Innovation Research Findings

July 2018

Scottish Enterprise

Recruitment & Methodology

Purpose

- To test the prototype of the open innovation website.
- To inform the next iteration of the website

Sample

- Number: 10 (4 male , 6 Female)
- Country: UK
- Device: Desktop
- Type: Unmoderated testing (WUD)

Innovation Website – July 2018 Overall

- Overall purpose of the website was really clear
    - "it's a cool idea for a website to be honest"
    - "you know why you are there and what you should be doing"
- Easy to move about
- Few difficulties understanding language

Posting a challenge – July 2018

Tests

- What users do

Participant details

- 5 participants

- 1 male

- 4 female

- Age group -mixed

Key Findings

- Participants unable to post challenge – confused about being directed to contact details

- Purpose of the website is really clear

- Opinion divided on layout

Finding a challenge – July 2018

Tests

➢ What users do

Participant details

➢ 5 participants

➢ 3 male

➢ 2 female

➢ Age group -mixed

Key themes

- It was obvious to participants that they were being redirected to an external website

- Language used was clear and easy to understand
  - "if you were in the industry you would understand the language but its clear"

- Majority of users preferred clean layout

Users in their own words

"It's a weird website"

"It's a cool idea for a website to be honest"

"Not much there so its easy to navigate"

"You know why you are there and what you should be doing"

"If you were in the industry you would understand the language but its clear"

"No jargon most people would be able to understand it"