

UR ANALYSIS CRIB SHEET TEMPLATE

PROJECT	SEP
SPRINT NO	
DATE OF RESEARCH	Jan 2020
PARTICIPANT PROFILE REQUIREMENTS	UZ – Online Scottish business owners
ASSISTED DIGITAL PROFILE REQUIREMENTS	n/a
RESEARCHERS	Anubhav
OBJECTIVE/FEATURE EXPLORED	1)Discovery - About Us and “Programme” category feedback (15 users) 2)Events map function (10 users) 3)News and update prototype (10 users)
KEY THEMES (include weighted breakdown) (relate to Prioritised User Needs)	<p>1)All 15 users would find an “about us” section helpful and majority would like to see this section on the website</p> <p>2)They felt that some introductory information about what’s on offer on this website and which organisations are involved in this would benefit them</p> <p>3)When asked about “type of support” options, majority (13 out of 15) said that they understand these options and “programmes” category made sense.</p> <hr/> <p>1)Users were easily able to locate the events and the map feature; however, some were expecting an events tab / button on the homepage.</p> <p>2)Majority (8 out of 10) were able to find the specific Glasgow event and most users found it easy to find it on the map.</p> <p>3)Specifically talking about the icons 4 out of 6 found it difficult to understand what the different icons meant – users were unsure about the colours, they wanted a key / legend.</p> <hr/> <p>1) All users found the “news and updates” section helpful and majority would like to see this section on the website</p>
CUSTOMER QUOTES	<i>-It is always nice to know where information has come from, even when it is a government enterprise. It is handy to see who exactly is compiling the information, how long it has been established and who it is really aimed at. It can save wasted time trawling through a list looking for something relevant to you when it just isn't there.</i>

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	<p><i>-Fairly easy, I located events by looking in the services offered and maps was an option along with a list view of results</i></p> <p><i>-No this still remains a mystery the use of the different colors the numbers make a little sense however do not correspond well at all times with the information that is actually displayed.</i></p> <hr/> <p><i>-Really plain looking but informative</i></p> <p><i>-Loved it, it makes the website more credible</i></p> <p><i>-The principle is sound but the headlines listed are all too generic and require me to read the entire story of each one to have any sense of whether it is relevant to my business.</i></p>
EXAMPLES OF CUSTOMER STORY/FEEDBACK (relate to Personas/User Needs)	
NEXT STEPS/RECOMMENDATIONS	<p>About us section was complied and is now live on the website as per user feedback</p> <p>Events map Reset button is being added and the map icons are being improved</p> <p>A services update section is being created as per feedback and will be tested soon before going live</p>