

SEP

User Research

**(Challenge's and opportunities facing business,
Website feedback and Search filter)**

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Who we tested with

- 9 Online un-moderated test sessions, with Userzoom panel, for usability testing
- Male – 2 / Female – 7
- Location: Scotland
- 20th May – 25th May 2020

What we were trying to find out

We explored the following things:

- Users likes and dislikes about the homepage of findbusinesssupport.gov.scot website
- If they felt there was anything missing
- Challenges and opportunities that the businesses are facing at present
- Their views about this website – what are their needs of this website, their frustrations, improvements / suggestions
- Feedback around search filters and how these can be improved

FBS website – likes and dislikes

When we asked the users about their likes and dislikes upon looking at the website following things were mentioned:

Top 3 likes

1	2	3
Concise	user friendly	Offers hope
The navigation text at the top	Authority behind the page eg partners	easy to navigate, easy to read text
the depth of the information	the about us section was extremely detailed	being able to search for help on offer is very useful
Knowing who is responsible for the website is useful	The range of information available	The presentation and layout is simple but effective
information contained in one place	directness	support suggestions
The footers at bottom of page	the colours background	the links
Straight to the point	Colour scheme	Minimal navigation menu
Seems trustworthy and professional	Easy to understand - plain English	Good design - good layout and uncluttered
focused on Scottish business	quick to load	clear navigation

Top 3 dislikes

1	2	3
repetitive	old fashioned design	
the information on the site was a little too brief	the partnerships could have been displayed at the top	and the colour was a little bland. more images.
no social media links	no forum which would be useful	no business case studies
takes a while to navigate to main links at bottom	could do with more pictures	better font used on links at top
It's a bit wordy	bland	not exciting
menu to include different industry sectors rather than having to use search bar	homepage eye-catching but other pages look like a dull directory - no harm to improve with photos	Needs more videos, or at least one video to explain the site
very text heavy	rather dry content	generic image

Challenges and opportunities

When we asked the users about their challenges at present, following things were mentioned:

1.	2.	3.	4.	5.
loss of income because of the lockdown	high expenses even if the business is closed	competitively from big companies		
Finding work is primary	paying bills	paying suppliers	keeping my self safe	
copying with the corona virus including maintaining social distancing in the workplace	employees turning up for work has been cut due to illness	having to adapt to more home working is a challenge	a high turnover of staff due to Brexit	staying afloat and solvent in these trying times
Being able to work with colleagues face-to-face	Getting work done by contractors and traders	Being able to buy and sell property		
logistics	cash flow	unclear re-opening information	staff retention	
New clients on board	technology	meeting time	strategy time	budgets
Lack of funding	Human resource	Not a lot of customers spending	-	-
wanting to start up in tourism, so the virus has put our plans on hold	not sure on rates - what will happen after virus as zero rated at moment	not knowing where to get help with start up	not being able to get resources as businesses are closed for example - trying to set up B&B/holiday let	
virus	employment strategy	integration	digital	security

Challenges and opportunities

When we asked the users about the opportunities at present, following things were mentioned:

1.	2.	3.	4.	5.
opportunity to replicate the business abroad	support available to businesses			
more opportunities to work in different ways	opportunity to move into different sectors	establishing new relationships in business		
new business opportunities due to the corona virus	more financial help is now on offer	you can get help with loans which makes them easier to apply for	there is the opportunity to expand or go into new markets	the government in the UK helps with wages with means less chances of redundancies
bouncing back strong	employee loyalty by keeping them employed during this time when we didn't have to and are losing money because of it	gaining business from how we've been operating		
new concepts due to virus	training	new team members	communication	more time for analysis
Online sales	Social media	video marketing	-	-
time to get organised before holiday season starts again	time to think things through properly and seeking out our options	looking into funding help - virus is buying us time in that respect		
new markets	new customers	finding new efficiencies	reducing overheads	new ways of operating

Feedback about the website

What do you need from this website during the lock down restrictions?

1.	2.	3.	4.	5.
to tell me exactly which kind of support I can get	How to benefit from the support	Information about funding		
a good source of information	support in what grants are available	support about furlough	coronavirus support	local support from partners
guidelines on how to ensure safety at work for employees	access to loans	knowledge of the furlough scheme	guidance on any tax breaks	guidance on when the corona virus pandemic is likely to end
where to go for information	how to apply for support	clear messages about re-opening		
advice	support	links	contacts	right to decide
phone support to advise on business	links to organise ourselves - e.g. setting up a business plan	possible funding to help with starting our business	information about rates	any help going forward if the start up fails because the virus lasts longer or there is a 2nd peak
specific support for my sector	advice	guidance	community forum	q&a

Feedback about the website

What services are you most interested in on this website?

1.	2.	3.	4.	5.
Enquiries window to ask my questions	the support available to help businesses	all the information in one place	Help with financials	Funding information
sourcing finance	business insurance	protecting workforce	industry sector support	travelling abroad
the ability to search for help	latest advice pertaining to the Corona virus	access to loans and grants	advice on foreign travel	business tips to keep our business going
the support for businesses	who are they	how they came about	testimonials	the relationship between you and them
startup information	business funding for start ups	virus advice for preparing our business	networking to get advice from people already in the industry	online courses (free preferably)
general advice	specific advice	knowledge bank	q&a	community forum

Feedback about the website

What are your frustrations with this website?

1.	2.	3.	4.	5.
information on how to benefit from the support might not be clear	A bit wordy	The links actually take you to another website - so the website its like a gateway	Bland colors- not exciting to look at	i wouldn't call it a frustration, but there was a lack of any colour
it can take a few too many clicks to get the information you need	too many external links to other gov websites	once you get past the front screen it can be difficult to navigate	needs industry menu	more 'stories' of how the site has helped people
no social media links	no forum for users	no chat function	advice only being available if the you call between 8:30am and 5:30pm	quite text heavy
It's not distinctive with the set paragraphs	lack of reviews	no pictures	not clear cut regarding each topic	same font used
lack of 'personality' - needs to be more interactive with videos etc.	generic images	very focused on virus	categories seem quite limited	search is basic

Feedback about the website

What improvements would you like to see on this website?

1.	2.	3.	4.	5.
better navigation all round	more images	less text on some pages	specific industry advice	videos
a chat function so you can live chat to someone from the site or one of its partners	case studies of businesses and how this site has helped them	a forum where business decision owners can discuss business matters	a ready reckoner telling you what your business would be entitled to after you input your details	a link you can click on to join a mailing list
None, I think the information provided and how it is provided is excellent	have a chatbot that asks specific questions to help me find the right product	A different perhaps attractive colour scheme	More use of graphics , illustrations and diagrams	improve search
community forum	more visuals	thicker font used in headings	Examples of how they support	evidence of support

Feedback about the website

How would you expect to find this website?

1.	2.	3.
using google and typing support for Businesses in Scotland	regional business hubs	online ad
google search	Through Scottish Gov website (gov.uk)	radio tv
through a tv or online advertising campaign	through the HMRC site	via the Scottish government site
being emailed to me by FSB	letter to the business	ads on social media/tv etc

Where should this website we advertised?

1.	2.	3.
on TV	radio channels	Scottish Gov site
bill boards	newspapers	online social media
in Scottish newspapers	community forums	below online articles on Scottish business
google	Google search results	local ads
Scottish websites		On buses
Facebook and other social media	local council pages	local papers

FBS search filters– likes and dislikes

When we asked the users about their likes and dislikes of using search filters, following things were mentioned:

Top 3 likes

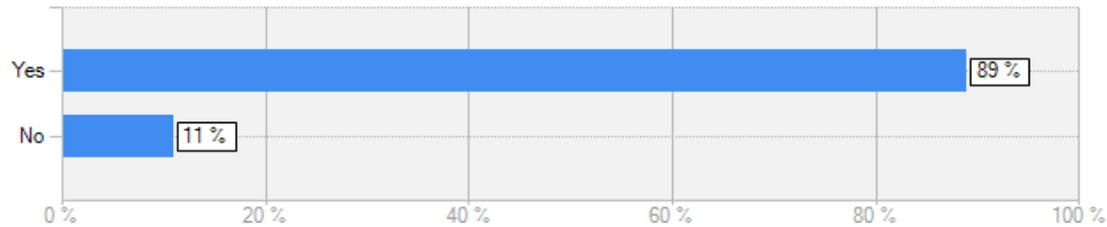
1)	2)	3)
filters list the major types of support	easy to use	clear
plenty options that will most people	the filters worked quickly	text was easy to read
you can filter by location and proximity to location	you can switch between events and services	you can filter by A-Z and by Z-A
Ease of use	Availability of filters	Placement
being able to filter my results	events showed all information without having to click on anything else	
Once you tick, that's it	it brings up results on right hand side	Very easy steps to get the information
Easy to select (checkbox)	They made sense	They covered pressing topics
it has search bar	seems fairly comprehensive	
quick to load	focused on current needs	meet my requirements

Top 3 dislikes

1)	2)	3)
does not include sectors	does not include size of businesses, i.e. micro, small	could have sub filters
sometimes the filters brought up irrelevant information	would have liked a most searched filter to see what's most popular on the site	I would love industry specific filter
some headers seem to overlap such as training and programmes	would have liked to filter by which organisation was offering the events or services	would have liked a more tailored filter i.e. filter by size of business like SME and large
quite dull	font could be thicker	doesn't need 'see more' when only one item not shown

FBS search filters

In terms of filters available, is this what you were expecting to see?



Answer	Count	Percent
Yes	8	89%
No	1	11%
answered question	9	

- *I expected to see a filter that also shows me support available to businesses depending of the sector and its size*
- *Yes, but the filters do not seem to work correctly. sometimes bringing up what looks to be irrelevant information and when picking multiple options the list increased not decreased as I might expect.*
- *The only one missing was one for a popular or most viewed search.*
- *Yes- especially Funding- This is a major area that my business required support in these times*
- *They seem quite focused and useful*
- *Makes the items and articles easier to find using filters*
- *It's easy to navigate, and once you tick you get the filtered result right away - no waiting around.*

FBS search filters

If you feel there is anything missing around the filters available then please list them below or kindly suggest other filters that might benefit your business:

does not include sectors	does not include size of businesses, i.e. micro, small	sub filters	filter by business type	filter by organisation offering the event or service
industry specific menu	by council?	Grants	filter by company revenue	a filter specific to the self-employed

Support after lockdown restrictions are over ..

When the lock down restrictions are lifted, what specific support would your business require from us?

1.	2.	3.	4.	5.
how to adapt to any measures enacted by the government to stop the spread of the virus	help with filling out grant forms	access to employee support	what grants/loans are available	WFH resources
ways to access low cost loans	ways to get back up to full capacity again	how to access mental health support for me and my employees	a section to help employees on the website so they feel supported too	more advice on how my local council can help
a detailed plan of what we can do/when we can do it in regard to opening	resources showing us where we can source PPE if needed	Safety at work	Middle man to other support available	returning back to work safely
remodeling the business	how to keep clients and ourselves safe	help with rates etc.	continued online training courses	phone help and advice - links
contingency planning	staff management advice	how to move services online		

The website has some excellent information on it, but it needs to be categorized better and filters need to reduce the options not increase.

The site is very detailed. It's presented in a friendly and very proactive manner that makes it easy to use.

Summary

Businesses are face the following challenges and opportunities at present:

“loss of income because of the lockdown”

“having to adapt to more home working is a challenge”

“opportunity to replicate the business abroad”

“more financial help is now on offer”

Following general feedback and specific needs from the website is shared below:

- “Support available to businesses, help with financials, funding info, protecting workforce” were mentioned when asking for services most interested from this website
- “No industry menu, No social media links, lack of images, wordy website” were some of things mentioned as frustrations
- “Better navigation, more visuals, improved search, forum, case studies” were suggested as improvements to this website
- When asked how users expect to find this website they mentioned via google search, via gov.uk, online ad.
- TV, Radio, Gov.uk websites, newspapers community forums were mentioned as channels to advertise this website.

Summary continued..

Search filter feedback:

“It’s easy to navigate, and once you tick you get the filtered result right away - no waiting around”

“I expected to see a filter that also shows me support available to businesses depending of the sector and its size”

Filter by sector, size of business, business type, org offering service were mentioned as being missing

Overall:

“The website has some excellent information on it, but it needs to be categorized better and filters need to reduce the options not increase”

“The site is very detailed. It’s presented in a friendly and very proactive manner that makes it easy to use”

Thank you!