

# **SEP**

# **Events Testing**

**Aug 2019**

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# Who we tested with

- 15 Online un-moderated test sessions, with Userzoom panel, for usability testing
- 30 Userzoom panel members were used for a survey question on: listings, summaries and when to send them to a providers site

# SEP Events Summary

- The filters worked quite well
- The map works very well for some people and not so well for others. It is largely a matter of personal preferences around visualisation of content.
- People expect to be able to use both/either Post Code or Town/City name to locate events
- The number of options available changed between pages and this confused customers
- Support type was not used at all but was not needed to complete any of our test scenarios
- **The general feel was that the proposed filters and map view worked more than well enough to be put into production**

# What we were trying to find out

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We had a very rough SEP prototype to test.

It was intended to allow us to test Events functionality.

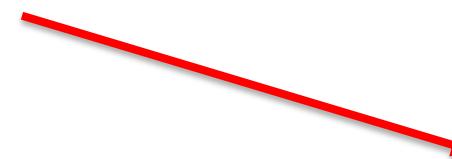
We were interested in:

1. Did people notice the number of support options and events listed
2. Did the filters work (in the broadest possible sense)
3. Did people notice the number of options falling when they filtered
4. Could people find support for finding a new employee
5. Could people date filter Events
6. Could people find local Events
7. How well would the Map view work
8. Could they zoom in on Glasgow and ultimately find the details of an Event at the Hydro.

We also asked a survey question: Would people expect to see a summary of support before being referred off to a providers website?

# Number of support options

People noticed the number IF they used the Blue Button



A few people got quite confused by the number changing when they clicked through to the support listing

(55 support options + 79 Events = 134 number quoted on the home page)

Recommend dropping the number from the home page

Search for business support services in

Search

E.g. Research, funding etc.

Filter

Type of support

0 options selected

- Self-help guides
- Programmes
- Research and information
- Consultancy and advice

55 support options

All support Events

Keep your business cyber se

Funding

Applications are open for the Cyber Essentials Voucher Scheme to help you improve cyber security across your business.

FIND OUT MORE >

# Filters

## Filters were fairly well received

Search was used a lot. Some people even put Postcode and Town names into the search box

Around 2 thirds of people used Post Code

Around a half of people used Town or City  
(Some people obviously tried both)

Mileage range suggestions ranged from 1 to 50 miles

Recommend: Have a broad range of mileage options with granular differences lower down in the range

The categories were used well but there were some suggestions for additions

Search

E.g. Research, funding etc.

Filter

Type of support

0 options selected

- Self-help guides
- Programmes
- Research and information
- Consultancy and advice
- Funding
- Training

Location

E.g. Postcode, town, city etc.

+ 0 miles

Category

0 options selected

- Advertising and Marketing
- Bookkeeping and Tax
- Business Development
- Digital Marketing
- E-Commerce
- Finance
- Growing Your Business
- HR and Employing People
- I.T.
- Networking
- Sales
- Social Media
- Starting Up
- Trading Internationally

[Clear all filters](#)

# Support numbers dropping when filtered

Most people noticed that the number was dropping when they filtered.

A screenshot of a web interface for managing events. At the top, there are tabs for 'All support' and 'Events'. The 'Events' tab is selected, indicated by a blue border. Below the tabs is a dropdown menu labeled 'Sort by...'. Underneath the tabs, there are two buttons: 'List' (which is highlighted in blue) and 'Map'. A red arrow points from the text above to the number '14 event options' located at the top right of the interface.

The event metadata (Location, Date, Cost, Time) was easily discovered and well received.

## Managing People For Growth

### Event

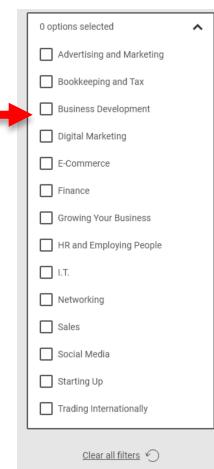
Our workshops cover a number of key areas to help you develop the skills of your people managers. Identify the skills and approaches people managers require when performing their role successfully both now and in the future.

Location: Scottish Enterprise, New Lanarkshire House, 1 Dove Wynd, Strathclyde Business Park, Bellshill, ML4 3A  
 Date: 25 Sept 2019  
 Cost: £480  
 Start time: 9:30am  
 End time: 5pm

[FIND OUT MORE](#)

The number dropping on filtering, was less obvious when they had scrolled down to use filters bellow the fold.

Observation: The page does not auto-scroll back to the top when filtering



### Free export advice

#### Consultancy and advice

Get support to develop an export plan, tap our global market expertise and identify new international sales.

[FIND OUT MORE](#)

### Learn export essentials online

#### Training

Need the right skills and capability to widen your product or service distribution? Our free training will help you achieve your personal and professional goals to start exporting with confidence.

[FIND OUT MORE](#)

### Help to research international markets

#### Research and information

Get to know your markets, customers and competitors better, with help from our dedicated researchers.

# Find support for a new employee

Most people used the category filter  
(HR & Employing people)

A screenshot of a website interface. On the left, there is a sidebar titled "0 options selected" containing a list of categories with checkboxes: Advertising and Marketing, Bookkeeping and Tax, Business Development, Digital Marketing, E-Commerce, Finance, Growing Your Business, HR and Employing People, I.T., Networking, Sales, Social Media, Starting Up, and Trading Internationally. Below the list is a "Clear all filters" button. To the right of the sidebar, the main content area features three sections: "Free export advice" (with a "FIND OUT MORE" button), "Learn export essentials online" (with a "FIND OUT MORE" button), and "Help to research international markets" (with a "FIND OUT MORE" button). A red arrow points from the text "Most people used the category filter (HR & Employing people)" to the "HR and Employing People" checkbox in the sidebar.

The headings worked well as they were clear and very easy to scan

Search was also used by most

**Users did successfully find support for taking on a new employee**

A screenshot of a website interface. At the top, there is a search bar labeled "Search" and a "Filter" section. The "Filter" section has a title "Type of support" and a list of options: Self-help guides, Programmes, Research and Information, Consultancy and advice, Funding, and Training. Below the filter is a "Location" field with a placeholder "E.g Postcode, town, city etc." and a "Sort by..." dropdown menu. To the right of the search bar, there is a heading "Search for business support services in Scotland" followed by "14 support options". Below this, there are two sections: "Keep your business cyber secure" (with a "FIND OUT MORE" button) and "Funding to improve design in your business" (with a "FIND OUT MORE" button). A red arrow points from the text "Search was also used by most" to the search bar.

# Date filter events

A few people actually used the “Sort By” option to date sort the results.

Most people had no problem with the date pickers when they found them.

The date filters were less obvious than the others.

The screenshot shows the homepage of [FindBusinessSupport.gov.scot](#). At the top, there are links for Home, Browse support, and Contact us. The main heading is "Search for business support services in Scotland". Below it, there are sections for "All support" and "Events". A red arrow points from the text above to the "Sort by..." dropdown menu. Another red arrow points from the text below to the "Date range" input fields at the bottom of the page.

**Search**  
E.g. Research, funding etc.

**Filter**

**Location**  
E.g. Postcode, town, city etc.   
+ 0 miles

**Category**  
0 options selected  
 Advertising and Marketing  
 Bookkeeping and Tax  
 Business Development  
 Digital Marketing  
 E-Commerce  
 Finance  
 Growing Your Business  
 HR and Employing People  
 I.T.  
 Networking  
 Sales  
 Social Media  
 Starting Up  
 Trading Internationally

**Date range**  
From DD/MM/YYYY   
Until DD/MM/YYYY

**79 event options**

**All support** **Events** **List** **Map**

**Managing People For Growth**

**Event**  
Our workshops cover a number of key areas to help you develop the skills of your people managers. Identify the skills and approaches people managers require when performing their role successfully both now and in the future.

Location: Scottish Enterprise, New Lanarkshire House, 1 Dove Wynd, Strathclyde Business Park, Bellshill, ML4 3A  
Date: 25 Sept 2019 Cost: £480  
Start time: 9:30am End time: 5pm

**FIND OUT MORE**

**Fintech Export Programme**

**Event**  
Are you a Scottish fintech company with a great product or service offering? Got the drive, commitment and tenacity to expand into overseas markets? If yes, then our Fintech Export Programme is for you. International experts will guide you through both, the essential, and advanced, requirements of doing international trade.

Location: Scottish Enterprise, Apex House, 99 Haymarket Terrace, Edinburgh, EH12 5HD  
Date: 13 Sept 2019 Cost: Free  
Start time: 9:30am End time: 5pm

**FIND OUT MORE**

**Business Improvement Academy**

**Event**  
A new innovative approach designed to support ambitious and growing businesses that recognise the need to engage with the concept of sustainable continuous improvement by combining tools and techniques with cultural and behavioural change.

Location: In Cube, 27 High Street, Paisley, PA1 2AF  
Date: 13 Sept 2019 Cost: Free  
Start time: 9:30am End time: 5pm

# Find local events

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Some people put Postcode and Town names into the search box

Most people put a postcode or town/city name in the “Location” box.

Desired mileage limits were large in rural areas and smaller in the central belt

Ranges were from 1 to 50 miles

The screenshot shows a search interface with three main sections: Search, Filter, and Category.

- Search:** A search bar labeled "E.g. Research, funding etc." with a magnifying glass icon.
- Filter:** A section titled "Type of support" with a dropdown menu showing "0 options selected".
  - Self-help guides
  - Programmes
  - Research and information
  - Consultancy and advice
  - Funding
  - Training
- Location:** A search bar labeled "E.g. Postcode, town, city etc." with a magnifying glass icon, followed by a dropdown menu showing "+ 0 miles".
- Category:** A section titled "Category" with a dropdown menu showing "0 options selected".
  - Advertising and Marketing
  - Bookkeeping and Tax
  - Business Development
  - Digital Marketing
  - E-Commerce
  - Finance
  - Growing Your Business
  - HR and Employing People
  - I.T.
  - Networking
  - Sales
  - Social Media
  - Starting Up
  - Trading Internationally

At the bottom right of the interface is a "Clear all filters" button with a circular arrow icon.

# Map view

The map view worked quite well

They noticed the number of events

People jumped back and forwards between the filters and the map, and expected the map to have been updated

They noticed the List/Map control

BUT

Not everyone could point to Glasgow on a map.

Observation: this will work well for some people and not so well for others.

Search for business support services in Scotland

79 event options

All support    Events

List    Map

Search

E.g. Research, funding etc.

Filter

Location

E.g. Postcode, town, city etc.

+ 0 miles

Category

0 options selected

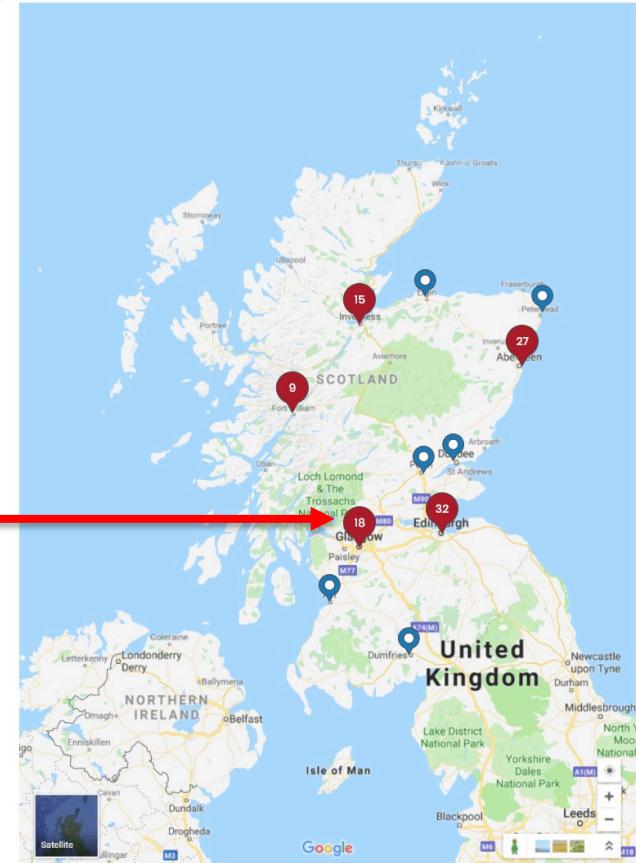
- Advertising and Marketing
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- Starting Up
- Trading Internationally

Date range

From DD/MM/YYYY

Until DD/MM/YYYY

Clear all filters



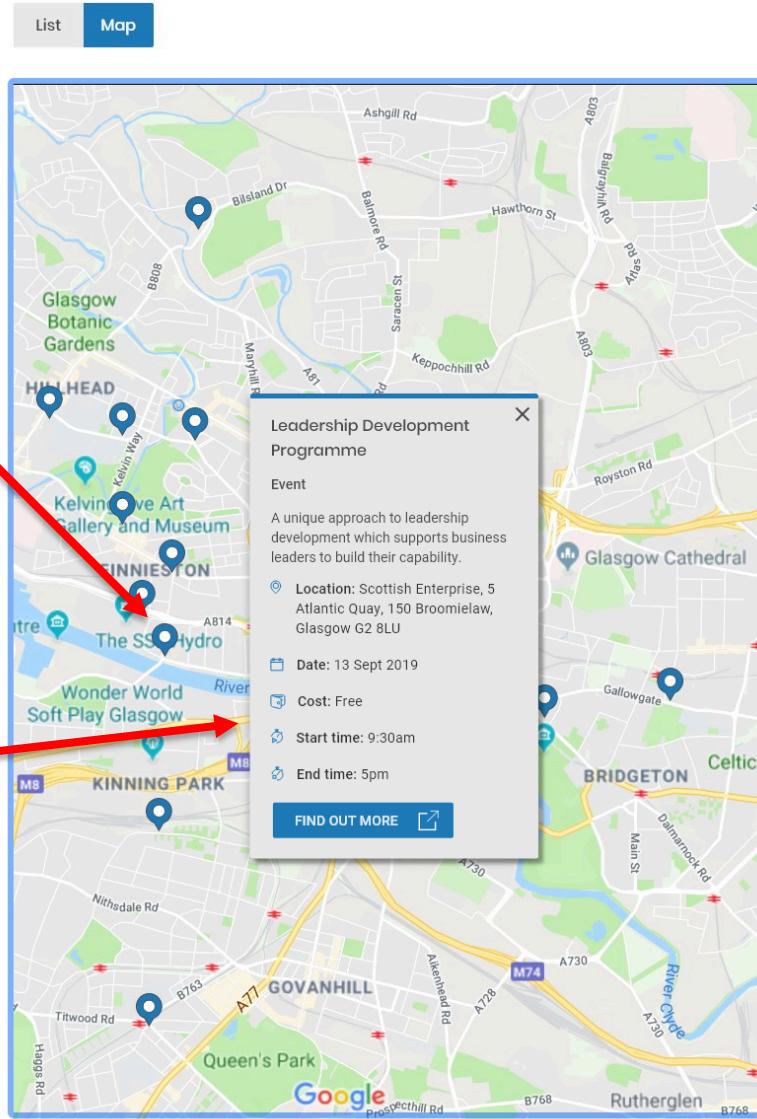
# Glasgow Hydro event

People who knew where the Hydro was, had no problems finding the event and clicking on it to see details.

Others failed on this task.

Observation: this will work well for some people and not so well for others.

The event details were well received and found to be clear and concise



# Summary first or jump straight to provider

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We asked 30 people if they would prefer to jump straight from the listings to a providers website or see a summary of the Event/Support first.

**28 of 30 respondents said they would like to see a summary first.**

This question was quite blunt and would benefit from some more detailed research around customer attitudes and expectations