

# Discovery Stage Playback

Research and Design

March 30<sup>th</sup> 2018

# SE.COM

# Research Approach

## Purpose

- To improve the understanding of what customers want from the online domestic channel
- To test the strategic design principles
- To perform usability testing on the domestic website wireframe prototype, to validate initial concepts for future state layout/design.
- To inform the next design iteration

## Location

- Taylor McKenzie test lab in Glasgow (6<sup>th</sup>, 14<sup>th</sup> & 29<sup>th</sup> March)

## Customer Profile:

- Scottish companies, non retail, turnover > 500K and not currently receiving support from us

## Sample

- Number: 17 customers
- Country: Scotland
- Device: Desktop
- Type: Face to Face testing

*I don't want an account at this stage. I am only making an enquiry*

*"I love things on the internet that are simple such as HMRC"*

*"FAQ's were cool" in the live chat box.*

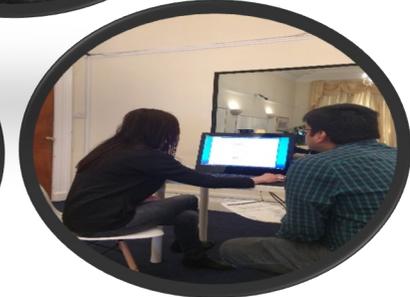
*"I am not in that category anymore so I am not sure how you can help me"*

*"I just wouldn't scroll"*

*"The Stats look Great – are they real?"*

*"I would apply online as long as the form is not 10 pages long"*

## Quotes



# Initial Findings: Two Rounds of Testing

## General

- Customers confused where to go for the right information
- Customers often unsure of which organisation they are dealing with
- Customers unclear why they get grant/support rejected
- **Connect with Peers is redundant because of LinkedIn**
- **A good navigation structure goes a long way**
- **Avoid confusing overlaps in navigation options**
- **One thing per page is a good adage once into the site**

## Requesting Customer Details

- Don't ask for too much information too early in the journey (eg high degree of surprise in asking for Companies House information). **Less of an issue with Round 3**
- Belief that inputting details would result in "being marketed to"

## Communication

- Majority of users preferred telephone number to call if they got stuck
- Live Chat mixed reviews
- Businesses are interested in help from organisations (such as SE) BUT only if it is relevant to them

## Information

- Language needs to be clear
- The journey to get to relevant information should be simple and quick
- Large and impressive Stats are popular (but users questioned if they were real)
- Information "Below the Fold" remains a very real barrier to some users seeing the actual CTA's

## Content

- Users expect most things to be clickable
- Users expect interaction to be quick so indicated time it takes seen as irrelevant
- The "Search Bar" was used as the preferred bailout method, when the user struggled to find what they were looking for. **This was less of an issue with Round 3**
- Menu Options were well received (though sometimes missed initially)
- Too much content not well received (eg Learning/Development section showcase because not relevant to them at this time)
- Case Studies are good but need to be directed to me and my sector

# Research: Home page



Most people clicked on the video

Most people gravitated towards this navigation

Less used than last time due to popularity of navigation

The STAT's were modestly well received, although authenticity was questioned

Modestly well received but too far below the fold

The screenshot shows the Scottish Enterprise website home page. At the top, there is a navigation bar with a 'MENU' button and a search bar. Below this is a hero section with a video player and the text 'Our support helps Scottish businesses to innovate, grow and reach new markets'. The main content area is divided into several sections: 'We can support your business in a number of ways' with icons for 'Funding and grants', 'Leadership skills and training', and 'Business development and a...'; 'How can we help you?' with a search bar and 'I want information about...'; 'Our mission' with three columns of text; 'Here's some numbers we're proud of from the past year' with large numbers '6.2k', '£64m', and '7.8k'; 'Latest guides for businesses' and 'Latest reports and publications'; 'Events for businesses'; and 'More about Scottish Enterprise' at the bottom.

"I Want To" menu was almost totally ignored

These statements got in the way of the next section

Not well understood or received.

Mild praise but not warmly received. Viewed as potentially too generic by some

Most users viewed this as overkill on a home page

# Hypothesis – Home page video

## **We thought that**

- Adding a short but descriptive video to the home page would enhance customers confidence in us and what we do.

## **To Verify this**

- We added a Video placeholder to the top of the Homepage Wireframe in all versions tested (Hero Slot)

## **We observed**

- Most people clicked on it. When it did not run they stated that they would have watched a short video.

## **From that we learned**

- People are willing to invest a short amount of time watching a Hero video

## **Recomendations**

- **It is worth developing a short video around customer needs to trial on the live site**

# Mission & About Us

## Our mission

We support companies of all sizes across Scotland's business community, through all stages of business development.

Our connections are far-reaching, extending to academic, trade and international business networks. So, you're in good company.

From export advice and finding global market opportunities to guidance on licensing, product development, funding, leadership training and making the most of your people, our experts have it covered.

By sharing our expertise and connections we'll encourage and support businesses to exceed its goals.

"Quote from customer talking about how Scottish Enterprise's support has helped them to achieve great things."

"We couldn't have done it without them."

[Read full success story >](#)



Denzel Washington

"Quote from customer talking about how Scottish Enterprise's support has helped them to achieve great things."

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Dominic West

"Quote from customer talking about how Scottish Enterprise's support has helped them to achieve great things."

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Matt Damon



This quote and the others in this panel describe how our learning resources have helped this business to succeed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

- John Doe



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- Anne Doe



## More about Scottish Enterprise

Here we will feature and link to:

Our business plan  
Strategy  
Economic growth targets

Here we will feature and link to:

Information about the board and leadership team

Here we will feature and link to:

Press releases

# Hypothesis – Home Mission & About Us

## We thought that

- Adding sections describing our Mission and More About Us to the home page would make customers more confident in us and what we do

## To Verify this

- We added these sections to all versions of the SE.COM wireframes tested

## We observed

- They had the opposite effect on users than expected

## From that we learned

- Users become suspicious if we talk about ourselves too much. It looks like we are selling or pitching and this suggests that there is something lacking in us or that we are commercial in some way

## Recomendations

- **Remove these sections from future home page designs**

# Connect to Peers

**MENU** X

*What can we help you find?*

Search

## BUSINESS SUPPORT

[Get funding >](#)

[Grow my business >](#)

[Develop my team >](#)

[Begin or expand exporting >](#)

[Develop a product or service >](#)

## LEARNING

[Read latest news >](#)

[View publications >](#)

[Find events in my area >](#)

[Read success stories >](#)

[Read the blog >](#)

## RESOURCES

[Find facilities >](#)

[Find services >](#)

[Connect with peers >](#)

[Read business guides >](#)

[Find templates >](#)

## ABOUT US

[Find out more about us >](#)

[Get in touch >](#)

[View annual accounts >](#)

[Visit the media centre >](#)

[Find information >](#)

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[Home >](#)

0:43

# Connect to Peers



**MENU** 

What can we help you find?

Search

  
Sign in

## Connect with other businesses like yours

We can help you expand your network by connecting you to key people across all industries.

### Connect with peers like you

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Connect me to my peers now >

### Provide advice and insight to peers

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I want to help others >

# Hypothesis – Connect to Peers

## We thought that

- By offering a Connect to Peers section of the site that customers would use the opportunity to benefit from peers connections as well as help others.

## To Verify this

- We added a Connect to Peers section to the wireframe menu and ensured that all test participants viewed it

## We observed

- People were fairly negative about the idea and most stated that this is what they use LinkedIn for. They would also not expect Scottish Enterprise to get involved in this area and that it is a potential minefield.

## From that we learned

- People Use LinkedIn. They don't need Scottish Enterprise to recreate LinkedIn on a smaller and more isolated manner.

## Recomendations

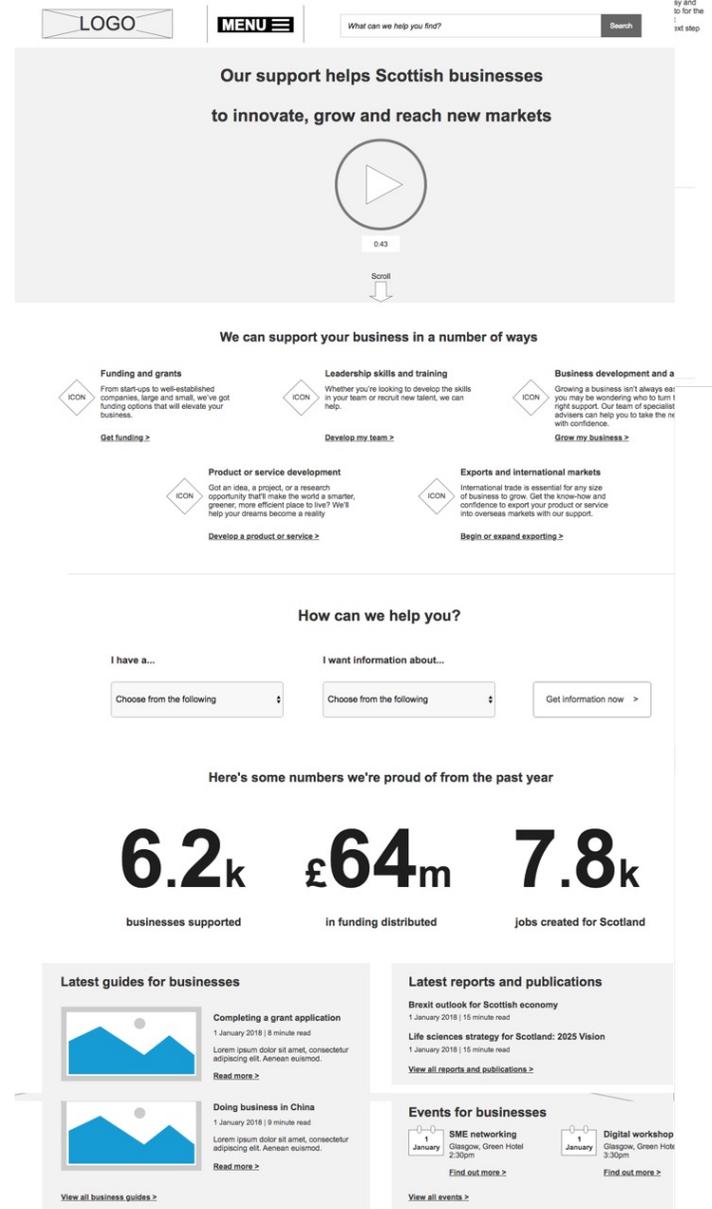
- **Remove this facility from future designs**
- **Investigate how using LinkedIn could have the desired effect**

# Recommendation: Home Page



Redesign Menu and Search box

Simplify Homepage



This page was well received

The tailoring options were widely used

This navigation options were clear and well received

LOGO MENU What can we help you find? Search Sign in

Business Funding & Grants Business start-up support Funding for growing businesses Funding for business expansion

## Business funding and grants

From start-ups to well-established companies, large and small, we've got funding options that will elevate your business.

Answer a few simple questions to find out what your business is eligible for. Our tailored suggestions will help you take the next step. It takes less than 1 minute.

Get tailored suggestions >

Get a question?

### Business start-up support

ICON

To get started you'll need an up-to-date business plan outlining your growth potential and business needs. If you don't have one, Business Gateway can help you with this.

Help me with my business plan >

### Growing an existing business?

ICON

Once you have an up-to-date business plan you can start to think about what finances you already have in place. Can you make them work better for you? Is your management team on-board? Before seeking outside investment, know your options.

Get ready for investment >

### Funding expansion

ICON

Want to develop a project in Scotland or expand your business into international markets? Scottish Investment Bank financial advisers can help you with this. And it's a free service.

Know your investment options >

Too much overlap between the 2<sup>nd</sup> and 3<sup>rd</sup> options

### How it works

The process of getting funding has never been easier – simply follow these steps to get your application started.

- 1 Are you eligible?**  
Think your business has the potential to grow and expand in international markets and benefit the Scottish economy? If yes, then we want to talk to you. Find out what your business is eligible for in less than 1 minute.
- 2 Apply for support**  
To get help from a financial readiness specialist, contact your Business Gateway or Scottish Enterprise adviser. Don't have an advisor yet? Get in touch and get the ball rolling.
- 3 Know your options**  
Once we've received your initial enquiry we'll be in touch within 5 days with a progress update. We can then let you know what funding options you are eligible for.

### Don't just take our word for it

**Darren Wilson** is the director of Kabloom, an innovative start-up producing eco-friendly gardening products.

"It's hard to do these things on your own...it can really help you get that boost to push you forward."

Read full success story >

**Iain MacDonald** is the director of Buitonix Limited, producer of a revolutionary fixing system used in construction.

"We heard about Scottish Enterprise's 'Make it to Market' grant online and followed up with a couple of calls with one of their advisers. The grant enabled us to double our product offer."

Read full success story >

**Ken Scott** is group engineering director at Alexander Dennis, one of the world's leading bus and coach builders.

"Scottish Enterprise has been a great help for us, without doubt. They were able to listen to our plans, understand what we were hoping to achieve, recognise the benefits to Scotland."

Read full success story >

**Araminta Campbell** is a textile designer and founder of Araminta, a producer of handmade, luxury textiles.

"I've been able to create a new product range and successfully take it to market because of the grant I received. Without that assistance there's just no way I would've been able to achieve it."

Read full success story >

Warmly received but possibly too soon as the will not be relevant enough

Footer

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[Help me with my business plan >](#)

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Not what was expected and too confusing

**Why choose us?**

By sharing our expertise and connections, we'll help your business see the steps you need to grow. We'll also plug you into our influential business networks - providing access to academics, trade bodies and international business organisations.

We really want to work with you. Here's how:

 <h3>Investing in talent</h3> <p>Leadership Excellence is a practical, free online and action-focused programme for business owners and directors. This series of four on-line workshops will help you develop your leadership style, create an effective action plan, and meet business members.</p> <p>Investing in your team? We offer a programme of workshops designed to help you empower your employees to meet ideas and implement improvements, encouraging innovation that starts from the ground floor to the top-down.</p> <p>We also work side-by-side with Development Scotland (DS) helping find and support your business to address any skills and training needs to help you grow and manage change.</p>	 <h3>Championing our rural leaders</h3> <p>Our rural and emerging local leadership programme will help your rural business develop its rural leaders. From leadership coaching and experiential innovation projects to learning journeys in the UK and beyond you'll learn how to transform your leadership style and business growth.</p> <p>By increasing efficiency and productivity, your company can save time, reduce and respond to risk capacity, develop new products and find new markets at home and internationally.</p>
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Viewed as too generic and a bit desperate

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- Leadership Skills & Training**
- Find a business mentor
- Leadership coaching
- Recruit talent internationally
- Take on a graduate

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# Next Steps

## Research:

- Two more user research sessions will be conducted as part of the Discovery Stage
  - Focus group session with Women Entrepreneurs, exploring their views on:
    - The role, formation and mobilisation of networks to help Scottish businesses scale and expand
    - Business support services required for exporting
    - Business support services required for trade
  - Focus group usability testing with Scottish companies that have an in-depth relationship with us and those who have used some of our services in the past

## Concept Development:

- At least one more revision will be made to the concept user experience design to aid with further research and the collation of insights.