

SE WEBSITE

Test Findings

INITIAL SITE REFRESH
WIREFRAME TESTING



Recruitment & Methodology

Purpose

- To improve understanding of what our customers want from SE and our websites
- To perform usability testing on a Scottish Enterprise website wireframe prototype, to validate initial concepts for future state layout/design.
- To inform the next design iteration

Location

- Taylor McKenzie test lab in Glasgow (6 & 14 March)

Sample

- Number: 12 customers (potentially eligible for SE services)
- Country: Scotland
- Device: Desktop
- Type: Face to Face testing

Customer Profile: ***Scottish companies, non retail, turnover > 500K and not currently receiving support from us***

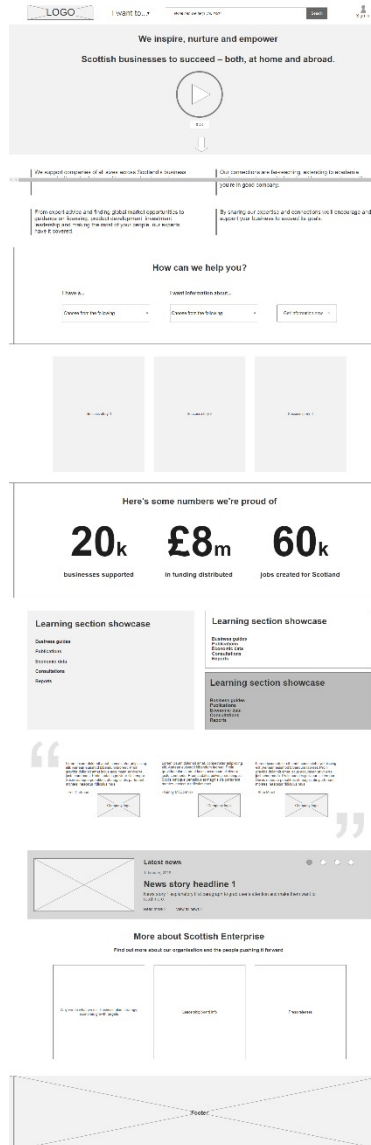
What we Did

We explored:

- **What services the user would expect Scottish Enterprise to offer?**
- **What information the user would come to the Scottish Enterprise website to find?**
- **What actions the user would expect to be able to perform on the Scottish Enterprise website?**

We then asked users to view the prototype so that we could test specific journeys.

Research: Home page



What we Did

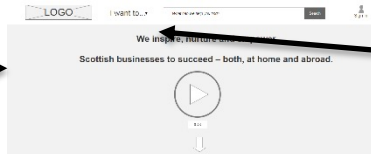
We captured:

- **What they were thinking**
- **What they did**
- **How they felt**

Research: Home page

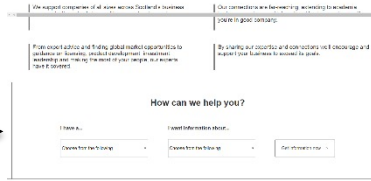


Everyone clicked on the video



"I Want To" menu was almost totally ignored

Most people gravitated towards this



These statements got in the way of the next section

Well received



The STAT's were very well received, although authenticity was questioned



Not well understood or received

Well received



Mild praise but not warmly received



Most users viewed this as overkill on a home page



Themes

GENERAL
REQUESTING CUSTOMER DETAILS
COMMUNICATION
INFORMATION & CONTENT
LAYOUT & DESIGN

Themes

General

Customers confused where to go for the right information

Customers often unsure of which organisation they are dealing with

Customers unclear why they get grant/support rejected

Requesting Customer Details

- Don't ask for too much information too early in the journey (eg high degree of surprise in asking for Companies House information)
- Belief that inputting details would result in "being marketed to"

Communication

- Majority of users preferred telephone number to call if they got stuck
- Live Chat mixed reviews
- Businesses are interested in help from organisations (such as SE) BUT only if it is relevant to them

Themes

Information

- Language needs to be clear
- The journey to get to relevant information should be simple and quick
- Large and impressive Stats are popular (but users questioned if they were real)
- Information "Below the Fold" remains a very real barrier to some users seeing the actual CTA's

Content

- Users expect most things to be clickable
- Users expect interaction to be quick so indicated time it takes seen as irrelevant
- The "Search Bar" was used as the preferred bailout method, when the user struggled to find what they were looking for
- Menu Options were well received (though sometimes missed initially)
- Too much content not well received (eg Learning/Development section showcase because not relevant to them at this time)
- Case Studies are good but need to be directed to me and my sector

Layout

Themes

Layout

- Sticky footers not well received
- Pop ups not liked (and mostly clicked away from without reading)

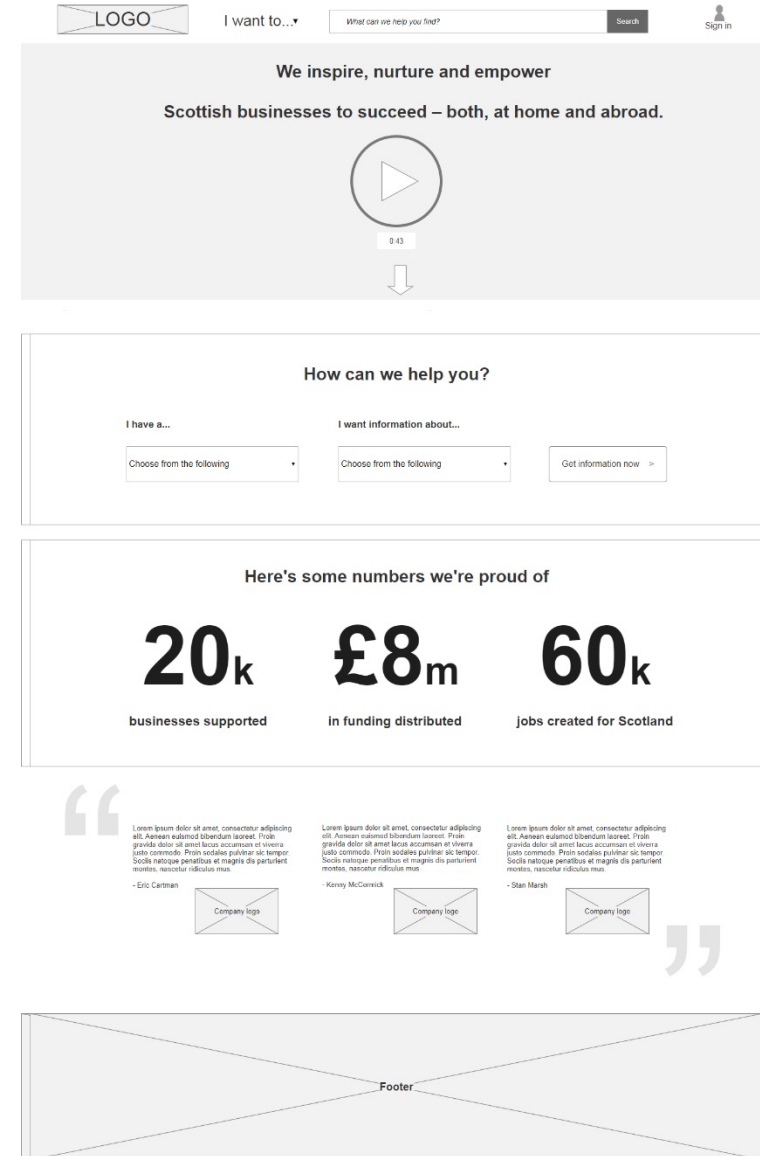
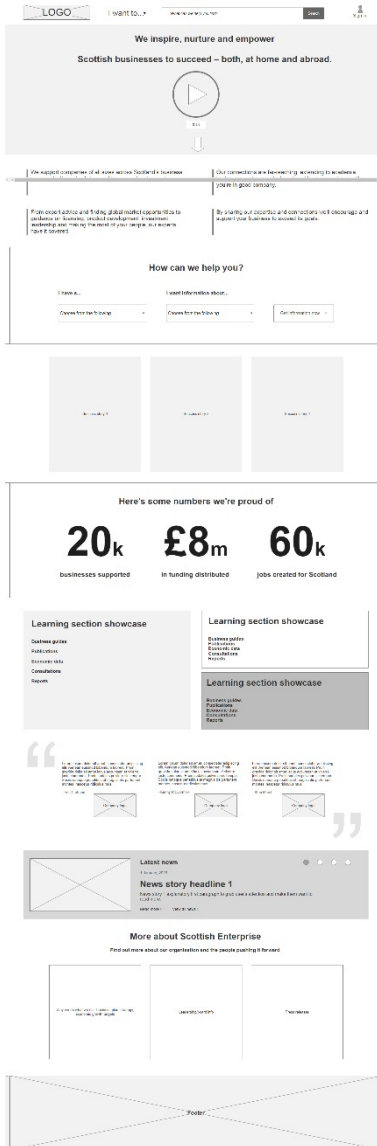
Design

Users wanted the home button to be named as such (rather than logo click)

Recommendation: Home Page

Redesign
Menu and
Search box

Simplify
Homepage



Quotes

I don't want an account at this stage. I am only making an enquiry"

"I would apply online as long as the form is not 10 pages long"

"I just wouldn't scroll"

"I love things on the internet that are simple such as HMRC"

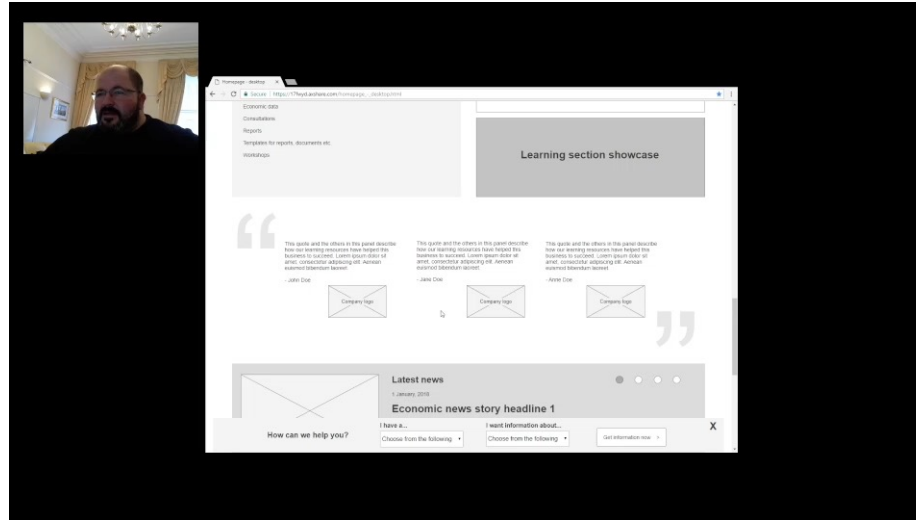
"I am not in that category anymore so I am not sure how you can help me"

"FAQ's were cool" in the live chat box.

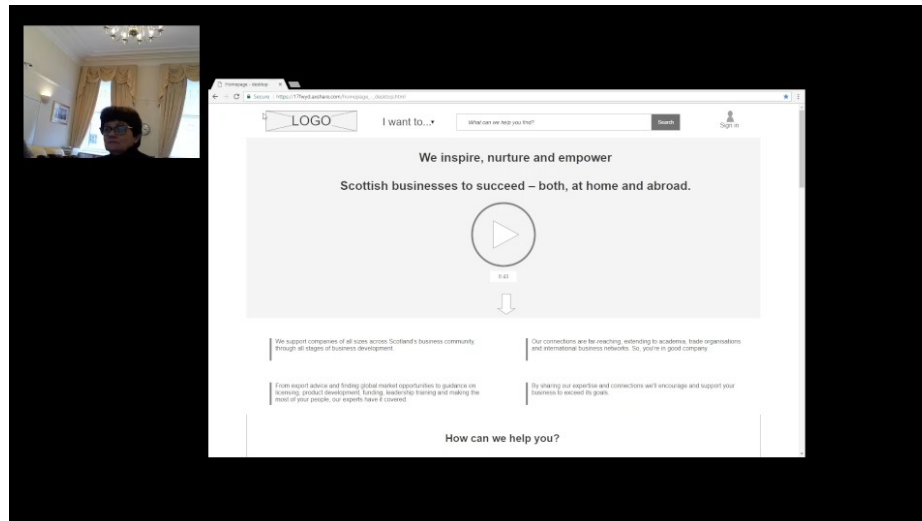
"The Stats look Great – are they real?"

Videos: Standout quotes

1. I just wouldn't scroll



2. I thought that was to do with the Search Box



The Team in Action

