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# User Testing SE/HIE Grant and Finance Pages

## Final Report

Version 1

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## Project Overview

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CIVIC were awarded a contract to conduct user research of the grant and finance pages on the SE and HIE websites.

Grants are promoted on both websites ([www.scottish-enterprise.com](http://www.scottish-enterprise.com) and [www.hie.co.uk](http://www.hie.co.uk)). However, there is a perception that prospective customers cannot find information on the grants on offer and/or that the content provided is difficult to understand. This inevitably leads to poor user experience and lack of grant applications.

The scope of the project involved not only one-to-one user testing, but focus group sessions and name testing.

This report provides the findings from the one-to-one user testing and offers recommendations based on these findings, combined with our own experience and expertise in usability and User Experience Design.

## Test Objectives

The aims and objectives of the project was, through qualitative and quantitative user research to:

- Gain an understanding of the target audience: their backgrounds, barriers, needs, goals, frustrations and motivations in terms of what would lead them to apply for a grant, how they would search for grant information, what their pain points/frustrations are and what would make it easier for them to access grants in the future
- Gain an understanding of how the target audience interacts with grant pages on the SE and HIE websites (when, where, how, platforms, tasks, problems, barriers), including analysing customer journeys to reach those grants and how they search for grant information
- Capture opinions around the structure, content, language and messages of grant pages, including how well customers understand what's on offer, the language used to describe/structure services and grant applications and how this can be improved, including the exploration of service category names (products and services) and what terminology/service names would be more meaningful
- Address what users want from the websites, including what would encourage them to apply for grants, what they expect to see on grant pages and what marketing activity could be used to help customers find grants
- Gather empirical evidence around the usability of the grant pages on both SE and HIE websites, including how well users are able to complete routine tasks in finding and applying for grants and where and why there are usability issues
- Propose practical solutions for improvements, including recommendations for how customer/user journeys should work, the content that should be provided to support them, the language and service categorisation to use and the type of marketing activity that would be helpful to customers in finding and applying for grants



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## Methodology

Between 6<sup>th</sup> and 13<sup>th</sup> June 2016, usability testing was conducted on a one-to-one interview format with five users representing identified customer profiles, including potential and existing customers from a representation across business sectors.

All tests were conducted either at CIVIC's offices in Edinburgh or remotely via an online tool. Each test session lasted approximately one hour and was recorded in order to aid analysis.

Testing was conducted around the following format:

- **Pre-test Interview** - Prior to testing we interviewed users to assess their experiences and expectations in applying for business grants, their involvement with SE and HIE and their understanding of the various business grants on offer from the public sector, and specifically what SE and HIE offer. We also gained an understanding of their needs, motivations and frustrations in applying for grants, including what made them apply for grants, how they searched for grant information, their experience in submitting grant applications and what they expect from the application process and service provider.
- **Task-based Usability Testing** - During testing, participants were asked to complete several important tasks on the SE and HIE websites. We captured how the participants coped with completing tasks we set them, identifying success rates in finding information, ratings of satisfaction, any usability issues encountered, as well as suggestions for improvement.
- **Post-test Survey** - After the task-based usability exercise, we concluded with a short online questionnaire about their experiences and preferences.

Data was collected through observation and the collection of metrics. Qualitative information was collected through the user providing verbal commentary whilst being interviewed and undertaking the tasks we set them. Quantitative information was collected from the post-test survey.

## Test Participants

The table below provides a breakdown of the participants selected for testing:

Name	Company	Role	Size	Sector	Grant applied for	Logistics
Stuart McDonnell	Plan Design and Manufacture	Managing Director	Small – 2 employees – expected t/o this year £300K	Design – textiles and furniture for architecture & Design sector	N/A	CIVIC office
Xia Zhu	ISFT Ltd	Account Manager	Small (3)	Exporting Scottish salmon by products to Asia	Design grant for improving company website	Remote tool
Alec Farmer	Trakke Ltd	Director	Small (6)	Manufacturing / E-commerce	N/A	Remote tool
Lynne Braidwood	VIRTU Biologics	Scientist	Small (<15)	Life sciences	Can't remember – In phase 2 of project to Kill cancer cells	Remote tool
Robin Griffiths	Space Budgie	Director	Small (6 employees)	Gaming	Help for travel costs to a conference	Remote tool



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## Findings

The following section provides findings from the user test sessions, including how participants coped with completing tasks set for them, capturing success rates in finding information, ratings of usability, detailed empirical information as to where and why usability issues arose and recommendations as to how they can be improved.

### Experience Searching and Applying for Grants

All test participants selected for testing had previous experience searching and applying for business grants from SE and other agencies. Some had successfully been awarded a SMART Scotland grant, others were given a grant to improve their website and one had just recently received a 'Make it to Market' grant.

When asked how they searched for grant opportunities, some test participants used their SE account manager who advised them on funding opportunities available, others had either heard of a specific grant opportunity from peers, including business gateway or word of mouth from active communities they were involved in, such as CodeBase. Two test participants indicated that they would make an initial Google search.

*"I would go to my account manager directly because he has a much better knowledge and it would save me a lot of searching, but my normal route would not be looking at the Scottish Enterprise website it would be to Google it. I find on Google you get a better spread of available funding across a range of different grants".*

Although all test participants were successful in applying for their business grants, there was still a great deal of uncertainty regarding the range of grants on offer from SE and from the public sector as a whole. There was a perception that finding a grant opportunity was only simple if businesses knew exactly the kind of grant they were looking for. Finding a suitable grant for their specific funding gap was much more problematic.

*"My impression is if you know what it is you are looking for it's not so bad. If you are wondering what am I eligible for, it's a total pain. And that's my impression of the grant system across the board".*

*"They have lots of different grants that are set up for different sectors and that can sometimes be difficult, especially for me, because I'm spread across a few sectors and it's hard to say I'm all about this or that".*

### SE Grant Application Process

There was a perception from all test participants that the grant application process is confusing, frustrating, lengthy, and sometimes time-wasting, particularly when the eligibility criteria is not explained clearly and businesses invest a lot of time preparing an application, only to be refused a funding opportunity at the end of the process.

*"If we had known at the end what we knew at the start we wouldn't have even bothered applying. So, I think be much much clearer about what will be funded and what won't be funded, because from a grant writing point of view, if you have no chance, the sooner you know the better."*

*"Yeah just apply you never know'. But that's OK if you have to go and buy a lottery ticket and it takes 2 minutes, but if you have to spend 3 to 4 days writing a grant application on the basis of you might*



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*or might not get it and it comes back with 'this was really interesting but we don't fund things like this', you know it's really frustrating."*

## Experience and Expectations of SE Website

Test participants who had previously visited the SE website when looking for funding opportunities felt that the range of grant opportunities were not easy to find, and/or clearly presented or explained. This is partly because there is no single page where all funding opportunities are presented and because it is difficult to identify relevant funding opportunities.

*"I mean it's not clear that there is more than one grant"*

Funding criteria varies from business to business and identifying opportunities to fit specific needs and circumstances can be extremely difficult.

*"I don't remember it being very easy to identify what grants would be good"*

*"I only found that out over time. You just kind of have to feel your way around that stuff. I think there is a lot of opportunity out there but it's hard to find what is right for you"*

*"The website is pretty difficult. Because there are so many different pools of funding that apply to so many different companies and it can be quite difficult to narrow it down"*

*"They aren't clear about the process and who would be applicable. I mean we are a private company so we aren't eligible for lots of grants"*

Another common barrier is the language and terminology used to describe grant opportunities and the eligibility criteria required to secure funding.

*"I think some of the terms weren't explained properly because if you haven't come across the terms before and they are used as if you should know, it's a barrier for you to continue"*

*"And the wording needs to be simpler. SMART Scotland means nothing to me"*

*"Where we fell down in the past is that the 'financial assistance is essential'. How do you judge it as essential?"*

*"My main barrier is terminology. If there's something I'm not really familiar with, and that happens a few times in the application, I'm going back and forward trying to figure it out. And Google isn't really the best place to figure out the definitions, especially because definitions change from website to website"*



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## Encouraging Grant Applications

During testing, we asked participants what SE could do in order to encourage more grant applications and a number of suggestions were offered, including the use of in-bound marketing via social media and SEO to raise awareness that SE offer funding and grant opportunities for businesses.

*“They need to market themselves more because I didn't know anything about grants until I heard from other people. Maybe through social media or Google search”.*

Another common suggestion from all participants was the need to make it more obvious what funding opportunities SE offer, including a single section of the website called 'Funding' which is clearly visible from the homepage and/or primary navigation. Clicking on this would provide an overview of all the funding/grants SE offer.

*“Just make it obvious what kind of funding is available”.*

*“I think basically they need to make the funding and grants more noticeable on the homepage and under each one have a subtitle for each category”.*

All test participants suggested including a means of filtering funding options that are relevant to individual businesses. They suggested a tool/form which would allow businesses to complete a series of questions. Once complete, they would be presented with all relevant funding opportunities that they are eligible for.

*“I think if there was something I could go onto where I went through some sort of form process, where I filled out a form about my business. I would be more than happy to do that if at the end it came out with; these are the products that are available to you, this is the right time to take them”.*

*“I would like to find funding for my new product, I would like to find funding to expand my business... let's understand what you have got and we can tell you what you can apply for”.*

*“The easiest way to get that information in front of you is to get you to qualify yourself initially and then qualify out...because if you have told them what kind of business you are and what kind of thing you are looking for...when you do that first search, then any time new funding comes available they can get that information to you”.*

One test participant suggested developing a universal search tool which would provide a list of all grant/funding opportunities available to businesses, from both SE and from other agencies.

*“Instead of only listing their own grants, they could list all available grants in Scotland with an amazing search feature that filters them. Because giving that tool to people is a benefit in itself and it would probably drive more traffic to their site because they would get the benefit of people who are looking for a wider selection of tools”.*

Another test participant suggested uploading an example of a successful application form, with comments from reviewers. It was felt that this would help businesses understand the application process and what is required from the application form.



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## Summary of Task-based Usability Test

During this part of testing, users were given specific tasks to find information on the website(s). As part of the task-based usability test, success rates were recorded for each participant. Success rates in completing each task were based on the following scale:

- **Fully successful** – the user performs the task exactly as desired and is satisfied with the result.
- **Partially successful** – the user reaches a state that deviates slightly from the desired result and/or is left feeling a bit confused and/or frustrated by the experience.
- **Unsuccessful** – the user makes fundamental mistakes completing the task, are not able to find the information they are looking for and are left feeling frustrated by the experience.
- **Given up** – the user indicates that they would have stopped or given up, even although they know they have not completed the task. They find the task difficult and give up completely.

The table below summarises the success rates from each task completed by participants:

Task	Task Complete		Task Incomplete		Success Rate
	Fully successful	Partially successful	Unsuccessful	Given up	
<b>Tasks focused on SE Website</b>					
Find SE funding opportunities (Services page)	-	<b>3 (60%)</b>	2 (40%)	-	<b>60% Pass</b> 40% Fail
Find grant for new machinery – company is based in central Glasgow (RSA)	-	-	1 (20%)	<b>4 (80%)</b>	<b>100% Fail</b>
Find R&D grant – most likely to create new jobs (Large R&D)	-	2 (40%)	<b>2 (40%)</b>	1 (20%)	40% Pass <b>60% Fail</b>
Find grant to help research and develop new software (SMART Scotland)	-	2 (40%)	<b>3 (60%)</b>	-	40% Pass <b>60% Fail</b>
Find grant for new premises – company based in area where SE help (RSA)	-	1 (20%)	-	<b>4 (80%)</b>	20% Pass <b>80% Fail</b>
Done some initial R&D, now want to develop prototype of new product (SMART Scotland)	1 (20%)	-	1 (20%)	<b>3 (60%)</b>	20% Pass <b>80% Fail</b>
<b>Tasks focused on HIE Website</b>					
Find grant for new premises – company based in area where SE help (RSA)	-	<b>3 (60%)</b>	2 (40%)	-	<b>60% Pass</b> 40% Fail
Find grant to help research and develop new software (SMART Scotland)	-	<b>4 (80%)</b>	1 (20%)	-	<b>80% Pass</b> 20% Fail

The summarised data shows that the majority of tasks set obtained a negative success rate, in that participants failed to successfully complete five out of the eight tasks set.

The tasks that caused the most difficulty were those relating to finding specific grants on the SE website, including RSA, SMART Scotland and Large R&D grant. The majority of test participants were unable to find this information on the SE website.



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These tasks include:

1. Your company is based in central Glasgow. One of your friends told you that you could get a grant to help buy new machinery, where would you go to look for this information ([RSA page](#)). **100%** of test participants failed this task
2. Your company has outgrown it's current premises in central Glasgow. Following a meeting with your bank manager to enquire about a loan to expand, they informed you that SE offer grants to companies within certain areas for this very purpose. They informed you that your premises should fall within this area and that a SE grant can be applied for that will help with your expansion. Where would you go to find this information ([RSA page](#)). **80%** of test participants failed this task
3. You're hoping to develop a new product for your business. You've already done some initial R&D which went well and now you're looking for some investment to help get to the next stage which involves developing a prototype. Where would you go for this information ([SMART Scotland page](#)). **80%** of test participants failed this task
4. You are a large multinational company founded in Scotland. You would like to find out where you can get money for funding an R&D project which will most likely create jobs and improve the Scottish economy. Where would you go to look for this information ([Large R&D grant page](#)). **60%** of test participants failed this task
5. You're a small technology company and have a new idea to develop a new piece of software which you hope to offer to your customers as a new product. You want to find out where you can get money to help research and develop the product ([SMART Scotland page](#)). **60%** of test participants failed this task

Interestingly, tasks set for users to find information on the HIE website, obtained much higher success rates. These tasks include:

1. You're a small technology company and have a new idea to develop a new piece of software which you hope to offer to your customers as a new product. You want to find out where you can get money to help research and develop the product ([SMART Scotland page](#)). **80%** of test participants passed this task
2. Your company has outgrown it's current premises in central Glasgow. Following a meeting with your bank manager to enquire about a loan to expand, they informed you that SE offer grants to companies within certain areas for this very purpose. They informed you that your premises should fall within this area and that a HIE grant can be applied for that will help with your expansion. Where would you go to find this information ([RSA page](#)). **60%** of test participants passed this task

This proves that the user experience on the HIE website is much better than the SE website, as most users were able to find information. This is most likely to be a result of a better, more meaningful Information Architecture and the fact that all funding opportunities are available from one single page, titled 'Funding'.

Unfortunately, none of the tasks obtained 100% success rate. This means that there is room for improving the user experience across all tasks set.



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Similar to the task success rates, usability issues were captured for each task and scored against a usability severity rating scale:

- **Minor** - causes some hesitation and slight confusion and/or irritation but eventually allows the user to complete the task. Issues have a minor effect on usability.
- **Serious** – causes occasional task failure, delays and moderate irritation. Issues have a serious effect on usability.
- **Critical** - prevents task completion and causes extreme irritation. Issues make the site unusable.

The table below summarises the number of usability issues captured from each task completed by participants, together with their severity rating.

No	Usability severity rating	Minor	Serious	Critical
<b>Tasks focused on SE Website</b>				
1	Find SE funding opportunities (Services page)	-	1	1
2	Find grant for new machinery – company is based in central Glasgow (RSA)	-	-	4
3	Find R&D grant – most likely to create new jobs (Large R&D)	-	1	2
4	Find grant to help research and develop new software (SMART Scotland)	-	1	3
5	Find grant for new premises – company based in area where SE help (RSA)	-	-	3
6	Done some initial R&D, now want to develop prototype of new product (SMART Scotland)	-	-	2
<b>Tasks focused on HIE Website</b>				
7	Find grant for new premises – company based in area where SE help (RSA)	3	1	-
8	Find grant to help research and develop new software (SMART Scotland)	3	1	-
	<b>Totals</b>	<b>6</b>	<b>5</b>	<b>15</b>

During the usability testing we captured 26 usability issues, out of which 20 were rated as serious and above. These can be summarised as:

#### SE Website

- There is no clear route to information on grant and funding opportunities for businesses from the homepage and/or primary navigation
- The language on the SE website is not clear and uses business jargon that is unfamiliar to users
- The content, language and messaging used to describe grant opportunities, as well as the requirements (eligibility criteria) to apply for grants is confusing and does not make sense to users
- The IA and way that grants are structured on the SE website does not support the users natural journey in finding grant opportunities



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- Poor Search Engine Optimisation (SEO) prevents users from finding grant opportunities using either Google and/or the internal website search on the SE website
- The RSA Postcode tool is broken. Therefore, there is no way of users checking whether they are eligible for the RSA grant
- The 'How to Apply' content is unexpected, inconsistent and leaves users feeling annoyed and frustrated

#### **HIE Website**

- Again, similarly with the SE website, the HIE website uses language and messaging that is meaningless and unfamiliar to the user, making it difficult to find and understand the various grants on offer
- Grants on the HIE website are structured by name. These terms are meaningless and use business jargon that is unfamiliar to users
- There is little or no information about the application process
- There is too much information on individual grant pages, some of which is completely irrelevant

The following pages provides detailed information on usability issues captured for each task, together with suggestions for improving the user experience.



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## Usability Issues

### Task 1 – Find SE funding opportunities (Services page)

The success rate in completing this task was positive. 60% of participants were able to complete the task, of which 60% were partially successful, meaning that although users were able to find the 'Services' page where information on funding opportunities is presented, they were left feeling a bit confused and/or frustrated by the site structure, content, language and terminology.

Usability Problem	Recommendation	Severity
<p>There is no clear route to information on grant and funding opportunities for businesses.</p> <p>Three out of the five participants tested looked for a clear signpost to 'Grants and Funding' which they expected to see on the homepage and/or top level navigation. When this was not available, they felt that it was not obvious where this information would sit within the current IA.</p>  <p><i>"I would firstly look through the homepage to see if there is any mention of grants, but I can't see any mention of grants...Services, Industry Support, so it's not going to be in Industry Support, Knowledge Hub, Location or Events so I think it will be in Services...Services is quite weak actually"</i></p> <p><i>"If the Scottish Enterprise really want to emphasise the grant communication to businesses I think the grant should have a tab on the homepage. Somewhere quite obvious."</i></p> <p>Two test participants wrongly selected 'Industry Support' from the primary navigation, expecting to find a clear route to funding or grant opportunities from this page and/or individual industry pages.</p> <p><i>"So if I was starting a life sciences company I would like to go to life sciences and it would say 'We can offer you help in getting a grant...we can tell you what grants are available'."</i></p> <p>Another test participant preceded to use the site search to search for 'grants'. However, having made this search the results did not display a definitive list of grant opportunities, which they found frustrating and confusing. Instead, the search results returned information on grants awarded.</p>	<p>Provide an obvious route to information on grant and funding opportunities from the homepage and primary navigation structure.</p> <p>Consider introducing a 'Grant and Funding' primary navigation item along the top of all pages so that regardless of where the user is within the site, they can easily find information on grant and funding opportunities.</p> <p>Ensure that all grant and funding opportunities are displayed on one page and link to this page from various other pages within the site IA, including 'Industry Support' and industry pages.</p> <p>Work needs to be done to improve the site search. We are aware that this is a project which is currently underway.</p>	<p><b>Serious</b></p>



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Usability Problem	Recommendation	Severity
<p>The language on the SE website is not clear and uses business jargon that is unfamiliar to the user.</p> <p>Those participants who had successfully arrived at the 'Services' page were further confused by the language, content and terminology of the sub-sections.</p> <p>Again, they expected to find a clear route to grants. When this was not available they were confused and frustrated.</p> <p>Four of the five participants tested indicated that the term 'Attract Investment' was confusing and not where they would expect to find grant opportunities.</p> <p><i>"My understanding of investments is looking for an investor or the bank, but grants is different, grants is something you don't have to pay back".</i></p> <p><i>"I skipped over it [Attract Investments] because attract investment to me suggests an equity investment or an investor and I don't know what they actually offer".</i></p> <p>Another test participant questioned the 'Develop your organisation' and 'Develop new products and services' sub-sections. They felt that these titles were not clear, nor meaningful.</p> <p><i>"Well to be honest, using the website in a business context is kind of a pointless thing to do because everyone is looking to develop their business...So I suppose Develop your organisation and develop new products and services doesn't really tell me what that is, it doesn't really mean anything, it's not specific enough".</i></p> <p>One test participants wrongly selected 'Support for entrepreneurs', expecting to find grant information. Upon arriving at this page they were further confused by the language used:</p> <p><i>"Support for enterprising academics, innovation driven start up. So whats the difference between innovation driven support and innovation driven start up"?</i></p>	<p>Remove all business and internal SE jargon and use language, terminology and phrases that make sense to the end user.</p> <p>Consider using an experienced web copy writer to re-write all content on the website so that it makes sense to the end user.</p> <p>Re-name 'Attract Investment' to 'Grants &amp; Funding'.</p> <p>Consider re-naming the 'Develop your organisation' section to make it clearer to the user what they can expect to find within this section.</p> <p>Re-structure the IA to ensure that all grant and funding opportunities are under one section.</p>	<p><b>Critical</b></p>

As well as usability issues captured, we were able to capture suggestions for improvements:

- One test participant suggested introducing a 'super navigation', providing a drop down function of the information available within each section of the primary navigation



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### Task 2 – Find grant for new machinery – company is based in central Glasgow (RSA)

The success rate in completing this task was negative. 100% of participants were unable to complete the task, of which 80% gave up, even although they knew they had not completed the task.

The main usability issues users experienced were that there is no clear route to funding opportunities and the current structure does not follow the users natural journey. Additionally, the language used to describe grant opportunities and eligibility criteria is confusing and does not make sense to the user.

Usability Problem	Recommendation	Severity
<p>Again, there is no clear route to information on grant and funding opportunities for businesses. Participants looked for a clear signpost to 'Grants and Funding' which they expected to see on the homepage and/or top level navigation.</p>	<p>Provide an obvious route to information on grant and funding opportunities from the homepage and primary navigation structure.</p>	<b>Serious</b>
<p>The way that grants are structured on the SE website does not support the users natural journey in finding grant opportunities.</p> <p>All test participants expected to be able to click on 'Grants' and/or 'Funding' from the primary navigation and then search/filter grant opportunities by grant purpose (grants for machinery), location (Central Glasgow) business sector (Technology) and type (SME). The results of this filter would then display all relevant grant opportunities they were eligible for.</p> <p><i>"I suppose I would click on grants and want a really basic search function. You know 'what kind of thing are you looking to fund? Is it marketing, new equipment, developing internationally?' You know a specific list of what you can get funding for. Maybe a brief bit of information about your company, so how many employees do you have? And then you click a search button that will tell you all the grants that you are eligible for".</i></p> <p><i>"Once again I think it's about asking what kind of business you are. So that's why I asked what Sector I was in, so this is my sector and then I would probably be asked where I am located. So you know, I am a tech company and these are the kind of grants that are available".</i></p> <p><i>"I'd like to see something about what region I'm in, what sector are you in. You know a few simple points that will then tell me, yeah I'm eligible".</i></p> <p>When this was not available they proceeded to navigate down a route that did not provide the information they were looking for. One test participant wrongly clicked on 'Scottish Venture Fund' expecting to find information on 'grants for machinery' (RSA).</p> <p>Two test participants clicked on 'Industry Support' and then proceeded to select a sector expecting to find relevant grants.</p> <p>One test participant selected 'Support for entrepreneurs' and another test participant clicked on 'Finance your research' (Large R&amp;D).</p>	<p>Provide all funding and grant opportunities in one page and develop a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:</p> <ul style="list-style-type: none"> <li>• Business size (number of staff)</li> <li>• Sector</li> <li>• Location</li> <li>• Purpose of grant</li> </ul> <p>Once complete, the results will deliver all grant and funding opportunities they qualify for.</p> <p>Consider developing a tool similar to 'Find what funding schemes you qualify for'</p> <p><a href="http://www.ukbusinessgrants.org/blog/?s=government+grants+for+new+machinery">http://www.ukbusinessgrants.org/blog/?s=government+grants+for+new+machinery</a></p> 	<b>Critical</b>

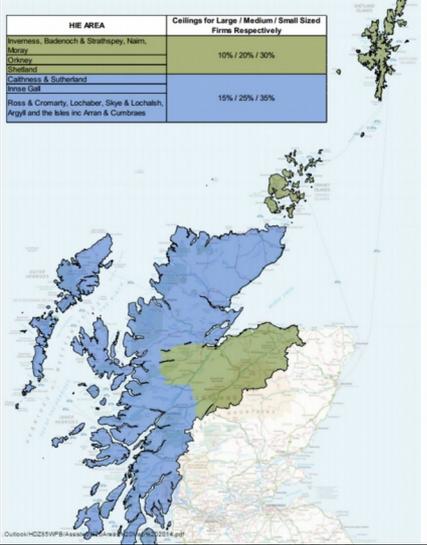


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Usability Problem	Recommendation	Severity
<p>Poor Search Engine Optimisation (SEO) prevents users from finding grant opportunities using either Google and/or the internal website search on the SE website.</p> <p>Two test participants used Google to search grants by purpose: 'grant for machinery' or 'Scotland funding for new machinery'.</p> <p>Even although the RSA ranked eighth on the Google search results, both test participants failed to select the RSA grant because the description of the grant was not meaningful and did not use language familiar to the user.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><b>Attract investment   Scottish Enterprise</b>  <a href="http://www.scottish-enterprise.com/services/attract-investment">www.scottish-enterprise.com/services/attract-investment</a> ▼            SMART: SCOTLAND provides funding for small businesses to work on new projects. The R&amp;D grant can support businesses of all sizes to develop new products ...</p> <p><b>Are you eligible for Regional Selective Assistance (RSA)?   Funding</b>  <a href="http://www.scottish-enterprise.com/services/attract-investment/regional.../are-you-eligible">www.scottish-enterprise.com/services/attract-investment/regional.../are-you-eligible</a> ▼            Are you eligible for Regional Selective Assistance (RSA) from Scottish Enterprise to provide funding for investment projects that will create or safeguard jobs in ...</p> </div> <p>One test participant attempted to use the internal website search to search for 'Glasgow grant' and then 'machinery grant'. However, the search results did not deliver any relevant results.</p>	<p>Consider using a SEO agency to provide a keyword analysis and improved organic search experience.</p> <p>Consider using an experienced web copywriter to re-write all content on the website, using keywords identified as part of an SEO exercise. This will inevitably improve the search experience and help users understand opportunities by removing all business jargon and use simple, straightforward language that makes sense to the end user.</p> <p>Work needs to be done to improve the site search. We are aware that this is a project which is currently underway, although we would be happy to advise on effective search engines/experiences.</p>	<b>Critical</b>
<p>When directed to the correct grant (RSA page) users were further confused by the description and eligibility criteria of the grant. This was because the language/business jargon SE use is unfamiliar and meaningless to end users.</p> <p><i>"Well 'Regional Selective Assistance' probably doesn't mean anything to anyone coming to this page. I mean I have a bit of a problem with this because a lot of these business facing websites write this language that, I mean maybe some business people do use, but a lot of people who own businesses aren't trained...Regional Selective Assistance means nothing to me at all...it's ridiculous".</i></p> <p>Upon reading the eligibility criteria for the RSA grant, users were further confused and did not understand what was required to apply for the grant.</p> <p><i>"Well what is a project? I mean basically everything I do is a project. Could I enquire for literally everything? Thats very vague"</i></p> <p><i>"Are you eligible? There is too much there. You know, I couldn't see wether I was eligible or not. You would read the first couple [of paragraphs] and think probably not. It's too exclusive".</i></p>	<p>Information about individual grant opportunities need to be explained in a way that the end user understands.</p> <p>Eligibility criteria should be more specific and examples should be provided where instructions may not be clear.</p> <p>Instructions should be clear and to the point. Unnecessary information should be removed and replaced with a clear and definitive bullet point list of requirements, together with examples and further information where necessary.</p> <p>Consider providing case studies and/or sample application forms to help users understand what is required from the application form.</p> <p>Again consider employing an experienced web copywriter who can liaise with account managers to understand the grants on offer and work to re-write the content so that it can be easily understood by end users.</p>	<b>Critical</b>



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Usability Problem	Recommendation	Severity
<p>The assisted area postcode search tool is hidden within the 'What's involved' tab of the RSA page and not within the 'Are you eligible' section, as expected.</p> <p><i>"Well I wouldn't know whether my area was an assisted area. I have no idea whether I'm eligible, this does not tell me. I don't know if I'm in an assisted area of Scotland".</i></p> <p>Additionally, this tool appears to be broken. Therefore there is no way of users checking whether they are eligible for the RSA grant.</p>	<p>Ensure that the assisted area postcode search is a prominent feature of the RSA overview page, as well as 'Are you eligible' page, as expected by users.</p> <p>Consider providing a visual map representation of locations eligible for the RSA grant, similar to the map used on the HIE website. Ensure that this is prominent on the 'Are you eligible' tab.</p>  <p>Fix the postcode search tool, so that website users can use the tool to establish whether they are eligible for the RSA grant.</p>	<p><b>Critical</b></p>



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### Task 3 – Find R&D grant – most likely to create new jobs (Large R&D)

The success rate in completing this task was also poor. 60% of test participants failed the task, of which 20% gave up completely as they found the Large R&D grant too difficult to find.

Again, the main usability issues captured were that there is no clear route to funding opportunities, the current structure does not follow the users natural journey, the content, language and messaging used to describe grant opportunities is confusing and does not make sense to the user.

Usability Problem	Recommendation	Severity		
<p>Again, there is no clear route to information on grant and funding opportunities for businesses. Participants looked for a clear signpost to 'Grants and Funding' which they expected to see on the homepage and/or top level navigation.</p>	<p>Provide an obvious route to information on grant and funding opportunities from the homepage and primary navigation structure.</p>	<b>Serious</b>		
<p>The IA and way that grants are structured on the SE website does not support the users natural journey in finding grant opportunities.</p> <p>Three test participants wrongly clicked on 'Industry Support', then proceeded to select a sector. They expected to find grant opportunities relevant to that sector.</p> <p><i>"I would expect to see what kind of support they offer to you as a creative industry. It's not what I expected to see, the information is not well presented".</i></p> <p>Two test participants wrongly selected the 'Fund R&amp;D projects and feasibility studies' (SMART Scotland), as opposed to the 'Finance your research' (Large R&amp;D).</p> <table border="1" data-bbox="159 1310 710 1512"> <tr> <td> <p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>SMART: SCOTLAND provides grants for small businesses to work on new projects. Can cover up to 70% of the costs.</p> </td> <td> <p><b>Finance your research</b></p> <p>Big or small, your business could be eligible for an R&amp;D grant to develop new products, prototypes or processes.</p> </td> </tr> </table> <p>All test participants expected to be able to click on 'Grants' and/or 'Funding' from the primary navigation and then search/filter grant opportunities by grant purpose e.g. R&amp;D funding, as well as other criteria</p> <p><i>"I would be looking for something that said R&amp;D".</i></p> <p><i>"A button that said 'Grants' and then you were taken to a page that asked what kind of business you were...and then it asked what funding you were looking for. You would begin to narrow down your options really easily. Instead, what they're making you do is read all the grants, read whether you are eligible and then decide for yourself when actually, they could make the decisions for you".</i></p>	<p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>SMART: SCOTLAND provides grants for small businesses to work on new projects. Can cover up to 70% of the costs.</p>	<p><b>Finance your research</b></p> <p>Big or small, your business could be eligible for an R&amp;D grant to develop new products, prototypes or processes.</p>	<p>Provide all funding and grant opportunities in one page titled 'Funding' or 'Grants and Funding', as suggested by users.</p> <p>Consider introducing a clear sub-section for 'R&amp;D grants', selecting this title will take users to a page where they can find clear descriptions/information of all R&amp;D grants available, including SMART Scotland, Seek and Solve and Large R&amp;D.</p> <p>Develop a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:</p> <ul style="list-style-type: none"> <li>• Business size (number of staff)</li> <li>• Sector</li> <li>• Location</li> <li>• Purpose of grant</li> </ul> <p>Once complete, the results will deliver all grant and funding opportunities they qualify for.</p> <p>Consider developing a tool similar to 'Find what funding schemes you qualify for'</p> <p><a href="http://www.ukbusinessgrants.org/blog/?s=government+grants+for+new+machinery">http://www.ukbusinessgrants.org/blog/?s=government+grants+for+new+machinery</a></p>	<b>Critical</b>
<p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>SMART: SCOTLAND provides grants for small businesses to work on new projects. Can cover up to 70% of the costs.</p>	<p><b>Finance your research</b></p> <p>Big or small, your business could be eligible for an R&amp;D grant to develop new products, prototypes or processes.</p>			



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Usability Problem	Recommendation	Severity		
<p>The content, language and messaging used to describe grant opportunities, as well as the requirements (eligibility criteria) to apply for grants is confusing and does not make sense to the user.</p> <p>Upon arriving at the 'Attract Investment' page, two test participants questioned the difference between the Large R&amp;D grant and SMART Scotland grant. They felt that the headings and descriptions were confusing and did not help provide a meaningful explanation of each R&amp;D grant, making it difficult to know which one to select.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; border-right: 1px solid black; padding: 2px;"> <p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>SMART: SCOTLAND provides grants for small businesses to work on new projects. Can cover up to 70% of the costs.</p> </td> <td style="width: 50%; padding: 2px;"> <p><b>Finance your research</b></p> <p>Big or small, your business could be eligible for an R&amp;D grant to develop new products, prototypes or processes.</p> </td> </tr> </table> </div> <p><i>“What's the difference between an R&amp;D project and a feasibility study...should one always come before the other? Should you always do a feasibility study to qualify for an R&amp;D project?”</i></p> <p>Participants were further confused by the description and eligibility criteria of the grant. They did not understand the terminology used and felt that the eligibility criteria was too vague and confusing.</p> <p><i>“It's not necessarily saying what of those things would make you eligible or not eligible. What nature of R&amp;D would make you not eligible”.</i></p> <p><i>“OK I'm a little confused because it's saying that you have to demonstrate that there is good commercial prospects for the end products but it said before that it can't be for commercial...I think it's a little misleading”.</i></p> <p><i>“Most sectors are eligible so that's quite broad. But the fact that they are talking about defence projects makes me think this is for really big business”.</i></p> <p>Three test participants felt that the eligibility criteria on individual grant pages were “too wordy” and recommended short, precise bullet points of exactly what is required, using language that makes sense to less experienced users.</p> <p><i>“There is too much information on this page...you can't quickly find what you are looking for”.</i></p> <p><i>“It really is a bit wordy again. Far too wordy. I mean provide an overview...we support new products that will improve Scotland's economy and then some bullet points. Bullet point 1; projects to last between 6 and 36 months, bullet point 2; we will cover up to 50% of your costs, bullet point 3; we only cover new projects”.</i></p>	<p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>SMART: SCOTLAND provides grants for small businesses to work on new projects. Can cover up to 70% of the costs.</p>	<p><b>Finance your research</b></p> <p>Big or small, your business could be eligible for an R&amp;D grant to develop new products, prototypes or processes.</p>	<p>Again, consider introducing a clear sub-section for 'R&amp;D grants' which would act as an umbrella page to present all R&amp;D grants available.</p> <p>Re-write the headings and descriptions of the R&amp;D grants on offer to make it more obvious to users what they are and how they differ.</p> <p>Eligibility criteria should be more specific and examples should be provided where instructions may not be clear.</p> <p>Instructions should be clear and to the point. Unnecessary information should be removed and replaced with a clear and definitive bullet point list of requirements, together with examples and further information where necessary.</p> <p>Consider providing case studies and/or sample application forms to help users understand what is required from the application form.</p> <p>Again consider employing an experienced web copywriter who can liaise with account managers to understand the grants on offer and work to re-write the content so that it can be easily understood by end users.</p>	<p><b>Critical</b></p>
<p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>SMART: SCOTLAND provides grants for small businesses to work on new projects. Can cover up to 70% of the costs.</p>	<p><b>Finance your research</b></p> <p>Big or small, your business could be eligible for an R&amp;D grant to develop new products, prototypes or processes.</p>			



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#### Task 4 – Find grant to help research and develop new software (SMART Scotland)

Success rates in completing this task were poor. Only 40% of participants were able to find the SMART Scotland grant, however this was only because they knew what to look for having previously applied for the grant.

Similarly with previous tasks, usability issues were captured around poor SEO, unintuitive and confusing structure (IA), unclear and confusing language and messaging used to describe grant opportunities and explain the eligibility criteria.

Usability Problem	Recommendation	Severity
<p>Poor Search Engine Optimisation (SEO) prevents users from finding grant opportunities and/or getting to the correct grant using a search engine, such as Google.</p> <p>Two test participants used Google to search for the SMART Scotland grant. One test participant typed '<i>research and development funding</i>' into the site search and the other typed '<i>SMART Scotland r&amp;d grant</i>'. In both scenarios, users wrongly selected '<i>R&amp;D grant overview</i>' from the search results which directed them to the Large R&amp;D grant page on the SE website and not SMART Scotland.</p> <p>Having arrived at this page, one test participant wrongly assumed that they had successfully completed the task.</p>	<p>Consider using a SEO agency to provide a keyword analysis and improved organic search experience.</p> <p>Consider using an experienced web copywriter to re-write all content on the website, using keywords identified as part of an SEO exercise. This will inevitably improve the search experience and help users understand opportunities by removing all business jargon and use simple, straightforward language/keywords that makes sense to the end user.</p>	<b>Critical</b>
<p>As with all previous tasks, the main problem is that current IA/structure does not support the users natural journey in searching for business grants.</p> <p>Two test participant wrongly clicked on 'Industry Support', then proceeded to select a sector. They expected to find grant opportunities relevant to their business sector.</p> <p>Another participant wrongly selected 'Scottish Venture Fund' from the 'Attract Investment' page.</p> <p>Two test participants questioned why SE do not provide all grant opportunities in one place</p> <p><i>"If you are going on and looking for grants then why aren't all the grants in the same place so you can look through to find the best one that is suitable? Have a specific area on the website for funding and then you would have the different ones laid out".</i></p> <p>Another user questioned why SE do not group all R&amp;D grants together, which they would find easier to find.</p> <p><i>"So why is that under products and services and not under anything related to R&amp;D? Once again the problem is how it's structured, I had to go find that. Develop new products and services does not necessarily say to me that it's going to be R&amp;D related".</i></p>	<p>Ensure that all grant and funding opportunities are displayed on one page and link to this page from various other pages within the site IA, including 'Industry Support' and industry pages.</p> <p>Again, consider introducing a clear sub-section for 'R&amp;D grants' which would act as an umbrella page to present all R&amp;D grants available.</p> <p>Develop a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:</p> <ul style="list-style-type: none"> <li>• Business size (number of staff)</li> <li>• Sector</li> <li>• Location</li> <li>• Purpose of grant</li> </ul> <p>Once complete, the results will deliver all grant and funding opportunities they qualify for.</p> <p>Selecting a grant from the result list will direct the user to a page providing more information about the grant and instructions on how to apply.</p>	<b>Critical</b>



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Usability Problem	Recommendation	Severity
<p>Again, all test participants expected to be able to click on 'Grants' and/or 'Funding' from the primary navigation and then search/filter grant opportunities by grant purpose (grants for machinery), location (Central Glasgow) business sector (Technology) and size (SME). The results of this filter would then display all relevant grant opportunities they were eligible for.</p> <p><i>"Well I fundamentally think the way they have laid out their website is wrong so I wouldn't do it like this. The search would be my headline homepage feature and I would say 'What kind of support are you looking for and what kind of business are you?' Click on it and it shows you what is relevant to your search. Basically, what they are doing at the moment is hosting a lot of content and expecting you to go through and find the thing that's relevant to you. The best thing they could do is reformat everything and make a massive search feature at the beginning because that's what people are there to do".</i></p> <p><i>"I'll say again though if I knew I could go to Scottish Enterprise and someone said there's a brilliant thing there, fill out all this stuff and I will tell you everything that's eligible to you I wouldn't go through Google".</i></p>	<p>This search filter can easily be achieved by applying taxonomies to grant opportunities.</p> <p>Additionally, by applying taxonomies to case studies and other site content, relevant examples can be dynamically pulled through to grant pages (and other pages) so that users can read information (case studies) on successful grant applications.</p> <p>The 'Find what funding schemes you qualify for' search works in a similar way <a href="http://www.ukbusinessgrants.org/blog/?s=government+grants+for+new+machinery">http://www.ukbusinessgrants.org/blog/?s=government+grants+for+new+machinery</a></p>	
<p>Again, another consistent problem is that the content, language and messaging used to describe grant opportunities, as well as the requirements (eligibility criteria) to apply for grants is confusing and does not make sense to the user.</p> <p>Users are left confused and frustrated at what is on offer and what is required from the eligibility criteria because the website uses language that is heavily jargon and does not mean anything.</p> <p><i>"You see I'm not sure what an equity gap fund is".</i></p> <p><i>"The main headings [grant titles] aren't so useful"</i></p> <p><i>"Im not really sure what counts for a social and personal service, a local service and a professional service. Aren't most things professional? I think I would need to know what they were referring to".</i></p> <p>Additionally, participations feel that the eligibility criteria is too vague and not specific enough, making it difficult to understand what is required.</p> <p><i>"I think the information needs to be specific. It needs to be smart and then it's easier for me to understand if I'm eligible or not otherwise I'm wasting my time".</i></p> <p>One participant suggested providing information on how long the application process takes and another suggested using short, precise lists (bullet points) of what is required, as well as a visual representation of numbers.</p>	<p>Again consider employing an experienced web copywriter who can liaise with account managers to understand the grants on offer and work to re-write the content so that it can be easily understood by end users.</p> <p>Eligibility criteria should be more specific and examples should be provided where instructions may not be clear.</p> <p>Instructions should be clear and to the point. Unnecessary information and business jargon should be removed and replaced with a clear and definitive bullet point list of requirements, together with examples and further information where necessary.</p> <p>Consider providing case studies and/or sample application forms to help users understand what is required from the application form.</p> <p>Consider providing information on how long the application process takes, as suggested by users.</p>	<b>Critical</b>



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Usability Problem	Recommendation	Severity
<p>The 'How to Apply' content is unexpected, inconsistent and leaves users feeling annoyed and frustrated.</p> <p>After having spent a great deal of time researching opportunities and narrowing down eligible grants, users are left feeling frustrated that they then have to make an enquiry to further enquire about eligibility.</p> <p><i>“Well I know that they always do this general enquiry which is annoying because you have to do a small enquiry and I don't even think anyone looks at it. Then they email you an automated email that sends you a link to the application form which is a PDF that isn't interactive, actually it's worse than that; it's a Word document that isn't interactive...why can't they do an online application? That would be easier.”</i></p> <p><i>“I thought there would be an application form or some kind of guidance on the application form”.</i></p> <p>Additionally, the 'How to Apply' content varies across different grant opportunities. The Large R&amp;D grant asks users to make an enquiry, however the SMART Scotland grant asks users to complete an eligibility form. This inconsistency is confusing and frustrating.</p> <div data-bbox="156 1144 719 1429" data-label="Image"> </div> <div data-bbox="156 1469 552 1805" data-label="Image"> </div> <p>Users expect the website to provide eligible grant opportunities based on information they have supplied about their company via a filtered search tool. They then expect to complete an online application form, once they have decided which eligible grant they would like to apply for.</p>	<p>Developing a search tool to filter eligible grant opportunities will remove the need to make an initial enquiry about eligibility and will allow users to proceed to completing their application.</p> <p>Consider adopting a consistent application process across all grant opportunities, as expected by users.</p> <p>On the 'How to Apply' page, provide an online application form so that users can complete their application online.</p> <p>Allow users to save, edit and return to their application form at a later date and display a visible progress bar of their application submission.</p> <p>A simple way to do this would be to create an online account. If this was available, businesses could easily apply for future grants, having entered much of their business information previously to the system.</p> <p>As users start the application process, enable a facility to ask questions either via the application process and/or an online chat facility.</p> <p>Allow account managers/SE staff to flag changes, make notes and provide online guidance as part of the online application process, all through a secure area of the website.</p>	<p><b>Serious</b></p>



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**Task 5 – Find grant for new premises – company based in area where SE help (RSA)**

Success rates in completing this task were also poor in that only two participants were able to partially complete the task. 80% were unable to complete the task and gave up completely.

Similar to the other task, asking users to find the RSA grant, usability issues were captured around poor SEO, unintuitive and confusing structure (IA) and unclear and confusing language used to describe the grant.

Usability Problem	Recommendation	Severity
<p>A poor internal search engine and SEO prevents users from finding grant opportunities and/or getting to the correct grant using the SE website search.</p> <p>One test participant typed <i>'loan for expanding premises'</i> into the search bar, when this did not bring back any relevant results they then typed <i>'Grants for expanding premises'</i>. Again, this did not deliver any relevant results.</p> <p>Another user typed in <i>'Regional'</i> to the search bar then selected the 4<sup>th</sup> link down <i>'Regional Selective assistance (RSA) reports'</i>. They realise that this is not the RSA grant, returned to the search results and selected <i>'Regional Selective assistance (RSA)'</i> which is near the bottom of the search results.</p>	<p>Ensure that the internal search engine delivers relevant and meaningful results based on keywords.</p> <p>Consider using a SEO agency to provide a keyword analysis and improved organic search experience.</p> <p>Consider using an experienced web copywriter to re-write all content on the website, using keywords identified as part of an SEO exercise.</p>	<b>Critical</b>
<p>As with all previous tasks, the main problem is that current IA/structure does not support the users natural journey in searching for business grants.</p> <p>Test participants expected to search by grant purpose. They looked for grants relating to moving offices/premises. When this was not available a number of users wrongly navigated down a path that did not get them to the RSA grant:</p> <ul style="list-style-type: none"> <li>• Three test participants clicked on 'Services' and then 'Develop your organisation'</li> <li>• Another selected 'Improve your business practices' from the 'Services' page.</li> <li>• One user clicked on 'Locations' from the primary navigation and expected to find grant opportunities to do with moving offices/premises</li> <li>• Another selected 'Industry Support' and expected to search grant opportunities by sector</li> </ul> <p><i>"I'm looking for something to do with moving offices or building. It's really hard with the way this is arranged"</i></p> <p><i>"Attract investment. Is this where this is? The term attract investment does not relate to the kind of stuff we talked about when you were explaining what I'm looking for"</i></p>	<p>Develop a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:</p> <ul style="list-style-type: none"> <li>• Business size (number of staff)</li> <li>• Sector</li> <li>• Location</li> <li>• Purpose of grant</li> </ul> <div data-bbox="890 1422 1401 1904" style="border: 1px solid black; padding: 5px;"> <p><b>7 Financing needs</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Business set-up (business plan, feasibility study, market research, etc.)</li> <li><input type="checkbox"/> Consultation &amp; Business Advice</li> <li><input type="checkbox"/> Developing a new product or service</li> <li><input type="checkbox"/> Purchase/Improve Equipment</li> <li><input type="checkbox"/> Purchase land/Leasehold Improvements</li> <li><input type="checkbox"/> Hiring and/or Training</li> <li><input type="checkbox"/> Energy Efficiency &amp; The Environment</li> <li><input type="checkbox"/> Start or Expand Export Capabilities</li> <li><input type="checkbox"/> Research &amp; Development</li> <li><input type="checkbox"/> Improve cash flow</li> <li><input type="checkbox"/> Marketing/Commercialisation</li> </ul> </div>	<b>Critical</b>



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Usability Problem	Recommendation	Severity
<p>The content, language and messaging used to describe grant opportunities, as well as the requirements (eligibility criteria) to apply for grants is confusing and does not make sense to the user.</p> <p>Test participants felt that the language used to describe the eligibility criteria was not specific enough in that it does not list what the RSA grant can be used for e.g. expand premises. Therefore, users did not feel confident that they had selected the correct grant.</p> <p><i>"It's very generic, it talks about it being a project it's not clear what you can apply for. You can apply for lots of different things to do with your business but it doesn't really come across like that".</i></p> <p><i>"Because that looks like it's just for jobs but I wouldn't think that links to office spaces...I don't think it looks like you could use this for directly moving premises...it only looks like this is what you would need if you wanted to move into Scotland not around Scotland".</i></p>	<p>Again, allowing the user to filter grant opportunities by region and purpose will help resolve these issues.</p> <p>Eligibility criteria should be more specific and examples should be provided where instructions may not be clear.</p> <p>Consider providing an explicit list of how the RSA grant can be used, together with case studies from businesses who have successfully applied.</p>	<p><b>Critical</b></p>



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**Task 6 – Done some initial R&D, now want to develop prototype of new product (SMART Scotland)**

The success rate in completing this task was poor. 80% of test participants were unable to find the SMART Scotland grant and 60% gave up completely. Only one participant was able to complete the task but that was only because they had recently gone through the application and knew where to look.

The main issue which prevents users from finding grant information is the way the site is structured and the language used to describe grants. These are consistent problems across all tasks.

Usability Problem	Recommendation	Severity
<p>As with all previous tasks, the main problem is that the current IA/structure does not support the users natural journey in searching for business grants.</p> <p>Users expect to find a clear route to 'Funding' from the primary navigation and homepage.</p> <p>When this is not available they proceed to navigate down a path that does not provide the information they are looking for. These journeys include:</p> <ul style="list-style-type: none"> <li>• Services &gt; Develop new products and services &gt; Finance your research</li> <li>• Services &gt; Develop new products and services &gt; Help grow your tech start-up</li> <li>• Services &gt; Develop new products and services &gt; Develop health food products</li> </ul> <p>From the user journey above, it's evident that users are confused and frustrated by the current structure.</p> <p><i>"It's no good if you can't find it, and given that they specialise in support for businesses they should know that people who run businesses don't have time to run through their badly run website".</i></p> <p>Again, all users suggested a single page where all funding opportunities are presented, together with a search/filter tool to narrow down eligible grants, based on their business criteria and funding needs.</p> <p><i>"I think having some kind of filter system might help. Like going off on something like the flow chart...the same way as if you are going into a shopping website and there is all these different categories on the left...how much money are you looking for? What's the size of your business? What stage could be useful? Are you in the prototyping or early stage?"</i></p>	<p>Ensure that all grants are available on one single page. This page should be clearly signposted from the homepage and primary navigation, as well as other pages throughout the site, including 'Services' and 'Industry Support'.</p> <p>Develop a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:</p> <ul style="list-style-type: none"> <li>• Business size (number of staff)</li> <li>• Sector</li> <li>• Location</li> <li>• Purpose of grant</li> <li>• Funding amount (£)</li> </ul>	<p><b>Critical</b></p>



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Usability Problem	Recommendation	Severity
<p>Although some get to the 'Develop new products and services' page, they do not select 'Fund R&amp;D products and feasibility studies'.</p> <p>This is partly because there is too many options on the page, most of which are not obvious and because the language and terminology used to describe the grants are confusing.</p> <p><i>"Oh god em, it's quite difficult to decide what grant is for me because of the wording. I don't know actually. I would like to see just simple and clear wording".</i></p> <p><i>"I mean by going through that page, I don't have a clue what they're offering. So I wouldn't know wether or not to apply".</i></p> <p><i>"I mean all those funds mean nothing to me. I would like to have everything on one page categorised first".</i></p>	<p>Information on the "Services" page should be reviewed. Titles and sub-pages should be clearly explained and language used to describe/introduce those pages should be precise and easily understood by less experienced users.</p> <p>SE internal language and business jargon should be removed.</p> <p>Again consider employing an experienced web copywriter who can re-write the content so that it can be easily understood by end users.</p>	<p><b>Critical</b></p>



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**Task 7 (HIE Website) – Find grant for new premises – company based in area where SE help (RSA)**

For this task, users were asked to find the RSA grant on the HIE website, as opposed to the SE website.

Success rates in completing this task were much more positive, in that 60% of test participants were able to successfully find the RSA grant. This was mostly because of the improved site structure and page layout. All participants selected 'Business Support' from the primary navigation and liked that fact that there was a clear signpost to 'Funding'.

They preferred the structure and layout of the HIE website and liked the use of imagery on the 'Business Support' page to structure sub-pages.

*“Yeah this website is much better than the other...I like the subtitles and it looks very nice. I can easily find information”.*

*“I mean it's more engaging, by using the images they are breaking up the text on the page so everything is in it's own place”.*

Usability Problem	Recommendation	Severity
<p>The two test participants who were unable to complete the task were mainly confused by the language used to structure grants.</p> <p>Similarly with the SE grants, grants on the HIE website are structured by name, however these terms are meaningless and use business jargon that is unfamiliar to the user.</p> <p><i>“I don't understand what these are...I would have to spend some time reading this to understand”</i></p> <p>Additionally, the term 'Regional Selective Assistance' is meaningless and uses business jargon unfamiliar to end users.</p> <p><i>“It's not meaningful. I would call it maybe local Support or local business support, or local business funding support”.</i></p> <p><i>“it's probably not very clear and then again you have this Regional Selective Assistance that doesn't mean anything. I mean none of them really mean anything”.</i></p> <p>Users expect to be able to find grant opportunities by purpose/funding requirements. They want to quickly and easily find which grants they are eligible for by how they intend to use the funding.</p> <p><i>“When you are looking for funding, you don't really need to know what it's called. And actually, what it's called is never descriptive of what it does. They don't tell me anything that they do”.</i></p> <p>One test participant clicked on 'Regional Information' from the primary navigation and expected to find funding opportunities by region.</p> <p>Again, they suggested a filtered approach to funding where users could filter eligible grant opportunities by region, as well as other business criteria.</p>	<p>Consider re-structuring grant opportunities by purpose and/or provide a brief description of what the available grants can be used for, on both the Funding landing page and individual grant pages.</p> <p>Consider developing a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:</p> <ul style="list-style-type: none"> <li>• Business size (number of staff)</li> <li>• Sector</li> <li>• Location</li> <li>• Purpose of grant</li> <li>• Funding amount (£)</li> </ul>	<p><b>Serious</b></p>



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Usability Problem	Recommendation	Severity
<p>Although the majority of test participants were able to successfully complete the task, some felt that there was too much content on the RSA page and suggested the use of bullet points to help users read/digest information.</p> <p><i>"I like to see more bullet points rather than long lines of text just a simple page with bullet points".</i></p> <p><i>"The page is pretty long, it shouldn't be this long".</i></p>	<p>Consider re-writing grant pages to make them shorter and to the point.</p> <p>Unnecessary information should be removed and replaced with a clear and definitive bullet point list of requirements, together with examples and further information where necessary.</p>	Minor
<p>One participant who had successfully completed the task felt that the layout of grant pages could be improved and suggested using the tabbed format adopted by the SE website, whereby content is structured across four main tabs;</p> <ul style="list-style-type: none"> <li>'Grant overview'</li> <li>'Are you eligible'</li> <li>'What's involved'</li> <li>'How to Apply'</li> </ul> <div data-bbox="159 1052 861 1400" data-label="Image"> </div>	<p>Consider adopting a similar page layout to that used on the SE grant pages, whereby grant information is structured across four main tabs;</p> <ul style="list-style-type: none"> <li>'Grant overview'</li> <li>'Are you eligible'</li> <li>'What's involved'</li> <li>'How to Apply'</li> </ul>	Minor
<p>One test participant was frustrated by the lack of information regarding the application process. They felt that this was better presented and explained on the SE website.</p> <p><i>"That's something that I don't think this does that the other one did better. Yeah because it has the eligibility and a lot more information on things, but I'm not sure it gives you a lot of help on the actual application and how you would go about that".</i></p>	<p>Include information about the application process, including what is involved and how long it will take.</p> <p>Consider an online application form so that users can complete their application online and allow users to save, edit and return to their application form at a later date.</p>	Minor



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**Task 8 (HIE Website) – Find grant to help research and develop new software (SMART Scotland)**

Success rates in completing this task were positive; 80% of test participants were able to successfully find the SMART grant on the HIE website.

The main usability issue captured was again around terminology and language used to describe grant opportunities.

Usability Problem	Recommendation	Severity
<p>Although the majority of test participants were able to eventually find the SMART Scotland grant, most of these people firstly navigated down a path that did not provide the information they were looking for.</p> <p>Two test participants selected 'Innovation and R&amp;D' from the 'Business Support' page, expecting to find information on R&amp;D funding and grants from this page.</p> <p><i>"I'm kind of surprised that in innovation R&amp;D I'm not seeing something for SMART or the R&amp;D grant".</i></p> <p>Another test participant clicked on 'Digital Support' from the 'Business Support' page, expecting to be able to find grant opportunities relevant to their business sector.</p>	<p>Consider including clear signposts to relevant grant opportunities from other pages of the website, including sector pages, 'Innovation and R&amp;D' and 'Regional' pages.</p>	<p>Minor</p>
<p>Although the majority of test participants were able to successfully complete the task, some felt that there was too much information, some of which is completely irrelevant.</p> <p><i>"There is too much information initially. I don't need the key contacts at this point and I definitely don't need to see their tweets that aren't relevant to this information at all".</i></p> <p><i>"The more you dive into it, it seems more oblique it gets and the harder it is to process content".</i></p>	<p>Unnecessary information should be removed and replaced with a clear and definitive bullet point list of requirements, together with examples and further information where necessary.</p>	<p>Minor</p>
<p>Two test participant were frustrated by the lack of information regarding the application process, as well as the application process. They expect to be able to find agrant they were eligible for and complete an online application form.</p> <p><i>"Again it doesn't seem to give you any idea of how to apply it's just telling you what it does".</i></p> <p><i>"Even when you do contact them to do a fund you don't even get the application form you actually have to email someone specifically".</i></p>	<p>Include information about the application process, including what is involved and how long it will take.</p> <p>Consider an online application form so that users can complete their application online and allow users to save, edit and return to their application form at a later date.</p>	<p>Minor</p>



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## Quantitative Analysis

At the end of each session, participants were asked to complete a short survey to provide some quantitative data around their views/opinions of both the SE Website and the HIE Website.

### SE Website



Q1	I would you like to see a statement on the SE website about what SE can offer me as a business
Q2	I am likely to use the SE website in order to apply for a business grants
Q3	The various business grants on the SE website are easy to find
Q4	Categories used to describe/structure services and grant applications makes sense
Q5	The content, language and messages of grant opportunities is easy to understand
Q6	It is easy to navigate between the different kinds of business grants on offer
Q7	It is easy to understand the difference between each business grant on offer
Q8	The design and layout of grant pages is appealing
Q9	Submitting a business grant application is easy and straightforward
Q10	It would be useful to have a section where all funding opportunities are presented?



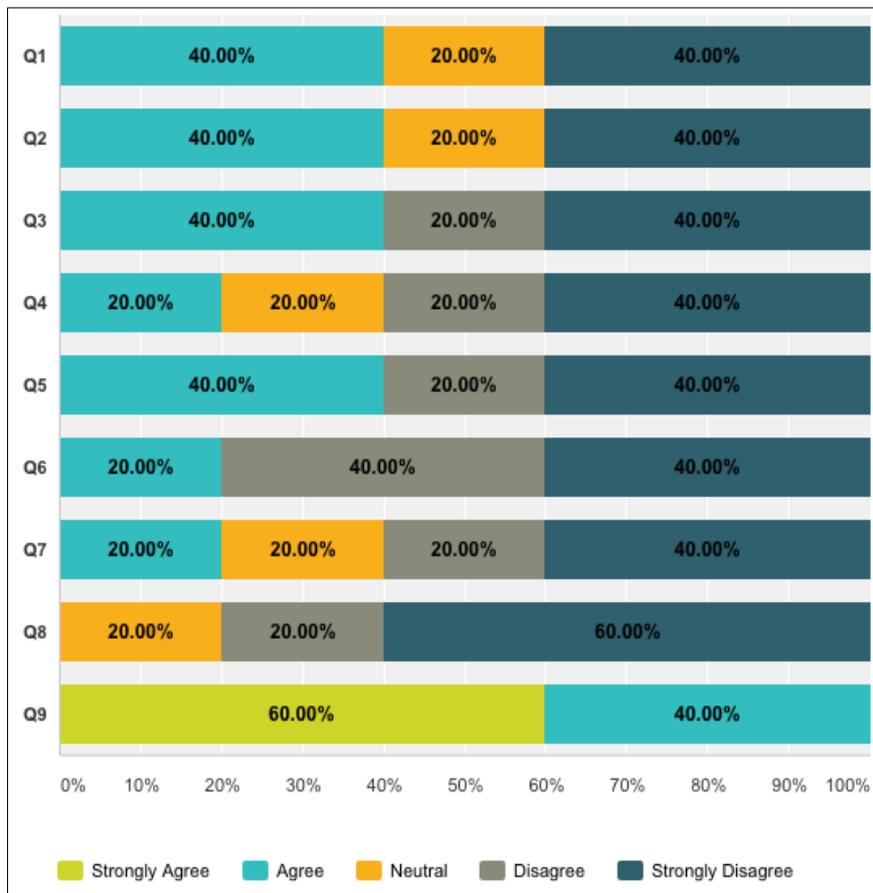
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The quantitative findings support the usability issues captured as part of the task-based scenarios. In general participants felt that:

- Grants are difficult to find on the SE website
- Category names are confusing
- Language and messaging to describe the grants is difficult to understand
- Navigating between SE grant opportunities is not easy
- It is not easy to understand the difference between grant opportunities
- The design and layout is unappealing

All participants welcomed a section on the SE website where all funding opportunities are presented and most would like to see a statement on the SE website about what they offer to businesses.

#### HIE Website





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Q1	I am likely to use the HIE website in order to apply for a business grants
Q2	The various business grants on the HIE website are easy to find
Q3	Categories used to describe/structure services and grant applications makes sense
Q4	The content, language and messages of grant opportunities is easy to understand
Q5	It is easy to navigate between the different kinds of business grants on offer
Q6	It is easy to understand the difference between each business grant on offer
Q7	The design and layout of grant pages is appealing
Q8	Submitting a business grant application is easy and straightforward
Q9	It would be useful to have a section where all funding opportunities are presented?

Similar to the task based scenarios, participants rated the HIE website slightly better. In general participants felt that finding grant opportunities were easier to find. However, the main issues are that:

- Category names are confusing
- Language and messaging to describe the grants is difficult to understand
- It is not easy to understand the difference between grant opportunities

Again, all participants welcomed a section on the HIE website where all funding opportunities are presented.



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## Recommendations

The following section provides a summary of recommendations based on user insight and feedback from user testing, combined with our own experience and expertise in usability and User Experience Design.

### SE Website

#### Marketing and Promotion

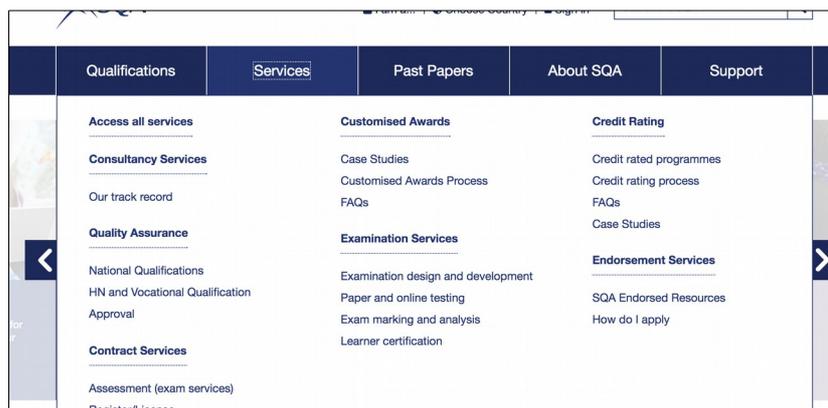
- Consider using a SEO agency to provide a keyword analysis and improved organic search experience
- Consider social media to promote what SE does, including providing funding to businesses
- Consider including a prominent statement on the SE website about what SE offer to businesses

#### Re-write Content - All Website Pages

- Consider using an experienced web copywriter to re-write all content on the website, using keywords identified as part of an SEO exercise. This will inevitably improve the search experience and help users understand grant opportunities by removing all business jargon and using simple, straightforward language/keywords that makes sense to the end user

#### Information Architecture (IA)

- Ensure that all grant and funding opportunities are displayed on one page titled 'Funding' or 'Grants and Funding'
- Provide an obvious route to the 'Funding' page from the homepage and primary navigation structure so that regardless of where the user is within the site structure, they can easily find information on grant and funding opportunities
- Provide clear links to the 'Funding' page from various other pages within the site IA, including 'Industry Support', industry pages and the 'Services' page
- Work needs to be done to improve the site search. We are aware that this is a project which is currently underway, although we would be happy to advise on effective search engines/experiences
- Consider introducing a 'super navigation', providing a drop down function of the information available within each section of the primary navigation





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### Services Page

- Information on the “Services’ page should be reviewed. Titles and sub-pages should be clearly explained and language used to describe/introduce those pages should be precise and easily understood by less experienced users
- Again, consider using an experienced web copywriter to re-write all content on this page using straightforward language, headings and descriptions that make sense to the end user
- Re-name 'Attract Investment' to 'Grants & Funding'
- Consider re-naming the 'Develop your organisation' section to make it clearer to the user what they can expect to find within this section

### Funding Page (See Appendix A, B and C)

- Provide all funding and grant opportunities in one single page (**See Appendix A**) and develop a search filter to allow users to filter eligible grant opportunities by selecting criteria based on their business, including:

- Business size (number of staff)
- Sector
- Location
- Purpose of grant
- Funding amount (£)

Once complete, the results will deliver all grant and funding opportunities they qualify for (**See Appendix B**). Selecting a grant from the result list will direct the user to a page providing more information about the grant and instructions on how to apply (**See Appendix D**)

- This search filter can easily be achieved by applying taxonomies to grant opportunities (**See Appendix C**). Additionally, by applying taxonomies to case studies and other site content, relevant examples can be dynamically pulled through to grant pages (and other pages)
- Alternatively, consider introducing a clear sub-section for 'R&D grants' which would act as an umbrella page to present all R&D grants available, including SMART Scotland, Seek and Solve and Large R&D
- Re-write the headings and descriptions of the R&D grants on offer to make it more obvious to users what they are and how they differ



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## Individual Grant Pages (See Appendix D)

### Overview Tab

- On all individual grant pages make it much clearer what will be funded and what won't be funded
- Consider including relevant examples and/or case studies from businesses who have successfully applied for the grant and what it was used for
- Language should be clear and to the point. Unnecessary information should be removed and replaced with clear, definitive bullet points of requirements, together with examples and further information where necessary
- Again, consider employing an experienced web copywriter who can liaise with account managers to understand the grants on offer and work to re-write the content so that it can be easily understood by end users

### Eligibility Tab

- Ensure that eligibility criteria is more specific and provide examples where instructions may not be clear
- Our proposal to develop a taxonomy driven eligibility filter will remove the need to make an initial enquiry about eligibility and will allow users to proceed to completing their application

### What's Involved Tab

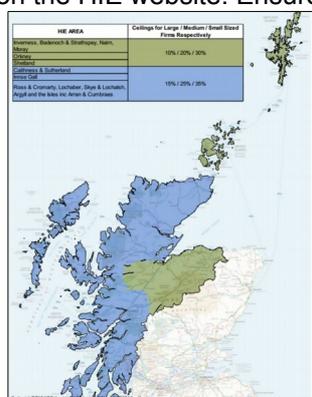
- Consider providing information on how long the application process takes, as suggested by users

### How to Apply Tab

- Consider providing case studies and/or sample application forms, with comments from reviewers. This will help users understand what is required from the application form

## RSA Grant Page

- Consider providing an explicit list of how the RSA grant can be used, together with case studies from businesses who have successfully applied
- Ensure that the assisted area postcode search is a prominent feature of the RSA overview page, as well as 'Are you eligible' page, as expected by users
- Fix the postcode search tool, so that website users can use the tool to establish whether they are eligible for the RSA grant
- Eligibility criteria should be more specific and examples should be provided where instructions may not be clear
- Consider providing a visual map representation of locations eligible for the RSA grant, similar to the map used on the HIE website. Ensure that this is prominent on the 'Are you eligible' tab





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## Application Process

- Consider adopting a consistent application process across all grant opportunities, as expected by users
- Consider offering an online application form so that users can complete their application online
- A simple way to do this would be to create an online account. If this was available, businesses could easily apply for future grants, having entered much of their business information previously to the system
- Allow users to save, edit and return to their application form at a later date and display a visible progress bar of their application submission
- As users start the application process, enable a facility to ask questions either via the application process and/or an online chat facility
- Allow users to submit sections of their application form for review
- Allow account managers/SE staff to flag changes, make notes and provide online guidance as part of the online application process, all through a secure area of the website
- Include a visual progress indicator to show users where their application is in the process, with a timescale indication of when the application is likely to be complete

## HIE Website

### Re-write Content - All Website Pages

- Consider using an experienced web copywriter to re-write all content on the website, using keywords identified as part of an SEO exercise. This will inevitably improve the search experience and help users understand grant opportunities by removing all business jargon and using simple, straightforward language/keywords that makes sense to the end user

### Information Architecture (IA)

- Consider including clear signposts to relevant grant opportunities from other pages of the website, including sector pages, 'Innovation and R&D' and 'Regional' pages

### Funding Page

- Consider re-structuring grant opportunities by purpose and/or provide a brief description of what the available grants can be used for, on both the Funding landing page and individual grant pages
- Consider developing a search filter (**See Appendix A**). This will allow users to filter eligible grant opportunities by selecting criteria based on their business, including:
  - Business size (number of staff)
  - Sector
  - Location
  - Purpose of grant



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Once complete, the results will deliver all grant and funding opportunities they qualify for (**See Appendix B**). Selecting a grant from the result list will direct the user to a page providing more information about the grant and instructions on how to apply (**See Appendix D**)

#### Individual Grant Pages (See Appendix D)

- Consider adopting a similar page layout to that used on the SE grant pages, (**See Appendix D**) whereby grant information is structured across four main tabs;
  - 'Grant overview'
  - 'Are you eligible'
  - 'What's involved'
  - 'How to Apply'
- Consider re-writing grant pages to make them shorter and to the point. Again, consider employing an experienced web copywriter who can liaise with account managers to understand the grants on offer and work to re-write the content so that it can be easily understood by end users
- Unnecessary information should be removed and replaced with a clear and definitive bullet point list of requirements, together with examples and further information where necessary
- Include information about the application process, including what is involved and how long it will take
- Consider an online application form so that users can complete their application online and allow users to save, edit and return to their application form at a later date



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## Appendix A – Funding Page (Wireframe)

Scottish Enterprise Services **Funding** Industry Support Knowledge Hub Locations Events About Contact Sign in

HOME >

### Funding

Various grants and funding options are available to businesses of all sizes. You have an idea, a project, or a research opportunity that'll make the world a smarter, greener, more efficient place to live in. Our funding opportunities will help you get what you need.

#### Find what funding schemes you qualify for

1. Where is/where will your business be located?
2. Business status
3. Business size
4. Turnover generated in the last 2 years
5. Type of industry
6. Funding needs

We've found 9 funding opportunities for all types of businesses... Funding A-Z

#### SMART Scotland

Type: Grant  
Amount: 70% of cost

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut Id

#### Regional Selective Assistance (RSA)

Type: Grant  
Amount: 70% of cost

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut Id

#### Large R&D

Type: Grant  
Amount: 70% of cost

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut Id

#### By Design

Type: Grant  
Amount: 70% of cost

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut Id

#### Horizon 2020

Type: Grant  
Amount: 70% of cost

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#### Seek and Solve

Type: Grant  
Amount: 70% of cost

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#### Scottish Venture Fund

Type: Grant  
Amount: 70% of cost

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#### Make it to Market

Type: Grant  
Amount: 70% of cost

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#### Tourism Destination Development

Type: Grant  
Amount: 70% of cost

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**Need to talk to us?**  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr.  
 0300 013 3305



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## Appendix B – Funding Eligibility Filter (Wireframe)

Scottish Enterprise Services **Funding** Industry Support Knowledge Hub Locations Events About Contact Sign in

HOME >

### Funding

Various grants and funding options are available to businesses of all sizes. You have an idea, a project, or a research opportunity that'll make the world a smarter, greener, more efficient place to live in. Our funding opportunities will help you get what you need.

#### Find what funding schemes you qualify for

1. Where is/where will your business be located?
2. Business status
3. Business size
4. Turnover generated in the last 2 years
5. Type of industry
6. Funding needs

We've found 9 funding opportunities based on your location  Your business status  Your business size  Your last 2 year turnover  Your industry  Your funding needs

Sort by:

#### SMART Scotland

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Regional Selective Assistance (RSA)

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Large R&D

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### By Design

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Horizon 2020

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Seek and Solve

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Scottish Venture Fund

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Make it to Market

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Tourism Destination Development

Type: Grant  
Amount: 70% of cost  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut id

#### Need to talk to us?

Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

0300 013 3305



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## Appendix C – Funding Eligibility Taxonomies

In order to filter eligible funding opportunities, we are proposing a taxonomy approach to grants and funding, whereby the following taxonomies can be applied to the various grants on offer. By doing so, the system will filter eligible funding opportunities based on the users criteria.

**Note:** this is not an extensive list. We have used our experience testing with a selection of grants on the SE website. It is likely that work will need to be done to finalise this list in order to consider all SE funding opportunities.

Please note that users do not necessarily have to answer all questions, they can simply filter their search results using one or more taxonomies, e.g. they may choose to answer all questions or they may choose to only filter search results by Industry type or business size.

### 1. Where is/where will your business be located?

- Enter postcode or town

### 2. Business status

- I want to start a new business
- I have recently started a new business (start-up)
- I want to expand my current business

### 3. Business size

- My business has less than 50 employees
- My business has between 50 and 200 employees
- My business has more than 200 employees

### 4. Turnover generated in the last 2 years

- Zero – I want to start a new business
- Less than £150K
- £150K - £500K
- £500K - £1 million
- £1 million - £10 million
- £10 million - £50 million
- £50 million or more

### 5. Type of Industry

- Aerospace, defence and marine
- BPO
- Chemical sciences



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- Construction
- Creative industry
- Financial services
- Food and drink
- Oil and gas
- Renewable energy
- Technology and engineering
- Textiles
- Tourism

#### **6. Funding needs**

- Business set-up (business plan, feasibility study, market research etc)
- Consultation and business advice
- Developing a new product or service
- Purchase or improve equipment
- Purchase land/leasehold improvement
- Move or extend business premises
- Hiring and/or training
- Start or expand export capabilities
- Research and development
- Marketing and design

#### **7. The funding outcome (this may not be necessary)**

- Help increase capacity
- Reduce cost efficiencies
- Create jobs
- Reach new markets
- Improve cashflow/profit



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## Appendix D - Funding Overview Page (Wireframe)



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## Appendix E – Test Script

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Thank you for coming along and for agreeing to take part in our research.

The purpose of today is to get your feedback on the grant and finance services offered on the SE and HIE websites, as well your experience and expectations in applying for business grants and any suggestions you can make that will improve this process.

We are interested to hear from you today as you represent the customer profiles identified by SE and HIE.

We're really keen to hear your views and feedback so that we can improve the grant and finance pages on both websites and ultimately improve the users experience online.

During this session I will ask some general questions around your experience in applying for business grants and your experience (if any) using the SE / HIE websites.

I will then set you some tasks to use the websites. This will help me understand how you would naturally set out to find grant information and how you would make an application.

I may ask some questions as you go along and will ask you how you found the experience. I will also get you to complete a mini survey at the end, again just to get more information from you and your opinions.

The session is very informal and I encourage you to be as open and honest as you can. We're interested to hear about your challenges, your opinions and suggestions so please feel relaxed to share these.

We will be recording today, but your input is confidential. The report that we will give to the client will include what was said, but all feedback will remain anonymous, we will not be including your name or face etc.

It's all very informal, it is not a test and there are no right or wrong answers. We are interested to hear your feedback so please don't feel under pressure to complete tasks correctly or feel intimidated by any of the questions we ask today.

Do you have any questions before we begin?



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## Pre-test Interview

1. Can you tell us about yourself – your business etc.
2. Have you ever made an enquiry and/or application for a business grant before?
  - What made you apply for a grant/what motivated you to apply for the grant?
  - How and where did you search for this information?
  - What organisations did you look at when looking to apply for a grant or funding opportunity?
  - What website(s) did you use?
  - What was your experience using these sites?
  - How useful were they in meeting your needs?
  - Did you visit SE/HIE website when researching or applying for your grant?
    - If yes, can you tell us about your experience
      - How easy was this information to find and understand?
      - Was the application process easy/straightforward?
    - If not, why not?
3. If you haven't applied for a grant before, what would make you apply for a business grant?
4. How and where would you search for grant and funding opportunities? What would be your first step?
5. What is your understanding of business grants on offer from the public sector?
6. What funding and grant opportunities do you think/know SE/HIE provide?
7. Have you ever visited the SE and/or HIE website before?
  - What information were you looking for?
  - Were you able to find what you were looking for?
  - What is your general opinion of their website?
8. If you have not visited the SE/HIE website for business grant information, what are your expectations? What would you expect to like to find?
9. What could SE/HIE or other agencies do in order to attract more interest and encourage business grant applications?



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## Usability Test – Tasks/Scenarios

During this exercise I will set you a few tasks so that I can watch you using the website. It will give us the best indication of how effective it is and how it can be improved.

I would like you to think out loud, so tell me exactly what you are doing, what you are looking for and any problems you might encounter. I may ask some questions as you go along and will ask you how you found the experience/task.

Again this is not a test, so please don't feel under pressure to complete the tasks correctly. We're more interested in hearing your feedback and suggestions as these will highlight some key areas for improvement.

If you are experiencing any difficulties, please let us know and if you feel like you would naturally give up on a task, then please say so at any point.

Do you have any questions before we begin?



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No.	Task Instruction	Target	Probes
1	<p>You are aware that SE provide grant and funding opportunities for Scottish companies and you would like to find out what's on offer.</p> <p>From the homepage, where would you go to look for this information?</p>	<p>Service page</p> <p><a href="http://www.scottish-enterprise.com/services">http://www.scottish-enterprise.com/services</a></p>	<p>Where would you start looking for information about grant opportunities on offer?</p> <p>Is it clear where you would start?</p> <p>Why do you say that? What is it you are looking for?</p> <p>What language, titles, links would you expect to see?</p> <p>Where would you expect to find this?</p> <p><b>Services page</b></p> <p>Is this what you expected when arriving at the services page? Why do you say that?</p> <p>Is it clear what this page is for and what you can do here? Why do you say that?</p> <p>What is your understanding of the section headings and what would you expect to find in each section?</p> <p>Are the section headings and explanations clear?</p> <p>Is there anything unclear, missing or unexpected?</p> <p>How could we improve this?</p> <p>Is this where you would expect to find grant opportunities?</p> <p>Is it clear what grant opportunities are on offer?</p> <p>Are the range of grants clearly presented and explained?</p> <p>What would you expect/like to see?</p> <p><b>Feedback/improvements</b></p> <p>Was this an easy task? Why is this?</p> <p>Was there anything unclear and/or frustrating?</p> <p>Can you suggest any improvements?</p>



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2	<p>Your company is based in central Glasgow.</p> <p>One of your friends told you that you could get grant money to help buy new machinery.</p> <p>Where would you go to look for more information about this grant?</p>	<p>RSA page</p> <p><a href="http://www.scottish-enterprise.com/services/attract-investment/regional-selective-assistance/overview">http://www.scottish-enterprise.com/services/attract-investment/regional-selective-assistance/overview</a></p> <p>Services &gt; Attract Investment &gt; Regional Selective Assistance</p>	<p>Where would you start looking for information about this grant?</p> <p>Are you likely to use a search engine to make your initial enquiry or would you come straight to SE?</p> <p><b>If using search engine</b> If using a search engine, what term would you type into the search field?</p> <p>Having typed this into the search, has it given you the information you were looking for?</p> <p>Is this what you expected? What were you hoping to find?</p> <p>What would you select from here?</p> <p><b>If starting from SE homepage</b> Is it clear where you would start?</p> <p>What would you hope to see? What is it you are looking for?</p> <p><b>Services page</b> What is it you're looking for here? What term, descriptions, titles etc would you expect to find here?</p> <p><b>Attract Investment</b> Is this where you would expect to find information about grant and funding opportunities?</p> <p>Is the heading/label 'Attract Investment' meaningful? Why do you say that?</p> <p>What would be a more meaningful term to use?</p> <p>Looking at the information on the page, is it clear what grant opportunities are on offer? Why do you say that?</p> <p>Referring back to the task question, where would you go from here?</p> <p>What are you looking for/what did you expect to find?</p> <p><b>Regional Selective Assistance</b> Is this where you would expect to find this information?</p> <p>Is the heading and description meaningful?</p> <p>Looking at the information on this page, is it clear that this is the grant you're eligible for?</p> <p>What would make this clearer?</p> <p><b>Feedback/improvements</b> Was this an easy task? Why is this?</p> <p>Was there anything unclear and/or frustrating?</p> <p>Can you suggest any improvements?</p>
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3	<p>You are a large multinational company founded in Scotland.</p> <p>You would like to find out where you can get money to fund an R&amp;D project which will most likely create jobs and improve the Scottish economy.</p> <p>Where would you go to look for this information?</p>	<p>Large R&amp;D grant</p> <p><a href="http://www.scottish-enterprise.com/services/develop-new-products-and-services/rd-grant/overview">http://www.scottish-enterprise.com/services/develop-new-products-and-services/rd-grant/overview</a></p> <p>Services &gt; Attract Investment &gt; Finance your research</p> <p>or</p> <p>Services &gt; Develop new products and services &gt; Finance your research</p>	<p>Where would you start looking for this information?</p> <p>What is it you are looking for?</p> <p>What would you like/expect to see?</p> <p>Where would you expect to find this?</p> <p><b>Attract Investment page and/or Develop new product and service page</b></p> <p>Looking at the content on this page, is it clear what R&amp;D grants SE offer? Why do you say that?</p> <p>What would make this clearer/easier to find?</p> <p>Is this where you would expect to find this information? What would make this easier?</p> <p>Did you notice that there are different R&amp;D grants on this page? (SMART, Seek and Solve &amp; Large R&amp;D)</p> <p>Is it clear what the differences are between R&amp;D grants?</p> <p>Is this how you would expect it to be presented/described?</p> <p>What would you suggest to help users find and understand this information?</p> <p><b>Finance your research page</b></p> <p>Having arrived at this page, is this what you expected? Why do you say that?</p> <p>Reading the information on this page, is it clear what the grant offers?</p> <p>Reading the eligibility criteria, is it clear what is required in order to apply for the grant? What would make this clearer?</p> <p>What is your opinion of the content/language/messaging used to describe the grant(s), is this easy to understand?</p> <p>How could this be improved?</p> <p>What is your opinion of the structure of this page? Is it easy to understand/follow?</p> <p>What would you expect from the application process? Is this clear? What would make this clearer?</p> <p>Having arrived at the application page, is this what you expected?</p> <p><b>Feedback/improvements</b></p> <p>Was this an easy task? Why is this?</p> <p>Was there anything unclear and/or frustrating?</p> <p>Can you suggest any improvements?</p>
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4	<p>You're a small technology company and have a new idea to develop a new piece of software which you hope to offer to your customers as a new product.</p> <p>You want to find out where you can get money to help research and develop the product.</p>	<p>SMART Scotland  <a href="http://www.scottish-enterprise.com/services/develop-new-products-and-services/smart-scotland/overview">http://www.scottish-enterprise.com/services/develop-new-products-and-services/smart-scotland/overview</a></p> <p>Services &gt; develop new products and services &gt; Fund R&amp;D projects and feasibility studies</p> <p>or</p> <p>Services &gt; Attract investment &gt; Fund R&amp;D projects and feasibility studies</p>	<p>Where would you start looking for this information?</p> <p>What is it you are looking for?</p> <p>What would you like/expect to see?</p> <p>Where would you expect to find this?</p> <p><b>Attract Investment page and/or Develop new product and service page</b></p> <p>Having arrived at this page, what are you looking for?</p> <p>Is the section 'Fund R&amp;D projects and feasibility studies' meaningful?</p> <p>Is this what you expected?</p> <p>Is this where you would expect to find this information?</p> <p>What would make this easier/clearer?</p> <p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>Having arrived at this page, is this what you expected? Why do you say that?</p> <p>Reading the information on this page, is it clear what the grant offers?</p> <p>Reading the eligibility criteria, is it clear what is required in order to apply for the grant?</p> <p>What would make this clearer?</p> <p>Are you satisfied you've found what you were looking for?</p> <p>What is your opinion of the content/language/messaging used to describe the grant(s), is this easy to understand?</p> <p>How could this be improved?</p> <p>What would you expect from the application process?</p> <p>Is this clear? What would make this clearer?</p> <p>Having arrived at the application page, is this what you expected?</p> <p>How can this be improved?</p> <p><b>Feedback/improvements</b></p> <p>Was this an easy task? Why is this?</p> <p>Was there anything unclear and/or frustrating?</p> <p>Can you suggest any improvements?</p>
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5	<p>Your company has outgrown it's current premises in central Glasgow.</p> <p>Following a meeting with your bank manager to enquire about a loan to expand, they informed you that SE offer grants to companies within certain areas for this very purpose.</p> <p>They informed you that your premises should fall within this area and that a SE grant can be applied for that will help with your expansion.</p> <p>Where would you go to find this information?</p>	<p>RSA page</p> <p><a href="http://www.scottish-enterprise.com/services/attract-investment/regional-selective-assistance/overview">http://www.scottish-enterprise.com/services/attract-investment/regional-selective-assistance/overview</a></p> <p>Services &gt; Attract Investment &gt; Regional Selective Assistance</p>	<p>What is it you are looking for? What would you like/expect to see?</p> <p>Where would you expect to find this?</p> <p><b>Attract Investment page</b></p> <p>Thinking about the task, what is it you are specifically looking for?</p> <p>Is Attract Investment where you would expect to find this information? If not, what would you recommend?</p> <p>Having arrived at this page, what are you looking for?</p> <p>Is 'Regional Selective Assistance' a meaningful title for this grant?</p> <p>Is the description meaningful? What would make this clearer?</p> <p><b>Regional Selective Assistance page</b></p> <p>Having arrived at this page, is this what you expected? Why do you say that?</p> <p>Reading the information on this page, is it clear what the grant offers?</p> <p>Reading the eligibility criteria, is it clear what is required in order to apply for the grant?</p> <p>Is it clear that this is the grant you can apply for? What would make this clearer?</p> <p>How do you know that this grant is offered in your area? Is this clear? What would make this clearer?</p> <p>What is your opinion of the content/language/messaging used to describe the grant(s), is this easy to understand? How could this be improved?</p> <p>What is your opinion of the structure of this page? Is it easy to understand/follow?</p> <p>What would you expect from the application process?</p> <p>Having arrived at the application section, is this what you expected? What could make this better?</p> <p><b>Feedback/improvements</b></p> <p>Was this an easy task? Why is this?</p> <p>Was there anything unclear and/or frustrating?</p> <p>Can you suggest any improvements?</p>
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6	<p>You're hoping to develop a new product for your business.</p> <p>You've already done some initial R&amp;D which went well and now you're looking for some investment to help get to the next stage which involves developing a prototype.</p> <p>Where would you go to find this information?</p>	<p>SMART Scotland</p> <p><a href="http://www.scottish-enterprise.com/services/develop-new-products-and-services/smart-scotland/overview">http://www.scottish-enterprise.com/services/develop-new-products-and-services/smart-scotland/overview</a></p> <p>Services &gt; develop new products and services &gt; Fund R&amp;D projects and feasibility studies</p> <p>or</p> <p>Services &gt; Attract investment &gt; Fund R&amp;D projects and feasibility studies</p>	<p>Where would you expect to find this?</p> <p>Where would you start looking for this information?</p> <p>What is it you are looking for?</p> <p>What would you like/expect to see?</p> <p>Where would you expect to find this?</p> <p><b>Attract Investment page and/or Develop new product and service page</b></p> <p>Having arrived at this page, what are you looking for?</p> <p>What keywords, phrases, descriptions would you expect?</p> <p>Is finding this grant easy? How could this be improved?</p> <p><b>Fund R&amp;D projects and feasibility studies</b></p> <p>Is this a meaningful title for this grant? What would you suggest?</p> <p>Is the description meaningful? Does it explain the grant well?</p> <p>What would you like/expect?</p> <p>Reading the information on this page, is it clear that this is the grant you're looking for?</p> <p>If not, how could this be improved?</p> <p><b>Feedback/improvements</b></p> <p>Was this an easy task? Why is this?</p> <p>Was there anything unclear and/or frustrating?</p> <p>Can you suggest any improvements?</p>
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7	<p>Similarly with the SE website, I would like you to complete the same task on the HIE website.</p> <p>Your company has outgrown it's current premises.</p> <p>Following a meeting with your bank manager to enquire about a loan to expand, they informed you that HIE offer grants to companies within certain areas for this very purpose.</p> <p>They informed you that your premises should fall within this area and that a HIE grant can be applied for that will help with your expansion.</p> <p>From the homepage, where would you go to find this information?</p>	<p>RSA page</p> <p><a href="http://www.hie.co.uk/business-support/funding/regional-selective-assistance/default.html">http://www.hie.co.uk/business-support/funding/regional-selective-assistance/default.html</a></p> <p>Business Support &gt; Funding RSA</p>	<p>Is it obvious where this information will be? What would you like/expect to see?</p> <p><b>Business Support</b> Is Business Support where you would expect to find funding information? If not, what would you recommend?</p> <p><b>Funding page</b> Having arrived at this page, is this what you expected? Why do you say that?</p> <p>How does finding this information compare to the SE website? Is it easier/more difficult?</p> <p>What do you think of the way HIE have structured their site in terms of funding opportunities?</p> <p>Is this where you would expect to find grant opportunities?</p> <p>Is it clear what grant opportunities are on offer?</p> <p>Are the range of grants clearly presented and explained?</p> <p><b>Regional Selective Assistance page</b> Reading the information on this page, is it clear what the grant offers?</p> <p>Reading the eligibility criteria, is it clear what is required in order to apply for the grant?</p> <p>Is it clear that this is the grant you can apply for? What would make this clearer?</p> <p>How do you know that this grant is offered in your area? Is this clear? What would make this clearer?</p> <p>What is your opinion of the content/language/messaging used to describe the grant(s), is this easy to understand? How could this be improved?</p> <p>What is your opinion of the structure of this page? Is it easy to understand/follow?</p> <p>What would you expect from the application process?</p> <p>Having arrived at the application section, is this what you expected? What could make this better?</p> <p><b>Feedback/improvements</b> Was this an easy task? Why is this? Was there anything unclear and/or frustrating? Can you suggest any improvements?</p>
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8	<p>Again, on the HIE website, I would like you to perform the same task:</p> <p>You're a small technology company and have a new idea to develop a new piece of software which you hope to offer to your customers as a new product.</p> <p>You want to find out where you can get money to help research and develop the product.</p>	<p>SMART Scotland</p> <p><a href="http://www.hie.co.uk/business-support/funding/research-and-development-funding/smart-scotland.html">http://www.hie.co.uk/business-support/funding/research-and-development-funding/smart-scotland.html</a></p> <p>Business Support &gt; Funding &gt; Research and development funding &gt; SMART Scotland</p>	<p>What is it you are looking for? What would you like/expect to see?</p> <p><b>Business support page</b> Having arrived at this page, what are you looking for?</p> <p>Is this what you expected? Is this where you would expect to find this information?</p> <p>What would make this easier/clearer?</p> <p>Is there anything unclear or misleading?</p> <p><b>Funding page</b> Having arrived at this page, is this what you expected?</p> <p>What is your opinion of having one section where all funding opportunities are presented?</p> <p>Do you think it's easier or more difficult to find grant opportunities on the HIE website as opposed to the SE website?</p> <p>Reading the information on this page, is it clear what grant opportunities are on offer?</p> <p>Are grant opportunities presented and explained well?</p> <p><b>Research and development funding page</b> Do you think it's better to have all R&amp;D funding in one place? Why do you say that?</p> <p>Thinking of the task set, where would you go from here? Is this clear?</p> <p>Is the title SMART Scotland meaningful? Is the description of the grant clear?</p> <p><b>SMART Scotland page</b> Reading the eligibility criteria, is it clear what is required in order to apply for the grant?</p> <p>What would make this clearer?</p> <p>What is your opinion of the content/language/messaging used to describe the grant(s), is this easy to understand?</p> <p>How could this be improved?</p> <p>What would you expect from the application process? Is this clear? What would make this clearer?</p> <p>Having arrived at the application page, is this what you expected? How can this be improved?</p> <p><b>Feedback/improvements</b> Was this an easy task? Why is this? Was there anything unclear and/or frustrating? Can you suggest any improvements?</p>
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9	Finally, we would like to get your opinion on what would make it easier to find and apply for funding opportunities on both SE and HIE websites.		<p>What do you think of SE versus HIE approach?</p> <p>How do you think funding opportunities should be presented on both websites?</p> <p>Where do you think this information should be and what should this section be called?</p> <p>Do you think it would be useful to have a section where all funding opportunities are presented?</p> <p>What should this be called and where should this information be?</p>
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## Post-test Survey

1. Thinking about the your experience searching and applying for business grant information using the SE websites today, how much do you agree or disagree with the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I would you like to see a statement on the SE website about what SE can offer me as a business					
I am likely to use the SE website in order to apply for a business grants					
The various business grants on the SE website are easy to find					
Categories used to describe/structure services and grant applications makes sense					
The content, language and messages of grant opportunities is easy to understand					
It is easy to navigate between the different kinds of business grants on offer					
It is easy to understand the difference between each business grant on offer					
The design and layout of grant pages is appealing					
Submitting a business grant application is easy and straightforward					
It would be useful to have a section where all funding opportunities are presented?					

2. Thinking about the your experience searching and applying for business grant information using the HIE websites today, how much do you agree or disagree with the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am likely to use the HIE website in order to apply for a business grants					
The various business grants on the HIE website are easy to find					
Categories used to describe/structure services and grant applications makes sense					
The content, language and messages of grant opportunities is easy to understand					
It is easy to navigate between the different kinds of business grants on offer					



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It is easy to understand the difference between each business grant on offer					
The design and layout of grant pages is appealing					
Submitting a business grant application is easy and straightforward					
It would be useful to have a section where all funding opportunities are presented?					

3. Please provide any further comments and suggestions for improvement



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