Find Business Support Operating After Brexit Page Testing

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What we tested

We tested

- https://findbusinesssupport.gov.scot/operate-after-brexit-test-page

Who we tested with

We tested with:

- **4 potential customers**
  - **Using Video calls (Microsoft Teams)**
- **4 UserZoom un-moderated sessions**

What we were trying to learn

1. What challenges have you faced around trying to operate your business after Brexit?

2. Where would you look for information about operating your business after Brexit?

3. What do you think about the content and layout of the landing page?

4. Is there anything that you think is missing from this page that you would expect to be there?

5. What would you do if you came to this page and couldn't find the information that you needed?

Results Summary

- The site and page are quite clear ☺

- Not everyone agreed on the top three "Top questions"

- The accordions worked fine but some key information is hidden in them

- "Funding" was missed by most people as it is so far down the page, but funding is of interest

- Top Brexit issues mentioned include increased costs, supply chain issues, taxes/paperwork and employing EU staff

- Upon failure, people are split between going back to Google or the contact us page

- Some businesses are still unsure how Brexit is going to affect them

Quotes

- "The top questions are not what I would expect."

- "You are pushing me into the answers to other people's questions."

- "If I came to this page, I'd have a clear idea of what I wanted answered and would want to find it myself."

- "I did not see the Funding section."

- "Time pressure says the first thing you are looking for is funding...and then advice."

- "I am quite lazy. I don't want to read too much before getting an answer."

- "There's so much information that it's hard to know what I need straight away, but I accept that I need to get through a few stages before I get the information that I need."

What challenges have you faced

1. Unexpected tax and customs costs/complexity (27 euro charge on 27p item, HS Tariff codes)

2. Supply chain issues (availability/cost) - though some businesses mentioned they have started sourcing products in Scotland instead of the EU at no extra cost

3. Loss of business from EU

4. Covid has not helped

5. Staff issues with EU nationals (Covid & Brexit)

Where would you look for information

1. Google

2. GOV.UK

3. Scottish Government

4. Other government sites (Business Gateway, HMRC)

5. Trade bodies/Chambers of Commerce

6. Social media

7. News

Operate after Brexit page

1. Clean and clear layout

2. The 'Your top questions answered' aren't phrased as questions – and some people felt that these weren't THEIR top questions

3. Accordions work okay – but users missed some key links that were hidden in there

4. Funding was lost as it is so far below the fold

5. Expected to see some more 'guidance' content on the page

Other content or missing stuff

1. Guidance content

2. More prominent funding links – and funding options that are relevant to their business

3. People, workforce and skills section (this is there but was missed as it's under 'Business continuity')

4. FAQs (these are listed under 'Further support' but most people missed this)

Where to go upon failure

1. Google

2. Contact us page

3. Live chat

4. Personal contacts

Recommendations

- Consider making content about people, workforce and skills and FAQs more prominent

- Consider moving the Funding button up higher – but only if there is going to be relevant funding for businesses to apply for. Otherwise this will lead to a poor customer journey.

- Review the top questions and possibly:

  - Check to see if we have any data from PfB/EFRS to see if these are actually the top things we get asked about

  - Consider moving this section below the accordions

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