

# FUND

## Eligibility Confirmation Versions

## Wireframe Testing

Mar 24<sup>th</sup> & 25<sup>th</sup> 2021

&

April 22<sup>nd</sup>

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# What we tested

- **What happens after you click CONFIRM on Eligibility page**



Sign in

## Check your eligibility

To get started, we need to ask a few questions to check if you're eligible for this fund. If you're not eligible, we'll tell you straight away.

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### Does your business have a trading address in Scotland?

Your trading address is the address where you do business. It's the address your customers and suppliers will usually use. If you have more than one trading address, you can select 'yes' as long as at least one of them is in Scotland.

☐ Yes

☐ No

☐ No, but we intend to set up a trading location in Scotland in the

☐ Enter a new market

☐ Increase profit

☐ Raise external finance

☐ None of the above

Confirm

# What we tested

- **We tested 4 versions of eligibility confirmation messages**
- **When you hit “Confirm” on the form:**
  - **V1: Expands the page with a message**
  - **V2: Pops up a box with the message**
  - **V3: Sends you to an application/account hub page with options to add more info for Green Jobs**
  - **V4: Sends you to a page with a large Blue box that tells you that you are Eligible.**

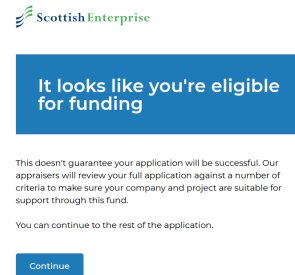
# Who we tested with

- **We tested:**
  - **14 potential customers**
  - **Using Video calls (Microsoft Teams)**

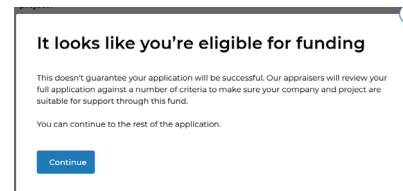
# Results Summary

- **V3 is jarring to everyone, as they did not expect or understand the jump, from submitting a form and then dropping back into another form.**

- **V4 Wins by a small margin**



- **V2 is a close second.**



- **V1 also gets some positive response**

# V1

- **Appreciated but not loved, by half the participants**
- **Positive language was praised**

- ☐ Enter a new market
- ☐ Increase profit
- ☐ Raise external finance
- ☐ None of the above

## Good news

It looks like you're eligible for this funding. This doesn't guarantee you'll be successful, as we'll still need to review your full application. Click '**Confirm**' to continue with your application.

Confirm

# V2

- Liked by around half the participants
- Strongly disliked by some users
- Potential for problems on mobile devices mentioned by some participants

Which of the following outcomes do you expect from this project?

5

X

## It looks like you're eligible for funding

This doesn't guarantee your application will be successful. Our appraisers will review your full application against a number of criteria to make sure your company and project are suitable for support through this fund.

You can continue to the rest of the application.

Continue

Confirm

# V3

- **This caused surprise in some and confusion in others.**

**The page is not obvious about what needs to be done, as it was not expected.**

## Green jobs

Before you complete the application, you'll need to answer some eligibility questions to make sure you're eligible for this funding. If you're eligible, you'll need to read some important information and then create an account to complete the rest of the application.

This application must be completed by an executive director of your company.

Already started an application for this fund? [Sign in to continue your application](#)

[< Go back](#)

### Good news

It looks like you're eligible for this funding. This doesn't guarantee you'll be successful, as we'll still need to review your full application.

## 1. Before you apply

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[Check your eligibility](#)

Completed

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[Important information before you apply](#)

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# V4

- Everyone had this as their first, or 2<sup>nd</sup> choice
- Nobody hated it

**It looks like you're eligible for funding**

This doesn't guarantee your application will be successful. Our appraisers will review your full application against a number of criteria to make sure your company and project are suitable for support through this fund.

You can continue to the rest of the application.

Continue

# Recommendations

- **Go with V4. These interstitial pages put users at ease.**



**It looks like you're eligible  
for funding**

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You can continue to the rest of the application.

[Continue](#)

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