

# Opportunity Management Service Description & Enquiry 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](https://taob1x.axshare.com/#id=8pdqr7&p=project_opp_support_section_overview)

# Who we tested with

- **We tested:**

- **5 potential customers**

- **Using Video calls (Microsoft Teams)**

- **Scenario:**

**Covid has disrupted your business over the last year, and you are looking for new income streams.**

**You are not sure how to do that.**

**You want us to help you with that**

# What we focused on

- **Customer Understanding of language**
- **Happy path customer flow**

# Results Summary

- **The service descriptions have specific issues and this also varies with customer Industry**
- **There was more reticence than last time, over using Personal Documents requirements (Passport, Driving License, Other)**

# Recommendations

- **Review Language around Low Carbon**
- **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

- Page had added content but it was not needed in this scenario there were 5 services that appealed to people. (Everything but Low Carbon)

The screenshot shows the top navigation bar with 'Scottish Enterprise' logo and links for 'Support for businesses', 'Learning zone', and 'Our organisation'. Below is a search bar. The main heading is 'Business support for a project or opportunity'. A breadcrumb trail reads 'Home > Support for businesses > Project or opportunity support'. The main content area has a sub-heading 'Get tailored support for a new project or opportunity' followed by a paragraph explaining the support. Below this is a section 'Depending on your needs and your project, you may be able to access:' with a bulleted list of services. A large blue arrow points from this section to the right. Below the arrow is a section 'What kind of opportunities and projects can we support?' with a grid of six cards. Each card has a title, a short description, and a 'Get support' link with a right-pointing arrow. The cards are: 1. Reducing carbon or improving sustainability, 2. Developing new products and services, 3. Improving productivity, 4. Implementing a new business model or strategy, 5. Improving your business resilience, 6. Exporting and reaching international markets. At the bottom is a 'Get in touch' section with a 'Submit an enquiry form' button and the phone number '0300 013 3385'.

The screenshot shows the top navigation bar with 'Specialist support to develop your business' as the main heading. Below is a breadcrumb trail 'Home > Support for businesses > Project or opportunity support'. The main content area has a sub-heading 'Get tailored support for new ideas, challenges and opportunities' followed by a paragraph explaining the support. Below this is a section 'Depending on your needs and your planned activities, you may be able to access:' with a bulleted list of services. A paragraph follows: 'To qualify for support, you'll need to be able to show that the activities you're planning will have positive outcomes on the economy or environment - such as creating new jobs, protecting jobs, increasing exports, innovating, reducing emissions or developing low carbon technology.' Below this is a section 'What kind of activities and ideas can we support?' with a grid of six cards. Each card has a title, a short description, and a 'Get support' link with a right-pointing arrow. The cards are: 1. Reducing carbon or improving sustainability, 2. Developing new products and services, 3. Improving productivity, 4. Implementing a new business model or strategy, 5. Improving your business resilience, 6. Explore new markets. Below the grid is a section 'Got something different in mind?' with a paragraph explaining support for activities that don't fit the listed types. Below this is a section 'Our specialist areas' with a bulleted list of services. At the bottom is a 'Get in touch' section with a 'Submit an enquiry form' button and the phone number '0300 013 3385'.

# Service Description Page

- 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 practices 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.

## Specialist support to develop a new strategy or business model

Home > Support for businesses > Develop a new strategy or business model > Implementing a new business model or strategy

### Tailored support from our specialist teams

Developing your business strategy to tackle a challenge or take advantage of a new opportunity? Whether you're looking to diversify your offering, develop your leadership, improve your operations, explore new business models, take a new digital approach, or something else entirely, our specialist teams may be able to help.

As part of our specialist support service, you'll have access to the wealth of knowledge and expertise of our various specialist teams. They can offer knowledge and guidance, help you develop your ideas, provide resources, analyse and report, and help you identify areas of improvement or risks that you may not have considered.

### How we can help you develop your strategy

We create tailored support packages for each business, depending on the opportunity you've found and your business needs. If you're looking to develop a new strategy or business model, we may be able to help you to:

- Develop, shape and validate your business ideas
- Explore an execution plan, identify key steps and understand where you could see the benefits of your plans
- Understand where your knowledge or resource gaps are, and how these can be addressed
- Develop and implement a new digital approach
- Develop a strategy which captures, protects and commercialises your intellectual property
- Understand where there are opportunities to collaborate with other businesses and gain external expertise
- Review your business's workforce practices and culture, and identify ways to introduce fewer working practices
- Explore progressive business models such as employee ownership and cooperatives, and implement them if appropriate
- Access detailed research reports on key markets for your business
- Explore and develop strategic approaches to sustainability, innovation, international markets and investment
- Access a range of tools such as the fair work diagnostic tool

### What could this support look like?

Our specialist support comes in a variety of forms, including:

- One-to-one initial or face-to-face sessions to share knowledge and offer advice
- Written reports, analysis and advisory plans
- Access to workshops and events
- Access to tools and resources
- Help making connections and building relationships within the wider business ecosystem
- External support from partners

### Types of activities we can support

Business strategy is a huge topic, and you could be planning any number of activities. You might be planning on taking a more sustainable and environmentally responsible approach, developing your leadership, people and culture, targeting new customers or markets, or new planning for succession.

Whatever your new strategy involves, it's important that you can show how these changes will have a positive economic impact - such as creating new jobs, protecting jobs, increasing exports, innovating, making services or developing to reduce technology.

You don't need to have a fully developed and fully scoped project in mind, but you should have a good idea of what you're hoping to achieve, what sort of risk will be involved, what challenges you expect to face or where you need help, and what the outcomes might be.

### Interested in specialist support?

Find out more about our specialist support service, who it helps and how it works. If you think you're eligible, you can either get in touch to discuss your idea, or go straight to the application.

[Access specialist support](#)

### Other support available to you

You need to start implementing a new strategy, yet if you're still researching and developing your ideas, there's lots of other support available to you.

- Understand how fair work could benefit your business and your employees at the [Fair Work Diagnostic Tool](#), and use the [Fair Work Support Service](#) to understand where you could improve
- Find out more about [how we can help you access funding](#) and about the [impact of the](#)
- Find out more about [how we can help you access funding](#) and about the [impact of the](#)



## 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.

## 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](#)

## 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**

## 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](#)

---

[Review and submit](#)

[Save and exit](#)

## 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



### 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



## Phone Number

- As expected.
- **Follows expected website patterns**



### 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

## 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”**

## 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](#)

---

[Your contact details](#)

---


[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***

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.

Start typing your business' name, registered address or postcode

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?

Please select



Incorporation date

DD/MM/YYYY

## 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

## 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

- Noticed "Completed" label

## 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

## Review And Submit

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

## 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](#)

# Application Review (1)

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

## 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](#) ↓

**Application submitted  
successfully**

Ref: ABCD123456

Further info TBC

## Success Message

- Nice clear message
- Ref. number was most appreciated

# 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