Change	Driven by feedback	Result
The admin dashboard highlighted good feedback – this was changed to bad feedback	Staff said it was more important for them to be able to highlight bad feedback so they could act on it quickly	Staff can easily identify negative feedback and respond
Added recent requests, completed requests and denied requests to the admin dashboard	Staff said they wanted to be able to track requests more easily	Staff can quickly see how many requests have come in and what has happened with them
Early designs flagged how long someone has been inactive – this was changed to when they were last active	Staff want to be able to quickly get an understanding of when users have been using the site	Staff can easily see when a user last logged into the platform
We added a 'sensitive notes' type to the admin notes section	Staff said that they needed a place to be able to record sensitive information which only certain members would have access to	Staff now have a place to record confidential notes
Changed the name of the 'Challenges' section to 'Projects'	User research showed that users found the name 'Challenges' confusing and associated it with problems, and they found 'Projects' clearer.	Users can more easily understand what information they can find in this section
Changed the name from 'Pulse' to 'Community feed'	User research showed that users didn't associate the word 'pulse' with an area where users could post questions, but 'community feed' was clearer.	Users can more easily understand what they can do in this section
Made the text field for feedback optional	Research showed that some users felt that filling this out would be too time-consuming	Users are only required to complete a star rating, which will save them time
Added or improved the help text for some of the registration questions	For open-ended questions, some users felt that they wouldn't know what information to provide.	It should be clearer to users what information we're looking for in each question
Reduced the amount of text on the homepage	Users felt that the homepage was too text-heavy and dense. They said they would probably not bother reading it all	It should be easier for users to read the homepage and understand what it's about
Improved the clarity of information on the homepage and other front-facing website pages	Users were not always sure about what the exact nature of the site was. Most knew it had something to do with businesses, networking, and international markets.	Users should now understand exactly what the service offers
Companies House validation added to business member registration	The GlobalScot team determined that there was a need to ensure that all network members belonged to registered companies in Scotland. The Companies House validation check has been added to the registration journey to help ensure the integrity of the network.	This will help ensure the integrity of the network
Users complete their personal profile at the account creation stage rather than after initial registration	When designing the registration journey, we realised that as the registration/profile creation process should only take 10-15 minutes, it would be easier for customers to complete their profile during initial registration rather than break up the journey. We tested this user journey with customers and found no issues.	Customers have a more streamlined registration experience
Email confirmation step at registration changed to email verification	Our supplier recommended that we get users to verify their email for security reasons before they can access the network.	Increased security for the network
GlobalScots do not set a password for their account until their account has been approved	When we were going through the design process, we realised that it didn't make sense for GlobalScots to create a password until their account had been approved, as they can't access the platform until their application has been reviewed.	GlobalScots have a more logical registration process
GlobalScots now have the ability to accept or decline help requests that they receive	In our Alpha service blueprint, staff would intervene if a GlobalScot received a help request and hadn't responded within five days. However, our staff pointed out that this would increase their workload and not allow GlobalScots to have control over which messages they respond to.	Allowing them to accept or decline requests means they get to choose who they can help, and this concept tested well with GlobalScots
Feedback on the engagement only goes to administrators, not to GlobalScots	Initial designs had a GlobalScot's feedback rating being publicly available on their profile. However, we decided that initially the feedback will only go to administrators so they can get an understanding of how successful engagements have been. Further testing is required on the concept of public star ratings with GlobalScots.	Staff can get feedback on how successful engagements have been without this information being public on the site
Complete general request details step removed from the post a general request service blueprint	In the Alpha service blueprint, Post general request and Complete general request details were two separate steps. However, the solution that we have designed doesn't require users to post a request and then complete a details form separately – they can do this in one step.	Simplified customer journey
Close request step removed from the post a general request service blueprint	Unlike one-to-one help requests, general requests posted to the community feed don't need to be formally closed – they can remain open unless the poster decides to delete them. This functions the same way as forums on other social media sites, such as LinkedIn, so it is consistent with patterns that users would expect.	Pattern is familiar to customers and they can use the community feed more easily
GlobalScots can just join a Project (formerly Challenge) rather than applying	User research with staff showed that staff don't want to have to manually approve Project members or add them to a project group. If they can set Project criteria before they publish it, ie sector and location, and only GlobalScots who meet those criteria can join, then that meets their needs.	Projects are easier for staff to manage
The primary way GlobalScots will find Projects is via their dashboard, rather than by search (though they can still search for them)	Because Projects will be targeted to sector and location, invitations to join can appear directly on the dashboards of users who meet those criteria, which will make it easier for them to find Projects that are relevant to them.	Relevant Projects are easier for GlobalScots to find
Publicise Project step removed from Project service blueprint	The GlobalScot team have decided that initially only GlobalScots can take part in these Projects, and they will receive an invitation on their dashboard to join Projects that are relevant to them, so there is no need to publicise them externally.	Projects are only promoted to users who are eligible to join them
Staff will close Projects instead of GlobalScots	Staff said that they will be closely involved in Project groups, so they will be monitoring activity and will close the Project when they feel it's concluded.	Staff can easily monitor and close their Projects
The Project outcome will now be published on the site	Staff expressed an interest in sharing the outcome with the Project team, and possibly with the wider GlobalScot community.	Members of the Project team (and other members of the network, if appropriate) can find out about the outcme of the Project
Removed publicise event step from the events service blueprint	Events will only be available for members to join, so they will not be publicised externally.	Events will only be promoted to members who are eligible to attend
Event payment step removed from the events service blueprint	The GlobalScot team said that all of their events will be free.	Streamlined events booking process
Events will not need to be booked through a form - it will be a one-click booking process	Because the platform will already have a user's personal details, there is no need for them to fill in a booking form. All they have to is click on the 'book this event' button and they will be registered. This avoids us having to ask users to give us information that we already have.	Users are able to register for an event with one click

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Changes	Driven by feedback	Why we have not come to a decision yet
Accommodations for "Difficult to Reach" and "Under Represented" customer groups.	Whilst we are aware that this group will be smaller than usual for this service, we still have to ensure that where they exist, their needs are catered for.	They have been hard to find befor ethe Pandemic and we are now finding it almost impossible. We are prioritising research with tradittionally Under Represented demographics within this customer base (such as Younger WOmen etc...)