

Expression of Interest v3

Version 3 testing of EOI form

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Test Summary

- We put the Expression of Interest form **VERSION 3** on UserZoom, for online unmoderated testing with their panel.
This included a SURVEY MONKEY version, with a web page intro.
- We added a screener for Scottish Business Owners or Decision Makers
- We asked questions to find opinions on:
 - Does having the form as a SurveyMonkey survey improve it's usability and Ease of Use.
- We tested with 10 participants

Hypotheses

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

Hypothesis 1

- **Presenting the EOI form as a SurveyMonkey will improve it's Ease of Use**

Hypothesis 1: **Not Supported**

Hypothesis: Presenting the EOI form as a SurveyMonkey will improve it's Ease of Use

Findings:

- People were jarred by moving from a web page off to a SurveyMonkey without being explicitly informed what was about to happen

BUT

- The general usability was not impaired.

Recommendations:

- Clarify language the transition to a Survey platform and retest.
- Test with a simplified form.

The form (SurveyMonkey)

Scottish Enterprise

How Scottish Enterprise can help your Business

Support from Scottish Enterprise

We work with companies to achieve sustainable growth, both in terms of quality jobs and turnover, delivering economic benefit and prosperity for Scotland.

We work with Scottish companies to identify and implement opportunities across key areas:

- International growth
- Supporting new product and process innovation
- Reducing carbon emissions
- Strengthening business resilience

We offer specialist, impartial advice to help make:

- Strategic business decisions
- Build capacity and resilience
- Help to negotiate and broker support from a wider group of partners.

Our support is tailored to needs and aligned to delivering the following outcomes:

- More businesses in Scotland with employees who are paid the real living wage
- More environmentally sustainable businesses who prosper by using less resources
- Productivity gains to help drive more, better quality jobs that pay higher salaries, provide security of hours and more productive work patterns
- More equitable distribution of growth income and wealth across Scotland

We don't work with the following restricted sectors:

- Sub-prime lending
- Gambling
- Adult entertainment
- Activities with adverse impact on human rights
- Tobacco
- Lending to restricted sectors

To allow us to better understand how we might support your business, please complete the form on the next page. On receipt we will review and contact you within 3 days.

Next

Enquire about support for a project or opportunity

Introduction

Complete this form if you're interested in receiving specialist business support from Scottish Enterprise.

If we think your project or opportunity might be eligible for direct one-to-one support, we'll get back in touch to gather more detailed information to help us make a full assessment.

Once you've submitted the form, we'll review it and get back to you within 3 business days.



Enquire about support for a project or opportunity

Your project or opportunity

*1. Describe the project or opportunity you're hoping we can help you with

*2. What help do you need?

Tell us about the challenges or barriers you're facing, why you need help and how you think we can help.



Enquire about support for a project or opportunity

Tell us about the outcomes of your project

*3. Will this project or opportunity deliver any of the following outcomes for your business?

- ☐ New jobs created (in Scotland)
- ☐ Protect existing jobs (in Scotland)
- ☐ Improve wage, skill levels or workplace practices
- ☐ Reduce carbon emissions, improve environmental performance or contribute to Scotland's low carbon economy
- ☐ Expand into new sectors or trade with the rest of the UK for the first time
- ☐ Grow international sales
- ☐ Increase turnover from new products, services or business models
- ☐ Adopt a co-operative or employee-owned business model
- ☐ Improve productivity or reduce costs
- ☐ None of the above



Enquire about support for a project or opportunity

Detailed Outcomes

Only answer questions on this page if they apply

4. How many jobs will you create?

- ☐ Up to 5
- ☐ 6 to 10
- ☐ 11 to 24
- ☐ 25 to 49
- ☐ 50 or more

5. How many jobs will this project / product?

- ☐ Up to 5
- ☐ 6 to 10
- ☐ 11 to 24
- ☐ 25 to 49
- ☐ 50 or more

6. How will your company contribute to reduced carbon emissions?

- ☐ Bring new low carbon products or services to the market
- ☐ Reduce our company's carbon emissions through new or improved processes, technologies, products or supply chain
- ☐ Should the need from improved productivity and/or reducing waste be relevant to us?

7. What new value do you expect to achieve from your expansion into new sectors or the rest of the UK?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

8. How much value do you expect to achieve from expanding into international markets?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

9. If new products are developed how much do you expect your turnover to increase by as a result of these new products/services or business model?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

10. How much do you expect to be able to improve productivity and reduce cost?

- ☐ Introducing new technology or equipment
- ☐ Introducing new work patterns or practices
- ☐ Re-engineering our supply chain
- ☐ Improved resource efficiency, such as reducing energy, waste, water or off-waste



Enquire about support for a project or opportunity

Tell us about your company

*1. What is your company's trading name?

*2. If you have one, what is your Companies House number?

This should be the number in the Companies House records. You'll find it on the Companies House website or on letters you've received from Companies House.

*3. What is your primary trading address?

You may want to provide this if it differs to the address registered at Companies House.

*4. What is your main business activity?

Tell us in detail what your business does - for example, what products or services you provide.

*5. How much does your company use Scottish supplies?

- ☐ All of our supplies come from Scottish suppliers
- ☐ Most of our supplies come from Scottish suppliers
- ☐ Some of our supplies come from Scottish suppliers
- ☐ None of our supplies come from Scottish suppliers

*6. What was your company's annual turnover at your most recent year end?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

*7. Of this turnover, how much came from international sales?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

*8. What was your company's annual turnover at your previous year end?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

*9. Of this turnover, how much came from international sales?

- ☐ Up to £500,000
- ☐ £500,000 to £1,000,000
- ☐ £1,000,000 to £2,500,000
- ☐ £2,500,000 to £5,000,000
- ☐ £5,000,000 to £10 million
- ☐ Over £10 million

*10. How many full time equivalent (FTE) employees do you have in Scotland?

*11. Is your company committed to fair work practices?

This includes paying the real living wage, ensuring responsible use of zero hours contracts, ensuring no discrimination, taking action to reduce the gender pay gap and ensuring genuine employee engagement, such as trade union recognition.

- ☐ Yes
- ☐ No

*12. Your contact details

Contact name	<input type="text"/>
Job Title	<input type="text"/>
Email	<input type="text"/>
Contact number	<input type="text"/>
Company website	<input type="text"/>

*13. Consent to use of information provided in this application

By submitting this form, this applicant acknowledges that the information provided in this application may be used by Scottish Enterprise for marketing and promotional data as defined in the general Data Protection Regulations (EU 2016/679) and the Data Protection Act 2018 (Data Protection Act 2018). Any personal data provided in this application will be processed by SE in accordance with Data Protection law and used in accordance with Scottish Enterprise privacy notice. Individuals can find information on their rights in respect of their personal data on [how to use cookies](#) or [privacy notice](#).

The information provided in this application may be shared and used by Scottish Enterprise. The Scottish Government, Highlands and Islands Enterprise and other associated bodies such as local authority partners, may also use and process information provided in this application, to provide, maintain or improve services. Individuals can find information on their rights in respect of their personal data on [how to use cookies](#) or [privacy notice](#).

By submitting this form, the applicant confirms that it is the data controller of personal data contained within this application and that this personal data can be processed by Scottish Enterprise for the purposes mentioned in this application. If possible, we will also be able to send a newsletter for the personal data provided in this application.

☐ I do not and agree to the consent statement



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

Summary

1. Presenting the form as a SurveyMonkey survey did NOT make it easier to use.
2. It didn't reduce the usability by as much.
3. Most people were surprised when they were sent to s SurveyMonkey
4. There are a few factors that were changed at the same time. This means that it is still worth further testing. This will disprove/prove the validity of this approach.

Recommendations

1. Retest with a more “Managed” transition to the SurveyMonkey
2. Retest with All Questions on one Page.
3. Retest with a smaller form (no Outcomes)

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