

BSA: Opportunity Management Proposal Wireframe Testing

Feb 16th & 18st 2021

Martin Kerr

Anubhav Mittal

Lorna Hayton

Katie Dickerson

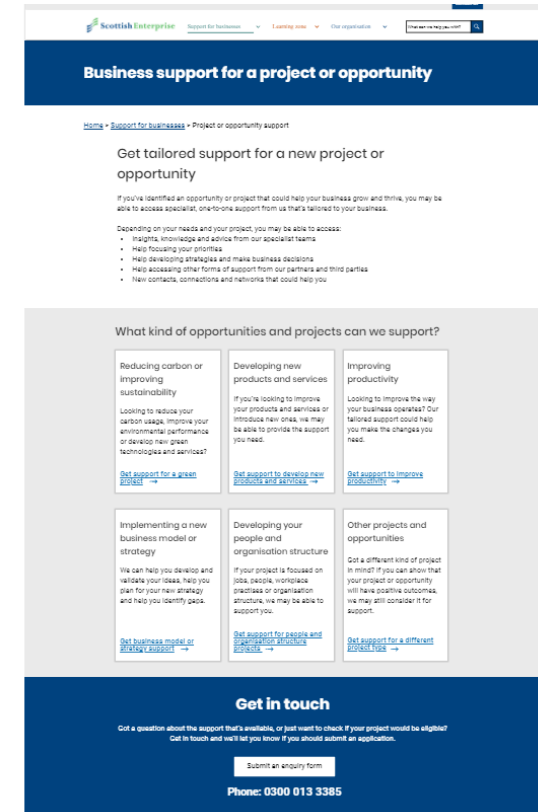
What we tested

We tested the latest updated Service Proposal

We asked them to act as a company:

1. Reduce your heating costs and hence lower Carbon Emissions
2. Protect jobs in the process of reducing costs

<https://r5ql7s.axshare.com>



Who we tested with

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

Results Summary

- **The content works well**
- **Customers wanted a list of required info in order to prepare themselves**
- **Customers would appreciate an example project description to give them some idea how to structure theirs**
- **Customers are uncertain about what our help will Cost.**
- **The language presupposes a fully formed and costed Project. Many are at an earlier stage and may still be thinking in terms of Problems and Challenges.**

Proposal

- Language is simple, clear and easy to understand
- *“because it’s boxes it looks fairly simple to understand”*
- *“boxes should be the first thing then the initial paragraph”*
- It is very “Help” oriented
- Uncertainty around the Cost?
- Couldn’t see below the fold
- Would like the main Call To Action higher up on the page.



Low Carbon Service Description

- *Language was good*
- *The 4 Steps approach went down well.*
- *“How tailored would this support be?”*
- *“Like the idea of one-to-one support”*
- *“There are a lot of words”*
- *“Get Started should be at the top”*
- *The page was viewed as a bit lengthy and quite a lot to read.*
- *People don’t always think in terms of “Projects” at this stage.*
- *Eligibility and requirements should always be higher.*

Scottish Enterprise

Support for business | Learning zone | Our operations

Get tailored support for a project or opportunity in sustainability

Home • Support for business • 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
- Work-based 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.

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 trade, skill levels or workplace practices
- Reduced carbon emissions, improved environmental performance or contribution to Scotland's low carbon economy
- Engagement into new sectors or trade with the rest of the UK for the first time
- Growth in international sales
- Increased turnover from new recruits, services or business models.

Next steps

Step 1 - tell us about your project	Step 2 - we'll get in touch	Step 3 - activity plan	Step 4 - project support
Complete a short form telling us a bit about your business, opportunity, outcomes and challenges.	If we think we can help, we'll be in touch to complete a full assessment. If not, we'll signpost you towards other suitable support.	If your application is successful after a full assessment, we'll draft an activity plan that details what support we can offer you.	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.

Ready to get started?

If you're interested in accessing this specialist support, you can get started by telling us a bit about your business and the opportunity you want to take advantage of.

Get started

Starting to Enquire

- “5 Business Days” was well received
- Prominent Phone number was good
- “Project or Opportunity” could also be called a “Problem or Challenge”

The screenshot shows the top of a web form for Scottish Enterprise. At the top left is the Scottish Enterprise logo, and at the top right is a 'Sign in' button. The main heading is 'Tell us about your project or opportunity'. Below this is a paragraph explaining the form's purpose: '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.' This is followed by a sentence: 'Once you've submitted the form, we'll review it, and get back to you within 5 business days.' Below that is a link: 'Already started an application? [Sign in to continue your application](#)'. At the bottom of the form area is another link: 'If you need help, contact us on 0300 013 3385.' Below the form area are three horizontal lines, each with a link: '[Your project or opportunity](#)', '[About your business](#)', and '[Your contact details](#)'. At the bottom of the page are two buttons: a blue 'Review and submit' button and a blue 'Save and exit' button.

Scottish Enterprise [Sign in](#)

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.

[Your project or opportunity](#)

[About your business](#)

[Your contact details](#)

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

About your Project

- “1000 Words” is a bit of a shock. This needs softened or become a countdown.
- Start me with an easy question first.
- The second box could be split out into it’s three areas that are asked for
- Why is (in Scotland) in brackets.
- “I want to see an example of a project “

Your project or opportunity

[< Go back](#)

Describe the project or opportunity you're hoping we can help you with (max 1000 words)

1000 words

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 1000 words)

1000 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

About your Business

- I might not know my companies house number off-hand.
- Tell me why you need companies house number
- The descriptive text under “Fair Work” and “Carbon Emissions” was welcomed

About your business

[< Go back](#)

What is your business's trading name?

If you have one, what is your Companies House 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 is your primary trading address?
You only need to provide this if it's different to the address registered at Companies House.

Address line 1

Address line 2 (Optional)

Address line 3 (Optional)

Town/City

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

Contact Details

- Nice and quick



Sign in

Contact details

[< Go back](#)

Contact name

Job title

Email

Contact number

Company website

Confirm

Application Review

- It is good that you play it back to me.
- Let me “download it” before I submit it.
- Liked having “Edit your answers” on this screen

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?

3 to 10

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

£30,000 to £249,999

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?

A5123456

What is your primary trading address?

247 Fake Street
Kinning Park
Glasgow
G2 7ES

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?

£100,000 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?

£80,000 - £249,999

What was your annual turnover at your previous year end?

£200,000 - £499,999

Of this turnover, how much came from international sales?

£80,000 - £249,999

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

10

Is your business committed to or aspiring to fair work practices?

Yes

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

Yes

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 Law, and will be 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

[Download application summary](#)

Recommendations

- **Good, but a bit plain 😊**

 Scottish Enterprise

[Sign in](#)

**Application submitted
successfully**

Ref: ABCD123456

Further info TBC

fin