Expression of Interest v2

Version 2 testing of EOI form

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Test Summary

- We put the Expression of Interest form **VERSION 2** on UserZoom, for online unmoderated testing with their panel.
  This included a WORD document version, as well as an Online (WEB) version.

- We added a screener for Scottish Business Owners or Decision Makers

- We asked questions to find opinions on:

  - The EOI approach

  - The EOI form

- We tested with 10 participants

Hypotheses

To structure testing, we applied 2 Hypotheses to the research:

Hypothesis 1

- **People will welcome the Expression of Interest approach**

Hypothesis 2

- **The form will make sense and be easy to use**

The test notes allow retrospective application of new Hypotheses up to a point

Hypothesis 1: Partially supported

Hypothesis: People will welcome the Expression of Interest approach

Findings:

- People understand the benefits of the approach

- They think it will <u>save them time</u> in the long run

- Expect to not have to resubmit the same information again

- The online solution scores better than the word document

BUT

- Have a solution that can be <u>left and returned to with their data still save</u>

Recommendations:

- <u>Clarify language</u> around EOI vs Pre-qualification, and the exact purpose of this form

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Hypothesis 2: Supported

Hypothesis: The form will make sense and be easy to use

Findings:

- The form makes overall sense

- People conflate EOI and Pre-qualification

- The ability to save progress is valued

Recommendations:

- Look at iterating on the Purpose Paragraph

- Consider an online option even if it is just SurveyMonkey or similar

The form (Word Document)

Has 5 main sections

- Purpose

- Project Info

- Outcomes

- Company Information

- Consent

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The form (Web)

https://scotentsd.github.io/testing/test_om/

Contents (TOC)

Keep reading for in depth findings

or

- Skip to Summary & Recommendations

Or

Jump to any of these sections

- **Pre-test questions**

- **Word Doc Version**

- **Web Version**

- **Summary**

- **Recommendations**

Pre-test questions

We asked the following question before showing the form:

1. When applying to the government for business support, which approach would you prefer?
2. What do you understand by Expression of Interest?
3. What are the Pros of Expression of Interest?
4. What are the Cons of Expression of Interest?

Pre-test (1)

When applying to the government for business support, which approach would you prefer?

Answer some online questions and find out if it is worth applying...

60% (6)

Completing a comprehensive application form and getting a final...

30% (3)

Completing a summary application form and being consulted several...

10% (1)

Leaving your contact details and being consulted several times...

0% (0)

Other, please specify:

0% (0)

Notes: This is similar to last week

Pre-test (2)

What do you understand by Expression of Interest?

- Showing interest in applying for something for when it becomes available
- that mean for me , what we are looking for
- is what is shown as interesting fro people
- The chance to present myself in a clear professional document
- a transaction document between two bodies
- An indication of interest to undertake a project or to determine if you qualify for something before the main applacation
- This means that you are interested in something but not necessarily committed. You just want to know more.
- this is when you advise that you are interested in a certain purchase or scheme
- To notify someone that you are interested in the service/offering but not ready to commit
- To contact someone officially involved in a scheme/project and submit an interest in talking part

Pre-test (2)

What do you understand by Expression of Interest?

These suggest:

- Showing that you are interested
- Applying
- Waiting for availability
- Interested
- Not necessarily committed

Pre-test (3)

What are the Pros of Expression of Interest?

- I would hope to be notified when the service becomes available
- something we will have after we closed our interested
- the qualification for
- It is a written document therefor anyone required has the chance to read the same material as someone else in the decision making process
- structured, well known and systematic
- It saves time, It clarifies points, it streamlines the process
- It means that you can express an interest with no commitment. If that choice isn't yours alone you can give your fellow decision-makers the information they will need to see if they want to make an expression of interest and actual commitment to applying.
- it allows the person providing the service to tailor their services to the needs that you have expressed
- You can either reserve a place/position without having to commit to an expense or into an agreement
- officially noted as interested with a date and time stamp. gives a general idea of numbers who are interested quick and easy to apply

Pre-test (3)

What are the Pros of Expression of Interest?

These suggest

- Availability
- Fair
- Structured
- Saves time
- Interest without commitment
- Tailored solution
- Reserving a place

Pre-test (4)

What are the Cons of Expression of Interest?

- None that I can think of
- is about conclusion
- something is not totally interest
- You don't get the chance to give a personal presentation where you are able to build a raport with those in the decision making process.
- open for interpretation, subjectivity and difficulty in composition
- It may leave people out
- You may get your hopes up that this will be of use to your company or you may spend the time you don't have looking into it.
- it can limit your options has the person providing the service may not offer you a service that you later decide you needed
- You may not be the only one and this may not guarantee you the item/service
- can be oversubscribed how is it communicated - people may not apply as don't understand terminology

Pre-test (4)

What are the Cons of Expression of Interest?

These suggest

- None ☺
- No in-person rapor building
- Open to interpretation...Subjective
- Opportunity cost and Hope fatigue
- No guarantee of a service
- Comms may deter submissions

Response to the Word Document

We asked the following question about the **Word Doc** EOI form:

1. What do you expect as a result of completing this EOI form?What do you expect as a result of completing this EOI form?

2. Is this what you were expecting to see when we mentioned "Expression of Interest form" (EOI form)?

3. Can you rate the form sections and identify any particular questions that caused you problems

EOI Word(1)

What do you expect as a result of completing this EOI form?

- To be put on a register by which I could be given help or support with the project in question
- will be dilling whit my problem and solution
- I hope to get support for my business according to whit the new strategy of the country
- either a notification of a successful or rejected application
- Support with regards to business and strategy / consulting
- I get feedback to see if I qualify for the next stage
- That I will be contacted by Scottish Enterprise with details of how they might be able to help. This contact will be within 3 working days of them receiving the EOI.
- i might expect someone from Scottish Enterprise to contact me for more information about my project
- I was expecting some more questions around our aim and goals for the business maybe where we see it growing to in 5 years time. It would also be helpful to ask what skills you feel the business is missing when thinking about these future ambitions. The reason for this is that the proposed funding or help should be specific to the gaps in the applicants business model.
- to be contacted in 3 days to go over my application

EOI Word(1)

What do you expect as a result of completing this EOI form?

These suggest:

- A register
- Support for my business
- Decision
- Communication
- Qualify Y/N
- 3 Days
- A bit light on questions about my business goals etc…

EOI Word (2)

**Is this what you were expecting to see when
we mentioned "Expression of Interest form" (EOI form)?**

Yes

80% (8)

No

20% (2)

Last version? 50% said it was what they expected to see

EOI Word (3)

Can you rate the form sections and identify any particular questions that caused you problems

Purpose Text
6.2

Project Info
6.6 🙂

Outcomes
6.4

Company Information
6.5 🙂

Consent Section
6.5

Very difficult — Very Easy		
Purpose		6.4
Project Description		5.8
Outcomes		6.1
Company Information		5.9
Consent		6

Last version?
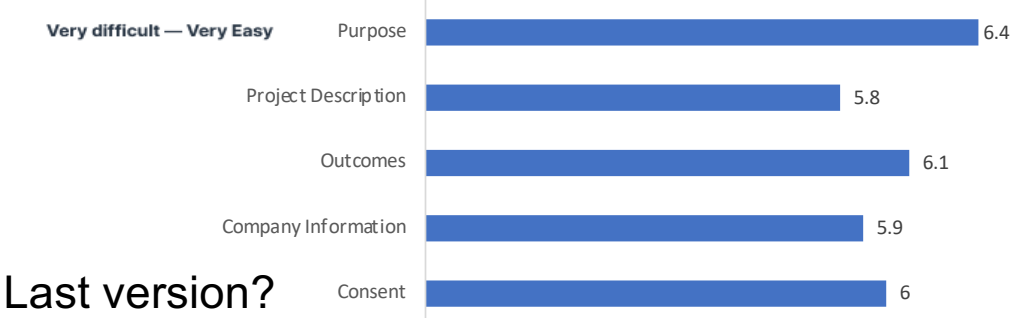
Response to the Web Form

We asked the following question about the **WEB** form:

1. What do you expect as a result of completing this EOI form?What do you expect as a result of completing this EOI form?

2. Is this what you were expecting to see when we mentioned "Expression of Interest form" (EOI form)?

3. Can you rate the form sections and identify any particular questions that caused you problems

EOI Web Form(1)

What do you expect as a result of completing this EOI form?

- To be put a register to be informed about support opportunities

- I will get the support for developed business and quality control

- i like this idea achieve sustainable growth

- Yes and more

- business / strategy support once again

- To get feedback within 3 days

- To be contacted within 3 wd by SE detailing how they might be able to help a business.

- i would expect a confirmation email and a follow up phone call to discuss further details about the project.

- Already completed when selected next it opened the task again

- again to be contacted in 3 days to discuss my application

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EOI Web Form(1)

What do you expect as a result of completing this EOI form?

These suggest:

- A Register

- Get Support

- Be informed

- Sustainable Growth

- Feedback in 3 days

- How you might help

- Confirmation (email / phone …)

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EOI Web Form(2)

**Is this what you were expecting to see when
we mentioned "Expression of Interest form" (EOI form)?**

Yes

80% (8)

No

20% (2)

EOI Web Form(3)

Can you rate the form sections and identify any particular questions that caused you problems

Purpose Text
6.9

Project Info
6.9

Outcomes
6.7

Company Information
7

Consent Section
6.8

Very difficult — Very Easy

Purpose — 6.4

Project Description — 5.8

Outcomes — 6.1

Company Information — 5.9

Consent — 6

Last version?

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Follow Up Questions

We asked these follow up questions:

1. What do you expect to happen as a result of completing this EOI form and submitting in?

2. Do you feel that the EOI form will get you the support required by you/your business?

3. At any point while filling in the form did you notice the lack of any of these?

4. Overall, how easy or difficult are the questions to understand?

5. If you were filling in this form for your company how would you find it?

6. Overall, the questions were:

7. Please list top 3 benefits of this EOI form approach. (use n/a if no comment)

8. Please list top 3 drawbacks of this EOI form approach. (use n/a if no comment)

Follow up (1)

What do you expect to happen as a result of completing this EOI form and submitting in?

- ToTo be put on a register expressing interest in being offered project support

- I will get complete ideas to improve my bussines

- I will support to grow up my business

- A result of my application successful or rejected

- receive a response and offer of support for business or strategical support

- To get feedback if I qualify or not for support within 3 days

- That you will be contacted within 3 days with details of financial and other help you may get.

- i would expect, to be contacted either by phone or my way of an additional form through the post to provide more detailed information.

- There will be someone who gets in contact with some offers of help and support to help grow the business

- a meeting or call will be arranged with SE to go over my application to iron out any missing info/understanding.

Follow up (1)

What do you expect to happen as a result of completing this EOI form and submitting in?

These suggests:

- A Register

- Support & Ideas

- Success or Rejection

- Within 3 days

- Supplemental communication

- Probably Phone or Email

Follow up (2)

Do you feel that the EOI form will get you the support required by you/your business?

Yes

80% (8)

No

10% (1)

Don't know

10% (1)

Last version?   70% said yes

Follow up (3)

At any point while filling in the form did you notice the lack of any of these?

Save and come back later

80% (8)

Create an online account to review the submitted form

60% (6)

Create an online account to review the progress of the form

50% (5)

Last version?

Save and come back later

90% (9)

Create an online account to review the submitted form

70% (7)

Create an online account to review the progress of the form

80% (8)

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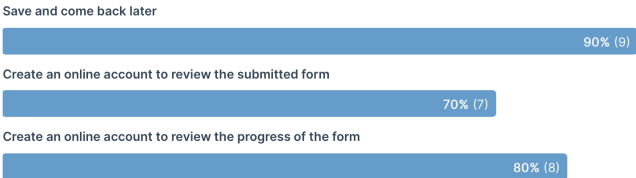
Follow up (4)

Overall, how easy or difficult are the questions to understand?

20%	80%

Difficult — Easy

● 1   ● 2   ● 3   ● 4   ● 5   ● 6   ● 7

Last version?

10%	10%	10%	20%	50%
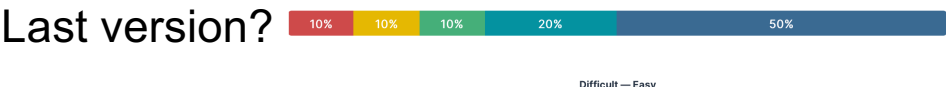
Difficult — Easy

Follow up (5)

If you were filling in this form for your company how would you find it?

20%	80%

Difficult — Easy

● 1   ● 2   ● 3   ● 4   ● 5   ● 6   ● 7

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Last version?

10%	10%	10%	20%	50%

Difficult — Easy

Follow up (6)

Overall the questions were?

30%	70%

Unclear — Clear

● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7

Last version?

Follow up (7)

Please list top 3 benefits of this EOI form approach. (use n/a if no comment)

- It allows me to provide plenty of information about the business and project It explains to me what the form is for and will do

- Service, efficient and control

- Ability to leave the document then return at a later time. Ability to share the document before submitting to others in the company

- Simple, Fast, Structured

- It is easy to get feedback on qualification

- Form was very short and easy to complete. Where questions needed any kind of explaining this was done i.e when it asked about fair working practices.
  You were told what help you could expect in short i.e financial and impartial advice.

- Top benefits are to direct you to get the support you need.

- 1. Clear sections 2. Drop downs to help categorise your answers 3. Not too overwhelming

- Easy to complete easy to understand what projects will be supported expectations of reply are set out - i.e. 3 days

Follow up (8)

Please list top 3 drawbacks of this EOI form approach. (use n/a if no comment)

- Lending, Opportunities, Productivity

- Having multiple copies if sharing with colleagues

- Not allowed to give a whole lot of information. **Unable to send a copy of the form filled in to yourself** within the format i.e a button to click to send the copy to yourself. **Not being able to save your progress**.

- The form is limited in information asked and may cause delays whilst further information is gathered.

- 1. Not enough context on some of the fair working questions
  2. No progress indicator
  3. No preview to what can be offered

Summary

1. The scores improved, with Project Info and Company Info faring the best. This is great as these were identified as the biggest issues in the last version.

2. The web version scores better than the word version

3. Making the headings more discreet, highlighting the project section and unifying the Company Info section all seem to have worked well.

4. The purpose section is still weak….but it was me that rewrote it, and that shows why Professional Content developers are worth it. ☺ (mk)

Recommendations

1. Adopt the discreet section headings shown here

2. Keep the company info unified if possible (Registration requirements may cause this to be tricky)

3. Iterate the Purpose section

4. Consider other online submission options
   (question list and Survey monkey etc..)

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