SE WEBSITE

Test Findings

INITIAL SITE REFRESH WIREFRAME TESTING

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March 6th 2018

Recruitment & Methodology

Purpose

- To improve our understanding of what people, with no recent contact, think we do
- To perform usability testing on a Scottish Enterprise website wireframe prototype, to validate thinking around possible future state layout/design.
- To inform the next design iteration

Location

- Taylor McKenzie test lab in Glasgow

Sample

- Number: 6 potential customers
- Country: Scotland
- Device: Desktop
- Type: Face to Face testing

Taylor McKenzie recruited from the brief: **Scottish companies, non retail, turnover > 500K and not currently receiving support from us**

Research: Home page

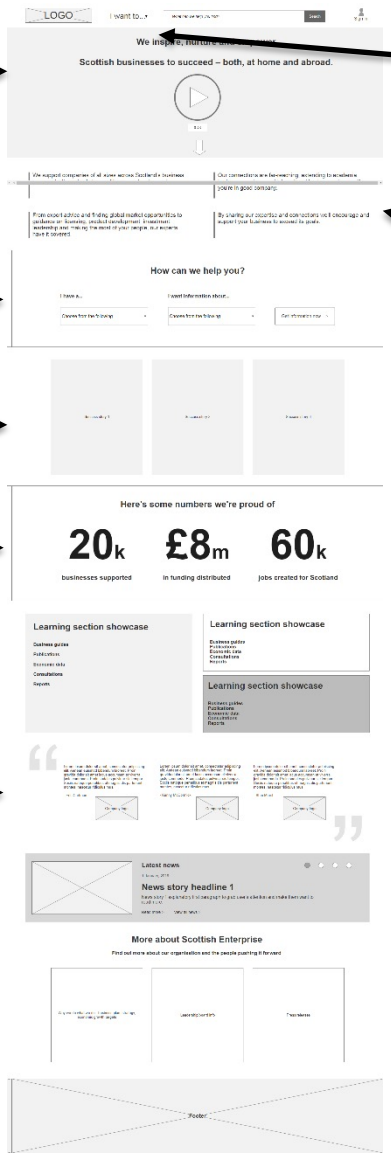
Everyone clicked on the video

Most people gravitated towards this

Well received

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

Well received



"I Want To" menu was almost totally ignored

These statements got in the way of the next section

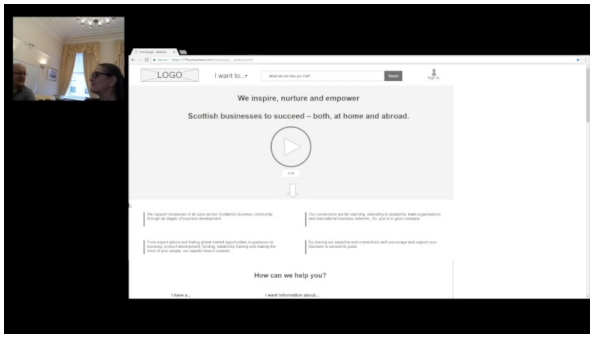
Not well understood or received

Mild praise but not warmly received

Most users viewed this as overkill on a home page

Videos: Do you know anything about Scottish Enterprise

1.



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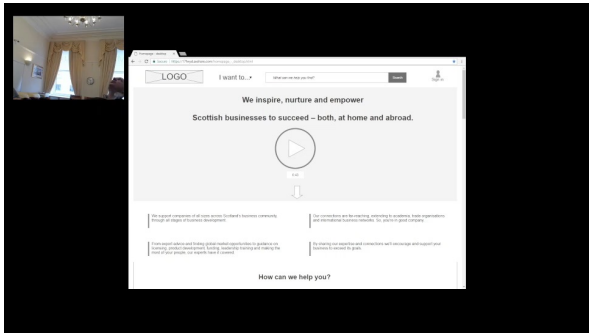

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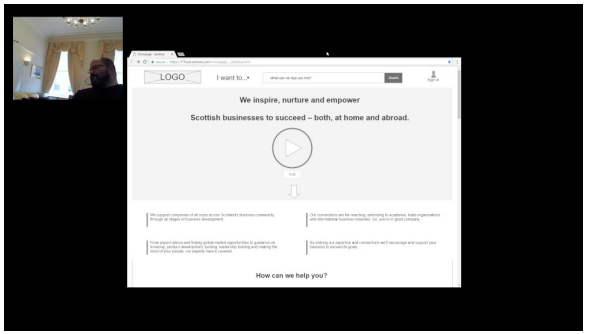

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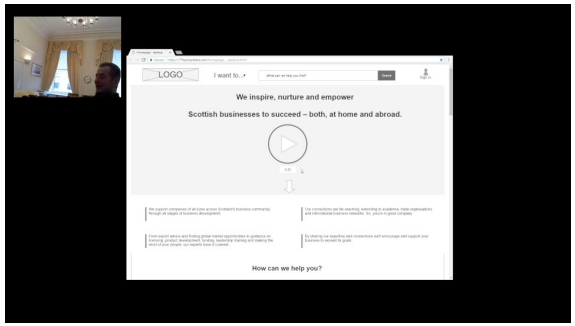

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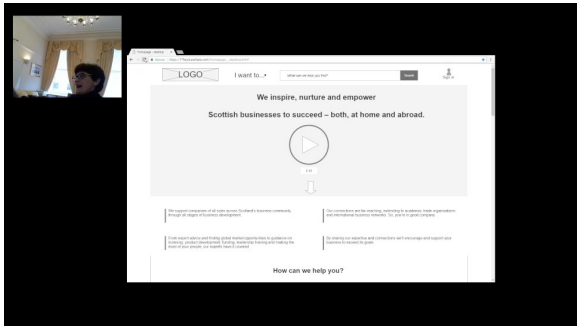

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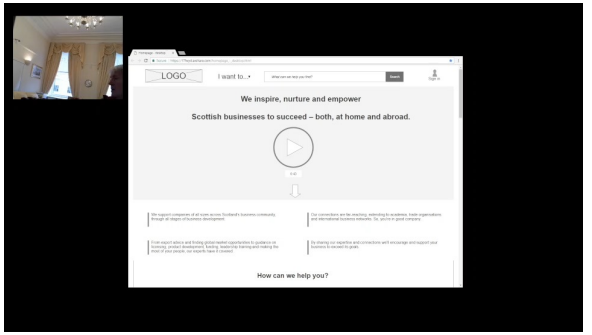
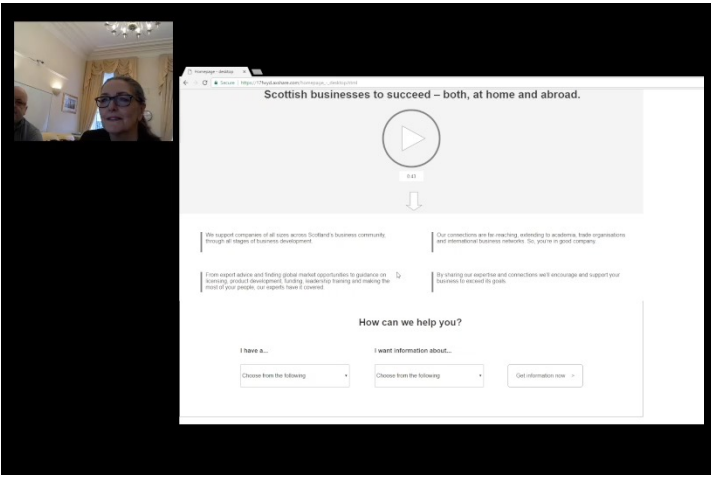


Videos: How can we help you

1.



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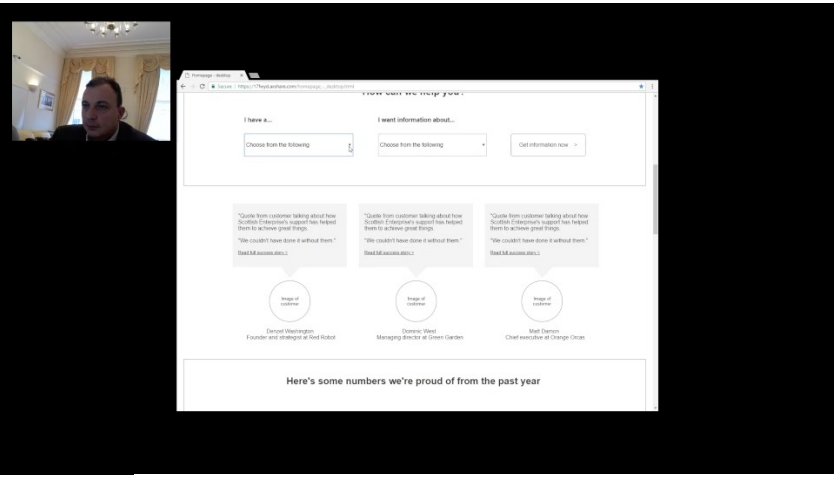

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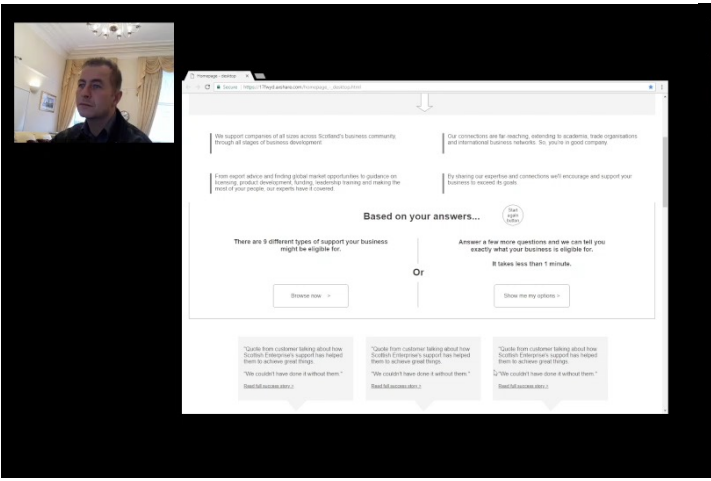

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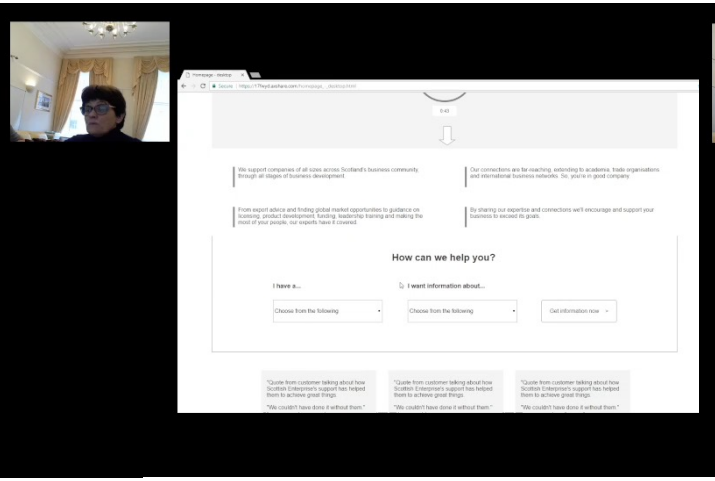

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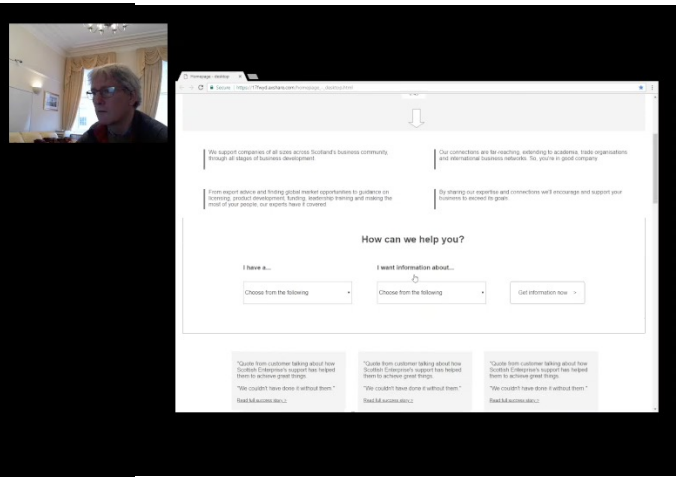
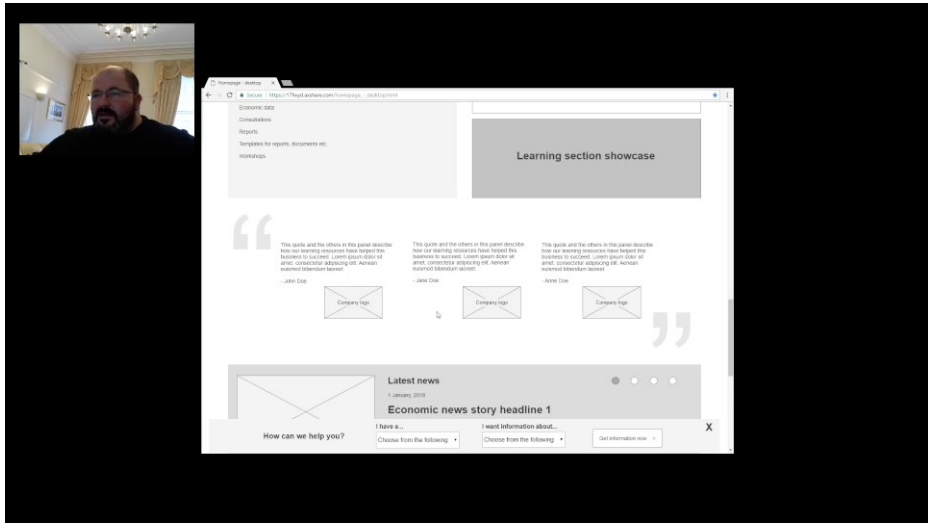
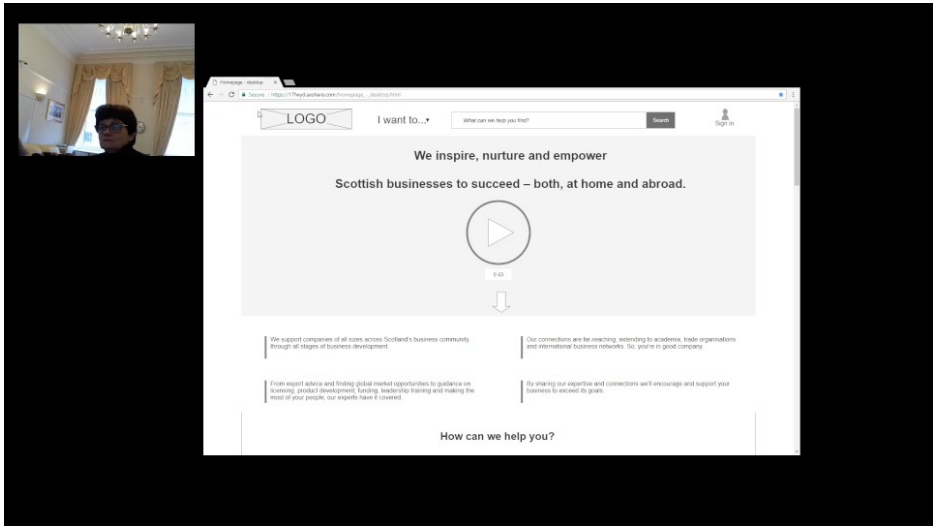


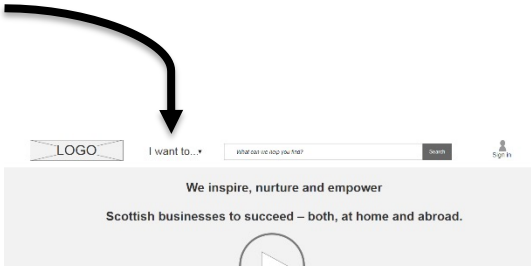
Videos: Standout quotes

1. I just wouldn't scroll



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

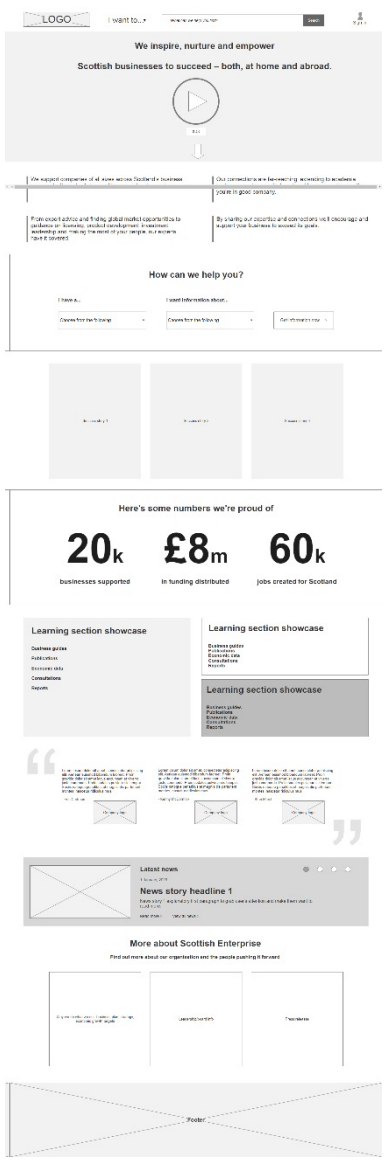


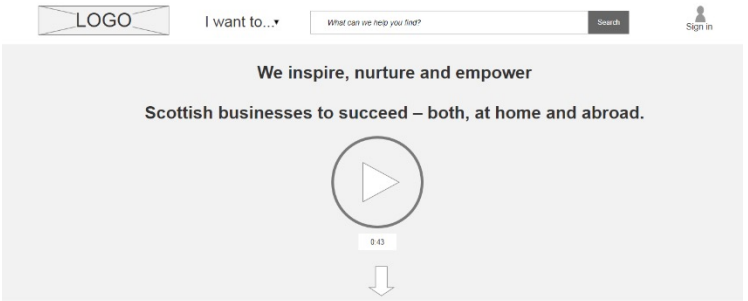


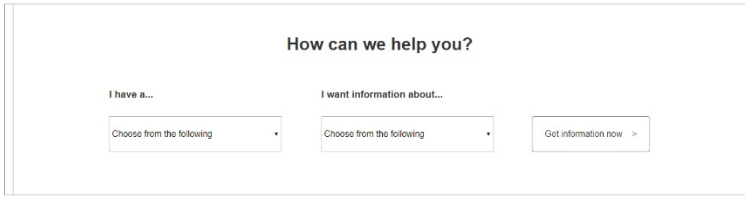
Recommendation: Home Page

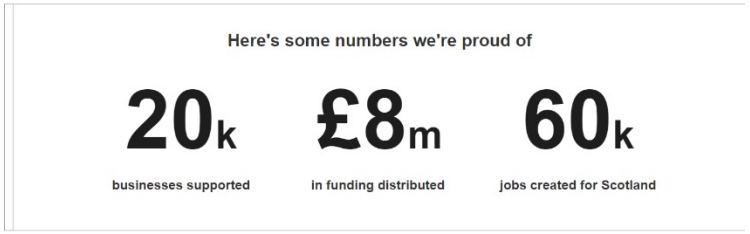
Redesign Menu and Search box

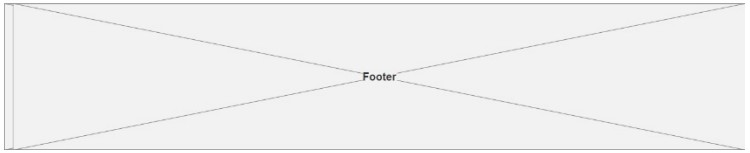
Simplify Homepage











Summary

General

- People are interested in Scottish Enterprise BUT only in what we can do for them.
- The “How we can help” Diagnostic is very popular both in language and concept. Most people would have followed this approach.
- The current ”I Want To” menu is mostly ignored and sometimes viewed as part of the Search Bar
- The “Search Bar” was used as the preferred bailout method, after failing to find relevant Call’s To Action
- Large and impressive Stats are popular
- The ”Fold” is still a very real barrier to some people seeing our actual CTA’s.
  Do not over do the lead in content.

Menu

- The menu options were quite well received when people actually opened the menu (usually prompted during these tests)