

# SE.com — Exporting Section Redesign

## Why are we redesigning?

- The Export Advisory Service is no longer available so we want to review user journeys where there might now be gaps, making sure users are able to self-serve where possible or be signposted to other relevant help and support, whether from SE or external partners
- DIT provided us with updated research on the user needs for exporting companies so we wanted to review the site to make sure it's meeting those needs
- There's content related to exporting that hasn't been reviewed for a long time, some not since 2018

## What we're aiming to achieve - project objectives

- Greater awareness of SE exporting expertise and help available
- Content that is relevant and useful to exporters and potential exporters
- More users of exporting services and events
- More users able to self-serve

## Project team

PM – Siobhan McDermit

Exporting SMEs from Trade Services – Lorraine Brown, Kash Reid, Tasmyn Ewart, Karen McLeod,  
Laura Addie, Lauren Tardito

Service Design – Katie Dickerson

UX – Helen McKnight

User Research – Martin Kerr

Digital content writer – Rob MacDonald

Web analytics & SEO – Tricia Nevitt

## Where we started - user needs

- Katie reviewed user needs research from DIT, streamlined the list of needs, and created user story maps that categorised the needs by theme:
  - **Motivation** (Why I want to export)
  - **Information and resources** (I need information and resources to do x)
  - **Skills** (I need to ensure I have the skills to do x)
  - **Logistics** (I need to move stuff and people)
  - **Compliance** (I need to comply with the law)
  - **Risk management** (I want to know what to do if something goes wrong)
  - **Opportunities** (I want to find new opportunities to do x)
- We then moved on to mapping those needs against the support/services that we and our partners offer to understand where we were meeting the needs and where the gaps were

## User research

- Martin carried out user testing to validate those needs, checking they were still relevant in the current climate
- The research highlighted technical information about exporting was a high priority for users, particularly around logistics/moving goods, legal and finance
- It also highlighted that the needs of users are different depending on the stage they're at in their exporting journey – an area where the current site could be improved to make clearer which services are suited to different stages

## Research - review of existing site

- We pulled together an audit of all existing exporting content on the site, looking at who the content is aimed at, where it fits within the themes of the user story maps and when it was last reviewed
- We reviewed analytics data to understand how often the content on each page was being viewed, whether the content had a high SEO score and if the web stats suggested each page had a high or low quality score
- We mapped out the existing [information architecture](#) (IA) of exporting content to understand how it currently fits together

## Research – UserZoom testing

- We conducted an open card sort test, asking users to group the existing content into categories that made sense to them to understand if the current IA of the site was working well
- We grouped the results into themes which gave us 5 key sections
- We then ran a follow-up closed card sort to validate the 5 sections and check users were easily able to sort the content using these new sections. This gave us our new [section structure](#)

In the following task, each item relates to information a business might be looking for on exporting products and services to markets outside the UK.

Sort each item into the category you feel it's best placed under.

Start task

Survey Powered By UserZoom



## Research - Search Engine Optimisation (SEO)

- Tricia carried out SEO research to make sure whatever changes we make are likely to have a positive effect on people being able to find our content through search engines. We found her research backed up some of what we found in the user testing, particularly around the use of 'ecommerce'
- Where we're creating new pages, they will be optimised using SEO research to help increase traffic volumes to the section

## Delivery - work in progress

- We're currently working on the new page designs, working closely with Trade Services to review existing content and update in line with the user needs, and create new content where required
- Phase 1 will update the main exporting pages, anything with URL starting [/support-for-businesses/exports-and-international-markets](#)
- Phase 2 will look at the business guides and new content related to the technical side of exporting – logistics, compliance, customs etc. There will also be new content coming to SE.com about Brexit and trading with the EU when the PFB site is taken down next year.

## Delivery - preview of some redesigned pages

- Exports & international markets - <https://se-live-scottishenterprisecms.azurewebsites.net/umbraco/preview/?id=20500#?id=20500>
- International market research - <https://se-live-scottishenterprisecms.azurewebsites.net/umbraco/preview/?id=20099#?id=20099>
- Wireframe for technical help for exporters - <https://siadd9.axshare.com/#id=v0k711&p=technical help for exporters&g=1>