Expression of Interest v4 & V5

Version 4 & 5 testing of EOI form

Jan 7th 2021

Martin Kerr

Anubhav Mittal

Test Summary

- We put the Expression of Interest form **VERSION 4** 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

V4 https://scotentsd.github.io/testing/test_om/v4.html

Scottish Enterprise

Business support for a project or opportunity

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, 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
- Support for building capability and resilience
- New contacts, connections and networks that could help you

In some cases, your tailored support plan could also include some funding.

What kind of opportunities and projects can we support?

We can provide advice and support for projects and opportunities in key business areas, including:

- Growing your turnover
- Entering new international markets
- Developing new products and services
- Developing new systems and processes
- Improving productivity
- Reducing carbon usage and improving environmental performance
- Implementing new a business model or strategy
- Making better use of your people and adopting a new organisation structure
- Making your business more resilient to economic changes

Who can get support?

We want to keep this support open to ask many businesses as possible. We're mainly interested in what your opportunity is, how it could help you and how it might contribute to building a fairer, greener economy.

To be eligible for support, you'll need to have already identified a project or opportunity and done your research on how it will help your business, what difficulties you're facing and what the outcomes might be.

We're particularly interested in supporting projects that could contribute to:

- 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

Businesses we can't support

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

How to apply

If you're interested in receiving specialist advisory support from us for a project or opportunity, you can start by filling out a short form telling us a bit about your project and business.

If we think we may be able to support your project, we'll get in touch directly to gather some more detailed information to help us make a full assessment.

If your project isn't suitable for our specialist one-to-one support, we'll still get back to you to let you know what other support services may be suitable.

Enquire about support by filling in this survey >

V5

https://www.cognitoforms.com/CognitoForms79/BusinessSupportForAProjectOrOpportunity

Business support for a project or opportunity

| Introduction | Form |

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, 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
- Support for building capability and resilience
- New contacts, connections and networks that could help you

In some cases, your tailored support plan could also include some funding.

What kind of opportunities and projects can we support?

We can provide advice and support for projects and opportunities in key business areas, including:

- Growing your turnover
  - Entering new international markets
  - Developing new products and services
  - Developing new systems and processes
  - Improving productivity
  - Reducing carbon usage and improving environmental performance
  - Implementing new a business model or strategy
  - Making better use of your people and adopting a new organisation structure
  - Making your business more resilient to economic changes

Who can get support?

We want to keep this support open to ask many businesses as possible. We're mainly interested in what your opportunity is, how it could help you and how it might contribute to building a fairer, greener economy.

To be eligible for support, you'll need to have already identified a project or opportunity and done your research on how it will help your business, what difficulties you're facing and what the outcomes might be.

We're particularly interested in supporting projects that could contribute to:

- 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

Businesses we can't support

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

How to apply

If you're interested in receiving specialist advisory support from us for a project or opportunity, you can start by filling out a short form telling us a bit about your project and business.
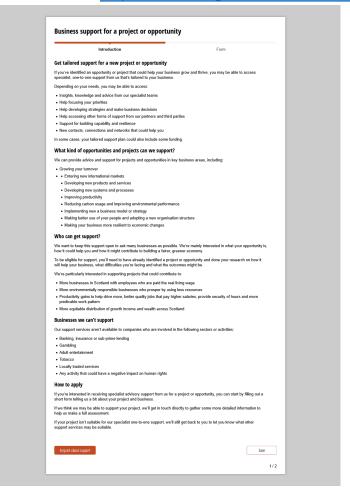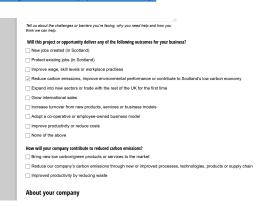
If we think we may be able to support your project, we'll get in touch directly to gather some more detailed information to help us make a full assessment.

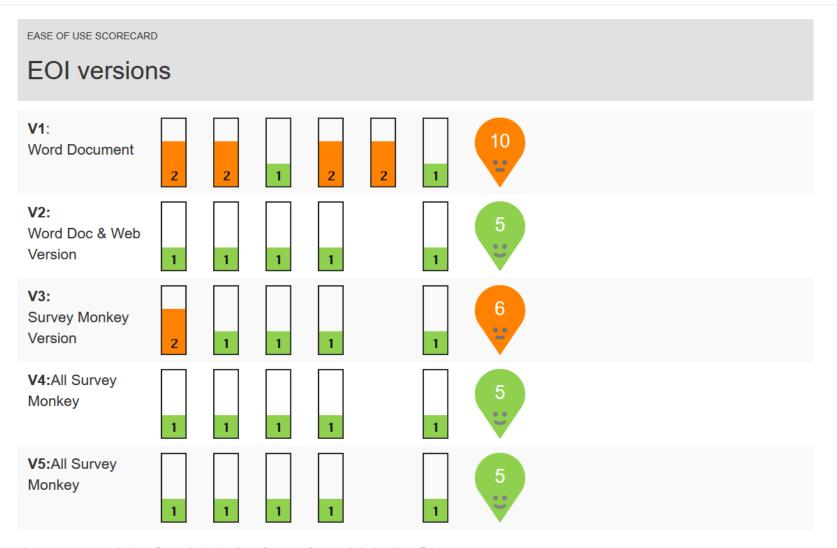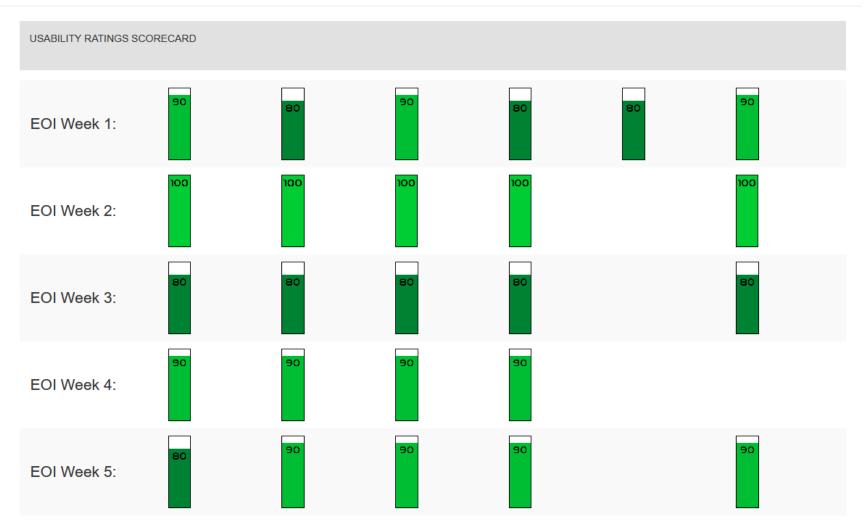If your project isn't suitable for our specialist one-to-one support, we'll still get back to you to let you know what other support services may be suitable.

Enquire about support   Save

1 / 2

Business support for a project or opportunity

| Introduction | Form |

Your Project or Opportunity

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

What help do you need?

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 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

About your company

What is your company's trading name?

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

What is your primary trading address?

What is your main business activity /sector

How much does your company use Scottish suppliers?

What was your company's annual turnover at your most recent year end?

Of this turnover, how much came from international sales?

What was your company's annual turnover at your previous year end?

Of this turnover, how much came from international sales?

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

Is your company committed to fair work practices?

Your Contact Details

Contact Name
Job title
Email
Contact Number
Company website

Consent to use of information provided in this application

Consent *
- I've read and agree to the consent statement

Back   Submit   Save

2 / 2

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

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 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

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
- Improved productivity by reducing waste

About your company

4

Scottish Enterprise

EASE OF USE SCORECARD

EOI versions

V1: Word Document	2	2	1	2	2	1	10
V2: Word Doc & Web Version	1	1	1	1		1	5
V3: Survey Monkey Version	2	1	1	1		1	6
V4: All Survey Monkey	1	1	1	1		1	5
V5: All Survey Monkey	1	1	1	1		1	5

Lower scores are better. Green is better than Orange. Orange is better than Red

Scottish Enterprise

USABILITY RATINGS SCORECARD

EOI Week 1:	90	80	90	80	80	90
EOI Week 2:	100	100	100	100		100
EOI Week 3:	80	80	80	80		80
EOI Week 4:	90	90	90	90		
EOI Week 5:	80	90	90	90		90

Ratings are Percentages

Older versions

V3: https://scotentsd.github.io/testing/test_om/v3.html

V2: https://scotentsd.github.io/testing/index.html

V1: https://scotentsd.github.io/testing/index.html

fin