

# **SEP**

# **New Enquiry Forms Testing**

**Sept 2019**

**Anubhav Mittal**

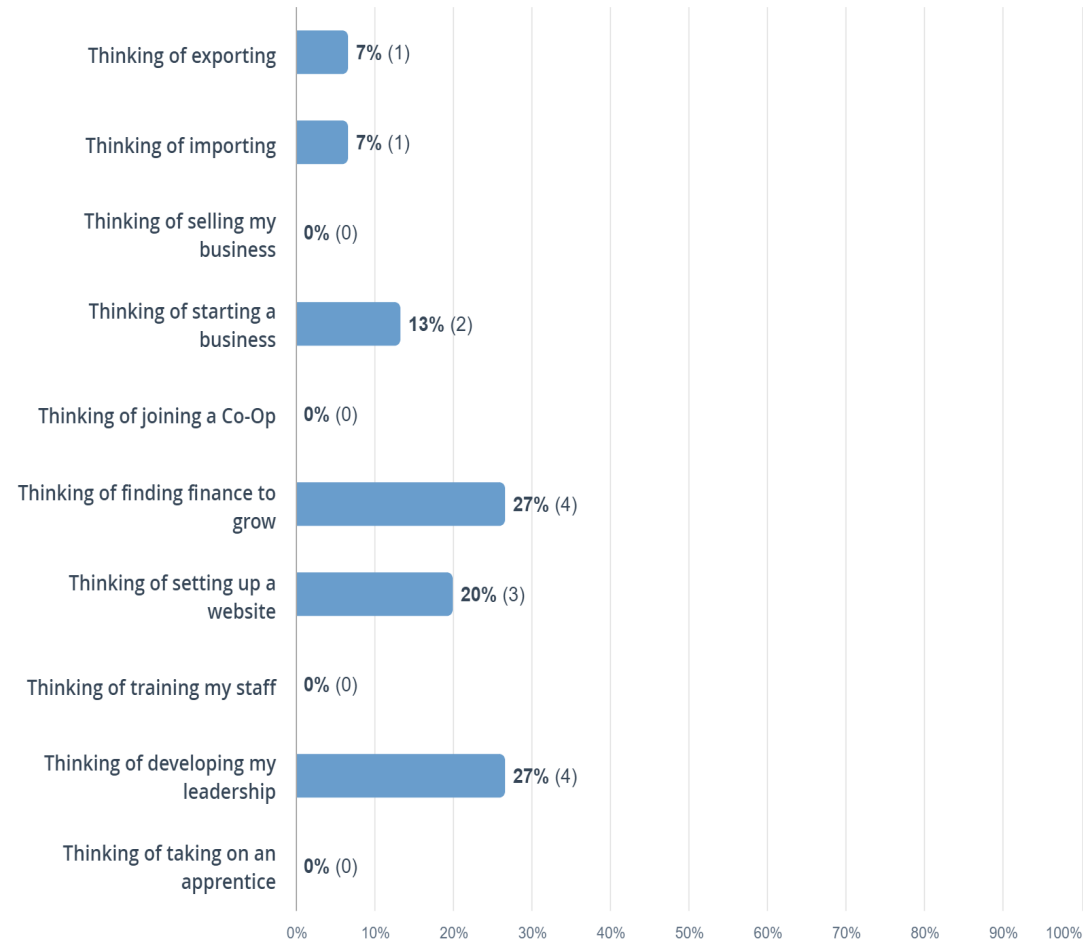
**Martin Kerr**

# Who we tested with

- 15 Online un-moderated test sessions, with Userzoom panel, for usability testing
- These are some demographic details >>
- We also tested with 3 pre-start companies from across Scotland

1. Which of these applies to you

15 responses



# SEP Enquiry Forms Summary

- Both the forms are very simple, short and easy to use
- There were no issues reported while filling in the form and the data fields
- Business address lookup was very well received, however the “edit address” did not test well with one person and needs further testing
- Some people would like guidance to complete the message box
- Small font size was an issue on the form and thank you pages
- All were happy to see the acknowledgement tick on the thank you page
- No major frustrations were recorded while filling the forms

# What we were trying to find out

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We had a very rough Enquiry Form prototype to test.

<https://ycq5at.axshare.com>

It was intended to allow us to test two sets of enquiry forms (trading and non-trading).

We were interested in:

- 1. General impression of the forms (layout, design and language)**
- 2. Any frustrations that the user might have**
- 3. Did the form make sense for both Trading & Non Trading customers**
- 4. We also asked what Pre-Starts were doing to find support**

# Overall impression

People noticed the change in the form fields when they selected “Yes” to first question

All felt the form was simple, short, easy to fill

Clear and well laid out were some of the other comments

Some felt it was a boring looking form and that it was a bit bland with blue and white colors which was not very eye catching

Overall, the form was simple and does the job well

## Submit an enquiry

Simply enter your information in the fields below and one of our helpful teams will be in touch shortly. If you want to talk to someone you can give us a call on 0300 303 0660. Our lines are open from 8.30am to 5.30pm, Monday to Friday. Mandatory fields are marked with an \*

The screenshot shows a web form titled 'Submit an enquiry'. It contains several input fields and a submit button. Red arrows from the text on the left point to the 'Has your business started trading?' dropdown menu, the 'What size is your business?' dropdown menu, and the 'Company name and trading address' text input field. The form also includes a 'Your message for us' text area, a privacy policy checkbox, and a 'SUBMIT' button.

Has your business started trading? \*  First name \*  Last name \*

Email address \*  Phone number \*  What size is your business? \*

Company name and trading address \*

Your message for us \*

You must review and accept the terms of the privacy policy to continue. By ticking the box and clicking submit you confirm that you have read and agreed to the terms of our [privacy notice](#)

I accept the terms of the privacy policy \*

The personal details and information provided will be used to answer your enquiry and keep you updated on its progress. They will be stored on our system which is shared with other public sector bodies.

# Overall impression

Users noticed the change in the form fields when they selected “No” to first question

All were happy to provide their basic details including the postcode

No frustrations were recorded

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Has your business started trading? \* ? No [v] First name \* ? [ ] Last name \* ? [ ]

Email address \* ? [ ] Phone number \* ? [ ] Postcode \* ? [ ]

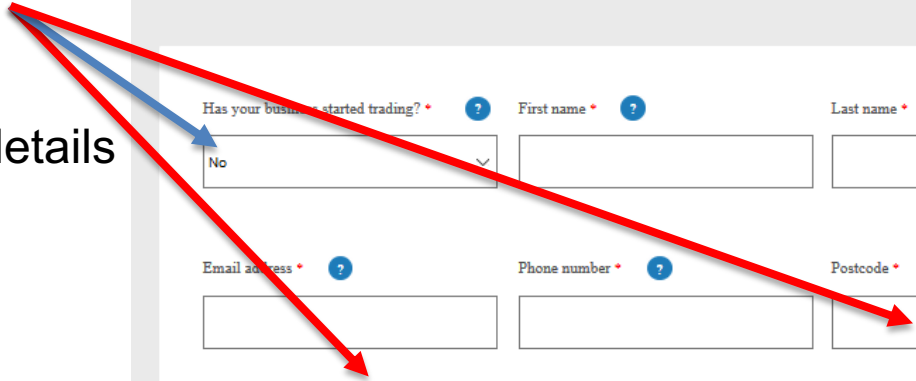
Your message for us \* [ ]

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SUBMIT



# Overall impression

The tab key worked well to go backwards and forwards between text boxes and it was good to save some time

Some felt that the help “?” feature was good to have as if they were stuck at a field

One person felt that it was unnecessary to have “?” on First and Second name fields as it was obvious. There were also comments that the tooltip text was insultingly obvious.

Some commented on the size of the text on the form and said that it was too small to read and that text size should be enlarged for the options listed at the bottom of the page (such as home, browse support, contact us ..)

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Has your business started trading? \*  Yes


First name \* 

Last name \* 

Email address \* 

Phone number \* 

What size is your business? \*  Please select

Company name and trading address \* 

Start typing your company's name, trading address or postcode

Your message for us \*

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SUBMIT

# Overall impression

All were comfortable providing their details including the business size

One person made a comment about renaming **Email.. to Business Email..** , **Phone.. to Business Phone..** and **Home Phone..** as they were trading already and it felt appropriate

The business auto finder was easy to use, displayed the address neatly, BUT the “I don’t see my address” was not always obvious as being a clickable call to action (CTA)

One person highlighted that it was difficult to go back to the address auto find box if they had to “edit” their displayed address if they selected an address in error

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Has your business started trading? \*  Yes  No

First name \*

Last name \*

Email address \*

Phone number \*

What size is your business? \*

Company name and trading address \*

I don't see my address

X Met Fabrication, Unit 106-107, Block 11, Newhouse Industrial Estate, Newhouse, MOTHERWELL, Lanarkshire, ML1

Xmetric Ltd, Daws House, 33-35 Daws Lane, LONDON, NW7

Xmetrics Sports Ltd, PO Box 1295, 20 Station Road, GERRARDS CROSS, Buckinghamshire, SL9

2 The Cross, Mill End Street, MITCHELDEAN, Gloucestershire, GL17

Cross Motor Engineering, Unit, 19C Bidavon Industrial Estate, Waterloo Road, Bidford-On-Avon, ALCESTER, Warwickshire, B50

Crossmatch Recruitment Ltd, 34-36 Rose Street North Lane, EDINBURGH, EH2

Steve Gooch Estate Agents, The Cross, Star Pitch, MITCHELDEAN, Gloucestershire, GL17

X - Met Ltd, 19B Golvers Hill Road, Kingsteington, NEWTON ABBOT, Devon, TQ12

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SUBMIT



# Overall impression

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“I don’t see my address” was not always obvious as being a clickable call to action (CTA)

Company name and trading address \*



Scottish Enterprise|

I don't see my address

X Met Fabrication, Unit 106-107, Block 11, Newhouse Industrial Estate, Newhouse, MOTHERWELL, Lanarkshire, ML1

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# Overall impression

With regards to the message box, a few people felt unsure of what message to put and would like some guidance

People also noticed that upon clicking the box the cursor was center aligned and not top left. This caused some initial confusion

All were happy to simply click and accept the privacy tick box. ***“no one looks at it and it tends to be very long”***

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Email address \*

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What size is your business? \*

Company name and trading address \*

Your message for us \*

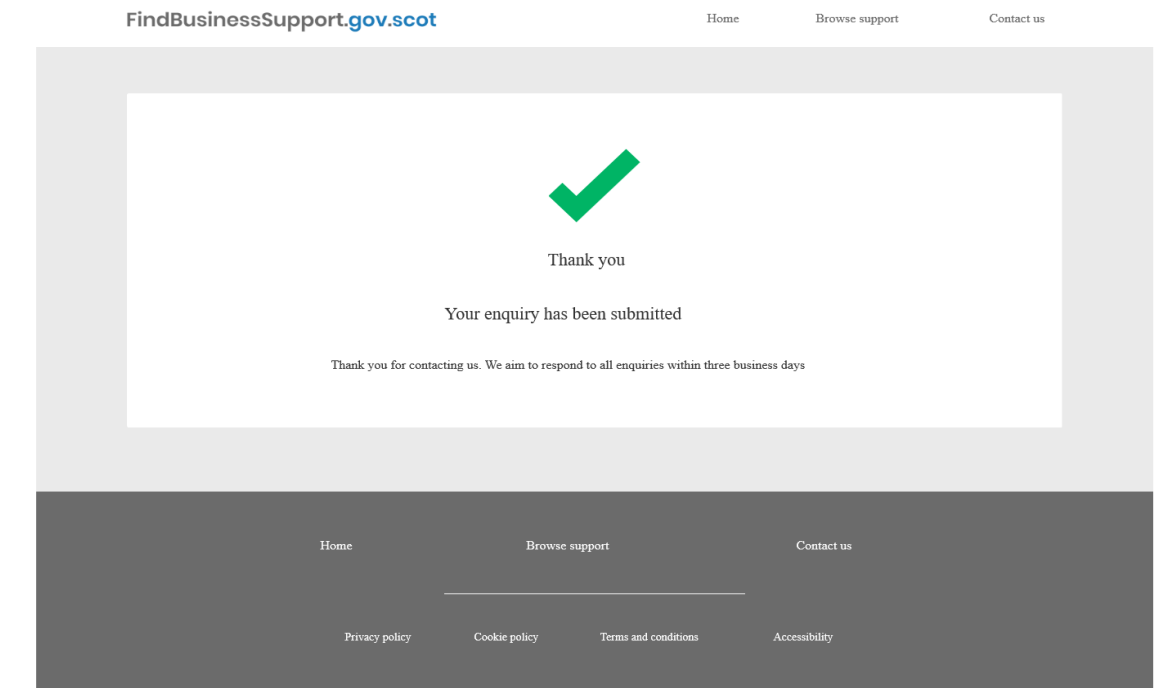
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I accept the terms of the privacy policy \*

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SUBMIT

# Overall impression



All people liked the green tick on the thank you page

People felt that it was good to know that the time frame and that it's been acknowledged

**“I like the tick and it tells me when I should expect a response and shows that my enquiry is actually submitted”**

Again, some people commented on the small text font while reading the content

# Quotes

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Simple form, does the job

Form is clear, simple and  
can't think of anything  
else to needs to be  
added in

? is for dummies I guess, First  
name and Last name – not  
necessary to have ? we know  
this..

It's an enquiry form for  
business support

I was mentored by a small  
business owner that I used  
to work for

It's a bit bland, only two different  
colours blue and white, not  
incredibly eye catching so it's not  
very easy on the eye I guess!

Simple form, it is clear  
and not too long

# Quotes continued ..

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Address lookup - It's a brilliant addition here – the auto find. This should be on every form.

Message to us – I wonder what I will put there ..

The only problem is when it comes to the **message box** as I will not know what to write as there is no guidance on what you would like me to include

I weight Peer over recommendation's over online ones

On Thank you page –  
**“I like the tick and it tells me when I should expect a response and shows that my enquiry is actually submitted”**

The text is quite small – I am wearing my glasses but if I was not then I might struggle to read that

# Answers to our Research Questions

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## **We asked:**

1. General impression of the forms (layout, design and language)
2. Any frustrations that the user might have
3. Did the form make sense for both Trading & Non Trading customers
4. We also asked what Pre-Starts were doing to find support

## **We learned:**

1. The form is well received and has no major issues
2. The form does not raise any major frustrations
3. The form did make sense for both Trading & Non-Trading customers
4. People vary greatly and there is no predominant learning journey.
  - a. People tend to go back to named individuals once they have a relationship with them
  - b. Peer group and Mentoring relationships have great weight with people when they exist
  - c. Size of business and geography influence how people search for support
  - d. These are born out by previous research

Thank You

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