SEP EVENTS testing Aug 22nd 2019

Summary or Straight to provider

- 28 of 30 said they wanted to see a summary and then have the option to go to the provider (93%)

T2 Number of support options on home page

- Footer links to **Browse Support** have no number indicator

- Not everyone sees the options on the blue button quickly

- 134 quickly noticed +10

T3 Listings page: Support options, Local support, taking on a new employee

- 55 support options +10

- 3 of 15 found the mismatch between quoted numbers to be confusing

- User spent time doing mental arithmetic +3

- User noticed that the numbers all adde up + 1

- Filters > Location

- Postcode +8

- Town +5

- Search +3

- Page does not autoscroll to top when filtering

- HR & Employing people category did not work BUT user would have used filter categories +8

- 50 miles +1

- 1 user put POSTCODE in SEARCH field

- Sort By +2

T4 Events: How many events, local events, How local is local enough

- 79 Events +11

- Postcode +6

- 5 Miles +4

- 3 mile +1

- 30 miles +1

- 10 miles +3

- 20 miles +1

- 50 miles +2

- Town name +5

- Postcode in SEARCH +3

- Wouldn't Support options include EVENTS

T5 Events: Sell on Amazon, Where and when, find event in last week of August

- Search +6

- Headings worked well

- Event location, date… details +11

- Date range +9

  BUT not obvious that anything had changed

- Category: ecommerce + 9

- Sort by date +2

T6 Events Map: Local events, Glasgow events, event categories

- Event categories were viewed as mostly OK. No major complaints
- Suggested additional categories
    - Loans and Finance
    - Change management
    - Marketing
    - Digital Marketing
    - Get Grants
    - Stage of business
    - Funding
    - Courses
    - IT safety
- Postcode +3
- Town name +3
- Filter user not really clicking on the map +1
- Clicked on Glasgow Cluster on map +9
- Hydro +6
- People expected the list to update (reduce) based on selections applied to the map
- Some people still use search and filters before using the map 33%

T7 Summary first or direct link to provider

- Service summary or direct to site
    - 28 of 30 said go to a summary first

1. Open the home page: https://s48f6s.axshare.com/home.html
2. How many support options are available?
3. Open the browse support page https://s48f6s.axshare.com/browse*all*-support-services.html
4. How many support options are available?
5. You want to just see support available to businesses in your area. How would you do that?
6. You're thinking of taking on a new employee. Can you find services s[ecifically about that?](#)
7. Now open the events page https://s48f6s.axshare.com/browse*all*support-events.html
8. How many events are available?
9. Can you find events near your business?
10. If you were to limit events to those within a certain distance, what distance would you choose?
11. Your business wants to start selling your products on Amazon. Is there anything that could help you?
12. Where is the event? When does it finish?

13. You want to go to an event in the last week of August. How would you do that?

14. Now open the map view https://s48f6s.axshare.com/browse*all*support-events-map.html

15. How would you find events near you?

16. How many events are taking place in Glasgow? How would you see individual events? What is happening at the Hydro?

17. Do the event categories make sense? Is anything you'd expect missing?