

Activity	What Users Do' – customer user testing to gauge how users are navigating and engaging with the Open Innovation offering on SE.com
Product Owner	Lisa Anderson
Theme	Innovation
Type	Campaign
Is this a project	Yes
Project objective	<p>To provide a clear, straightforward journey for customers so that they can find, and apply for, Open Innovation challenges as they come through. Also to inspire 'solvers' and 'challenge setters' to be get involved in the project.</p> <p>Work with Tress / customer user team to conduct 'What Users Do' testing. We want to draft test scenarios based on key tasks and report on findings at the innovation portfolio meeting on September 26th. This usability testing is a way to see how easy people find navigating the Open Innovation offering on SE.com by testing it with real users. Users will be asked to complete web based research tasks, typically while they are being observed by a researcher, to see where they encounter problems and experience confusion.</p> <p>Please click here to see the MVS plan which outlines the work we are currently developing. This has come about as up until now we have developed the Open Innovation landing page and managed to promote it effectively, and this has delivered solid results for us but the fact that the page sits off the main navigation means that there is no way for site visitors to find it unless they come in to it organically, via a link from the homepage, social media, typing the words 'Open Innovation' into the search box or via the recently established click through that we've placed in the services section titled 'Find New Opportunities'.</p> <p>We're trying to cover a range of customer journeys with this website development work, so rather than the one journey (which we are doing now) by developing the Open Innovation offering within Services, Knowledge Hub and via a Landing Page this will provide us with a suite of opportunities to communicate about the full range of opportunities and support. We will continue to promote Open Innovation in the same way but we need to address the issue of people being navigated into areas on the website which aren't connecting together in a logical way.</p> <p>It is anticipated that the improvements we are recommending will create a clearer offering and allow a simplified customer journey to tell the Open Innovation story. By developing the three key areas this will take us a step forward as we know the Services and Knowledge Hub areas are valuable spaces for driving visitors through to other content on the site, with conversions being the highest within the Services section.</p>
Measures	A bank of customer testimonials and high value feedback to assist us on our ongoing development work around the Open Innovation offering on SE.com. This feedback will directly influence the development work we are delivering around the MVS we are delivering as an interim solution for the Open Innovation directorate.
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Date(s):	To be delivered for September 26th
Link	https://www.scottish-enterprise.com/services/new-opportunities/solve-a-challenge/open-innovation , https://www.scottish-enterprise.com/open-innovation Soon to be launched https://seauth.scotent.net/knowledge-hub/articles/guide/open-innovation
Category	Innovation: Open Innovation
Market Focus:	All markets
Project Status	Backlog

