terms & conditions](#). This includes the GlobalScot acceptable use policy.

[Submit application](#)

# GlobalScot Registration

- "This is one of the better applications I've been on."

Application complete! We'll let you know soon.



## Thanks for submitting your application

We'll review the information you've provided and get in touch in 3-5 days to discuss the next steps.

If you need to speak to us about your application, just [get in touch](#).

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## Need to get in touch with the GlobalScot Team?

[Contact GlobalScot team](#)

Or call [+44\(0\)141 228 2290](tel:+44(0)141 228 2290) (Mon - Fri 8:30-5:30pm)

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