

# Opportunity Management New Process (No EOI) Wireframe Testing

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# What we tested

- **We tested the latest OM Wireframe**

[https://taob1x.axshare.com/#id=8pdqr7&p=project\\_opp\\_support\\_section\\_overview&fn=0&dp=0](https://taob1x.axshare.com/#id=8pdqr7&p=project_opp_support_section_overview&fn=0&dp=0)

# Who we tested with

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

# Results Summary

- **There are two paths that are clear to customers. The text around the Enquire path suggests a conversation. When users click through they see a standard Contact Us form and little language to sustain their expectations**
- **The Apply path does meet expectations.**
- **The form is clean, clear and easy to understand**
- **The Account Creation is at the appropriate time in the journey and IS expected**
- **The Document requirements (Passport, Driving License, Other) were acceptable to all participants**

# Recommendations

- **Review the details page and consider adding language or depth to the contact us form to suggest it is more than what it appears to be.**
- **Review language on Service Descriptions to see if it can be “Socialised” a bit to sound less like “Business Speak”.**

## Tailored Support page

- **Low Carbon and Net Zero, are often viewed as a Cost to businesses, and they do not hear enough about the benefits to them**
- **Otherwise the page works well**

The screenshot shows a website page for Scottish Enterprise. At the top, there is a navigation bar with the logo and links for 'Support for businesses', 'Learning zone', and 'Our organisation'. A search bar is also present. The main heading is 'Business support for a project or opportunity'. Below this, there is a breadcrumb trail: 'Home > Support for businesses > Project or opportunity support'. The main content area is titled 'Get tailored support for a new project or opportunity'. It includes a paragraph explaining that if a business has identified an opportunity, they can access specialist support. A list of services is provided: insights and advice from specialist teams, help focusing priorities, help developing strategies and making business decisions, help accessing other forms of support, and new contacts and networks. Below this is a section titled 'What kind of opportunities and projects can we support?' which contains six cards. Each card describes a specific area of support: reducing carbon/improving sustainability, developing new products and services, improving productivity, implementing a new business model or strategy, improving business resilience, and exporting/reaching international markets. Each card includes a brief description and a link to 'Get support for...' with a right-pointing arrow. At the bottom, there is a 'Get in touch' section with a paragraph encouraging users to get in touch if they have questions, a 'Submit an enquiry form' button, and the phone number '0300 013 3385'.

Scottish Enterprise Support for businesses Learning zone Our organisation What can we help you with?

### Business support for a project or opportunity

Home > Support for businesses > Project or opportunity support

#### Get tailored support for a new project or opportunity

If you've identified an opportunity or project that could help your business grow and thrive, you may be able to access specialist, one-to-one support from us that's tailored to your business.

Depending on your needs and your project, you may be able to access:

- Insights, knowledge and advice from our specialist teams
- Help focusing your priorities
- Help developing strategies and make business decisions
- Help accessing other forms of support from our partners and third parties
- New contacts, connections and networks that could help you

#### What kind of opportunities and projects can we support?

**Reducing carbon or improving sustainability**

Looking to reduce your carbon footprint, improve your environmental performance or develop new green technologies and services?

[Get support for a green project](#) →

**Developing new products and services**

If you're looking to improve your products and services or introduce new ones, we may be able to provide the support you need.

[Get support to develop new products and services](#) →

**Improving productivity**

Looking to improve the way your business operates? Our tailored support could help you make the changes you need.

[Get support to improve productivity](#) →

**Implementing a new business model or strategy**

We can help you develop and validate your ideas, help you plan for your new strategy and help you identify gaps.

[Get business model or strategy support](#) →

**Improving your business resilience**

Looking to make your business more resilient to change, set-back and emergencies? Explore the support that could be available.

[Get support for business resilience](#) →

**Exporting and reaching international markets**

If you've discovered a new opportunity in international markets and need support getting there, we may be able to help.

[Get support for exporting](#) →

#### Get in touch

Got a question about the support that's available, or just want to check if your project would be eligible? Get in touch and we'll let you know if you should submit an application.

[Submit an enquiry form](#)

Phone: 0300 013 3385

## Low Carbon

- **Lack of visibility around benefits to the business**
- **Project types also suffer from the same “perspective disconnect”**
- **Some users found the language quite “Scary”**

### Get tailored support for a project or opportunity in sustainability

[Home](#) > [Support for businesses](#) > [Project or opportunity support](#) > Reducing carbon or improving sustainability

#### One to one support for a green or low carbon project

Sustainability isn't just about protecting the environment. Implementing sustainable practises and reducing your carbon usage makes good business sense too – it can save you money, attract potential new investors, and open up opportunities with customers and suppliers who are keen to work with environmentally conscious businesses.

If you've found an opportunity to make your business greener, we can work directly with you to develop a package of support. You'll have access to the expertise of our specialist teams, who can offer impartial advice, knowledge, access to tools and resources, and access to networks, connections and third-party support.

#### What type of support is available?

Our support is tailored to each business to help meet your specific needs and help you take advantage of a specific opportunity. However, for projects involving sustainability and low carbon, you could expect to receive some of the following:

- Access to our net zero diagnostic tool to get insights into how you can adapt your operations in response to the climate emergency
- Workshops and one-to-one support to help you improve environmental performance while gaining a business benefit
- Help understanding the impact of your carbon emissions
- Help developing a low carbon strategy
- Support from a range of partners and stakeholders

#### What types of projects are eligible?

There are lots of different ways you may be looking to become more sustainable. Projects we typically support in this area include:

- Opportunities to reduce your carbon usage and improve energy efficiency
- Opportunities to make your business, processes or products more eco-friendly or sustainable
- Opportunities to develop products and services for the green economy
- Projects that contribute to the Scottish Government's ambition to achieve net zero carbon emissions by 2045.

This support isn't designed to help you find a new opportunity – you'll need to already have identified an opportunity and have a project in mind to help you achieve it. You'll need to have done some research to show what outcomes you expect and what challenges you'll likely face.

## Low Carbon (part 2)

- **Some users thought they were expected to deliver all the outcomes**
- **People skim headings and lists. The paragraph needs to be condensed.**

### Outcomes your project will need to deliver

To be eligible for support, you should ideally be expecting some of the following outcomes from your project or opportunity:

- New jobs created (in Scotland)
- Protection of existing jobs (in Scotland)
- Improved wage, skill levels or workplace practises
- Reduced carbon emissions, improved environmental performance or contribution to Scotland's low carbon economy
- Expansion into new sectors or trade with the rest of the UK for the first time
- Growth in international sales
- Increased turnover from new products, services or business models
- Adoption of a co-operative or employee-owned business model
- Improved productivity or reduced costs

### What businesses are eligible?

We don't have any strict eligibility criteria around things like company size or sector. We're more interested in the opportunity you've found, how it could help your business and how it could benefit the wider economy. However, you will need to be trading in Scotland.

We're particularly interested in supporting businesses that:

- Will create or safeguard jobs – especially ones which are green, fair and lasting
- Are committed to or working towards fair work principles – such as paying the real living wage, giving employees an effective voice and investing in workplace development. You can find out more at the Fair Work Convention
- Are committed to low carbon and sustainable practises
- Are new exporters or innovators

The more of these values you can meet, the more likely we'll be able to offer you support.

### Businesses that aren't eligible

Our support services aren't available to companies who are involved in the following sectors or activities:

- Banking, insurance or sub-prime lending
- Gambling
- Adult entertainment
- Tobacco
- Locally traded services
- Any activity that could have a negative impact on human rights



## Low Carbon (part 3)

- The steps were welcomed
- The Two buttons suggested Two paths only.
- The Enquire Button suggests a conversation. This expectation is not supported when they see what looks like a Contact us form on the next screen.

### Businesses that aren't eligible

Our support services aren't available to companies who are involved in the following sectors or activities:

- Banking, insurance or sub-prime lending
- Gambling
- Adult entertainment
- Tobacco
- Locally traded services
- Any activity that could have a negative impact on human rights

### The application process

During the application you'll be asked to create an account, which will let you save your application to return to later. You'll then need to provide:

- Personal details – such as your name, contact number and relationship to the business. You'll also need to provide some ID such as a scan of your passport or driving licence
- Business details – such as your Companies House number or other registration number, as well as your address, turnover, number of employees and other basic information
- Project details – such as the activities you're planning, the outcomes you expect and risks you've identified

#### Step 1 – apply or enquire

You can get in touch to discuss your idea with a specialist first, or you can jump straight to the application.

#### Step 2 – we'll review your application

We'll let you know within X days if we can help. We may get in touch to discuss your idea further before giving a firm offer.

#### Step 3 – activity plan

If your application is successful, we'll draft an activity plan that details what support we can offer you.

#### Step 4 – project support

We'll deliver the support set out in the activity plan in collaboration with your business. This support will end when the project is complete.

### Next steps

#### Get in touch

Before you apply, you can get in touch to discuss your idea with a member of the team, who can answer any questions you have and let you know whether you might be suitable for specialist support.

Enquire  
about support

#### Ready to apply?

If you're confident that your idea and the activities you're planning are eligible for specialist support, you can start the application straight away.

Apply now

# Enquire

- This looks like a standard Contact Us form that does not reassure people that a conversation is being started.

The image shows a screenshot of a web form titled "Get in touch" in a dark blue header. Below the header, there is a breadcrumb trail: "Home > Support for businesses > [Previous page title] > [Previous page title] enquiry form". The form contains several input fields: "First name" and "Last name" (two short text boxes), "Email address" and "Phone number" (two short text boxes), and "Company name and trading address" (one long text box). Below these is a larger text area for "Your message for us". At the bottom, there is a checkbox for "I've read and agree to the consent statement". Below the checkbox, there are three lines of text: "The personal details and information provided will be used to [answer your enquiry and keep you updated on its progress](#)", "They will be stored on our system which is [shared with other public sector bodies](#)", and "By ticking the box and clicking submit you confirm that you have read and agreed to the terms of our [privacy notice](#)". A blue "Submit" button is located at the bottom of the form.

**Get in touch**

[Home](#) > [Support for businesses](#) > [\[Previous page title\]](#) > [\[Previous page title\] enquiry form](#)

First name - ?

Last name - ?

Email address - ?

Phone number - ?

Company name and trading address - ?

Your message for us -

I've read and agree to the consent statement

The personal details and information provided will be used to [answer your enquiry and keep you updated on its progress](#)

They will be stored on our system which is [shared with other public sector bodies](#)

By ticking the box and clicking submit you confirm that you have read and agreed to the terms of our [privacy notice](#)

## Tell us about your project or opportunity

Complete this form if you're interested in receiving specialist business support from Scottish Enterprise. If we think your project or opportunity might be suitable, one of our specialists will be in touch to speak to you in more detail about your project. This will help us make a full assessment.

Once you've submitted the form, we'll review it, and get back to you within 5 business days.

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

If you need help, contact us on 0300 013 3385.

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[Your project or opportunity](#)

---

[Your business details](#)

---

[Your contact details](#)

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[Review and submit](#)[Save and exit](#)

## Apply

- **This supports what people expect from the journey.**
- **The Sign In messages are a little confusing and could be suppressed on first view.**
- **The main CTA on the page is not 100% obvious but everyone got there eventually**

## Your Project (part 1)

- No issues
- Form is clear and clean
- Easy to use

### Your project or opportunity

[< Go back](#)

**Describe the project or opportunity you're hoping we can help you with** (max 400 words)

400 words

**What are the timescales of your project?**

 to 

**Tell us about the challenges you're facing**

You could talk about any barriers or knowledge gaps, why you need help and how you think we could help. (max 100 words)

100 words

**What risks have you identified associated with this project?**

Tell us about anything that might prevent you from achieving the goals you've set out for your business. (max 100 words)

100 words

## Your Project (part 2)

- No issues
- Form is clear and clean
- Easy to use

### In what areas do you require further support?

You could tell us the support you think you need to help push your project forward. (max 100 words)

100 words

### Will this project or opportunity deliver any of the following outcomes for your business?

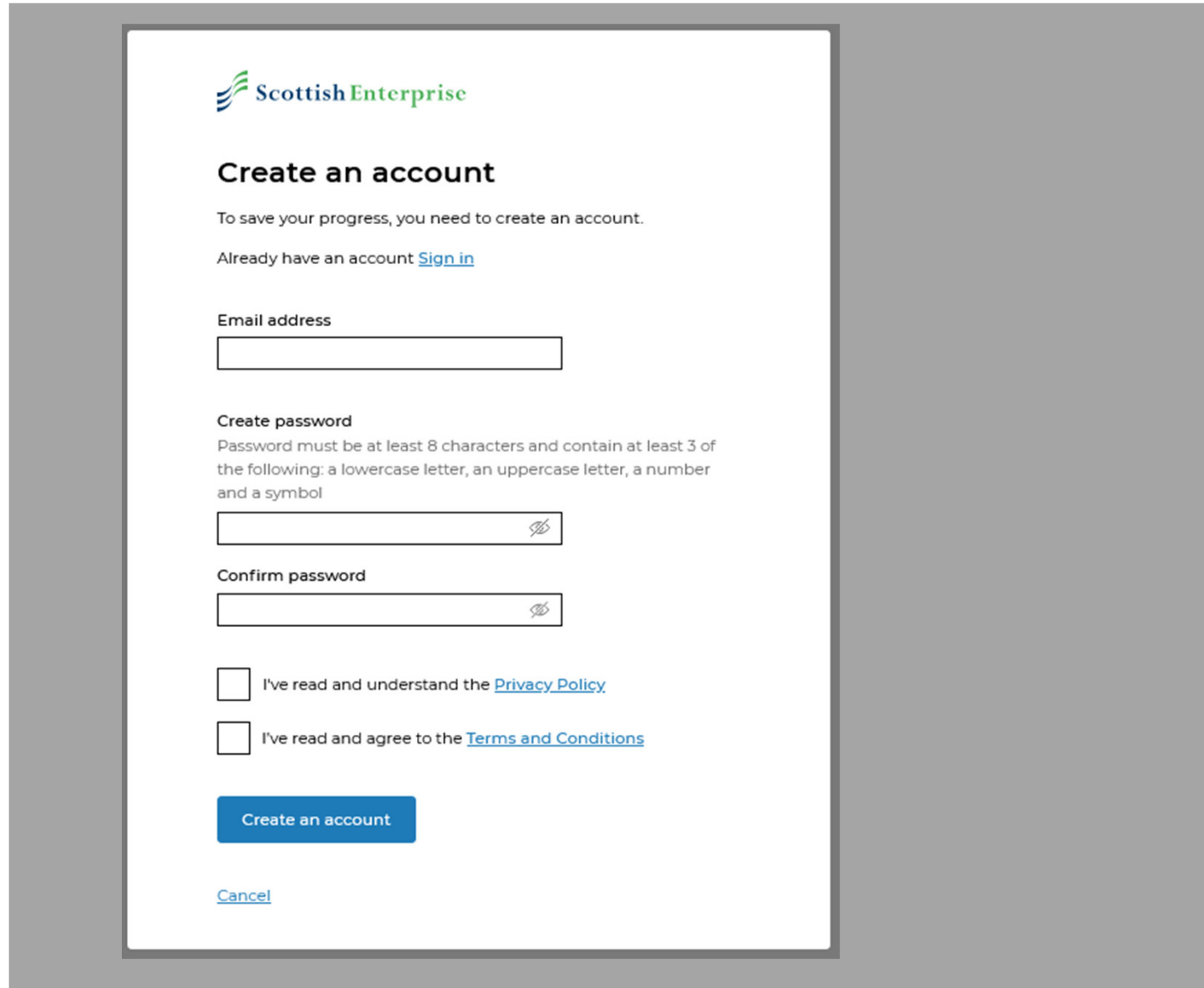
You can select more than one.

- New jobs created (in Scotland)
- Protect existing jobs (in Scotland)
- Improve wage, skill levels or workplace practises
- Reduce carbon emissions, improve environmental performance or contribute to Scotland's low carbon economy
- Expand into new sectors or trade with the rest of the UK for the first time
- Grow international sales
- Increase turnover from new products, services or business models
- Adopt a co-operative or employee-owned business model
- Improve productivity or reduce costs
- None of the above


Confirm

## Create an account

- **All participants expected an Account to be created at this point in the journey**



The screenshot shows a web form for creating an account on the Scottish Enterprise website. The form is titled 'Create an account' and includes a sub-header 'To save your progress, you need to create an account.' Below this, there is a link for users who already have an account: 'Already have an account [Sign in](#)'. The form contains three main input sections: 'Email address' with a text box; 'Create password' with a text box and a password strength indicator icon, accompanied by instructions: 'Password must be at least 8 characters and contain at least 3 of the following: a lowercase letter, an uppercase letter, a number and a symbol'; and 'Confirm password' with another text box and password strength indicator icon. At the bottom, there are two checkboxes for terms and conditions: 'I've read and understand the [Privacy Policy](#)' and 'I've read and agree to the [Terms and Conditions](#)'. A blue 'Create an account' button is positioned below the checkboxes, and a 'Cancel' link is located at the very bottom left of the form area.

 **Scottish Enterprise**

### Create an account

To save your progress, you need to create an account.

Already have an account [Sign in](#)

Email address

Create password

Password must be at least 8 characters and contain at least 3 of the following: a lowercase letter, an uppercase letter, a number and a symbol

Confirm password

I've read and understand the [Privacy Policy](#)

I've read and agree to the [Terms and Conditions](#)

[Create an account](#)

[Cancel](#)

## Verify Email

- As expected.
- Follows expected website patterns



### Verify your email address

We've sent a verification code to name@example.com. It will expire in 5 minutes.

#### Verification code

Check your junk or spam folder if you can't find your code

Submit code

Send new code



## Add a phone number for security

Set up multi-factor authentication by providing a phone number. We'll send you a code or an automated phone call to verify your number.

Country code

Phone number

We'll use this number when you sign in to double check it's you. We won't use it for any other purposes.

How would you like to verify your number?

or

## Phone Number

- As expected.
- Follows expected website patterns



## Verify Phone

- As expected.
- Follows expected website patterns



[← Back](#)

### Verify your phone number

We've texted a code to 07764 225681. It will expire in 5 minutes.

Verification code

Submit code

Send new code

## Confirmation Message

- As expected.
- Follows expected website patterns
- Other testing has shown that these Interstitial pages smooth the flow between sections quite well.



### Your account setup is complete

Thanks, we've successfully verified your email address and phone number. You can now continue to the rest of the application.

[Continue to application](#)

## Your Business Detail

- Users noticed the **“Completed”** label and moved onto **“Your Business Details”**

The screenshot shows the top of a web form. At the top left is the Scottish Enterprise logo. At the top right is a 'Sign out' button. The main heading is 'Tell us about your project or opportunity'. Below this is a paragraph of text explaining the form's purpose. A second paragraph states that the form will be reviewed within 5 business days. A third paragraph provides a contact number. Below the text are three horizontal lines representing form sections: 'Your project or opportunity', 'Your business details', and 'Your contact details'. The 'Your project or opportunity' section has a blue 'Completed' label on the right. At the bottom are two buttons: 'Review and submit' and 'Save and exit'.

Scottish Enterprise Sign out

### Tell us about your project or opportunity

Complete this form if you're interested in receiving specialist business support from Scottish Enterprise. If we think your project or opportunity might be suitable, one of our specialists will be in touch to speak to you in more detail about your project. This will help us make a full assessment.

Once you've submitted the form, we'll review it, and get back to you within 5 business days.

If you need help, contact us on 0300 013 3385.

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[Your project or opportunity](#) Completed

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[Your business details](#)

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[Your contact details](#)

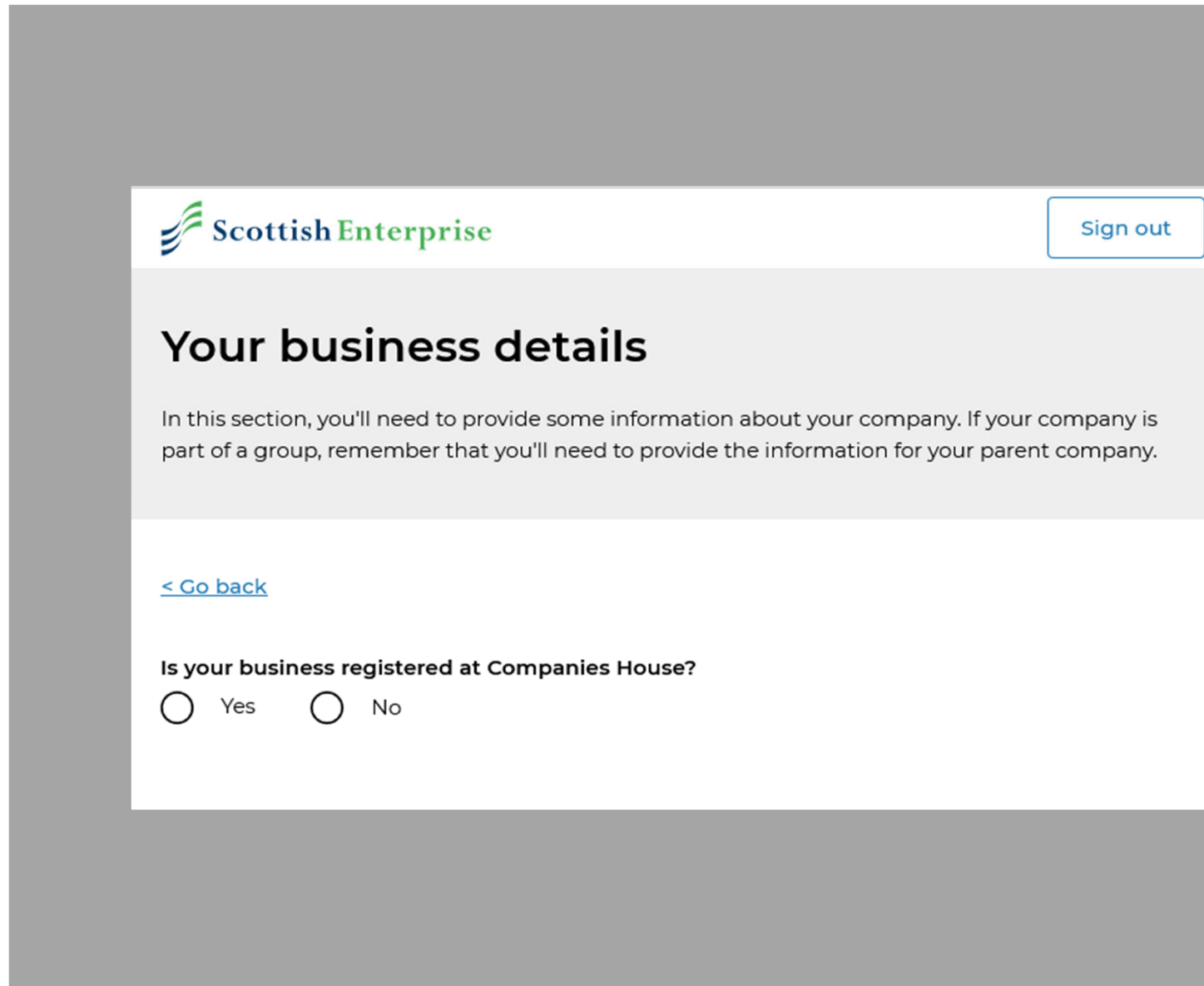
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Review and submit [Save and exit](#)

## Your Business Detail

- Nice easy question
- Everyone selected Yes and progressed without issues\*

*\*Not testing validation or data lookup at this stage of wireframe*



The screenshot shows a web form titled "Your business details" from Scottish Enterprise. The form is set against a light gray background. At the top left is the Scottish Enterprise logo, and at the top right is a "Sign out" button. Below the title is a paragraph of instructions. A blue link "< Go back" is positioned above a radio button question: "Is your business registered at Companies House?". Two radio buttons are provided, labeled "Yes" and "No".

Scottish Enterprise

Sign out

### Your business details

In this section, you'll need to provide some information about your company. If your company is part of a group, remember that you'll need to provide the information for your parent company.

[< Go back](#)

Is your business registered at Companies House?

Yes  No

## Your Business Detail

- Everyone selected Yes and progressed without issues\*

*\*Not testing validation or data lookup at this stage of wireframe*

### Your business details

In this section, you'll need to provide some information about your company. If your company is part of a group, remember that you'll need to provide the information for your parent company.

[< Go back](#)

Is your business registered at Companies House?

Yes  No

**Business name and registered address**

This is the official address your business is registered to at Companies House. It may not be where you actually do business.

**What is your Companies House registration number?**

This should be 8 numbers or 2 letters followed by 6 numbers. You'll find it on the [Companies House website](#) or on letters you've received from Companies House.

**What type of organisation is your business?**

**Incorporation date**

## Your Business Detail (2)

- Made sense to everyone
- Minor disconnect in language between “Director” and “Add Partner”
- Nobody had their SIC code on hand or memorised

### Enter the full names of up to 4 directors

If you have less than 4 directors, you must enter them all. If you have more than 4 directors, you must enter 4. You should include your own details if you're a director.

Director's first name

Director's last name

Date of birth

[Add another partner](#)

Do you have a different trading address?

Your trading address is where you do business. It's the address your customers and suppliers would usually use.

No

Yes, I have a different trading address

Which sector is your business in?

What is your SIC code? (Optional)

This stands for 'standard industrial classification of economic activities'. It will be listed on Companies House as your 'nature of business'. If you don't know your SIC code, you can skip this question.

## Your Business Detail (3)

- **Some vagueness around Fair Work. Most are aware of Living Wage and related accreditation**
- **Carbon Emissions seem to be focused on our needs and not pitched in a manner that makes sense to businesses.**

### What is your main business activity?

Tell us a bit about what your business does – for example, what products or services you provide. (max 100 words)

100 words

### How many full time equivalent (FTE) employees do you have in Scotland?

Only include current, permanent employees. Full time is over 30 hours a week. Two employees working 15 hours a week would make one FTE employee. Zero hour contracts don't count towards FTE employees.

### Is your business committed to or aspiring to fair work practises?

This includes paying the real living wage, avoiding inappropriate use of zero hours contracts, investing in skills and training, taking action to tackle the gender pay gap, and promoting genuine workforce engagement, such as trade union recognition.

Yes  No

### Is your business committed to or aspiring to measure and reduce operational carbon emissions?

The Scottish Government has committed to Scotland being a net zero society by 2045 and businesses have a significant part to play in helping the country achieve this target.

Yes  No

# Your Business Detail (3)

- All makes sense

**How much does your business use Scottish suppliers?**

- All of our supplies come from Scottish suppliers
- Most of our supplies come from Scottish suppliers
- Some of our supplies come from Scottish suppliers
- None of our supplies come from Scottish suppliers

**What was your annual turnover at your most recent year end?**

- Less than £50,000
- £50,000 - £249,999
- £250,000 - £499,999
- £500,000 - £999,999
- £1m - £1.99m
- £2m - £4.99m
- £5m - £9.99m
- £10m - £14.99m
- £15m - £24.99m
- £25m or more

**Of this turnover, how much came from international sales?**

- Less than £50,000
- £50,000 - £249,999
- £250,000 - £499,999
- £500,000 - £999,999
- £1m - £1.99m
- £2m - £4.99m
- £5m - £9.99m
- £10m - £14.99m
- £15m - £24.99m
- £25m or more

**What was your annual turnover at your previous year end?**

- Less than £50,000
- £50,000 - £249,999
- £250,000 - £499,999
- £500,000 - £999,999
- £1m - £1.99m
- £2m - £4.99m
- £5m - £9.99m
- £10m - £14.99m
- £15m - £24.99m
- £25m or more

**Of this turnover, how much came from international sales?**

- Less than £50,000
- £50,000 - £249,999
- £250,000 - £499,999
- £500,000 - £999,999
- £1m - £1.99m
- £2m - £4.99m
- £5m - £9.99m
- £10m - £14.99m
- £15m - £24.99m
- £25m or more



## Your Business Detail (4)

- All questions made sense
- The form was clean and clear enough that the long length did not negatively impact anyone

Is your company part of a group?

Yes  No

Has your business ever been subject to a Decree or County Court Judgement?

Yes  No

Does your business currently have any missed payments that you still owe HMRC?

These doesn't include agreed deferred payments due to COVID-19.

Yes  No

Is your business subject to any legal proceedings in course, pending or threatened?

Yes  No

Have any of the directors of your business ever been disqualified from holding directorships?

Yes  No

Are any of the directors of your business a Sanctions Restricted Person?


This is any person or entity that is (a) listed on the Sanctions List, (b) located in or incorporated under the laws of any Sanctioned Country, or (c) otherwise a target of Sanctions. For more information, see the [UK government list of current sanctions](#).

Yes  No

Confirm

## Contact Details

- Noticed "Completed" label

 [Sign out](#)

### Tell us about your project or opportunity

Complete this form if you're interested in receiving specialist business support from Scottish Enterprise. If we think your project or opportunity might be suitable, one of our specialists will be in touch to speak to you in more detail about your project. This will help us make a full assessment.

Once you've submitted the form, we'll review it, and get back to you within 5 business days.

If you need help, contact us on 0300 013 3385.

---

[Your project or opportunity](#) Completed

---

[Your business details](#) Completed

---

[Your contact details](#)

---

[Review and submit](#) [Save and exit](#)

## Contact details

[< Go back](#)

First name

Last name

Email address

Contact number

Company website

## Contact Details (1)

- Nice and simple
- Did not surprise anyone

## Contact Details (2)

- **In this round, nobody had any problems with the ID documents**
- **Everyone approved of IDV at this point**

### Your position in the business

If more than one option applies, select the most relevant.

- Owner or sole trader
- Director
- Partner
- Company secretary
- Trustee
- Other authorised representative

### Which of the following identification documents can you provide?

This will help us confirm your identity. To see how we'll store and protect this personal data, you can read our privacy notice.

- A scanned image of my passport
- A scanned image of my driving licence
- Neither of the above

I certify that the personal details I've given are accurate to the best of my knowledge. I also confirm that either:

- I am a Director, Authorised Signatory, Company Secretary, Trustee or other appointed officer of the organisation that I'm creating an account on behalf of
- I am a sole trader or am authorised by the sole trader to create an account on their behalf

Confirm

## Tell us about your project or opportunity

Complete this form if you're interested in receiving specialist business support from Scottish Enterprise. If we think your project or opportunity might be suitable, one of our specialists will be in touch to speak to you in more detail about your project. This will help us make a full assessment.

Once you've submitted the form, we'll review it, and get back to you within 5 business days.

If you need help, contact us on 0300 013 3385.

[Your project or opportunity](#)

Completed

[Your business details](#)

Completed

[Your contact details](#)

Completed

[Review and submit](#)


[Save and exit](#)

## Review And Submit

- **CTA (Review and Submit) was very clear to everyone**

## Application Review (1)

- Clear and easy to use (After Lorem Ipsum explained)
- The “Edit your answers” link was welcomed

Sign out

### Application review

**Your application has not been submitted yet.** If you need to change an answer, just click 'edit'. Before you submit, you can download a copy of your completed application.

[< Go back](#)

#### Your project or opportunity [Edit your answers](#)

**Describe the project or opportunity you're hoping we can help you with**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Tell us about the challenges you're facing**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Will this project or opportunity deliver any of the following outcomes for your business?**

New jobs created (in Scotland)  
Grow international sales

**How many new jobs will you create?**

5 to 10

**What new sales do you expect to achieve from expanding into international markets?**

£150,000 to £249,999

## Application Review (1)

- Clear and easy to use (After Lorem Ipsum explained)
- The “Edit your answers” link was welcomed
- Easy to scan this document

### About your business

[Edit your answers](#)

**What is your business' trading name?**

Example Company Ltd.

**If you have one, what is your Companies House number?**

AB123456

**What is your primary trading address?**

247 Fake Street  
Kinning Park  
Glasgow  
G2 7EF

**What is your main business activity?**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**How much does your business use Scottish suppliers?**

Most of our supplies come from Scottish suppliers

**How much do you spend annually on Scottish suppliers?**

£150,000 to £249,999

**What was your annual turnover at your most recent year end?**

£500,000 - £999,999

**Of this turnover, how much came from international sales?**

£85,000 - £249,999

**What was your annual turnover at your previous year end?**

£250,000 - £499,999

**Of this turnover, how much came from international sales?**

£85,000 - £249,999

**How many full time equivalent (FTE) employees do you have in Scotland?**

112

**Is your business committed to or aspiring to fair work practises?**

Yes

**Is your business committed to or aspiring to measure and reduce operational carbon emissions?**

Yes

## Contact Details (3)

- Clear and easy to use
- The “Edit your answers” link was welcomed
- CTA was very clear

### Contact details [Edit your answers](#)

**Contact name**  
Jane Doe

**Job title**  
Chief executive

**Email**  
jane.doe@example.co.uk

**Contact number**  
07777777777

**Company website**  
www.example.co.uk

### Consent to use of information provided in this application

By submitting this expression of interest form, the applicant acknowledges that the information provided in this may comprise company information and personal data (as defined in the UK GDPR (which imports into UK law, the terms of the General Data Protection Regulation (EU) 2016/679 as a consequence of the UK leaving the European Union) and the Data Protection Act 2018 (“Data Protection Law”).

Any personal data provided in the application will be processed by Scottish Enterprise, for the purpose of progressing the expression of interest and in connection with any future funding and/or support, which includes carrying out appropriate checks and audits, administration and management purposes. All processing will be carried out in accordance with Data Protection Laws, and held in accordance with Scottish Enterprise’s privacy notice. Individuals can find information on their rights in respect of the personal data we process by visiting our privacy notice.

To achieve the aim of getting the best support to those we work with, the information provided in this expression of interest form may be shared with and used by our partner organisations. These include Business Gateway, Scottish Government, Highlands and Islands Enterprise, Skills Development Scotland and South of Scotland Enterprise. Find out more about our partner organisations. Personal data may also be shared with our suppliers, where they are engaged to undertake activities on our behalf.

By submitting this expression of interest form, the applicant confirms that it is the controller of personal data it provides within this expression of interest and that this personal data can be processed by Scottish Enterprise for the purposes outlined above. The applicant, if successful, will also be the data controller for the personal data provided as evidence.

I’ve read and agree to the consent statement

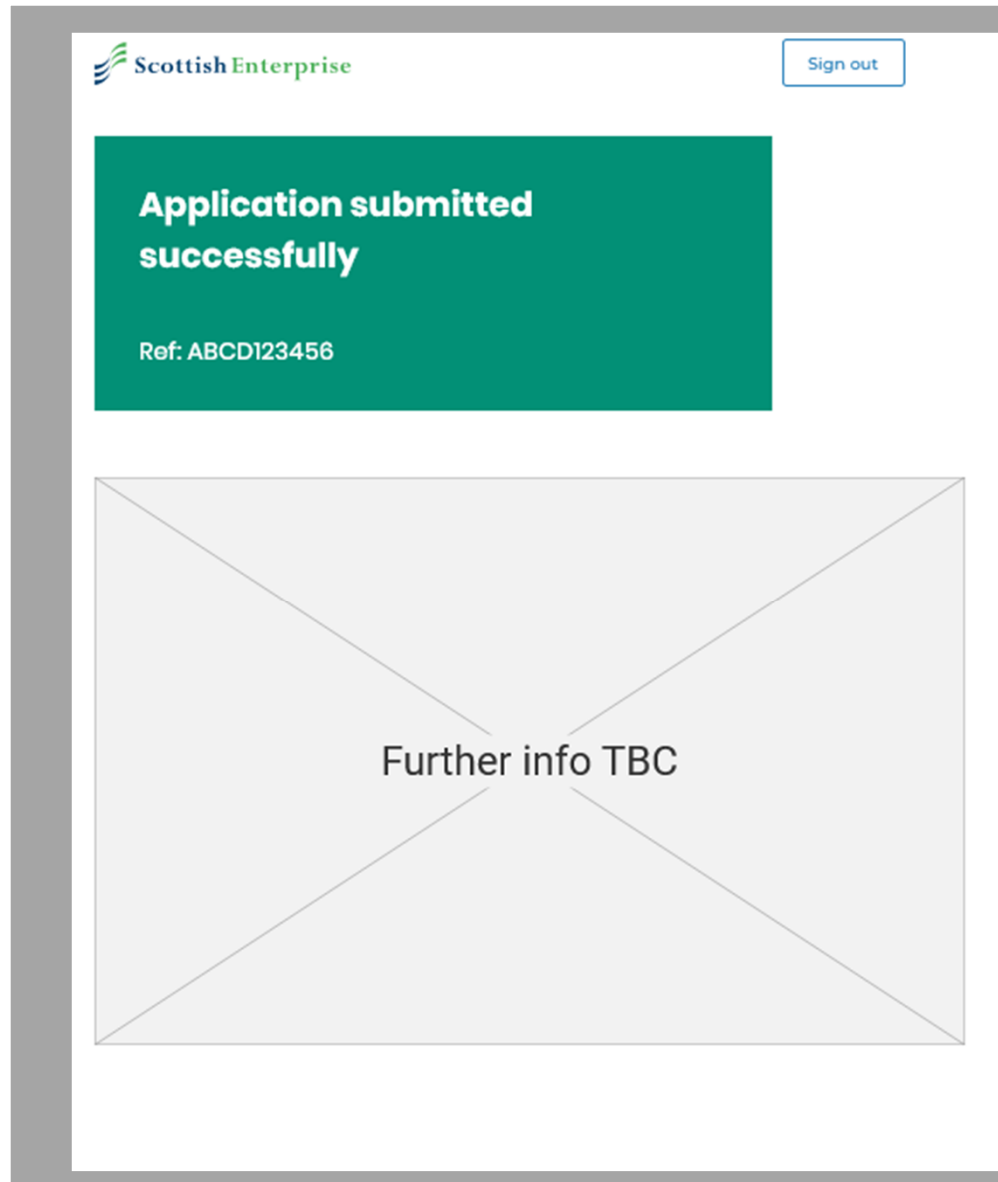
[Submit](#)

[Download application summary](#) ↓



## Success Message

- Nice clear message
- Ref. number was most appreciated



The screenshot shows a web page header with the Scottish Enterprise logo and a 'Sign out' button. Below the header is a green box containing the text 'Application submitted successfully' and 'Ref: ABCD123456'. Below this is a large grey box with a diagonal cross and the text 'Further info TBC'.

Scottish Enterprise

Sign out

**Application submitted  
successfully**

Ref: ABCD123456

Further info TBC

# Recommendations

- **Review the details page and consider adding language or depth to the contact us form to suggest it is more than what it appears to be.**
- **Review language on Service Descriptions to see if it can be “Socialised” a bit to sound less like “Business Speak”.**

fin