# Expression of Interest v3

Version 3 testing of EOI form

Dec 17th 2020 Martin Kerr Anubhav Mittal

# 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

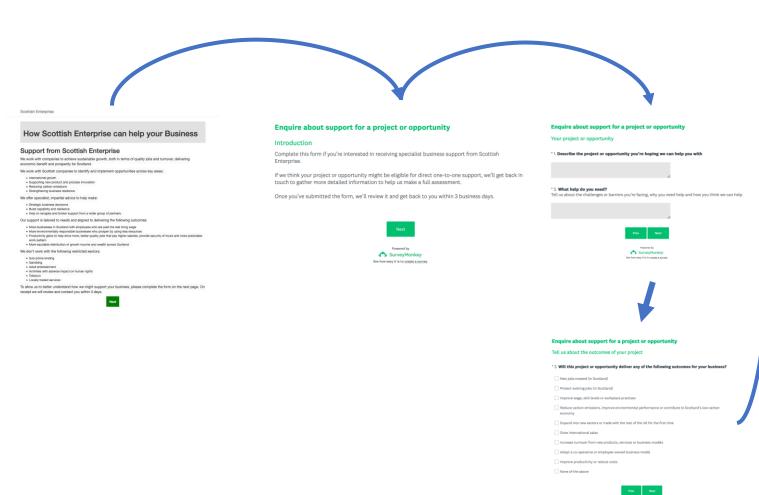
#### **BUT**

The general usability was not impared.

#### **Recommendations:**

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

## The form (SurveyMonkey)







### Previous version (Web)

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 capability 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
  predicable work pattern
- . 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 service

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.





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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