

Story Map: Single point of entry: User Needs

Customer

Find all Business Support in Scotland

Find Site

Find Support

Apply for Support

High

Site, Search, Filter

<p>As a Scottish business, I need to be able to find this (site?) easily in my search results, so that I'm aware it exists</p> <p>Site</p>	<p>As a Scottish business, I need to be able to see all the public sector support that is available to me, so that I know what is available and where to find it.</p> <p>SERVICE LISTINGS</p>	<p>As a Scottish business, I need to be able to sort and filter services, so that I can focus on those that are relevant to my business and my problems</p> <p>FILTER / SORT</p>	<p>As a Scottish business, I need to know whether or not my business is eligible for a service, so that I don't waste my time researching and applying for services I will not get</p> <p>ELIGIBLE</p>	<p>As a Scottish business, I need to be able to access this service on my phone, so that I can use it when and where ever I need to</p> <p>MOBILE</p>	<p>As a Scottish business, I need to see upfront if there is a cost associated with a service, so that I can judge straight away whether I'm interested</p> <p>COST</p>	<p>As a Scottish business, I need to be able to apply/enquire about support so that I get it</p> <p>ENQUIRE</p>
	<p>As a Scottish business, I need this service to load quickly, so that my unreliable internet connection isn't a barrier to me using it</p> <p>FAST</p>	<p>As a Scottish business, I need to be able to search for services, so that I can focus on those that are relevant to my business and my problems</p> <p>SEARCH</p>				

Medium

Enquire & Quick Response

						<p>As a Scottish business, I need a response to my enquiry within a business day, so that I'm not uncertain about what is happening</p> <p>SLA</p>
						<p>As a Scottish business, I need an immediate acknowledgement of my enquiry, so that I know it's been received and I have a record</p> <p>ACKNOWLEDGEMENT</p>

Low

Case studies, Contact Channels, Help & Credibility

		<p>As a Scottish business, I want to be immediately aware that my results have updated when I filter, so that I know that things are changing as I interact with it</p>	<p>As a Scottish business, I need to have a choice of ways to get in touch, so that I can choose a channel that's best suited to my needs right now</p>	<p>As a Scottish business, I need to know this is an impartial service, so that I trust the information it gives me</p>	<p>As a Scottish business, I need to be able to contact someone at any stage, so that I can get answers to my questions</p>
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Backlog

As a Sam, I need to be able to find out about this service from my network and contacts, so that I'm aware it exists

As a Scottish business, I need to be able to see events on a map, so that I can focus on those that are most accessible to me

As a Lou, I need to be able to save my searches, so that I can come back to them when I need to as part of my research

As a Scottish business, I need to be able to contact someone in the right organisation, so that I can talk to them to answer my questions

As a Frankie, I need to be able to find out what other bodies can offer, so that I'm not frustrated when one organisation can no longer help me (they would go to xxxx...)

As a Scottish business, I need to be able to see how businesses like mine have used these services, so that I can see how they could help me with my problems

MVS