

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, February 21, 2020 7:28:47 PM
Last Modified: Friday, February 21, 2020 7:30:41 PM
Time Spent: 00:01:53
IP Address: 92.122.52.13

Page 1: Tell us a bit about yourself

Q1 What is your name?

Test

Q2 What is your role at the FSA?

Test

Q3 How connected to the FHRs are you in your current role?

Testing

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Testing

Q7 Do you recognise any problems with these options?

Testing

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Testing

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 04

Q13 Tell us why you have selected that style...

Testing

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 03,
Desktop 06,
Desktop 13

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 03,
Desktop + mobile 08,
Desktop 12

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Testing

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Testing

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 6 |
| Digital badge in main navigation or menu | 11 |
| Digital badge in header of website (at the top, on all pages) | 5 |
| Digital badge in footer of website (at the bottom, on all pages) | 7 |
| Digital badge on a contact or about page | 9 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 1 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 2 |
| Digital badge on social media pages as a visible post or dedicated widget | 10 |
| Digital badge on email marketing materials | 8 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 3 |
| Basic URL in footer of website (at the bottom, on all pages) | 4 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

Testing

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 11 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 4 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 8 |
| Digital badge on social media pages as a visible post or dedicated widget | 10 |
| Digital badge on email marketing materials | 3 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 9 |
| Basic URL in footer of website (at the bottom, on all pages) | 12 |
| Basic URL on a contact or about page | 7 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Testing

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Caterers**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Strongly agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Strongly agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add?

Testing

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, February 24, 2020 9:10:18 AM
Last Modified: Monday, February 24, 2020 9:31:24 AM
Time Spent: 00:21:06
IP Address: 2.18.66.110

Page 1: Tell us a bit about yourself

Q1 What is your name?

Sarah Aza

Q2 What is your role at the FSA?

Local Authority Partnership Officer

Q3 How connected to the FHRs are you in your current role?

Work within the team that develop the scheme, attend meetings with Local Authorities who implement the scheme

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Clear, bright and eye catching

Q7 Do you recognise any problems with these options?

the larger banner type make take up more space than a business wants to give up on their website.

Q8 Do you think the logo is necessary? **Undecided**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Disagree**

Q10 Do you think the selected font is representative of the FHRs brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

The desktop 5 is clear it is the FHRS rating I am not sure if the FSA logo is necessary to identify what it is to consumers

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 05**

Q13 Tell us why you have selected that style...

It is clear and not too 'wordy', in keeping with the stickers everyone is use to

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 02,**
Desktop 05,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 05,**
Desktop 07,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

I think the flag showing and being able to switch between the two

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

desktop 5

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 6 |
| Digital badge in main navigation or menu | 7 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 11 |
| Digital badge on a contact or about page | 10 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 2 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 4 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 5 |
| Basic URL in footer of website (at the bottom, on all pages) | 9 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

I think the consumer should be able to see it before they make any food choices. I would not want to get to the payment screen and then find out they have a poor rating

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 5 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 12 |
| Digital badge in footer of website (at the bottom, on all pages) | 2 |
| Digital badge on a contact or about page | 1 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 4 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

I think it depends on their websites.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Group / chain restaurants**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Disagree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Undecided**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Undecided**

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, February 24, 2020 12:58:59 PM
Last Modified: Monday, February 24, 2020 1:50:41 PM
Time Spent: 00:51:42
IP Address: 23.1.237.28

Page 1: Tell us a bit about yourself

Q1 What is your name?

Sally Barber

Q2 What is your role at the FSA?

Digital Delivery Manager

Q3 How connected to the FHRs are you in your current role?

I have been involved with previous versions of the FHRs badges and the FHRs service.

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Agree**

Q6 What do you think works well on these options?

Brand recognition works well.

Q7 Do you recognise any problems with these options?

The size of the badges could be an issue depending on the space available on different digital services. How can we avoid businesses scaling them down so that the text remains readable? On the banner desktop version, the logo is quite far away from the Rating, which could result in confusion for users on why food businesses are showing an FSA logo top left above their own logo. Or users may not realise the logo is related to the rating. A bilingual version has not been provided, if this is required, a version should be created to see how text can fit into the space. Not sure the toggle is clear, (is this for testing?). The white logo text on a green background doesn't meet colour contrast. Also green logo on green means you visually lose part of the logo. Desktop 12 I think the logo is too small. What happens when you click on a badges does it take you anywhere or to more details?

Q8 Do you think the logo is necessary? **Undecided**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Agree**

Q10 Do you think the selected font is representative of the FHRS brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options? **Respondent skipped this question**

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 07**

Q13 Tell us why you have selected that style...

The smallest option that captures the brand recognition and descriptor . Though 08 may be needed in some cases.

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 05,**
Desktop 07,
Desktop + mobile 08

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 07,**
Desktop + mobile 08,
Desktop 09

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Not sure if the switch counts as bilingual, but the Welsh team would have to comment on that. Not sure people would understand what the switches were for or use them, so would require user testing. Flag icon is small so not sure if would be recognised.

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Switch on it's own isn't clear to users but flag icon is very small.

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 5 |
| Digital badge in main navigation or menu | 8 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 4 |
| Digital badge on a contact or about page | 9 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 2 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 6 |
| Digital badge on email marketing materials | 7 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

Users can easily see the rating straight away and make a decision before going through an order. But may not work for businesses with multiple premises.

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 8 |
| Digital badge in main navigation or menu | 1 |
| Digital badge in header of website (at the top, on all pages) | 4 |
| Digital badge in footer of website (at the bottom, on all pages) | 3 |
| Digital badge on a contact or about page | 2 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 5 |
| Digital badge on social media pages as a visible post or dedicated widget | 7 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q21 Do you foresee any problems with placement of badges for specific businesses? Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online? Agree

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? Group / chain restaurants

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? Undecided

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? Agree

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? Agree

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#4

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, February 24, 2020 3:45:20 PM
Last Modified: Monday, February 24, 2020 3:45:47 PM
Time Spent: 00:00:27
IP Address: 2.18.66.110

Page 1: Tell us a bit about yourself

Q1 What is your name?

Kirsty

Q2 What is your role at the FSA?

Head of content

Q3 How connected to the FHRs are you in your current role?

Comms

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you?

Respondent skipped this question

Q5 Do you think they are easy to read and understand?

Respondent skipped this question

Q6 What do you think works well on these options?

Respondent skipped this question

Q7 Do you recognise any problems with these options?

Respondent skipped this question

Q8 Do you think the logo is necessary?

Respondent skipped this question

Q9 Do you think the logo makes the badges seem more official or trustworthy?

Respondent skipped this question

Q10 Do you think the selected font is representative of the FHRs brand?

Respondent skipped this question

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Respondent skipped this question

Q13 Tell us why you have selected that style...

Respondent skipped this question

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Respondent skipped this question

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Respondent skipped this question

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Respondent skipped this question

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Respondent skipped this question

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, February 24, 2020 5:35:45 PM
Last Modified: Monday, February 24, 2020 5:54:02 PM
Time Spent: 00:18:16
IP Address: 23.15.241.214

Page 1: Tell us a bit about yourself

Q1 What is your name?

Wendy Love

Q2 What is your role at the FSA?

Local Authority Partnerships Officer

Q3 How connected to the FHRs are you in your current role?

a little

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

05 more recognisable as more similar to business sticker

Q7 Do you recognise any problems with these options?

the long shape rather than the option 5 is very different to the stickers people would see in shops etc

Q8 Do you think the logo is necessary? **Agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

they may not meet accessibility requirements in terms of use of colour etc. I don't know whether they need to?

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 05

Q13 Tell us why you have selected that style...

similar to sticker in businesses so more recognisable

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 03,

Desktop 05,

Desktop 09

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 02,

Desktop 03,

Desktop 05

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

OK

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

01

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Banner above main website content **2**

Digital badge in main navigation or menu **1**

Digital badge in header of website (at the top, on all pages) **3**

Q19 Tell us why your preferred placement works in your opinion.

easier to spot

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----------|
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 1 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

fitting it into the page with all the other info

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be? **Group / chain restaurants**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Disagree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Undecided**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add?

no thank you

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, February 24, 2020 6:05:07 PM
Last Modified: Monday, February 24, 2020 6:47:52 PM
Time Spent: 00:42:45
IP Address: 2.18.66.110

Page 1: Tell us a bit about yourself

Q1 What is your name?

Angela Towers

Q2 What is your role at the FSA?

Head, FHRs Team

Q3 How connected to the FHRs are you in your current role?

Very!

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

Colour, recognisable branding

Q7 Do you recognise any problems with these options?

Need to study more closely

Q8 Do you think the logo is necessary? **Undecided****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Need to consider use of FSA logo - potential Trademark issues?

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 04

Q13 Tell us why you have selected that style...

Clarity

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 03,
Desktop 04,
Desktop 05

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Mobile 02,
Mobile 03,
Mobile 04

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

I prefer the flag.

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

4

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|---|----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge on a contact or about page | 4 |

Q19 Tell us why your preferred placement works in your opinion.

Needs to be clearly visible (obvious) at point of choice / point of placing order,

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|---|----------|
| Banner above main website content | 3 |
| Digital badge in main navigation or menu | 1 |
| Digital badge in header of website (at the top, on all pages) | 2 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

I don't know enough about social media pages to comment.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be? **Proprietary Take-Away**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Disagree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Undecided**

Q27 Is there anything else you'd like to add?

Not sure who questions 23 - 26 are aimed at? Not sure what Q23 is getting at. There are other FHRS images that also need to be available digitally e.g. Awaiting Inspection - have you considered those?

#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, February 24, 2020 6:49:19 PM
Last Modified: Monday, February 24, 2020 7:21:09 PM
Time Spent: 00:31:50
IP Address: 23.1.237.28

Page 1: Tell us a bit about yourself

Q1 What is your name?

Azeem Sabri

Q2 What is your role at the FSA?

FHRs policy support

Q3 How connected to the FHRs are you in your current role?

Fully

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Undecided**

Q5 Do you think they are easy to read and understand? **Undecided**

Q6 What do you think works well on these options?

no comment

Q7 Do you recognise any problems with these options?

colour scheme of black, has this been tested on Android 10 using the dark mode?

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

if the font is an issue should this be revised for a modern look?

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 05

Q13 Tell us why you have selected that style...

representative of the badge online and stickers

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 05,
Desktop 07,
Desktop + mobile 08

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 05,
Desktop 06,
Desktop 07

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

too much info

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

8

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 8 |
| Digital badge in footer of website (at the bottom, on all pages) | 9 |
| Digital badge on a contact or about page | 3 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 2 |
| Digital badge on email marketing materials | 5 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion. Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 2 |
| Digital badge in header of website (at the top, on all pages) | 3 |
| Digital badge in footer of website (at the bottom, on all pages) | 4 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

a simple rating badge should suffice on the main business page or on the food menu page

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Aggregators**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add? **Respondent skipped this question**

#8

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 9:44:11 AM
Last Modified: Tuesday, February 25, 2020 9:47:28 AM
Time Spent: 00:03:17
IP Address: 173.223.52.63

Page 1: Tell us a bit about yourself

Q1 What is your name?

Jamie Tomlinson

Q2 What is your role at the FSA?

Operational Policy and Delivery

Q3 How connected to the FHRs are you in your current role?

Not very

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

They look similar to existing

Q7 Do you recognise any problems with these options?

No

Q8 Do you think the logo is necessary? **Agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

No

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Respondent skipped this question

Q13 Tell us why you have selected that style...

Respondent skipped this question

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Respondent skipped this question

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Respondent skipped this question

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Respondent skipped this question

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Respondent skipped this question

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#9

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 9:34:14 AM
Last Modified: Tuesday, February 25, 2020 9:54:49 AM
Time Spent: 00:20:34
IP Address: 23.15.240.148

Page 1: Tell us a bit about yourself

Q1 What is your name?

Rebecca Watts

Q2 What is your role at the FSA?

Delivery team advisor

Q3 How connected to the FHRs are you in your current role?

none

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

black background with white writing - makes the description stand out

Q7 Do you recognise any problems with these options?

no

Q8 Do you think the logo is necessary? **Undecided****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Undecided**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options? **Respondent skipped this question**

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Respondent skipped this question**

Q13 Tell us why you have selected that style... **Respondent skipped this question**

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Respondent skipped this question**

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Respondent skipped this question**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing. **Respondent skipped this question**

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice. **Respondent skipped this question**

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q19 Tell us why your preferred placement works in your opinion. **Respondent skipped this question**

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q21 Do you foresee any problems with placement of badges for specific businesses? **Respondent skipped this question**

Q22 In your opinion, do you agree that all businesses must display online? **Respondent skipped this question**

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#10

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 9:41:54 AM
Last Modified: Tuesday, February 25, 2020 10:12:18 AM
Time Spent: 00:30:24
IP Address: 173.223.52.135

Page 1: Tell us a bit about yourself

Q1 What is your name?

Susan Harvey

Q2 What is your role at the FSA?

Feed Official Controls Delivery Lead

Q3 How connected to the FHRs are you in your current role?

Minimal awareness - more like a consumer

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Undecided****Q5** Do you think they are easy to read and understand? **Undecided****Q6** What do you think works well on these options?

The colours and images replicate the on premises window stickers

Q7 Do you recognise any problems with these options?

The white background doesn't make the text stand out as well as with white text on black. Desktops 9-13 have a lot of blank space

Q8 Do you think the logo is necessary? **Agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Undecided**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

I don't think the use of a white background reflects the window stickers sufficiently

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 04

Q13 Tell us why you have selected that style...

Is compact but clear and includes the FSA logo. However it states English version but it has the Welsh flag not sure what corresponding English version would look like

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 03,
Desktop 04,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 03,
Desktop 04,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Flags would work for Wales as that is part of their recognised brand but in England are usually seen just in context of FSA without the Cross of St George. Unfortunately this be a negative image

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desktop 04

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 7 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 2 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 4 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 6 |
| Digital badge on social media pages as a visible post or dedicated widget | 11 |
| Digital badge on email marketing materials | 12 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 9 |
| Basic URL in footer of website (at the bottom, on all pages) | 8 |
| Basic URL on a contact or about page | 10 |

Q19 Tell us why your preferred placement works in your opinion.

To be as visible as possible when someone is first choosing a business and remind the consumer throughout their consideration process through to a potential order

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 7 |
| Digital badge in main navigation or menu | 1 |
| Digital badge in header of website (at the top, on all pages) | 11 |
| Digital badge in footer of website (at the bottom, on all pages) | 12 |
| Digital badge on a contact or about page | 2 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 3 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 10 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 5 |
| Basic URL in footer of website (at the bottom, on all pages) | 4 |
| Basic URL on a contact or about page | 6 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

I am sure there will be influenced by how positive a business is about their rating and how it impacts on their footfall.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Virtual Take-aways (on their own website)**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Strongly disagree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Disagree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Undecided**

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#11

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 9:40:07 AM
Last Modified: Tuesday, February 25, 2020 10:14:01 AM
Time Spent: 00:33:53
IP Address: 23.15.240.148

Page 1: Tell us a bit about yourself

Q1 What is your name?

Andrew Gilden

Q2 What is your role at the FSA?

Technical and Operational Policy Manager

Q3 How connected to the FHRs are you in your current role?

Limited connection through work on Food Law Code of Practice

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

The colour and layout are similar to the stickers consumers are used to seeing in food businesses, so they should recognise and understand these visuals as well.

Q7 Do you recognise any problems with these options?

Desktop options 5, 6, 7 and 8 don't appear to reference the FSA anywhere on the visual.

Q8 Do you think the logo is necessary? **Strongly agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 01

Q13 Tell us why you have selected that style...

The colouring used more clearly sets out the rating, FSA logo and action required.

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 01,
Desktop 13,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 01,
Desktop 13,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

As long as it is clear what the switch is, and businesses could apply the badge with this switch included easily, then it may be useful. However, for a lot of businesses, especially caterers who only serve their local area, then they may not need to include the Welsh language version, as they will never deliver to Wales.

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

2

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 2 |
| Digital badge in main navigation or menu | 8 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 4 |
| Digital badge on a contact or about page | 9 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 3 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 5 |
| Digital badge on social media pages as a visible post or dedicated widget | 6 |
| Digital badge on email marketing materials | 7 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

In my opinion, as consumers are used to seeing the information on doors as they go into businesses, they should receive the information when they access websites as well, so the information should be presented to them clearly when going onto a site, and without having to click on a link etc. to access the information.

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 6 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 7 |
| Digital badge in footer of website (at the bottom, on all pages) | 5 |
| Digital badge on a contact or about page | 2 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 1 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 4 |
| Digital badge on social media pages as a visible post or dedicated widget | 11 |
| Digital badge on email marketing materials | 12 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 8 |
| Basic URL in footer of website (at the bottom, on all pages) | 9 |
| Basic URL on a contact or about page | 10 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Depending on the final options, I don't foresee any issues with businesses putting this information on websites. However, unless mandatory to do so, those with lower ratings may choose not to provide these details.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Aggregators**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Undecided**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Disagree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Agree**

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#12

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 9:42:33 AM
Last Modified: Tuesday, February 25, 2020 10:16:34 AM
Time Spent: 00:34:01
IP Address: 173.223.52.63

Page 1: Tell us a bit about yourself

Q1 What is your name?

Dean Lee

Q2 What is your role at the FSA?

Feed Delivery Support Officer

Q3 How connected to the FHRs are you in your current role?

Not at all

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

The 'Need Major Improvement' descriptor helps

Q7 Do you recognise any problems with these options?

The Welsh 'switch' is not clear on some of them

Q8 Do you think the logo is necessary? **Agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 04

Q13 Tell us why you have selected that style...

Has all the info & looks best

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 04,
Desktop 10,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 04,
Desktop 07,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Prefer flags

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desktop 04

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 10 |
| Digital badge on a contact or about page | 11 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 5 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 6 |
| Digital badge on email marketing materials | 7 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 9 |
| Basic URL in footer of website (at the bottom, on all pages) | 8 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

Easy to see

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----------|
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 2 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Depends if they want customers to see it or not!

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Proprietary Take-Away**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Agree

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Undecided

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Agree

Q27 Is there anything else you'd like to add?

Make FHRS display compulsory for all relevant food businesses

#13

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 10:40:43 AM
Last Modified: Tuesday, February 25, 2020 10:44:55 AM
Time Spent: 00:04:11
IP Address: 23.45.12.22

Page 1: Tell us a bit about yourself

Q1 What is your name?

Lisa Smith

Q2 What is your role at the FSA?

Senior Intelligence Officer

Q3 How connected to the FHRs are you in your current role?

20%

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

Easy to understand.

Q7 Do you recognise any problems with these options?

.

Q8 Do you think the logo is necessary? **Agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

No

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 01

Q13 Tell us why you have selected that style...

Easily understood and clear

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 01,
Desktop 05,
Desktop 07

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 01,
Desktop 05,
Desktop 07

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Not necessary

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

.

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#14

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 11:00:31 AM
Last Modified: Tuesday, February 25, 2020 11:30:42 AM
Time Spent: 00:30:10
IP Address: 23.15.241.76

Page 1: Tell us a bit about yourself

Q1 What is your name?

Lisa Brooks

Q2 What is your role at the FSA?

Relationship Manager - Regulatory Compliance Division

Q3 How connected to the FHRs are you in your current role?

I am a rep on the FHRs Policy Group & User Group and work with LAs implementing the scheme

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Clearly identifies the rating given and what it means. Strong branding so is recognisable.

Q7 Do you recognise any problems with these options?

No

Q8 Do you think the logo is necessary? **Agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

No

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Mobile 02

Q13 Tell us why you have selected that style...

All the information together - clear what the rating is, what it means and that it is an FSA scheme

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 04,
Desktop 07,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 04,
Desktop 07,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Good option to have

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desktop 4

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 3 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 2 |
| Digital badge on a contact or about page | 7 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 5 |
| Digital badge on social media pages as a visible post or dedicated widget | 9 |
| Digital badge on email marketing materials | 10 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 8 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

Very visible, on every page so hopefully the consumer won't miss it. They should see it straight away so if it is going to influence whether they use the business, they know straight away rather than having to wait to learn about the rating at a later stage.

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 8 |
| Digital badge in main navigation or menu | 7 |
| Digital badge in header of website (at the top, on all pages) | 12 |
| Digital badge in footer of website (at the bottom, on all pages) | 11 |
| Digital badge on a contact or about page | 1 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 10 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 4 |
| Basic URL in footer of website (at the bottom, on all pages) | 5 |
| Basic URL on a contact or about page | 2 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Corporate pages may not have space, the FBO may not want to agree to having the badge placed at a certain place. Additional costs associated with changing websites.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Group / chain restaurants**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Undecided**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add?

I would like to see the local authority logo (or at least name) added - I know this is difficult with so many LAs but in an 'ideal world' I would have this!

#15

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 10:33:45 AM
Last Modified: Tuesday, February 25, 2020 11:36:42 AM
Time Spent: 01:02:56
IP Address: 23.45.12.45

Page 1: Tell us a bit about yourself

Q1 What is your name?

Sandra Cockell

Q2 What is your role at the FSA?

Head of Relationship Management

Q3 How connected to the FHRs are you in your current role?

Very - work closely with local authorities in England

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Rating is very easy to read at a glance

Q7 Do you recognise any problems with these options?

No

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 03

Q13 Tell us why you have selected that style...

it is bold and very clear

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 05,
Desktop + mobile 08,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 05,
Desktop + mobile 08,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

I prefer seperate to avoid FBOs and consumers being confused

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

04

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 3 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 2 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

It will not be overlooked

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|---|---|
| Digital badge in footer of website (at the bottom, on all pages) | 1 |
| Digital badge on a contact or about page | 2 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 3 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

yes for those who have specific branding

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Group / chain restaurants**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Agree

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Agree

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Strongly agree

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#16

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 11:08:01 AM
Last Modified: Tuesday, February 25, 2020 11:37:33 AM
Time Spent: 00:29:31
IP Address: 23.52.0.79

Page 1: Tell us a bit about yourself

Q1 What is your name?

Una Campbell

Q2 What is your role at the FSA?

Policy Advisor - Hygiene

Q3 How connected to the FHRs are you in your current role?

I am the lead for FHRs in the Belfast office

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Agree**

Q6 What do you think works well on these options?

Inclusion of the FSA logo where possible and use of similar font, colours etc

Q7 Do you recognise any problems with these options?

just those that don't include wording e.g. very good etc

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Mobile 02

Q13 Tell us why you have selected that style...

It's concise and compact, it has the logo, the font and the colouring. Also I'm not keen on the little switch for language change

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 05,
Mobile 02,
Mobile 04

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 05,
Mobile 02,
Mobile 04

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

They are fine as long as they are only for use by Welsh businesses and not a design for businesses in England and N. Ireland

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Mobile 2

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 5 |
| Digital badge in main navigation or menu | 1 |
| Digital badge in header of website (at the top, on all pages) | 6 |
| Digital badge in footer of website (at the bottom, on all pages) | 7 |
| Digital badge on a contact or about page | 8 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 2 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 4 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

They should be most similar to walking in the door of a food business

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 10 |
| Digital badge in main navigation or menu | 11 |
| Digital badge in header of website (at the top, on all pages) | 9 |
| Digital badge in footer of website (at the bottom, on all pages) | 8 |
| Digital badge on a contact or about page | 7 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 12 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 6 |
| Digital badge on social media pages as a visible post or dedicated widget | 5 |
| Digital badge on email marketing materials | 4 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 3 |
| Basic URL in footer of website (at the bottom, on all pages) | 2 |
| Basic URL on a contact or about page | 1 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

I'm not aware of any

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Aggregators**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Undecided**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#17

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 11:29:04 AM
Last Modified: Tuesday, February 25, 2020 12:07:03 PM
Time Spent: 00:37:59
IP Address: 173.223.52.63

Page 1: Tell us a bit about yourself

Q1 What is your name?

Gail Jones

Q2 What is your role at the FSA?

Relationship Manager

Q3 How connected to the FHRs are you in your current role?

Well connected - supported roll out to LAs, including obtaining LA contact to populate the platform, field LA enquiries and user in personal capacity

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Undecided**

Q5 Do you think they are easy to read and understand? **Undecided**

Q6 What do you think works well on these options?

Black text on white background in right hand part of Desktop 02 ; welsh flag not CYM; description above rating in mobile 4 with less emphasis on FSA logo

Q7 Do you recognise any problems with these options?

white text on green nor black is not clear; desktop 14 lots of black space

Q8 Do you think the logo is necessary? **Undecided**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Undecided**

Q10 Do you think the selected font is representative of the FHRS brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

FSA logo should not be more prominent than the rating and description when it is the LA who inspect

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Mobile 04**

Q13 Tell us why you have selected that style...

explains the rating as 1 or 5 could be good

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 05,**
Desktop 07,
Mobile 04

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 05,**
Desktop 07,
Mobile 04

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Bilingual badge good with flag; CYM would not be known to many

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

02

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 5 |
| Digital badge in header of website (at the top, on all pages) | 10 |
| Digital badge in footer of website (at the bottom, on all pages) | 9 |
| Digital badge on a contact or about page | 8 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 3 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 2 |
| Digital badge on social media pages as a visible post or dedicated widget | 4 |
| Digital badge on email marketing materials | 6 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 7 |
| Basic URL in footer of website (at the bottom, on all pages) | 12 |
| Basic URL on a contact or about page | 11 |

Q19 Tell us why your preferred placement works in your opinion.

Influence before ordering/ booking a table; doubtful consumers would scroll down to find this information at the bottom

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 12 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 11 |
| Digital badge in footer of website (at the bottom, on all pages) | 5 |
| Digital badge on a contact or about page | 6 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 8 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 9 |
| Digital badge on social media pages as a visible post or dedicated widget | 10 |
| Digital badge on email marketing materials | 4 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 7 |
| Basic URL in footer of website (at the bottom, on all pages) | 1 |
| Basic URL on a contact or about page | 2 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Competition with their branding

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Group / chain restaurants**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Undecided**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Undecided**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Agree**

Q27 Is there anything else you'd like to add?

Too many alerts and its likely to be dismissed but alerts may be helpful when 99% are on board, though churn in some areas is high. The approach working to get those with good proportion of market share e.g Wetherspoons was helpful this could raise publicity to encourage others nearby to get on board

#18

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 12:14:06 PM
Last Modified: Tuesday, February 25, 2020 12:15:40 PM
Time Spent: 00:01:34
IP Address: 173.223.52.63

Page 1: Tell us a bit about yourself

Q1 What is your name?

M

Q2 What is your role at the FSA?

Admin

Q3 How connected to the FHRs are you in your current role? Respondent skipped this question

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? Respondent skipped this question

Q5 Do you think they are easy to read and understand? Respondent skipped this question

Q6 What do you think works well on these options? Respondent skipped this question

Q7 Do you recognise any problems with these options? Respondent skipped this question

Q8 Do you think the logo is necessary? Respondent skipped this question

Q9 Do you think the logo makes the badges seem more official or trustworthy? Respondent skipped this question

Q10 Do you think the selected font is representative of the FHRs brand? Respondent skipped this question

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options? Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Respondent skipped this question

Q13 Tell us why you have selected that style...

Respondent skipped this question

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Respondent skipped this question

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Respondent skipped this question

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Respondent skipped this question

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Respondent skipped this question

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#19

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 12:14:46 PM
Last Modified: Tuesday, February 25, 2020 12:28:59 PM
Time Spent: 00:14:13
IP Address: 92.122.54.71

Page 1: Tell us a bit about yourself

Q1 What is your name?

Maria Jennings

Q2 What is your role at the FSA?

Director

Q3 How connected to the FHRs are you in your current role?

FHRs is the consumer facing summary of the official controls

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

The colour recognition along with the explanation in words

Q7 Do you recognise any problems with these options?

no

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

no

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 01

Q13 Tell us why you have selected that style...

Easy to follow

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 01,
Desktop 06,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 01,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Respondent skipped this question

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Respondent skipped this question

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 2 |
| Digital badge in header of website (at the top, on all pages) | 3 |
| Digital badge in footer of website (at the bottom, on all pages) | 4 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion. **Respondent skipped this question**

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q21 Do you foresee any problems with placement of badges for specific businesses? **Respondent skipped this question**

Q22 In your opinion, do you agree that all businesses must display online? **Respondent skipped this question**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Respondent skipped this question**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Strongly agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Strongly agree

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Strongly agree

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#20

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 12:57:50 PM
Last Modified: Tuesday, February 25, 2020 12:59:06 PM
Time Spent: 00:01:15
IP Address: 184.27.141.159

Page 1: Tell us a bit about yourself

Q1 What is your name?

Catriona Stewart

Q2 What is your role at the FSA?

Head, Compliance & Standards, RCD

Q3 How connected to the FHRs are you in your current role?

FHRs Team in my Unit

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you?

Respondent skipped this question

Q5 Do you think they are easy to read and understand?

Respondent skipped this question

Q6 What do you think works well on these options?

Respondent skipped this question

Q7 Do you recognise any problems with these options?

Respondent skipped this question

Q8 Do you think the logo is necessary?

Respondent skipped this question

Q9 Do you think the logo makes the badges seem more official or trustworthy?

Respondent skipped this question

Q10 Do you think the selected font is representative of the FHRs brand?

Respondent skipped this question

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Respondent skipped this question

Q13 Tell us why you have selected that style...

Respondent skipped this question

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Respondent skipped this question

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Respondent skipped this question

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Respondent skipped this question

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Respondent skipped this question

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#21

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 11:57:42 AM
Last Modified: Tuesday, February 25, 2020 1:16:22 PM
Time Spent: 01:18:39
IP Address: 173.223.52.135

Page 1: Tell us a bit about yourself

Q1 What is your name?

Jayne Griffiths

Q2 What is your role at the FSA?

FHRs Lead for Wales

Q3 How connected to the FHRs are you in your current role?

Very

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Clear and in context, Colour, Bilingual,

Q7 Do you recognise any problems with these options?

Use of CYM as an abbreviation may not be understood

Q8 Do you think the logo is necessary? **Undecided**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Undecided**

Q10 Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 04

Q13 Tell us why you have selected that style...

Prefer white on black writing and welsh flag

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 04,
Desktop 05,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 06,
Desktop 10,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

We have a welsh language logo that will need to be used on welsh badges think flag is easily identifiable as opposed to CYM

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

4

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#22

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 2:20:18 PM
Last Modified: Tuesday, February 25, 2020 2:40:33 PM
Time Spent: 00:20:15
IP Address: 23.15.241.61

Page 1: Tell us a bit about yourself

Q1 What is your name?

John Cragg

Q2 What is your role at the FSA?

Head of official feed and food controls

Q3 How connected to the FHRs are you in your current role?

fairly connected

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

clarity and consistency

Q7 Do you recognise any problems with these options?

Black too dominant on 9-13

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 05

Q13 Tell us why you have selected that style...

reflects what is seen on the high street - need to be consistent with imaging

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 05,
Desktop + mobile 08,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 05,
Desktop + mobile 08,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Text is adequate - we don't want flags suggesting a country specific scheme

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desk top 5

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 3 |
| Digital badge on a contact or about page | 6 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 8 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 5 |
| Digital badge on social media pages as a visible post or dedicated widget | 7 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

needs to be seen early and at eye level

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 10 |
| Digital badge in main navigation or menu | 6 |
| Digital badge in header of website (at the top, on all pages) | 12 |
| Digital badge in footer of website (at the bottom, on all pages) | 9 |
| Digital badge on a contact or about page | 1 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 2 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 11 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 4 |
| Basic URL in footer of website (at the bottom, on all pages) | 5 |
| Basic URL on a contact or about page | 7 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Depends if mandatory or not

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Proprietary Take-Away**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Strongly agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Undecided**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#23

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 12:51:43 PM
Last Modified: Tuesday, February 25, 2020 2:58:44 PM
Time Spent: 02:07:01
IP Address: 23.206.195.126

Page 1: Tell us a bit about yourself

Q1 What is your name?

Michela Cogan

Q2 What is your role at the FSA?

Regulatory Standards Officer

Q3 How connected to the FHRs are you in your current role?

I need to have understanding of FHRs

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Agree**

Q6 What do you think works well on these options?

Desktop 05 & 07 and Mobile 02 When "Major Improvement" text is white on black background is easily legible and when this text is placed beneath the scoring and linked to the number 1. Welsh dragon icon easily recognisable for Wales

Q7 Do you recognise any problems with these options?

White text on green background is not strong format and Mobile 1 and Mobile 3 just does not explain rating given, and public confusion with just number

Q8 Do you think the logo is necessary? **Undecided**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Agree**

Q10 Do you think the selected font is representative of the FHRS brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options? **Respondent skipped this question**

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 07**

Q13 Tell us why you have selected that style...

Explains it is in relation to food hygiene, links number to statement so public understand what it means

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 02, Desktop 06, Desktop 07**

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 02, Desktop 07, Mobile 02**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Flag better

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desktop 07

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 11 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 10 |
| Digital badge in footer of website (at the bottom, on all pages) | 6 |
| Digital badge on a contact or about page | 7 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 1 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 12 |
| Digital badge on social media pages as a visible post or dedicated widget | 4 |
| Digital badge on email marketing materials | 5 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 2 |
| Basic URL in footer of website (at the bottom, on all pages) | 8 |
| Basic URL on a contact or about page | 9 |

Q19 Tell us why your preferred placement works in your opinion.

Easy to find if ordering food, it is point of sale and customer can make informed choice before paying for item

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 10 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 12 |
| Digital badge in footer of website (at the bottom, on all pages) | 11 |
| Digital badge on a contact or about page | 2 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 5 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 3 |
| Digital badge on social media pages as a visible post or dedicated widget | 7 |
| Digital badge on email marketing materials | 8 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 6 |
| Basic URL in footer of website (at the bottom, on all pages) | 9 |
| Basic URL on a contact or about page | 1 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Not all businesses are online - home caterers/micro businesses may not have resources to amend their websites

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Caterers**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Strongly agree**

Q27 Is there anything else you'd like to add?

How will checks be done to ensure the digital display matches their current rating (following appeal period) and what universal action is taken when this is found to be different and who will monitor and enforce this?

#24

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 12:10:13 PM
Last Modified: Tuesday, February 25, 2020 2:59:17 PM
Time Spent: 02:49:03
IP Address: 173.223.52.135

Page 1: Tell us a bit about yourself

Q1 What is your name?

Delyth Murray- Lines

Q2 What is your role at the FSA?

Senior Industry Assurance Officer

Q3 How connected to the FHRs are you in your current role? **Respondent skipped this question**

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

Colour choice and image are like those used in the sticker. Inclusion of FSA logo.

Q7 Do you recognise any problems with these options?

Welsh Gov logo not included on bilingual/ Welsh version. Wording is not consistent with the stickers- this introduces a question that they may not be legitimate.

Q8 Do you think the logo is necessary? **Strongly agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Versions in Desktop 5 id my preferred version as it's more recognisable as it looks like the sticker. Options 6 & 8 would be my second choice.

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 05**

Q13 Tell us why you have selected that style...

Looks most similar to sticker so more easily recognised

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 05,**
Desktop 06,
Desktop + mobile 08

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Respondent skipped this question**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Suggest including WG logo rather than the flag

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desktop 5

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 12 |
| Digital badge in main navigation or menu | 1 |
| Digital badge in header of website (at the top, on all pages) | 10 |
| Digital badge in footer of website (at the bottom, on all pages) | 11 |
| Digital badge on a contact or about page | 3 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 2 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 4 |
| Digital badge on email marketing materials | 8 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 6 |
| Basic URL in footer of website (at the bottom, on all pages) | 9 |
| Basic URL on a contact or about page | 5 |

Q19 Tell us why your preferred placement works in your opinion.

Obvious

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Strongly agree

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be?

Virtual Take-aways (on their own website)

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Undecided

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Agree

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Strongly agree

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#25

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 2:39:52 PM
Last Modified: Tuesday, February 25, 2020 3:01:23 PM
Time Spent: 00:21:31
IP Address: 23.15.241.61

Page 1: Tell us a bit about yourself

Q1 What is your name?

Respondent skipped this question

Q2 What is your role at the FSA?

Respondent skipped this question

Q3 How connected to the FHRs are you in your current role?

Work in the FHRs Team

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you?

Strongly agree

Q5 Do you think they are easy to read and understand?

Strongly agree

Q6 What do you think works well on these options?

Looks the very similar to the existing badges used - good colour scheme and contrasts which match the FHRs branding

Q7 Do you recognise any problems with these options?

I think the version that match the stickers physically displayed at premise are the best ones to go for i.e. rating is highlighted in black (rather than green) which gives better contrast.

Q8 Do you think the logo is necessary?

Strongly agree

Q9 Do you think the logo makes the badges seem more official or trustworthy?

Strongly agree

Q10 Do you think the selected font is representative of the FHRs brand?

Undecided

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 05

Q13 Tell us why you have selected that style...

Looks the most like the sticker and the text describing the rating directly under it.

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 05,
Desktop 07,
Desktop + mobile 08

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 05,
Desktop 06,
Desktop 07

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Think useful to to have the toggle switch with flag

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

5 (with welsh flag on switch)

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q19 Tell us why your preferred placement works in your opinion.

Respondent skipped this question

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Respondent skipped this question

Q21 Do you foresee any problems with placement of badges for specific businesses?

Respondent skipped this question

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#26

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 12:40:32 PM
Last Modified: Tuesday, February 25, 2020 3:09:58 PM
Time Spent: 02:29:26
IP Address: 184.27.141.191

Page 1: Tell us a bit about yourself

Q1 What is your name?

Hardeep Kang

Q2 What is your role at the FSA?

FHRs Delivery Officer, I work within the FHRs team.

Q3 How connected to the FHRs are you in your current role?

I work within the FHRs team to ensure consist delivery of the scheme, aid policy making decisions and run FHRs national consistency exercises for local authorities

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Agree**

Q6 What do you think works well on these options?

The rating is clear as is the meaning of the rating. I feel the decription of the rating works well against the black background

Q7 Do you recognise any problems with these options?

The badges without the description of the rating could cause confusion, i.e. 1 could be interepreted as good, and the shorter description (of the rating) could be easlier overlooked. The longer description in black, at the bottom of the ratings appears to be a better option

Q8 Do you think the logo is neccessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRS brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

No

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 05**

Q13 Tell us why you have selected that style...

It is similar to the stickers which is a recognised brand

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 05,**
Desktop + mobile 08,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 05,**
Desktop + mobile 08,
Mobile 02

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

I prefer the switch option so that the consumer can switch between languages, however this needs to be clear to the consumer - i.e. a short statement on how to switch between languages

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Desktop 02 and desktop 03

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 6 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 8 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 3 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 4 |
| Digital badge on social media pages as a visible post or dedicated widget | 7 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

It is in a prominent place on the website

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 4 |
| Digital badge on a contact or about page | 5 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 8 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 6 |
| Digital badge on social media pages as a visible post or dedicated widget | 7 |
| Digital badge on email marketing materials | 10 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 11 |
| Basic URL in footer of website (at the bottom, on all pages) | 12 |
| Basic URL on a contact or about page | 9 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

There may be issues relating to the uploading of current and up to date badges - the uploading process needs to be simple and straight forward. We also need to ensure chains are able to load local data and be mindful of franchises.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Group / chain restaurants**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Strongly agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Agree**

Q27 Is there anything else you'd like to add?

No

#27

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 2:52:20 PM
Last Modified: Tuesday, February 25, 2020 3:10:42 PM
Time Spent: 00:18:22
IP Address: 2.18.66.110

Page 1: Tell us a bit about yourself

Q1 What is your name?

Andrea

Q2 What is your role at the FSA?

Primary Production and Approvals Support Officer,

Q3 How connected to the FHRs are you in your current role?

Very little

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Visually attracting and easy to read

Q7 Do you recognise any problems with these options?

Anyone who cant see colours or understands 1 is low and 5 high

Q8 Do you think the logo is neccessary? **Agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Undecided**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 01

Q13 Tell us why you have selected that style...

Clear and concise. not too difficult to read and recognizable

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 05,
Desktop + mobile 08,
Mobile 02

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 01,
Desktop 06,
Desktop 13

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

understand it is necessary. Flags are very effective. But does everyone know the flag?

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

Option One

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 1 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 2 |
| Digital badge in footer of website (at the bottom, on all pages) | 7 |
| Digital badge on a contact or about page | 8 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 6 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 5 |
| Digital badge on social media pages as a visible post or dedicated widget | 4 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 12 |
| Basic URL on a contact or about page | 11 |

Q19 Tell us why your preferred placement works in your opinion.

Social media and main pages are very visual as your eye is drawn to the main context and top of page. If further down then feeling it may not be read. Lots of people do not read marketing emails and delete. Just before paying you generally check the amount, so if here then also a check point per se

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 10 |
| Digital badge in main navigation or menu | 4 |
| Digital badge in header of website (at the top, on all pages) | 8 |
| Digital badge in footer of website (at the bottom, on all pages) | 9 |
| Digital badge on a contact or about page | 6 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 7 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 11 |
| Digital badge on social media pages as a visible post or dedicated widget | 12 |
| Digital badge on email marketing materials | 3 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 5 |
| Basic URL in footer of website (at the bottom, on all pages) | 2 |
| Basic URL on a contact or about page | 1 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

If low score then won't want it on their social media page or main website as a banner but this will encourage them to comply. Problems could be if there is no social media or URL page

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Virtual Take-aways (on their own website)**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Strongly agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Agree**

Q27 Is there anything else you'd like to add?

Dont deal with FHRS directly but feel the above would be very useful if i did

#28

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 4:20:30 PM
Last Modified: Tuesday, February 25, 2020 4:23:12 PM
Time Spent: 00:02:41
IP Address: 184.27.141.159

Page 1: Tell us a bit about yourself

Q1 What is your name?

Adam Rosser

Q2 What is your role at the FSA?

Executive Officer, Food Hygiene and Food Official Controls Delivery

Q3 How connected to the FHRs are you in your current role?

Not at all

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree**

Q5 Do you think they are easy to read and understand? **Strongly agree**

Q6 What do you think works well on these options?

Clear message

Q7 Do you recognise any problems with these options?

No

Q8 Do you think the logo is necessary? **Strongly agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options? **Respondent skipped this question**

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Respondent skipped this question**

Q13 Tell us why you have selected that style... **Respondent skipped this question**

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Respondent skipped this question**

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Respondent skipped this question**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing. **Respondent skipped this question**

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice. **Respondent skipped this question**

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q19 Tell us why your preferred placement works in your opinion. **Respondent skipped this question**

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q21 Do you foresee any problems with placement of badges for specific businesses? **Respondent skipped this question**

Q22 In your opinion, do you agree that all businesses must display online? **Respondent skipped this question**

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#29

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 25, 2020 8:15:42 PM
Last Modified: Tuesday, February 25, 2020 8:21:13 PM
Time Spent: 00:05:30
IP Address: 95.101.143.188

Page 1: Tell us a bit about yourself

Q1 What is your name?

Christine Kelleher

Q2 What is your role at the FSA?

Food Hygiene Controls Manager

Q3 How connected to the FHRs are you in your current role?

Limited

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Undecided**

Q5 Do you think they are easy to read and understand? **Agree**

Q6 What do you think works well on these options?

Simple with little text

Q7 Do you recognise any problems with these options?

One of the options is five star but also says needs major improvement

Q8 Do you think the logo is necessary? **Agree**

Q9 Do you think the logo makes the badges seem more official or trustworthy? **Agree**

Q10 Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options? **Respondent skipped this question**

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Respondent skipped this question**

Q13 Tell us why you have selected that style... **Respondent skipped this question**

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Respondent skipped this question**

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Respondent skipped this question**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing. **Respondent skipped this question**

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice. **Respondent skipped this question**

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q19 Tell us why your preferred placement works in your opinion. **Respondent skipped this question**

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q21 Do you foresee any problems with placement of badges for specific businesses? **Respondent skipped this question**

Q22 In your opinion, do you agree that all businesses must display online? **Respondent skipped this question**

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#30

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, February 26, 2020 10:38:43 AM
Last Modified: Wednesday, February 26, 2020 10:49:37 AM
Time Spent: 00:10:53
IP Address: 184.51.206.124

Page 1: Tell us a bit about yourself

Q1 What is your name?

Aaron

Q2 What is your role at the FSA?

Policy

Q3 How connected to the FHRs are you in your current role?

Not very much

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree****Q5** Do you think they are easy to read and understand? **Agree****Q6** What do you think works well on these options?

Bold & simple

Q7 Do you recognise any problems with these options?

no

Q8 Do you think the logo is necessary? **Agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Agree****Q10** Do you think the selected font is representative of the FHRs brand? **Agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

no

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Desktop 03

Q13 Tell us why you have selected that style...

includes everything but still simple, prefer white letters on black background

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Desktop 03,

Desktop 05,

Mobile 04

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Desktop 03,

Desktop 05,

Mobile 04

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

switches with text - it's language so don't denote with a flag image

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

3

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Digital badge at the point of payment or ordering if selling direct to consumer

1

Q19 Tell us why your preferred placement works in your opinion.

i view this as useful food information, so should be flagged to the consumer at the point of purchase (prior to payment)

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Basic URL on a contact or about page

1

Q21 Do you foresee any problems with placement of badges for specific businesses?

The above question is difficult, as a business' view on this would likely be totally dependent on their rating, so those with 5s would want it big, bold and prominent, whereas those with low ratings would want it hidden in smallprint or not shown at all.

Q22 In your opinion, do you agree that all businesses must display online?

Strongly agree

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Strongly agree

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Undecided

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Agree

Q27 Is there anything else you'd like to add?

Think it could be useful to include the date on which the rating was given with the rating info to indicate to the consumer how long ago it was (given that most think food businesses are inspected weekly)

#31

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, February 26, 2020 11:05:34 AM
Last Modified: Wednesday, February 26, 2020 11:06:20 AM
Time Spent: 00:00:45
IP Address: 23.219.38.174

Page 1: Tell us a bit about yourself

Q1 What is your name?

Bronagh Curran

Q2 What is your role at the FSA?

Operational delivery

Q3 How connected to the FHRs are you in your current role?

medium

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you?

Respondent skipped this question

Q5 Do you think they are easy to read and understand?

Respondent skipped this question

Q6 What do you think works well on these options?

Respondent skipped this question

Q7 Do you recognise any problems with these options?

Respondent skipped this question

Q8 Do you think the logo is necessary?

Respondent skipped this question

Q9 Do you think the logo makes the badges seem more official or trustworthy?

Respondent skipped this question

Q10 Do you think the selected font is representative of the FHRs brand?

Respondent skipped this question

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

| | |
|---|----------------------------------|
| Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. | Respondent skipped this question |
|---|----------------------------------|

| | |
|--|----------------------------------|
| Q13 Tell us why you have selected that style... | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing. | Respondent skipped this question |
|--|----------------------------------|

| | |
|---|----------------------------------|
| Q17 Which of these bilingual options is your favourite? Type the number associated with your choice. | Respondent skipped this question |
|---|----------------------------------|

Page 4: The next section is about where the badges could be placed online.

| | |
|--|----------------------------------|
| Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q19 Tell us why your preferred placement works in your opinion. | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q21 Do you foresee any problems with placement of badges for specific businesses? | Respondent skipped this question |
|--|----------------------------------|

| | |
|---|----------------------------------|
| Q22 In your opinion, do you agree that all businesses must display online? | Respondent skipped this question |
|---|----------------------------------|

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#32

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, February 26, 2020 2:28:35 PM
Last Modified: Wednesday, February 26, 2020 2:29:36 PM
Time Spent: 00:01:00
IP Address: 2.16.167.135

Page 1: Tell us a bit about yourself

Q1 What is your name?

Matthew Jones

Q2 What is your role at the FSA?

Environmental Health Intern

Q3 How connected to the FHRs are you in your current role?

Working on same team but not working on FHRs

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you?

Respondent skipped this question

Q5 Do you think they are easy to read and understand?

Respondent skipped this question

Q6 What do you think works well on these options?

Respondent skipped this question

Q7 Do you recognise any problems with these options?

Respondent skipped this question

Q8 Do you think the logo is necessary?

Respondent skipped this question

Q9 Do you think the logo makes the badges seem more official or trustworthy?

Respondent skipped this question

Q10 Do you think the selected font is representative of the FHRs brand?

Respondent skipped this question

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Respondent skipped this question

Page 3: The next section is about the badges themselves.

| | |
|---|----------------------------------|
| Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. | Respondent skipped this question |
|---|----------------------------------|

| | |
|--|----------------------------------|
| Q13 Tell us why you have selected that style... | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing. | Respondent skipped this question |
|--|----------------------------------|

| | |
|---|----------------------------------|
| Q17 Which of these bilingual options is your favourite? Type the number associated with your choice. | Respondent skipped this question |
|---|----------------------------------|

Page 4: The next section is about where the badges could be placed online.

| | |
|--|----------------------------------|
| Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q19 Tell us why your preferred placement works in your opinion. | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. | Respondent skipped this question |
|--|----------------------------------|

| | |
|--|----------------------------------|
| Q21 Do you foresee any problems with placement of badges for specific businesses? | Respondent skipped this question |
|--|----------------------------------|

| | |
|---|----------------------------------|
| Q22 In your opinion, do you agree that all businesses must display online? | Respondent skipped this question |
|---|----------------------------------|

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#33

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, February 26, 2020 2:06:05 PM
Last Modified: Wednesday, February 26, 2020 2:36:14 PM
Time Spent: 00:30:09
IP Address: 23.46.211.47

Page 1: Tell us a bit about yourself

Q1 What is your name?

Xosé Álvarez

Q2 What is your role at the FSA?

Team Support Officer (LA Partnerships team)

Q3 How connected to the FHRs are you in your current role?

FSA representative in the Wales FHRs Steering Group. Directly involved into FHRs in my team along Jayne Griffiths.

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRs brand well? Are they recognisable to you? **Strongly agree****Q5** Do you think they are easy to read and understand? **Strongly agree****Q6** What do you think works well on these options?

Simple, focused in essential images/text

Q7 Do you recognise any problems with these options?

Welsh-language badges are displaying the FSA's logo in English. They should be in Welsh. In addition, Desktop 11 and Mobile 03 and 04 show black as the main colour, whereas green is the option used by the FSA in stickers.

Q8 Do you think the logo is necessary? **Strongly agree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Strongly agree****Q10** Do you think the selected font is representative of the FHRs brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Although the rating number is probably what people refer to and focus on when considering a rating, the official wording provides useful additional information about its meaning. I think that options where the worded description of a rating is omitted would not be as informative and would be missing essential information for the consumer.

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 02**

Q13 Tell us why you have selected that style...

Includes all elements I consider valuable, including brand recognition, as well as having an adequate font size and a clearer option to switch to Welsh language.

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 02, Desktop 05, Mobile 02**

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 02, Desktop 12, Mobile 02**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Preferable than with switches. The Welsh Language Standards establish that Welsh must be used in equal conditions to English. By choosing one language as a default, this means one will prevail in use over the other. In addition, Welsh language speakers might consider unfair that they have to apply one step further (using the switch) to be able to access the information in their language of choice.

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.

All the options I have seen are either English-only or Welsh-only. Desktop 2 remains my preferred option.

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|-----------|
| Banner above main website content | 2 |
| Digital badge in main navigation or menu | 3 |
| Digital badge in header of website (at the top, on all pages) | 1 |
| Digital badge in footer of website (at the bottom, on all pages) | 7 |
| Digital badge on a contact or about page | 9 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 8 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 5 |
| Digital badge on social media pages as a visible post or dedicated widget | 4 |
| Digital badge on email marketing materials | 6 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 10 |
| Basic URL in footer of website (at the bottom, on all pages) | 11 |
| Basic URL on a contact or about page | 12 |

Q19 Tell us why your preferred placement works in your opinion.

The consumer needs to be able to know the rating before choosing the premise. If already chosen but the rating has not been considered, this should be visible as early as possible to give the option of changing their minds. Similarly, some users might not scroll all the way down before proceeding to the next step. A rating at the top will ensure it will always be visible to the consumer.

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

| | |
|--|----|
| Banner above main website content | 5 |
| Digital badge in main navigation or menu | 6 |
| Digital badge in header of website (at the top, on all pages) | 11 |
| Digital badge in footer of website (at the bottom, on all pages) | 12 |
| Digital badge on a contact or about page | 3 |
| Digital badge at the point of payment or ordering if selling direct to consumer | 4 |
| Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises) | 7 |
| Digital badge on social media pages as a visible post or dedicated widget | 8 |
| Digital badge on email marketing materials | 9 |
| Basic URL at the point of payment or ordering if selling direct to consumer | 2 |
| Basic URL in footer of website (at the bottom, on all pages) | 10 |
| Basic URL on a contact or about page | 1 |

Q21 Do you foresee any problems with placement of badges for specific businesses?

Some businesses might depend on contractors to update their websites. Adding the badge could imply further costs, especially if this must be done in more than one page.

Q22 In your opinion, do you agree that all businesses must display online? **Strongly agree**

Q23 If you had to choose one type of business to raise awareness of FHRs before other businesses would participate, what would that be? **Aggregators**

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time? **Strongly agree**

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website? **Strongly agree**

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display? **Agree**

Q27 Is there anything else you'd like to add?

Respondent skipped this question

#34

INCOMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, February 26, 2020 3:08:39 PM
Last Modified: Wednesday, February 26, 2020 3:18:15 PM
Time Spent: 00:09:36
IP Address: 23.54.147.95

Page 1: Tell us a bit about yourself

Q1 What is your name?

Sean

Q2 What is your role at the FSA?

Policy advisor

Q3 How connected to the FHRS are you in your current role?

Not sure what the question means, but well aware of FHRS and how it works

Page 2: Branding

Q4 Do you agree that the options presented represent the FHRS brand well? Are they recognisable to you? **Undecided****Q5** Do you think they are easy to read and understand? **Undecided****Q6** What do you think works well on these options?

Desktop 05 and Mobile 02 are the best

Q7 Do you recognise any problems with these options?

Some aren't accessible.

Q8 Do you think the logo is necessary? **Disagree****Q9** Do you think the logo makes the badges seem more official or trustworthy? **Undecided****Q10** Do you think the selected font is representative of the FHRS brand? **Strongly agree**

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

The scheme might be the FSAs, but it's applied by local councils. Could they put their logo on the branding?

Page 3: The next section is about the badges themselves.

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all. **Desktop 05**

Q13 Tell us why you have selected that style...

Gives the rating and description

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application? **Desktop 05**

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some? **Desktop 05**

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing. **Respondent skipped this question**

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice. **Respondent skipped this question**

Page 4: The next section is about where the badges could be placed online.

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q19 Tell us why your preferred placement works in your opinion. **Respondent skipped this question**

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms). Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end. **Respondent skipped this question**

Q21 Do you foresee any problems with placement of badges for specific businesses? **Respondent skipped this question**

Q22 In your opinion, do you agree that all businesses must display online?

Respondent skipped this question

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Respondent skipped this question

Page 5: This is the final section where we'd like to ask you a bit about data and technology.

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?

Respondent skipped this question

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?

Respondent skipped this question

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Respondent skipped this question

Q27 Is there anything else you'd like to add?

Respondent skipped this question