

Change	Driven by feedback	Result
Removed "Number of Support Options" from blue call to action button on homepage	Customers found it confusing. (Aug 22nd 2019 testing). The number is the total of Products/Services & Events. This is not easy for people to quickly grasp and was adding no real benefit.	Confusion mitigated :-)
Event Tab added to the listings page	Customers expressed confusion when events were mixed through the service listings. Events will massively outnumber Services and so hide them.	Research showed that this was well received and understood by users as a common pattern of delivery that they understood
Filters on changed to Sparate SEARCH and FILTER sections in Left Hand sidebar.	Customers were confused by the mixing of Search(More results) and Filter(Less Results) options. These have now been separated visually on the side bar.	There is no longer that confusion between the two BUT There is still an outstanding issue around Search being "OR" and not "AND" for certain people.
Categories...	Updated list of categories for Support Options	We are experiencing fairly high levels of satisfaction with Categories. People occasionally suggest new ones but not in any great numbers any more
Event Categories	Updated list of categories for Events	Same as previous section. We now seem to be in a fairly good place with this. As new partners come on board, we may have to revisit these categories.
Location...	People were confused about not having an initial default distance to search from. We have added a default distance (15 miles) to the location settings. We also got varying feedback from customers in Rural vs Urban locations. This caused us to alter the Distance Options to offer more granularity initially and then larger increases nearer the top end of the range	This seems to be testing better than before. Map functionality is also imminent
Home page image left untouched	Feedback from stakeholders around perceived Stock Images, caused us to retest the Home Page images with Scotland is Now images that feature staff and customers.	There was very little difference. We made a recommendation on the preferred image but also that it would be a waste of effort changing it, as customers were not that bothered
A11Y	With ongoing and deeper engagement with A11Y customers, we have broadened out our Accessibility testing to include people with Cognitive & Social Inclusion Issues. Traditionally we have concentrated on Sight and physical impairment.	Testing with people experiencing Cognitive issues has unforeseen benefits across the board. They tend to consume the site in the same format as Neuro-Typical people but find minor issues to be magnified. Fixing issues for this group, also improves the site for others. This also supports our goal of Adding Simplicity to the site.
Removed number from Home Page	Several rounds of testing have shown that the number on the Home Page CTA button is confusing. It represented the total of Support + Events. So if a user clicked on the button when it said 100 they might get to a screen that said "25 Support Options". This confused a lot of people. If they used the site more then they might see 75 Events and then realise that this totalled 100, but this is Cognitive Dissonance and negatively impacted on users experience.	The issue went away when we removed the Number from the Home Page button
"Started Trading" added to form	Many customers have stated that they would like to see the site filtered by what stage of business they are at. These stages include: Startup, Established, Growing, Exporting etc.... As a first step towards exploring this, we have added an option to the forms to check if the company has started trading yet.	We will monitor the support given by our call centre to try and get a better picture of what this means. It also has a benefit around address lookup as Non Trading companies will not appear on the Company/Address lookup in the same way. We have adapted the form to account for this.
Solidified Links at top of Content Listing Template	All Beta rounds of testing have shown that the links at the top of the page are useful (even on short pages) and that the top two items that people expect to see (Cost & Eligibility) are where they should be (At the top of the listing)	We are experiencing continued positive feedback on the links and their position.

Questions	Driven by feedback	Why we have not come to a decision yet
Should we add the phone number back onto the home page	Almost all rounds of testing have identified "not having a visible phone number" as a negative trust issue.	Ongoing discussions about multiple agencies route enquiries and who will eventually run the site in BAU. More research required.
Should we add Search to the homepage	Customers have repeatedly expressed the need for a Search option on the home page	
Should we make it more explicit when sending customers to another site	Recent test rounds have shown confusion when clicking on Events that are hosted on another website (They all are)	This is now at the top of our backlog
Should there be a home page	This is linked to the SEARCH ON THE HOMEPAGE discussion. Several customers have suggested just jumping straight to the Support/Events listings page	
People are still unsure about who we are	Several people have expressed confusion with our lack of identity. They are unsure who we are and who we represent. This is a major trust issue.	Discussion with partners and developing options to test is underway
Assisted Digital	We have not fully explored assisted digital delivery options yet.	EFRS has assisted digital processes that we have successfully Mystery Shopped but this was at the start of Beta (April 2019) and we have not revisited it in light of new functionality (Mostly Events being added to the site)