

SEP Website Contact Us Testing

What to do when you want to contact us?

Oct 2019

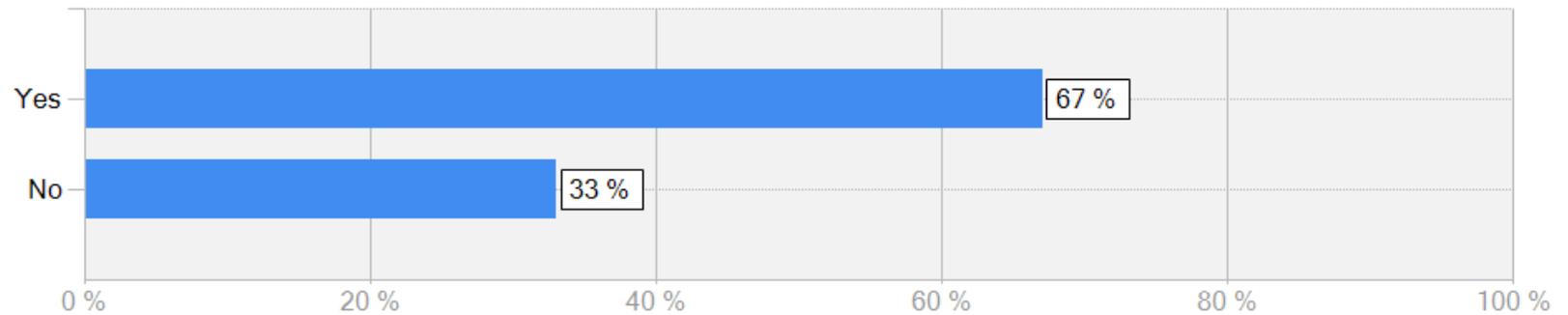
TASK 1 - CONTACT

1. What is your initial impressions of this homepage?
2. If you were looking for help how would you do so?
3. How important is to have a contact telephone number on each page of this website?
4. If it's important then where would you like the telephone number to be placed?

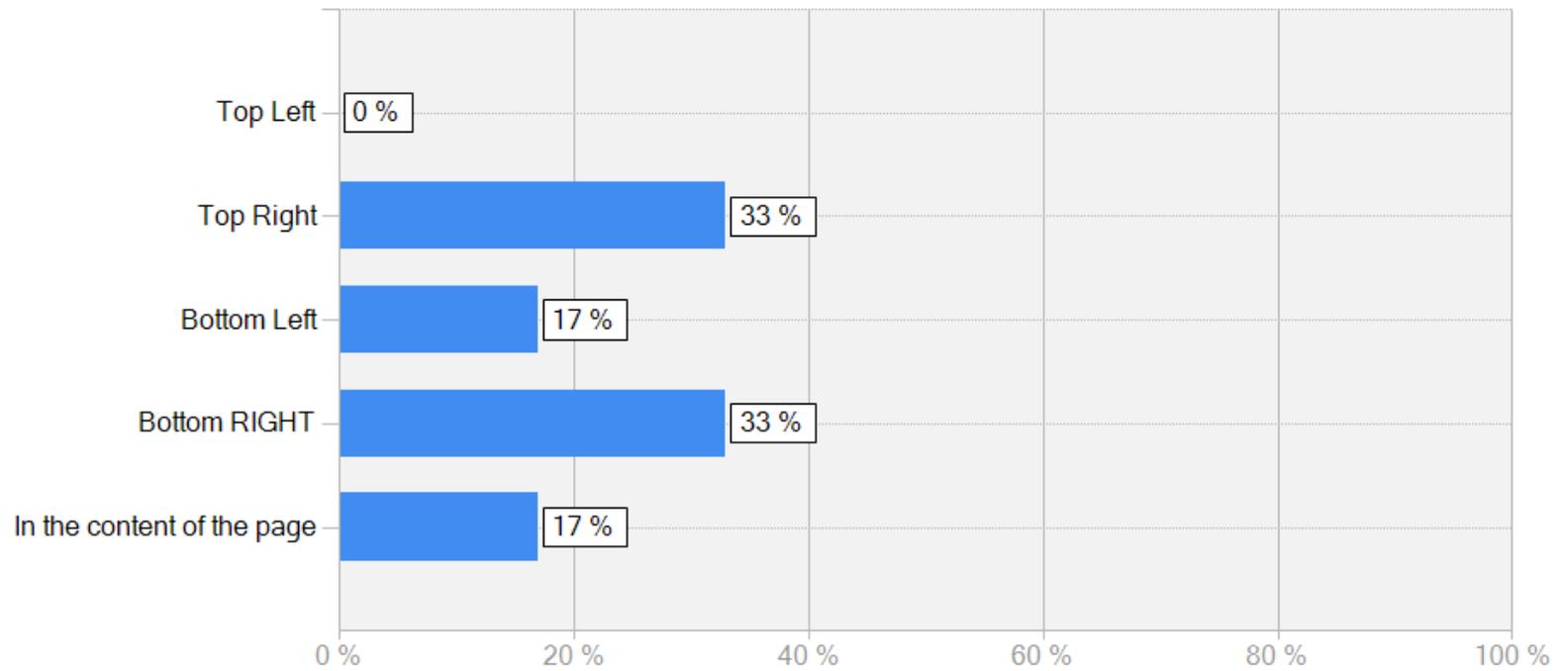
<https://scotentsd.github.io/sep/files/Capture.png>



1. I would expect a telephone number to be on this page



2. I would expect the number to be:



TASK 2 - NO RESULTS (WHAT TO DO NEXT?)

1. What is your initial impressions on this search page?
2. For failed results, what will your next steps be to get help?
3. What are your views on the two available options to get in touch with us?
4. What other options could you suggest?

<https://scotentsd.github.io/sep/files/Capture1.png>

The screenshot shows the FindBusinessSupport.gov.scot website. The header includes the logo and navigation links for Home, Browse support, and Contact us. The main heading is "Search for business support services in Scotland". On the left, there is a search bar with the placeholder text "E.g. Research, funding etc." and a search icon. Below the search bar is a filter section with a "Location" field (placeholder: "E.g. Postcode, town, city etc."), a distance dropdown set to "+ 0 miles", and a "Category" section with "0 options selected" and a list of categories: Advertising and Marketing, Bookkeeping and Tax, Business Development, and Digital Marketing. The main content area shows "0 support options available" and a "Sort by" dropdown set to "Most popular". A message with an exclamation mark icon states: "Sorry, there are no results for your search. Try adjusting your criteria or get in touch with our team to find out what other options are available to your business." Below this message is a blue button labeled "SUBMIT AN ENQUIRY" and a contact number "0300 013 3385" with a phone icon and operating hours: "Lines are open Monday to Friday, 8:30am to 5:30pm".

2. What are your opinions of the two methods of contacting us

I like it, the inquiry complements the calling

That was good and it is a good idea.

I would tend to want to submit an email enquiry first, but that would depend on how many more steps are involved in submitting it.

If there are multiple screens or lots of additional info I'd need to fill in, I would probably give up and just call the number

Work well, the minimum required in my opinion.

Offers direct support during business hours and a out of hours enquiry.

Very standard contact methods

The two options are suitable, depending on how urgent the business enquiry is.

If its something that requires an immediate response, I would prefer to call, as I am certain to get an immediate response.

If not so urgent and I don't want to spend a long time waiting in the queue to speak with an agent, I'll send an email.

3. What (if any) other contact options would you like?

Email, I prefer over a form

The tickets service can be good.

An online messenger service which connects directly to a staff member would be nice.

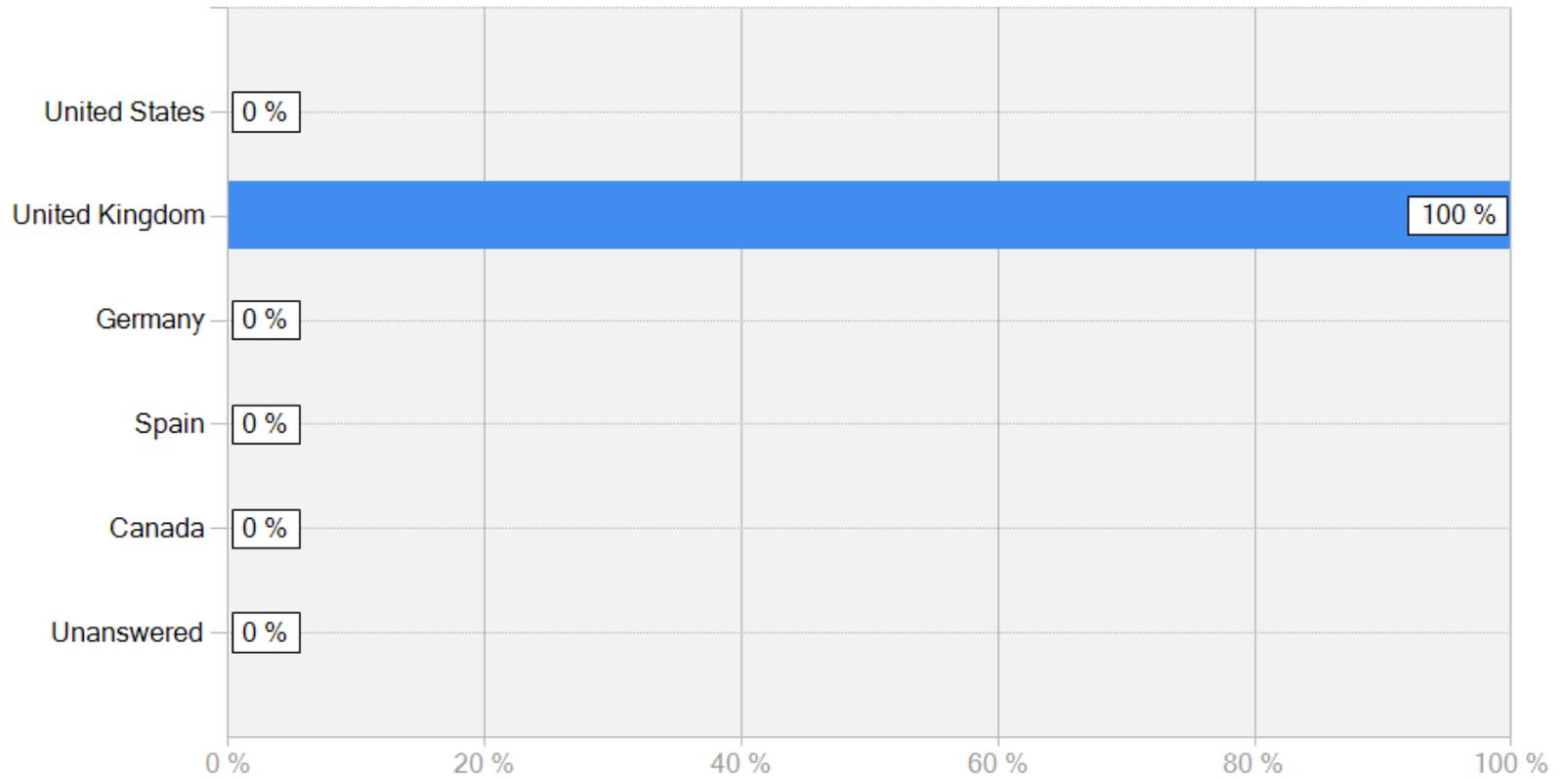
Online Chat Support

Chat

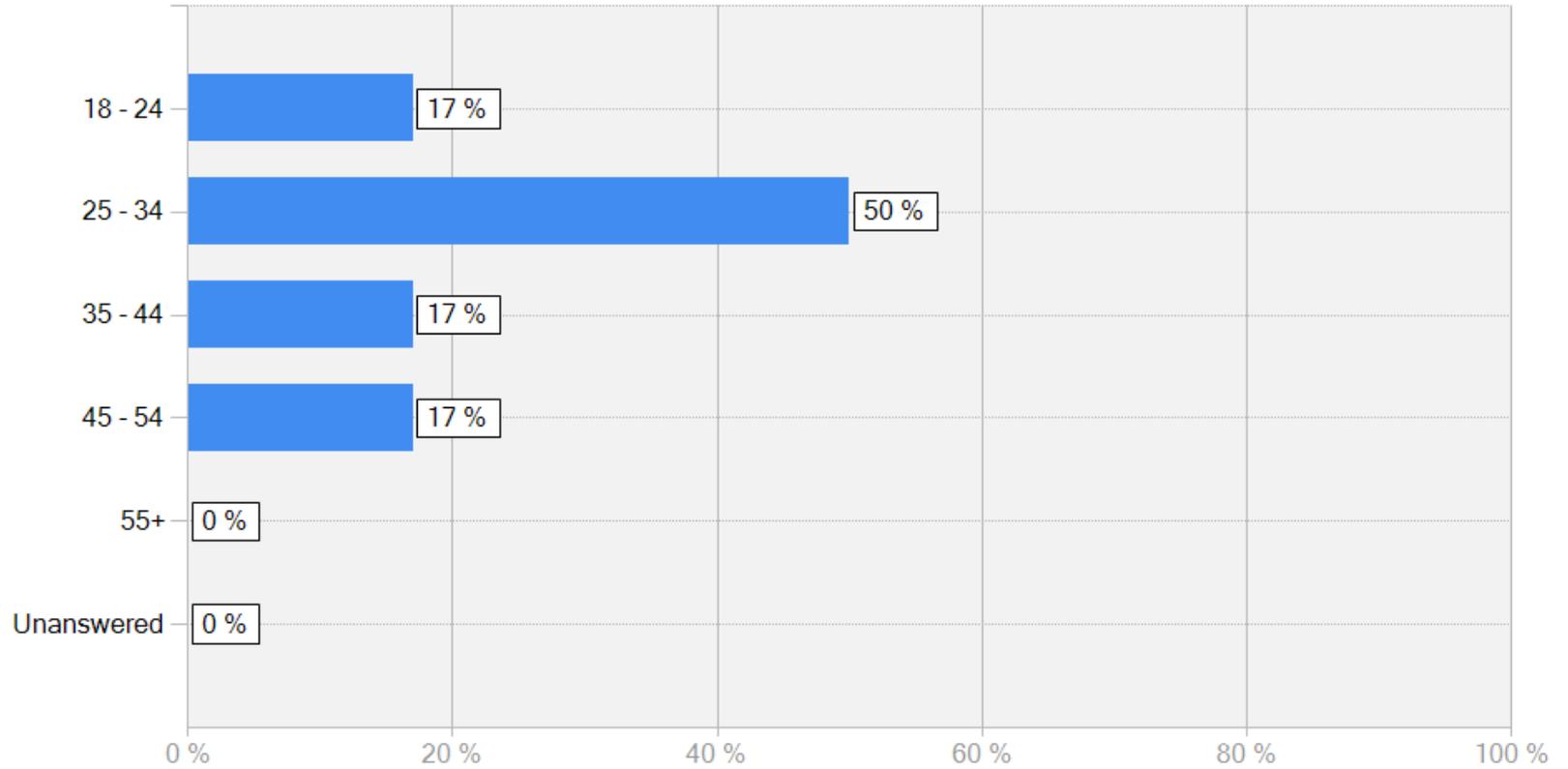
Adding a live chat option would be preferred as it gives me quick feedback and a sense that someone is on the ground to deal with my response.

However, there should be a balance between automated responses and tailored messages to suit the needs of the enquirer.

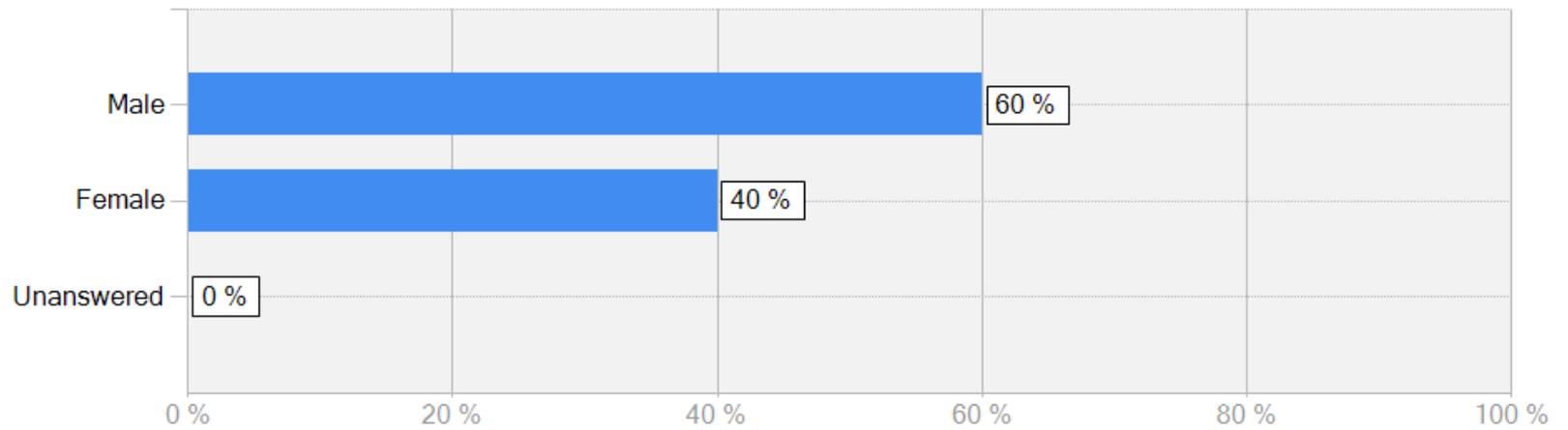
Demographics: Location



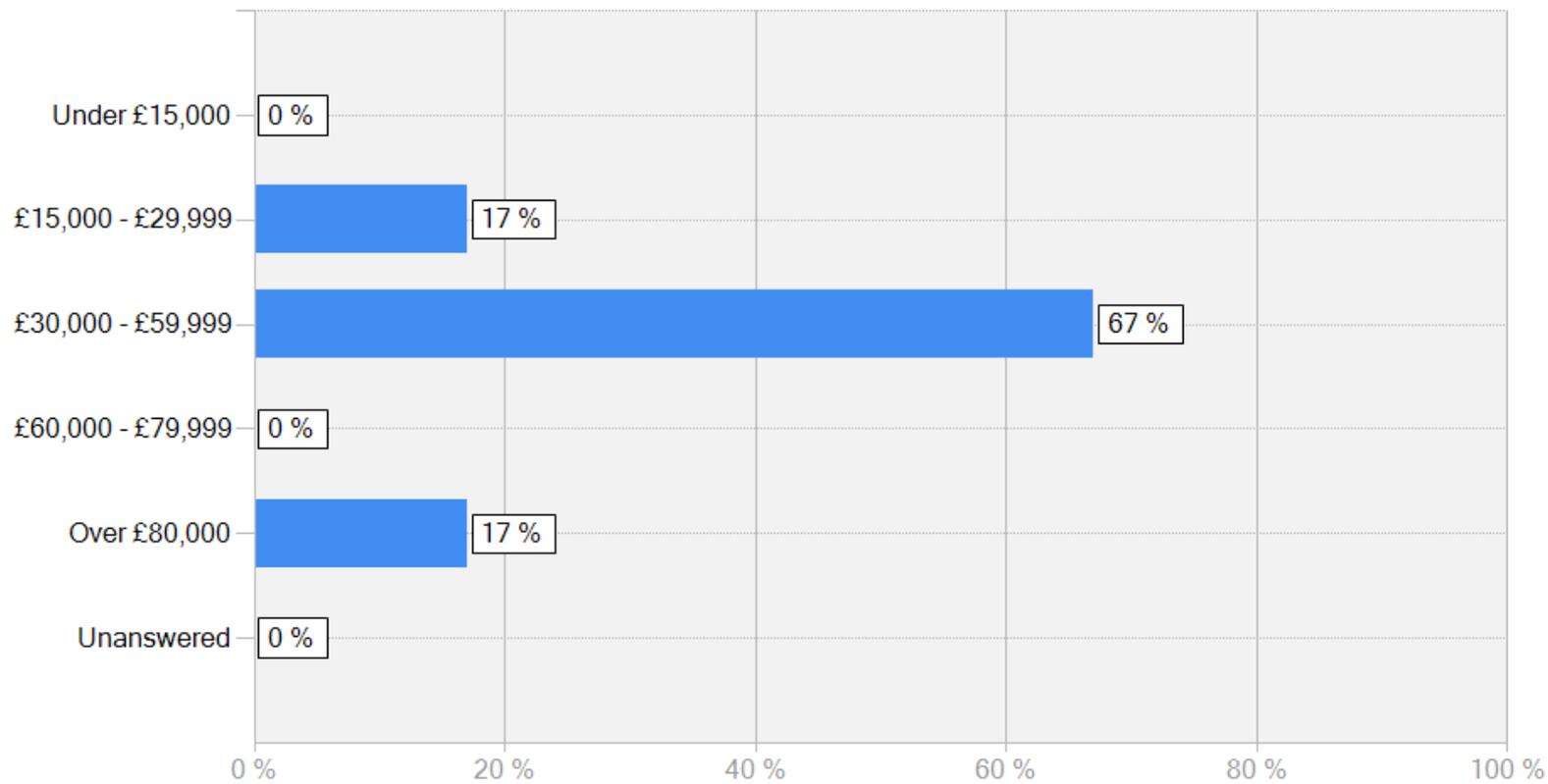
Demographics: Age



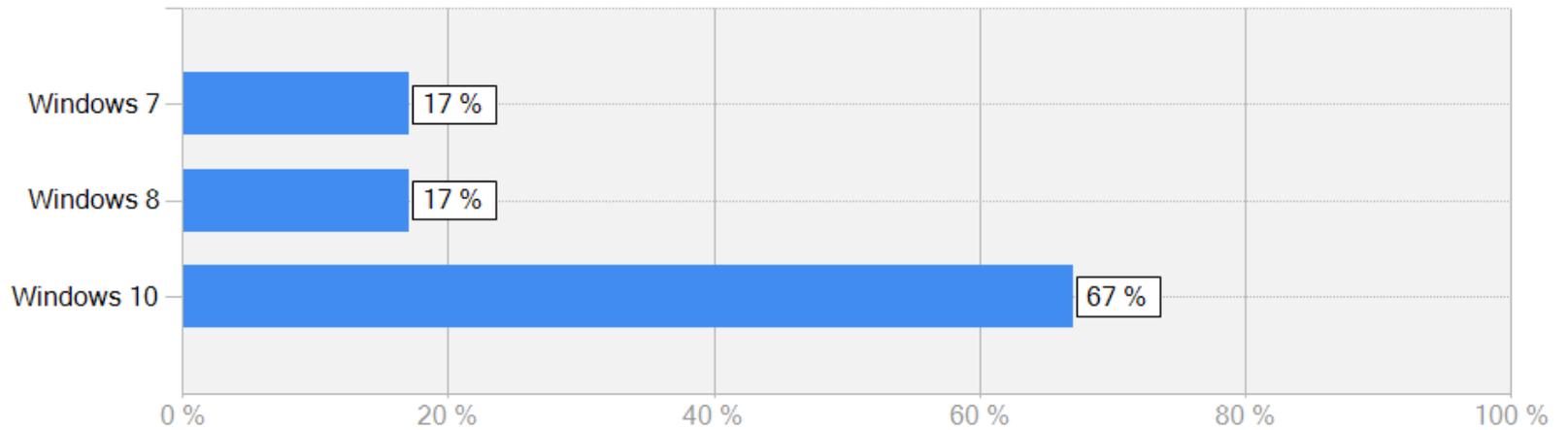
Demographics: Gender



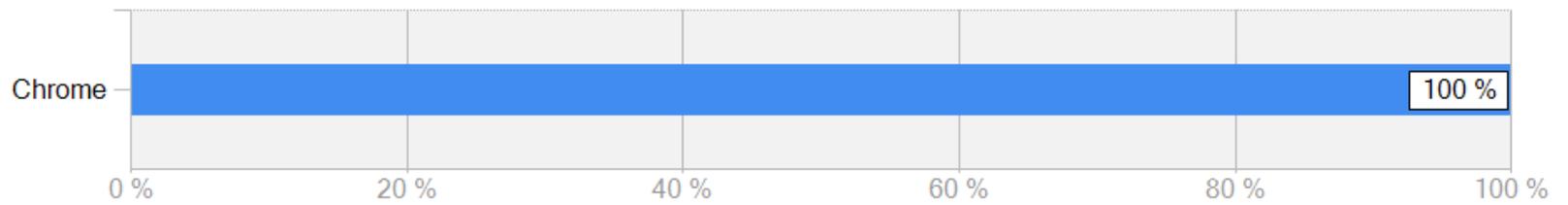
Demographics: Household income UK



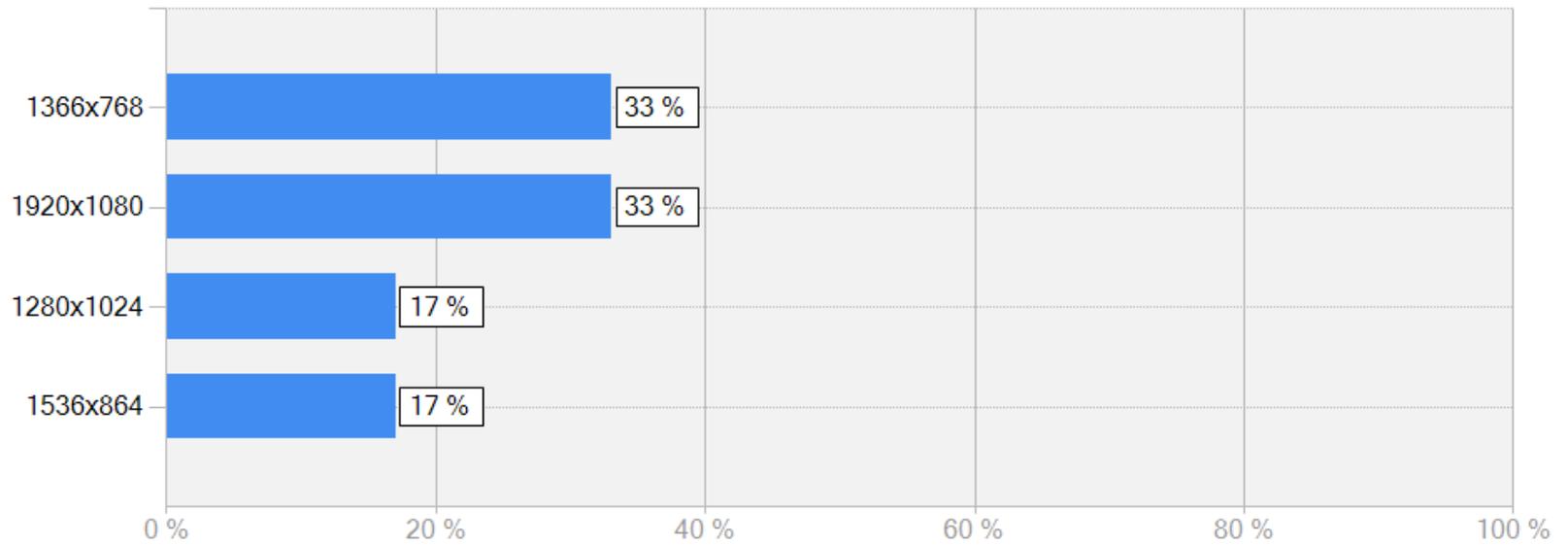
Demographics: Operating System



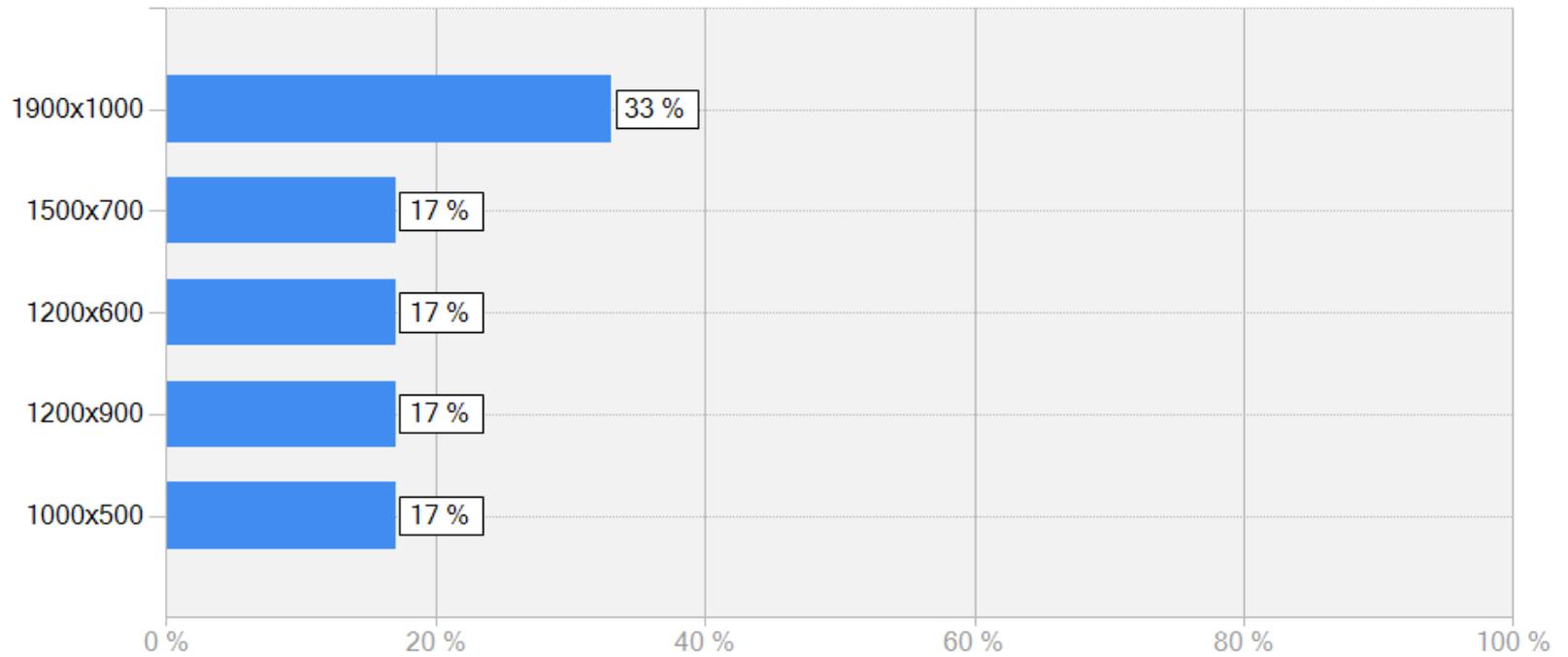
Demographics: Browsers



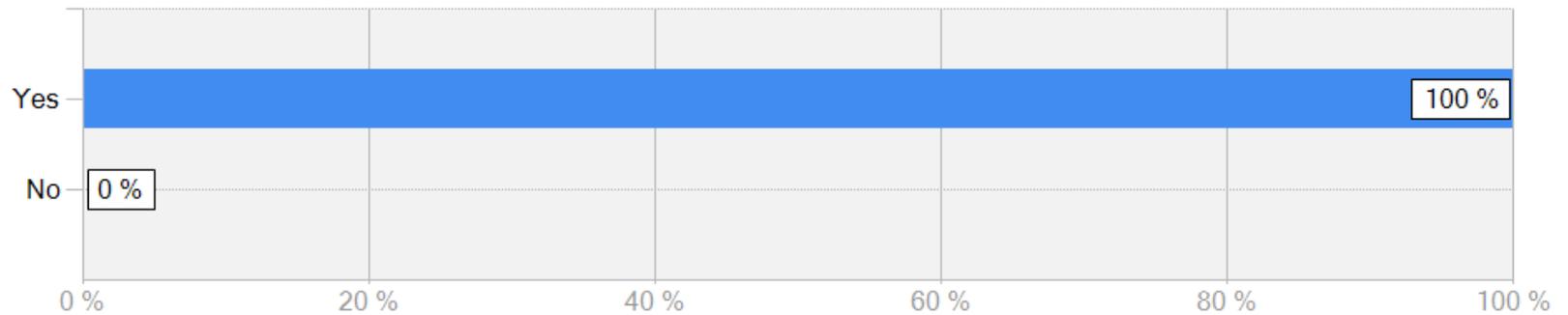
Demographics: Screen Resolution



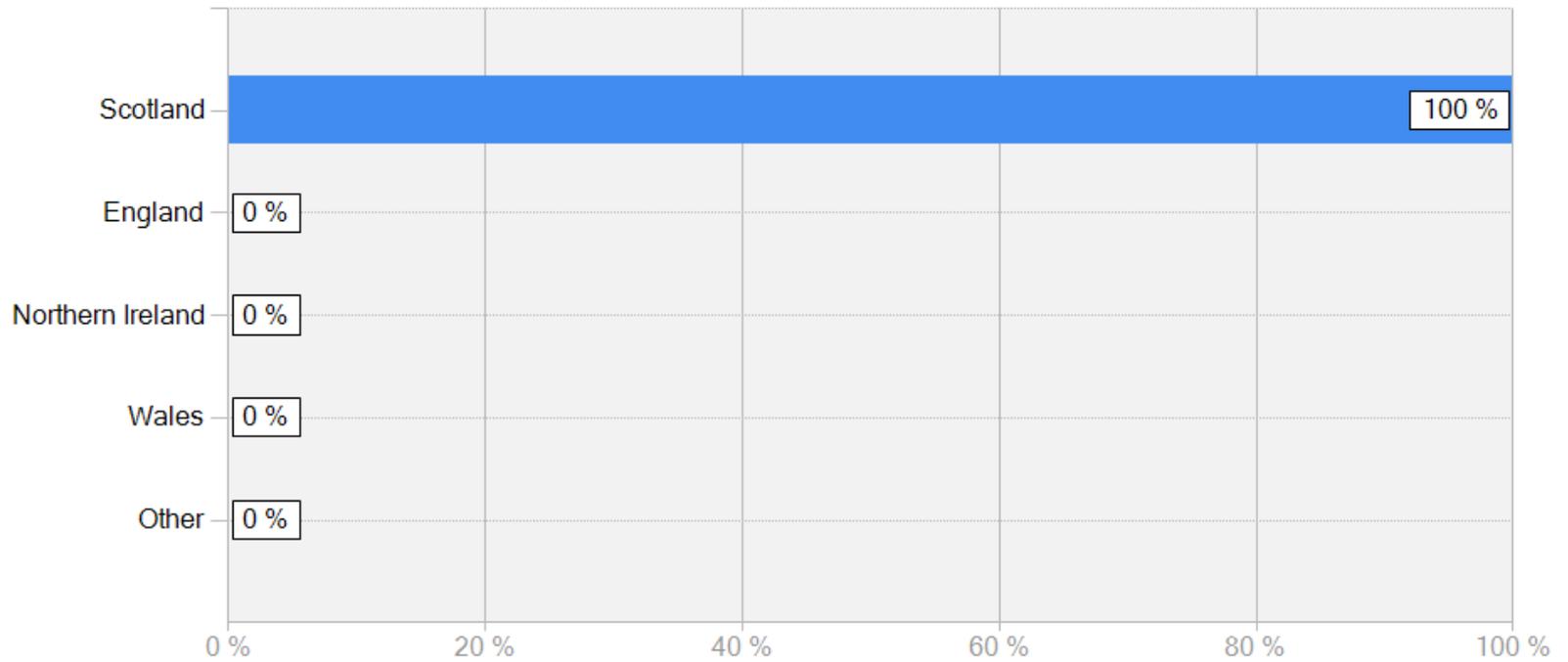
Demographics: Browser Resolution



Demographics: Are you a business owner or senior decision maker?



Demographics: Which country are you based in?



fin