

SE WEBSITE

Test Findings

INITIAL SITE REFRESH
WIREFRAME TESTING

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Taylor McKenzie (Glasgow)

March 6th 2018

Recruitment & Methodology

Purpose

- To improve our understanding of what people, with no recent contact, think we do
- To perform usability testing on a Scottish Enterprise website wireframe prototype, to validate thinking around possible future state layout/design.
- To inform the next design iteration

Location

- Taylor McKenzie test lab in Glasgow

Sample

- Number: 6 potential customers
- Country: Scotland
- Device: Desktop
- Type: Face to Face testing

Taylor McKenzie recruited from the brief: **Scottish companies, non retail, turnover > 500K and not currently receiving support from us**

Research: Home page



Everyone clicked on the video



"I Want To" menu was almost totally ignored

Most people gravitated towards this



These statements got in the way of the next section

Well received



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

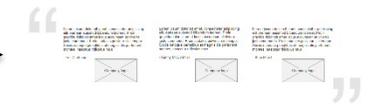


Not well understood or received

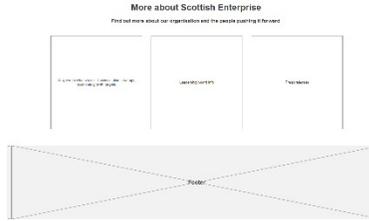
Well received



Mild praise but not warmly received



Most users viewed this as overkill on a home page

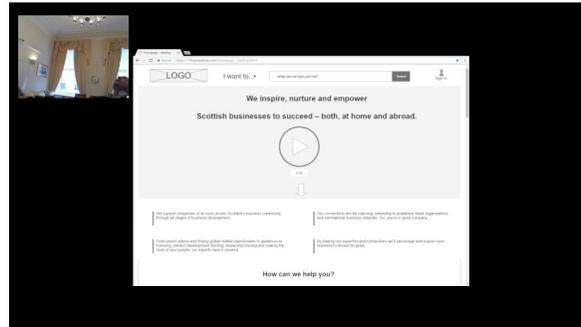


Videos: Do you know anything about Scottish Enterprise

1.



2.



3.



4.



5.

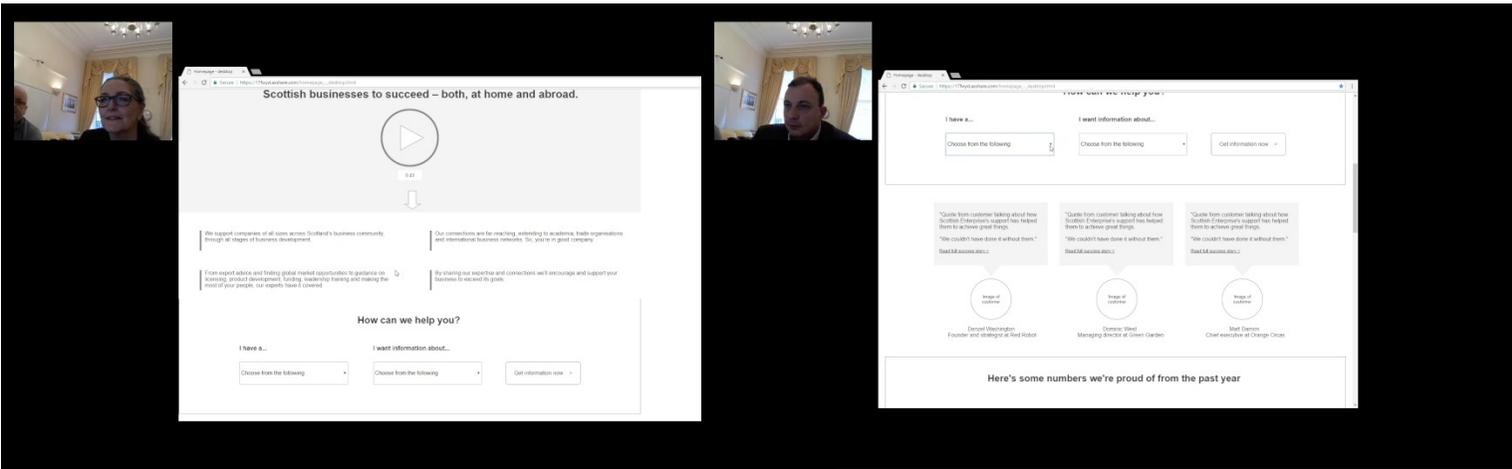


6.



Videos: How can we help you

1.



Scottish businesses to succeed – both, at home and abroad.

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

Our connections are for reaching, extending to academia, trade organisations and international business networks. So, you're in good company.

From expert advice and finding global market opportunities to guidance on financing, product development, branding, marketing training and making the most of your people, our experts have it covered.

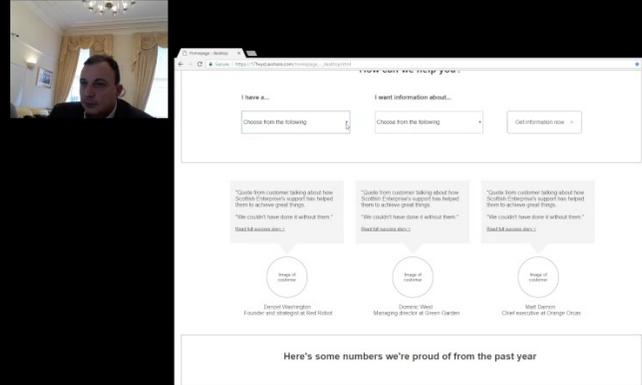
By sharing our expertise and connections we'll encourage and support your business to succeed in growth.

How can we help you?

I have a... I want information about...

Choose from the following Choose from the following Get information now

2.



I have a... I want information about...

Choose from the following Choose from the following Get information now

"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." **David Maclean**, CEO

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Image of customer Image of customer Image of customer

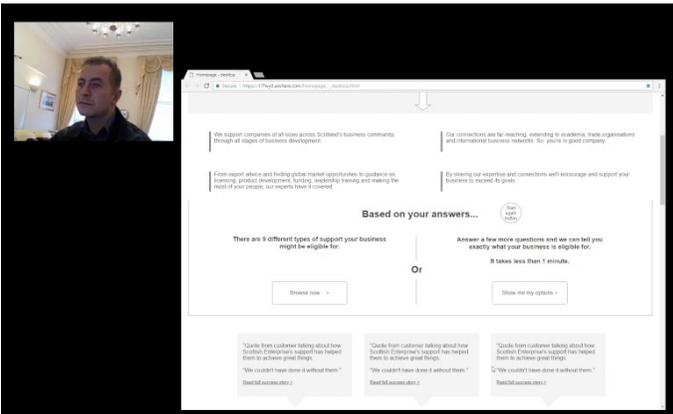
David Maclean, Founder and Managing Director of Food Focus
Dorcas West, Managing Director at Green Garden
Neil Fernon, Chief executive of Orange Green

Here's some numbers we're proud of from the past year

3.



4.



Based on your answers...

There are 9 different types of support your business might be eligible for.

Answer a few more questions and we can tell you exactly what your business is eligible for. It takes less than 1 minute.

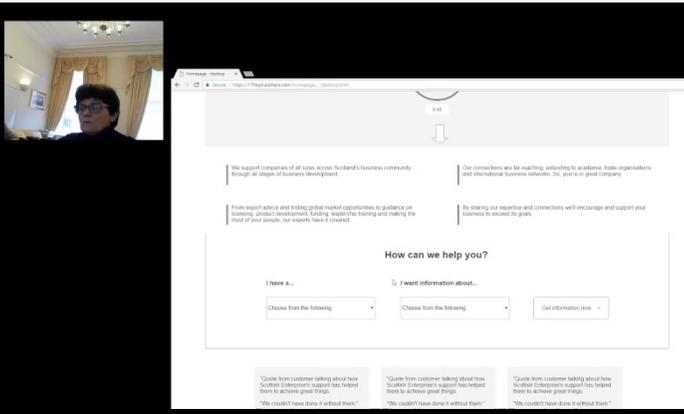
Browse now Or Show me my options

"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." **David Maclean**, CEO

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5.



How can we help you?

I have a... I want information about...

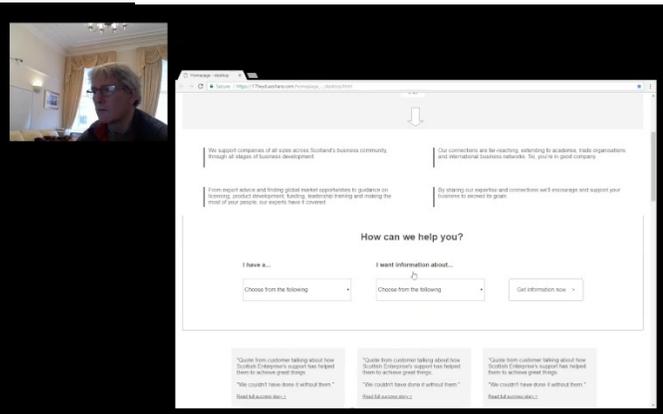
Choose from the following Choose from the following Get information now

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6.



How can we help you?

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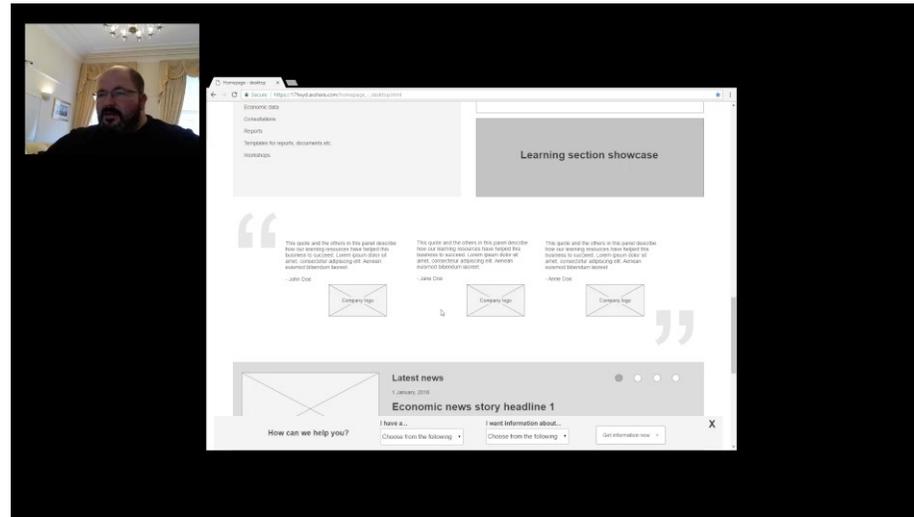
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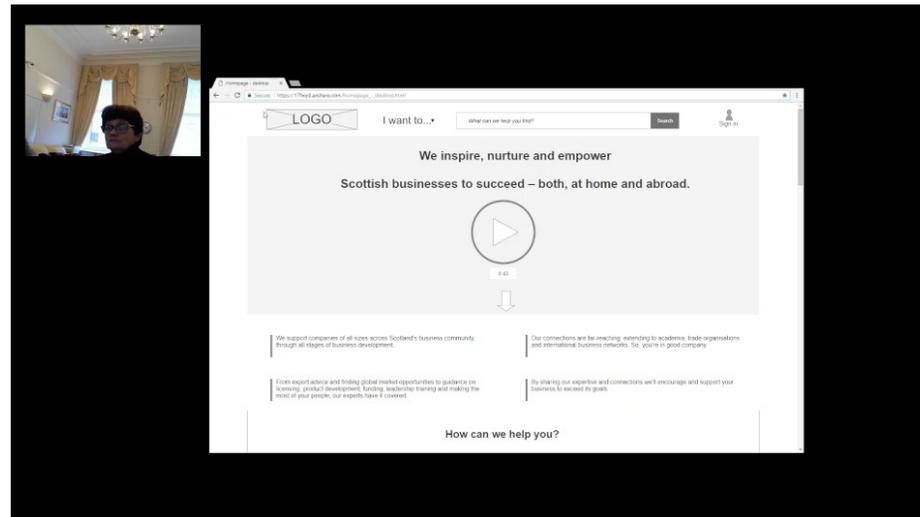
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Videos: Standout quotes

1. I just wouldn't scroll



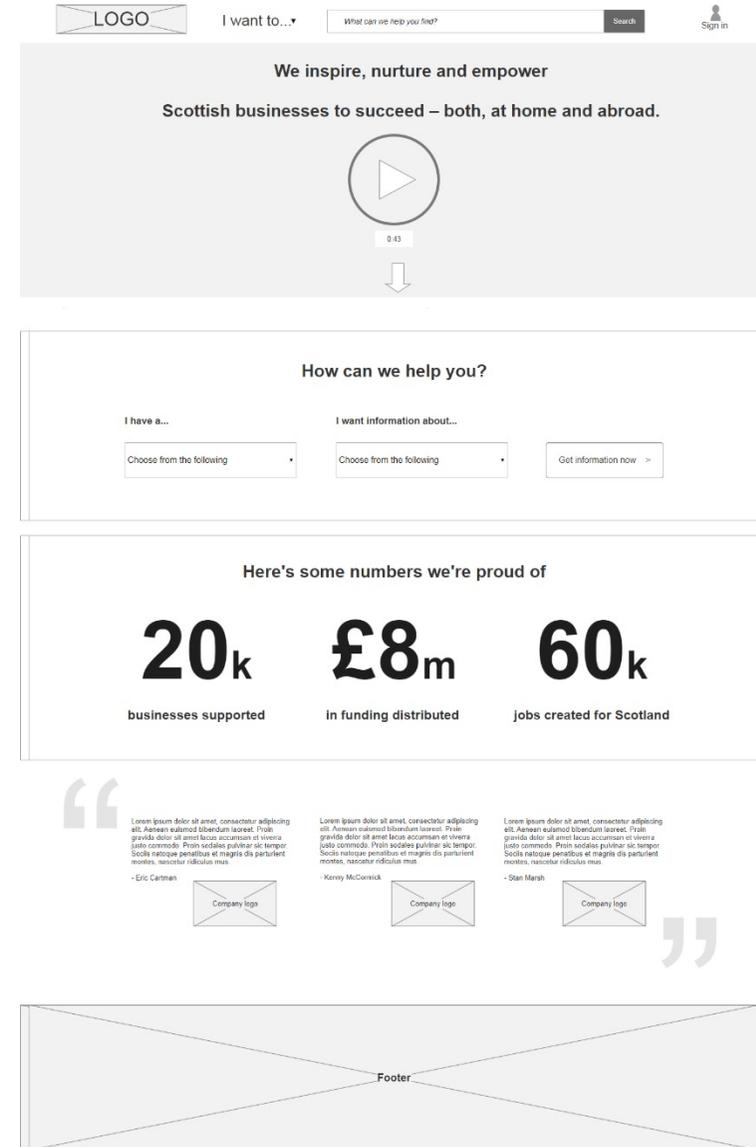
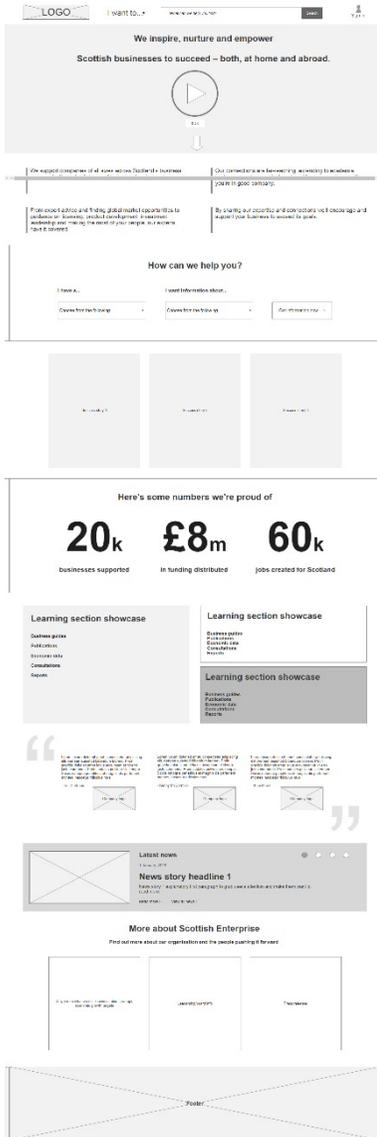
2. I thought that was to do with the Search Box



Recommendation: Home Page

Redesign
Menu and
Search box

Simplify
Homepage



Summary

General

- People are interested in Scottish Enterprise BUT only in what we can do for them.
- The “How we can help” Diagnostic is very popular both in language and concept. Most people would have followed this approach.
- The current ”I Want To” menu is mostly ignored and sometimes viewed as part of the Search Bar
- The “Search Bar” was used as the preferred bailout method, after failing to find relevant Call’s To Action
- Large and impressive Stats are popular
- The ”Fold” is still a very real barrier to some people seeing our actual CTA’s. Do not over do the lead in content.

Menu

- The menu options were quite well received when people actually opened the menu (usually prompted during these tests)