

SEP Customer Accessibility Testing

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Who we tested with

- 5 People with mental health issues and in employment @ Taylor McKenzie Lab in Glasgow.
- A Mix of Business Owners (3) and employees(2)

What we were trying to find out

We were interested in:

1. How stable SEP is when used by participants with Mental Health issues.

Starting URL: <https://se-qa-singleentrypoint.azurewebsites.net>

Summary

- The site is fairly stable and most things work quite well
- The only real issue is that people are not expecting the Event Links to send them to another site (usually bgateway.com), and they can become lost.
- The homepage image was well received
- This audience tend to take a more literal view of the site.
- They read in a slower and more exact manner
- Long sentences performed slightly poorer than short meaningful ones
- This audience was more affected by colours
- Responded well to the site being so clean. This worked so well that the site did not perform noticeably poorer with this group.
- “Highlighting” text was used to give alternative contrast
(Light text on a darker background)

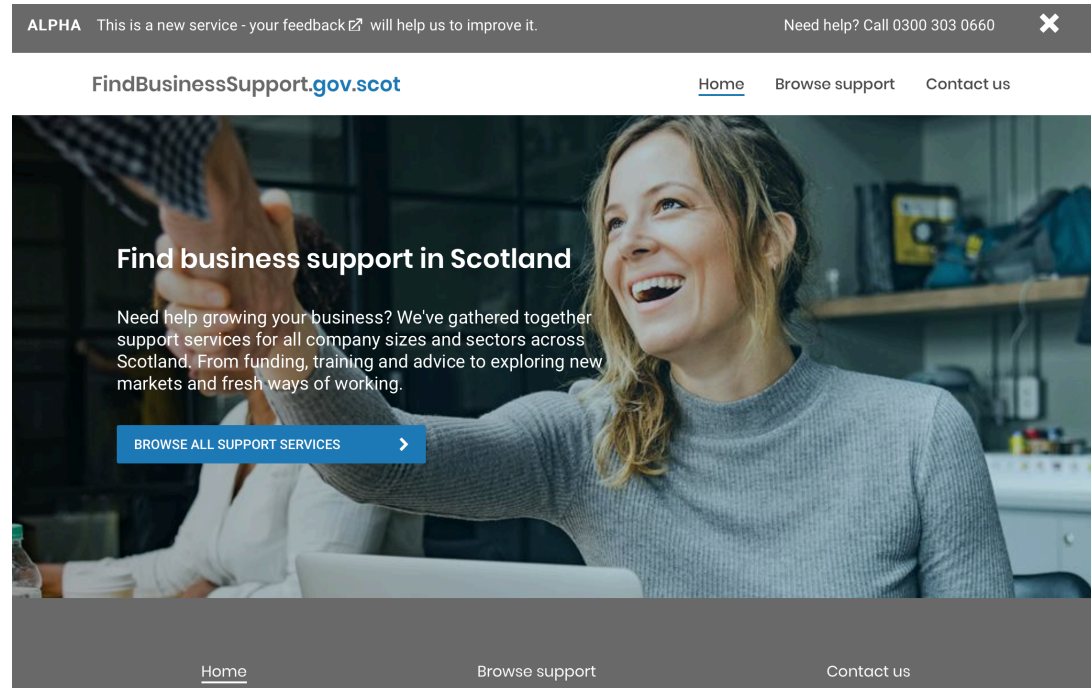
Home Page

The homepage image was well received.

The homepage was generally well received and everyone clicked the Blue CTA button and progressed into the site.

The homepage was viewed as not “Saying what it Does” clearly enough

There was some uncertainty about the site being just for startups or all companies



Support Listings

The service listing was well received.

Search and Filter being separated worked well.

The CTA was very clear

People were unsure about who delivered each thing

FindBusinessSupport.gov.scot

[Home](#) [Browse support](#) [Contact us](#)

Search for business support services in Scotland

The screenshot shows the FindBusinessSupport.gov.scot website interface. At the top, there is a search bar with the placeholder text 'E.g. Research, funding etc.' and a magnifying glass icon. Below the search bar is a 'Filter' section titled 'Types of support' with a list of categories: Self-help guides, Programmes, Research and information, Consultancy and advice, Funding, and Training. To the right of the search bar, there are 43 support options, with 'All support' and 'Events' buttons. A 'Sort by...' dropdown menu is also visible. Below the search results, there is a section titled 'Funding for community asset projects' with a sub-section 'Funding' and a paragraph of text: 'Financial support is available for eligible groups for capacity-building events, training, and knowledge exchange, to help them maximise assets and develop more sustainable communities.' A blue button labeled 'FIND OUT MORE >' is positioned below the text. At the bottom of the screenshot, there is a line of text: 'test product 200000 update update'.

Individual Support Listing

The links at the top were well received

The CTA was very clear (Blue Button at the bottom)

FindBusinessSupport.gov.scot

[Home](#) [Browse support](#) [Contact us](#)

[← Back to search results](#)

Funding for community asset projects

Contents

- [What does this involve?](#)
- [Am I eligible?](#)
- [What does this cost?](#)
- [Who is this for?](#)
- [How long does this take?](#)
- [Important information](#)
- [Next steps](#)

What does this involve?

Community groups can get financial support for:

- knowledge exchange visits with another group, either as a host or visitor, for the purpose of exchanging know-how and experience to benefit their community

Community groups as well as intermediaries can get financial support for:

—

Support provided by



Submit an Enquiry

The brevity of the form was well received

The form did not trigger any negative responses 😊

FindBusinessSupport.gov.scot

[Home](#) [Browse support](#) [Contact us](#)

Submit an enquiry: Funding for community asset projects

Simply enter your information in the fields below and one of our helpful team will be in touch within 2 business days. 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 *

Has your business started trading? * ?	First name * ?	Last name * ?
<input type="text" value="Yes"/>	<input type="text"/>	<input type="text"/>

Email address * ?	Phone number * ?
<input type="text"/>	<input type="text"/>

Business name and trading address * ?

Your message for us *

I accept the terms of the privacy policy. *

You must review and accept the terms of the privacy policy to continue.

Event Listings

The events listing was well received.

The meta data under each event was appreciated as it meant that people did not have to go into each event to get the info

There was an issue with people being sent to another site to see the event details without them realizing what had happened OR expecting that to happen.

Suggestion: Make it more explicit that the CTA button takes you to another site

FindBusinessSupport.gov.scot

Home [Browse sup](#)

Search for business support services in Scotland

Search

Filter

Location

+ 15 miles

Categories

- Advertising & marketing
- Bookkeeping & tax
- Brexit

557 event options

All support

Events

Business Start-Up: Finance

This workshop aims to give an introduction to the role of finance in business.

Location: Business Gateway Perth, Saltire House, Whitefriars Crescent, Perth, PH2

Date: 31 Oct 2019

Cost: Free

Start time: 5:30 pm

End time: 8:30 pm

[FIND OUT MORE](#)

Individual Event Listing

[← All Events](#)

Business Start-Up: Finance

This workshop aims to give an introduction to the role of finance in business.

[Continue booking →](#)


What to expect from this event


The workshop will look at:

- managing a profit and loss account

Essential Info

 31st October 2019

 17:30 - 20:30

 Business Gateway Perth
Saltire House
Whitefriars Crescent
Perth
PH2 0PA

SEP Feedback Quotes

- Website has feel of being designed for a large screen rather than a laptop
- Re home page “it looks plain it doesn’t get across who you are trying to get support from
- “Not too cluttered it has all the things you need
- Is it aimed at people who already have businesses or at those starting a business
- Photo behind text difficult to read
- Search page “clearer than the home page
- Isn’t clear whether the phone number is free to call
- Is there a logo who owns this website
- is business gateway running the service
- “Is there a reason you need to submit it 6 weeks before “
This was around having a transparent reason for statements
- I would use this

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