

Sam

“ I've no idea what support is available from the public sector. Wouldn't know where to start



Sam is the MD of a small business. They have never received any support from any public sector body and wouldn't have thought of it as a potential source of support or advice.

Sam's business is doing OK and they are happy to invest their own money rather than seek any outside sources. They'd only look for help if they were struggling.

Generally, if they do feel the need for any advice or support for the business, they would talk to people they know and trust, like their bank manager or a contact at the local chamber of commerce.

Sam doesn't read a newspaper or watch much television. But Sam will listen to the radio while driving to or from work.

Sam is dyslexic, so finds long, complex text daunting and very tiring.



Charlie

“ I'm sure we could get some help from the public sector, but I don't see what exactly they could do for us ”

Charlie is finance director of a small business.

They're aware that there is support available that they would be eligible for, but they don't have any clear idea of what they need so have never really looked into it.

Charlie puts a lot of hours into running the business so this just seems like a very low priority. In Charlie's experience, public sector organisations are slow, cumbersome, bureaucratic and frustrating to deal with.

So Charlie feels very little incentive to seek what support there is.

Charlie has had poor eyesight since childhood. Even with glasses on, small or faint text is hard to read, so they'll sometimes use their browser's zoom facility to make things easier.



Jay

“ I'd really appreciate some support to achieve my goals, but it's impossible to figure out who could help us

Jay is fed up.

Jay has spent weeks trying to find someone to talk to for help with a very exciting opportunity they are working on. Jay generally trusts the information they get from government but feels that they just get pushed from one organisation to another. It's very frustrating and time-consuming.

Jay knows that if they get to talk to the right person they could get great support. But it shouldn't be this hard, and it shouldn't take this long.

And if the answer is no, just say so.

Jay is super-proficient with computers, and has built their own websites in the past. As a power user they rarely use a mouse. The keyboard is much quicker and easier.



Lou

“ I know there's support out there. But I want to be sure I'm asking the right people for the right thing so I'm not wasting my time.

Lou is a serial entrepreneur. Lou owns and runs several businesses, and spins up new enterprises regularly based on fresh ideas.

Lou has had valuable support from public sector organisations in the past. They understand the value it can bring to their idea, though it can be tiresome as things take longer than they'd like.

Lou would like to understand what support - if any - they can get for their latest idea from the public sector. They like to be sure that they've got all the detail they'll need before they'll engage with an agency.

But Lou is more likely to call a named contact than to make a formal enquiry. It's quicker, and gets the job done.

Lou recently contracted an inner ear infection that left them with temporary loss of hearing in their left ear.



Frankie

“ We used to get really great support from the public sector, but they don't seem to be interested any more. It's like they've ticked all their boxes “

Frankie runs a small business that's grown steadily, if unspectacularly, for the past 5 years.

They used to have a close relationship with their local business adviser, but support seemed to dry up a couple of years ago and now it seems to be next to impossible to get anyone to engage with them.

The business would really appreciate some help with their plans to move to larger premises but Frankie's not sure it's worth the effort any more. They feel like they are looked down on, and having to start from scratch every time is really frustrating.

Frankie lives and works in a rural location, and the internet connection is often flaky, on the phone or in the office. It's really frustrating when things take a long time to load, especially if it's a simple thing.



Jean

“ I would love to run my own wee business. It wouldn't be much. But it would be mine. ”

Jean is 35. They live in Ferguslie Park in Paisley with their 3 kids, aged 12, 15 and 18.

Jean left school aged 16 with no qualifications. They've never had a job.

There is no internet connection in the house, and Jean can't afford a mobile phone. The landline was disconnected about 6 years ago. Every penny goes on basics like rent, electricity and food.

The family has had to resort to food banks at times.

Now the kids are a bit older, Jean would love to be more financially independent. They know finding a job will be almost impossible, but think they could earn some income providing home hairdressing services in the local community, where they are well known and trusted.



Jo



I know what good service looks like and I work hard to provide it.



Jo manages enquiries so they are answered the best way possible, accurately, and efficiently.

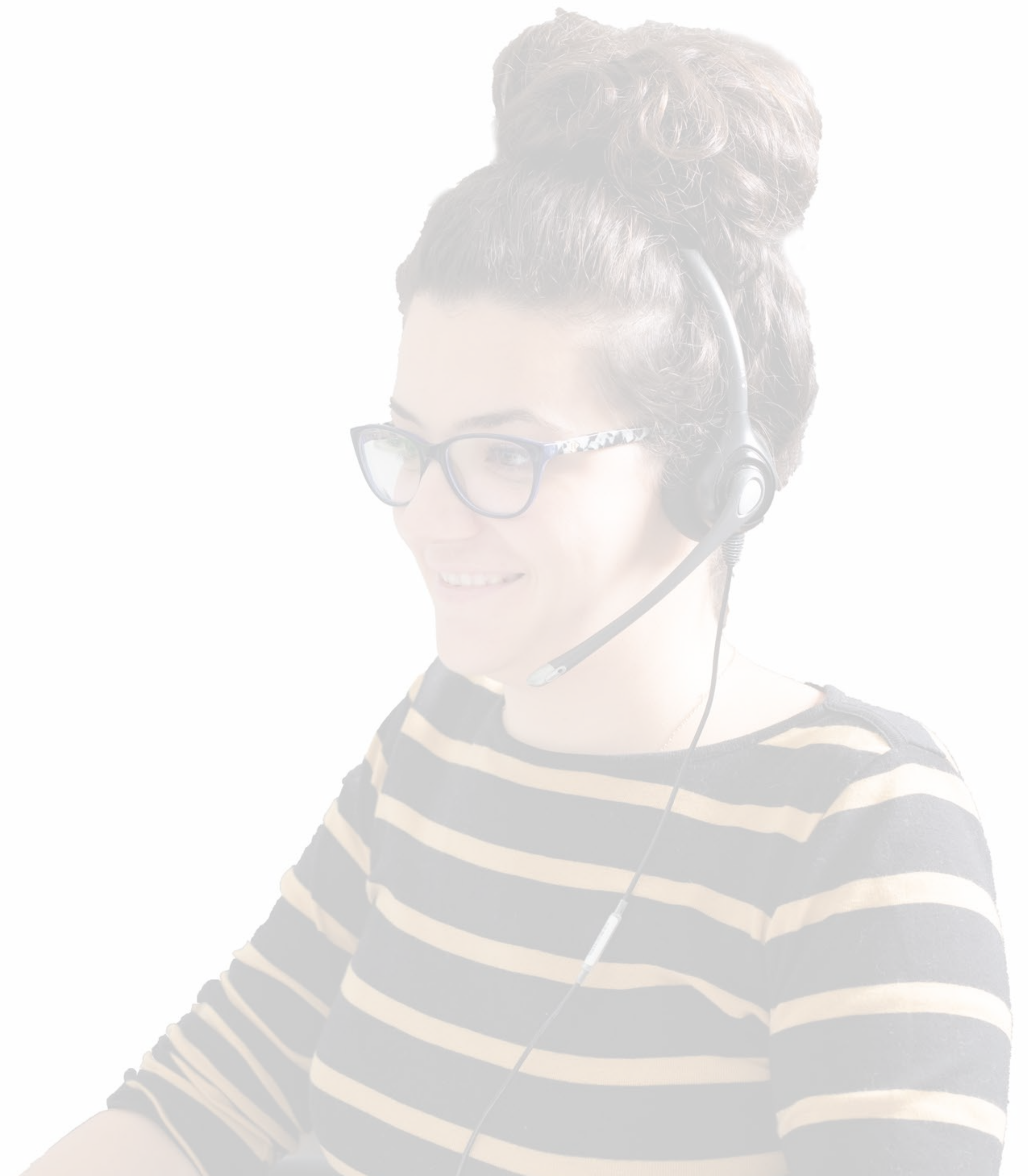
Their day to day job includes keeping an eye on the enquires coming in via different channels and reviewing them. Their answer for the fulfilment of these enquiries can only be as good as the content in the knowledge base. So it is important that they all keep the content as up to date as possible.

All this has to be communicated to the customer informing them of the progress including timescales.

Jo's goals are:

- to get the correct service for my client quickly and efficiently
- look up client details in real time while speaking to them
- be confident that information (on CRM) can be trusted
- see enquiries outcome
- get a better knowledge of SE services

Jo recently developed Repetitive Strain Injury, so their right hand is strapped up and they have to work without a mouse.



Al



Sometimes I receive many requests a day, sometimes everything is urgent! Understanding your audience is really important, it allows you to communicate your message appropriately.



Al is a content manager. They create, review content for specific audiences in collaboration with content owners.

Day to day job involves writing original content and managing content (create, review, update, delete functions) for various departments and projects. They sometimes get draft copy which they improve and return for final approval.

The tone and complexity of language depends on the audience. Sometimes Al writes in a very formal and complex manner, other times they use an informal voice with plain English.

If they didn't write the content, Al gets approval from the content owner before publishing. This can lead to a huge workload and, due to the nature of requests, it can also be time critical.

Al likes to have clear guidelines, style guides and templates, see who is managing the content at a given time and who owns it.

Al works in a busy, noisy open plan office and it can sometimes be hard to concentrate.

