

Expression of Interest v3

Version 3 testing of EOI form

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Test Summary

- We put the Expression of Interest form **VERSION 3** on UserZoom, for online unmoderated testing with their panel.
This included a SURVEY MONKEY version, with a web page intro.
- We added a screener for Scottish Business Owners or Decision Makers
- We asked questions to find opinions on:
 - Does having the form as a SurveyMonkey survey improve it's usability and Ease of Use.
- We tested with 10 participants

Hypotheses

To structure testing, we applied 2 Hypotheses to the research:

Hypothesis 1

- **Presenting the EOI form as a SurveyMonkey will improve it's Ease of Use**

Hypothesis 1: **Not Supported**

Hypothesis: Presenting the EOI form as a SurveyMonkey will improve it's Ease of Use

Findings:

- People were jarred by moving from a web page off to a SurveyMonkey without being explicitly informed what was about to happen

BUT

- The general usability was not impaired.

Recommendations:

- Clarify language the transition to a Survey platform and retest.
- Test with a simplified form.

The form (SurveyMonkey)

Scottish Enterprise

How Scottish Enterprise can help your Business

Support from Scottish Enterprise

We work with companies to achieve sustainable growth, both in terms of quality jobs and turnover, delivering economic benefit and prosperity for Scotland.

We work with Scottish companies to identify and implement opportunities across key areas:

- International growth
- Supporting new product and process innovation
- Reducing carbon emissions
- Strengthening business resilience

We offer specialist, impartial advice to help make:

- Strategic business decisions
- Build capacity and resilience
- Help to navigate and broker support from a wider group of partners

Our support is tailored to needs and aligned to delivering the following outcomes:

- More businesses in Scotland with employees who are paid the real living wage
- More environmentally responsible businesses who prosper by using less resources
- Productivity gains to help drive more, better quality jobs that pay higher salaries, provide security of hours and more predictable work patterns
- More equitable distribution of growth income and wealth across Scotland

We don't work with the following restricted sectors:

- Sub-prime lending
- Gambling
- Adult entertainment
- Activities with adverse impact on human rights
- Tobacco
- Locally traded services

To allow us to better understand how we might support your business, please complete the form on the next page. On receipt we will review and contact you within 3 days.

Next

Enquire about support for a project or opportunity

Introduction

Complete this form if you're interested in receiving specialist business support from Scottish Enterprise.

If we think your project or opportunity might be eligible for direct one-to-one support, we'll get back in touch to gather more detailed information to help us make a full assessment.

Once you've submitted the form, we'll review it and get back to you within 3 business days.

Next

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SurveyMonkey
See how easy it is to create a survey.

Enquire about support for a project or opportunity

Your project or opportunity

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

*2. What help do you need?

Tell us about the challenges or barriers you're facing, why you need help and how you think we can help.

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Enquire about support for a project or opportunity

Tell us about the outcomes of your project

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

- New jobs created (in Scotland)
- Protect existing jobs (in Scotland)
- Improve wage, skill levels or workplace practices
- 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

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Enquire about support for a project or opportunity

Detailed Outcomes

Only answer questions on this page if they apply

4. How many jobs will you create?

- 1 to 4
- 5 to 10
- 11 to 24
- 25 to 50
- 51 to 100
- Over 100

5. How many jobs will this project protect?

- 1 to 4
- 5 to 10
- 11 to 24
- 25 to 50
- 51 to 100
- Over 100

6. How will your company contribute to reduced carbon emissions?

- Bring new low carbon/green products or services to the market
- Reduce our company's carbon emissions through new or improved processes, technologies, products or supply chain
- Establish the potential from improved productivity/energy reducing waste by substituting fuel?

7. What new sales do you expect to achieve from your expansion into new sectors or the rest of the UK?

- up to £400,000
- £400,000 to £900,000
- £900,000 to £1,400,000
- £1,400,000 to £1,900,000
- £1,900,000 to £2,400,000
- Over £2,400,000

8. How new sales do you expect to achieve from expanding into international markets?

- up to £400,000
- £400,000 to £900,000
- £900,000 to £1,400,000
- £1,400,000 to £1,900,000
- £1,900,000 to £2,400,000
- Over £2,400,000

9. If new products/services/tech result in you expect your turnover to increase by as a result of these new products/services or business model?

- up to £400,000
- £400,000 to £900,000
- £900,000 to £1,400,000
- £1,400,000 to £1,900,000
- £1,900,000 to £2,400,000
- Over £2,400,000

10. How do you expect to be able to improve productivity and reduce cost?

- Introducing new technology or equipment
- Introducing new work patterns or practices
- Re-engineering our supply chain
- Improved resource efficiency – such as reducing energy, water, waste or off-waste

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Enquire about support for a project or opportunity

Tell us about your company

*1. What is your company's trading name?

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

The standard 8 numbers or 20 numbers followed by 6 numbers. You'll find it on the Companies House website or on letters you've received from Companies House.

*3. What is your primary trading address?

This only applies to companies that are different to the address registered at Companies House.

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See how easy it is to create a survey.

Previous version (Web)

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Scottish Enterprise

Expression of Interest Form

Purpose
Fill in this form if you are interested in support from Scottish Enterprise (SE).
On receipt we will review and contact you within 3 days.

Project Details
Tell us about your project?

What help do you need with the project?

Feel free to include a timeline or details of entering your project. Why do you need help? (The more help SE can)

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

New jobs created in Scotland
choose if appropriate

Jobs safeguarded in Scotland
choose if appropriate

Reduce carbon emissions or improve environmental performance
choose if appropriate

Your company will expand into new sectors and/or trade with the rest of the UK for the first time
choose if appropriate

Your company will grow international sales
choose if appropriate

Increase turnover from new Products, Services or business models
choose if appropriate

Improve Productivity/Reduce costs
choose if appropriate

Which of the following statements best applies to your purchase of goods and services from Scottish based suppliers?
choose

Improve wage, skill levels or workplace conditions

Adoption of a co-operative or employee owned business model

Company Information

Company Trading Name

Primary Trading Address

Company House Registration Number

Registration Number as a Company House, the also apply to Companies Limited Companies, to Charities please provide Scottish Charities Registered Number

Main Business Activity

Contact Name

Job Title

Email address

Telephone

Website

What was your company's annual turnover (€) at your most recent year end
choose

What was your turnover (€) from international sales at most recent year end
choose

What was your company's annual turnover (€) at previous year end
choose

What was your turnover (€) from international sales at previous year end
choose

How many FTE (Full time equivalent) jobs do you employ in Scotland

Is your business committed to Fair Work practices for work practices (e.g. mutual trust & respect, effective employee voice, opportunity to advance and progress in work, security of work and income, offering time regular with overtime work)

Consent

By signing this application, the applicant acknowledges that the information provided in this application may comprise company information and personal data (as defined in the General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018 ("Data Protection Law"). Any personal data provided in the application will be processed by SE in accordance with Data Protection Law and held in accordance with Scottish Enterprise's privacy notice, which can be found at <https://www.scottishenterprise.com/help/privacy-notice/our-privacy-notice>. Individuals can find information on their rights in respect of the personal data we hold by also visiting our privacy notice.

The information provided in this application may be shared and used by Scottish Enterprise, The Scottish Government, Highlands and Islands Enterprise and other associated bodies such as local delivery organisations, consultants and agents collectively referred to as 'the Agencies' to assess its suitability for support. If the application is successful, the Agencies will use the information provided in the application form for administration and management purposes, including carrying out appropriate checks and audits. Some information may also be passed to auditors, the European Commission or its agents for administrative purposes.

By signing this application, the applicant confirms that it is the data controller of personal data contained in this application 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.

Name of applicant

Position

Date

Submit

Scottish Enterprise

Thanks
We will respond within 3 working days

Summary

1. Presenting the form as a SurveyMonkey survey did NOT make it easier to use.
2. It didn't reduce the usability by as much.
3. Most people were surprised when they were sent to s SurveyMonkey
4. There are a few factors that were changed at the same time. This means that it is still worth further testing. This will disprove/prove the validity of this approach.

Recommendations

1. Retest with a more “Managed” transition to the SurveyMonkey
2. Retest with All Questions on one Page.
3. Retest with a smaller form (no Outcomes)

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