



Modernizing Solve-TAD's Enquiry Form

Group 5: HEGAL

Howie Yu, Evan Putrasung, Giang Nguyen, Arsh Pasha, Lawrys Erren

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A man in a dark blue suit and light blue shirt is seated in a wheelchair. He is looking intently at a tablet computer mounted on the wheelchair. His right hand is on a handrim, and his left hand is on a joystick. The background is a blurred outdoor setting with greenery and a building.

01

Background

Introduction to Solve-TAD

Australian Charity changing the lives of individuals living with a disability by offering personalised equipment, technology and services.

Background

“In 1975 a group of engineers decided to use their skills to profoundly change the lives of people living with disability.” - Solve-TAD



Provides



Adaptable Solutions

Generic products such as adjustable tables, chairs and a variety of walkers.



Unique Solutions

Tech-based solutions unavailable on the market, personalised to an individual's needs.



Freedom Wheels

Customised bikes for those unable to ride a regular bikes.

02

Problem Overview

Why is a Modernised Enquiry Form Essential

Solve-TAD's client referral forms are a key part of their service delivery process.

Problem Overview



Client referral forms are **long and tedious** making it challenging for clients to successfully complete.



Client data is needed for Solve-TAD to provide the solution.



Delays and deters clients from completing the referral form, **reducing client leads and loss of potential clients.**

The Enquiry Form encompasses several issues regarding aesthetics, user engagement, and ease-of-use.

Problem Overview

The current referral form contains **28 text-box survey fields, 8 dropdown/multiple choice answer options** and **4 open-ended questions**.

Some **categories are not applicable** to all users in the cohort (i.e. agent, next of kin)

Client Details

Legal Name *

First Last

Preferred First Name (if different to legal name)

First

Date of Birth *

dd/mm/yyyy

Gender

Select

Diagnosis *

Address *

Street Address

Suburb State

Users must scroll longer and potentially **lose track of their progress and miss sections**.

Lack of color that doesn't resonate with Solve-TAD's website/branding

Solve-TAD's current colour palette:



Lacks responsive UI elements and does not have accessibility tools (i.e., increase font size, change contrast, etc.)



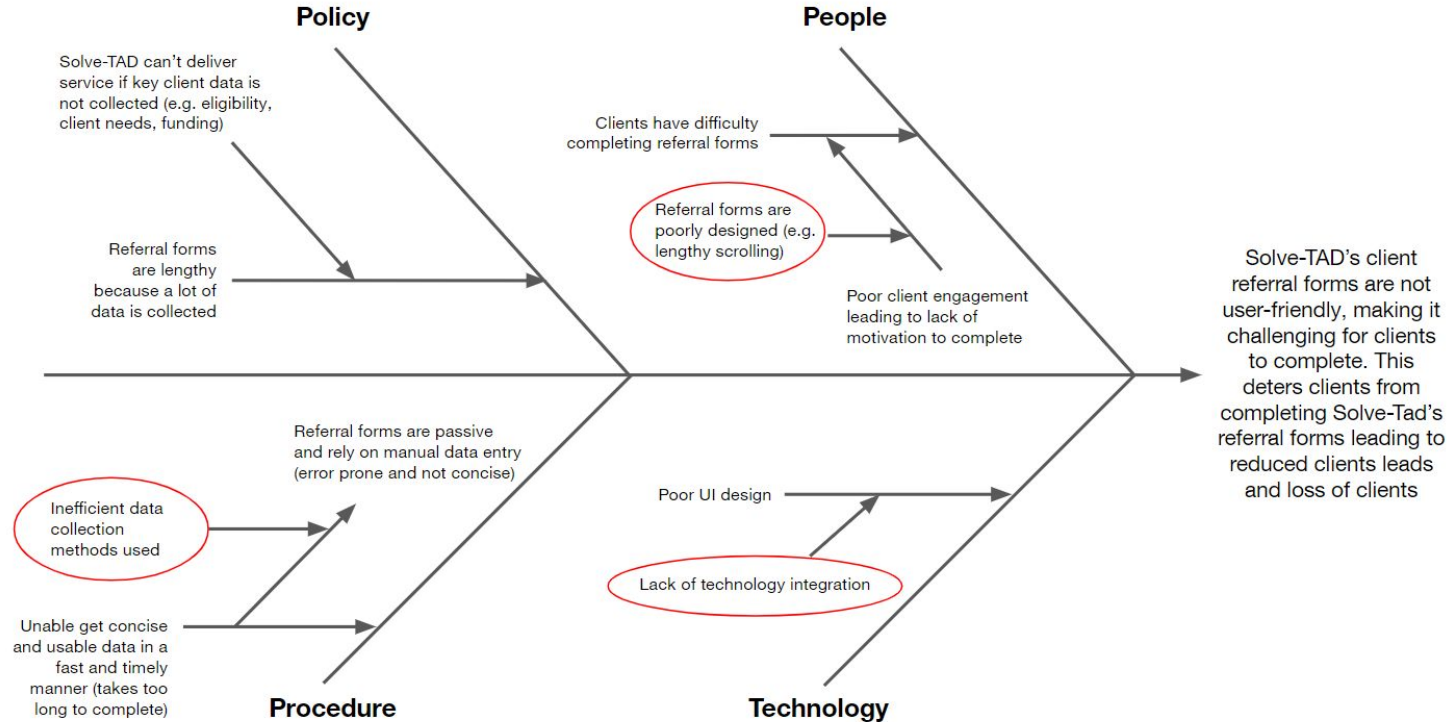
03

Our Solution

The New Enquiry Form

Based on the Root Cause Analysis, we have determined three root causes for Solve-TAD's client referral problem.

Solution



Through mind-mapping and brainstorming activities done collectively as a group, we settled for a final solution.

Solution Development

Discarded Solution



Chat Bot

- Limited responses
- Complex and needs frequent maintenance



Client Login System

- Cybersecurity
- Data protection and privacy



Introduce a New Information System

- Data migration
- Costly, lengthy and complex

Final Solution

Redesign of client referral form by **enhancing UI** and **adapting survey format** to make it more **engaging** and **user-friendly**.



Help to **acquire concise** and **usable data** from clients to get them into Solve-TAD's solutions faster.

We aim to prioritise a fast, reliable, and enjoyable form-filling experience for potential Solve-TAD clients.

Solution Features

Use of Icons

> A textual description of the data required in each field is accompanied with an icon to **enhance the aesthetic appeal of the form design**.

> **Familiar graphics used to improve recall of information easily** (i.e., hand phone icon is used in for phone number question)

Responsive UI

When users hover over design elements, it will respond back.

Enquiry Form here.' The interface is clean and modern, with a blue and white color scheme and a hand phone icon next to the 'Accessibility Tool' button."/>

Shortened Format

> **Collecting key information** (i.e. basic client contact details and desired service).

> **All scrolling is removed.** Form is in a horizontal format.

Faster Form Completion

Reduced to 17 text boxes, with 1 open-ended question, and 4 automatic response questions.

We aim to to give users the shortest, straightest path to the desired outcome by removing possible redundancies.

Solution Features

Solve-TAD's current product line each has a separate enquiry form that requires multiple clicks to reach.

> Users can **skip to sections** of the form on the timeline bar above.

> **The progress indicator** is for customers to easily track their progression visually, and glance at their completion in each section accordingly.

> Users can automatically input their address using **Google Maps plug-in**.

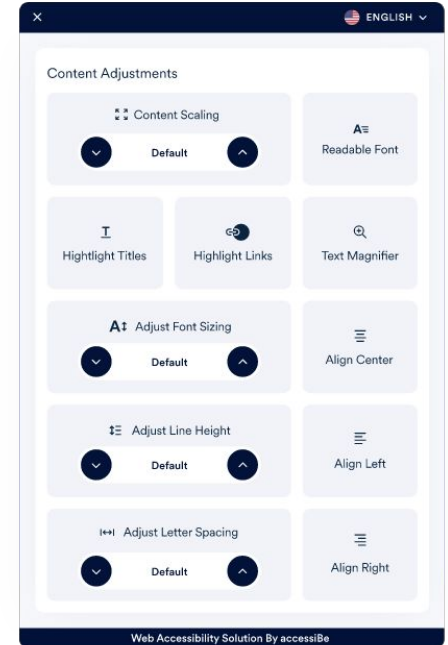
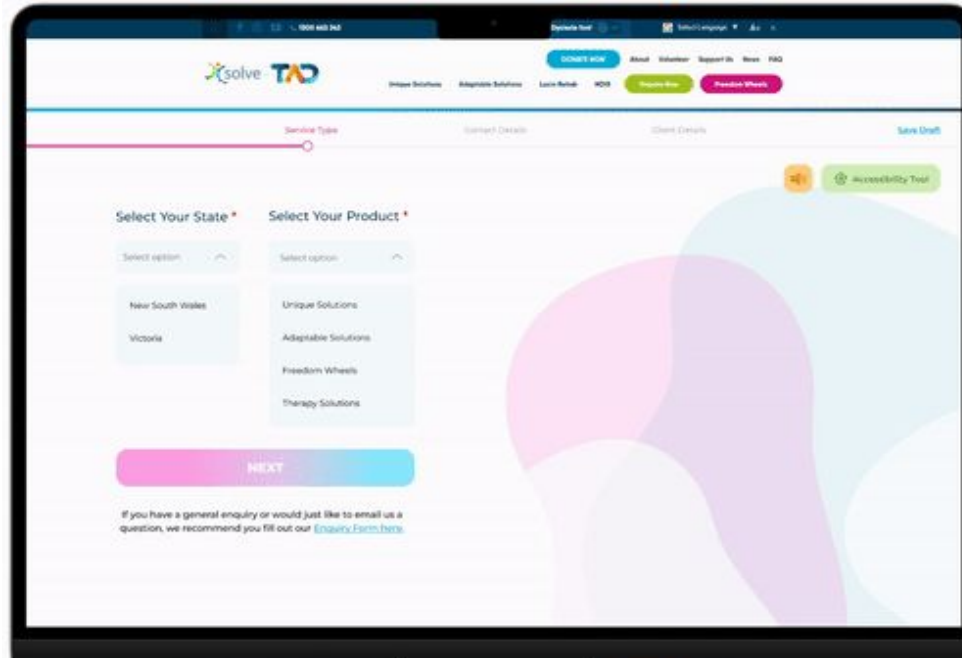
The screenshot displays a web form for 'Solve TAD'. At the top, a progress indicator shows 'Service Type' as the current step. Below it, there are two dropdown menus: 'Select Your State *' and 'Select Your Product *'. The 'State' dropdown is open, showing 'New South Wales' and 'Victoria'. The 'Product' dropdown is also open, showing 'Unique Solutions', 'Adaptable Solutions', 'Freedom Wheels', and 'Therapy Solutions'. Below these is a 'NEXT' button. At the bottom, there is a text prompt: 'If you have a general enquiry or would just like to email us a question, we recommend you fill out our [Enquiry Form here](#).' To the right, a 'Google Maps' address input field is shown, with a search bar and a list of suggestions: 'Unit 10/185 Briens Road Northmead NSW', '185 Tenth Avenue Austral NSW', '10/185 Brien's Road Yenda NSW', and 'Middy's Northmead 185 Brien's Road, Northmead NSW'. The field is powered by Google.

We aim to be as accessible to every type of user through web accessibility tools and sound features.

Solution Features

The **accessibility tool** and **sound bar** makes the form more accommodating to users with disabilities (e.g. dyslexia, visual impairment, etc.) because the tool takes these disabilities into account and changes the appearance of the form to accommodate to these users.

This aligns with the main objective of Solve-TAD to provide solutions to people with disabilities.

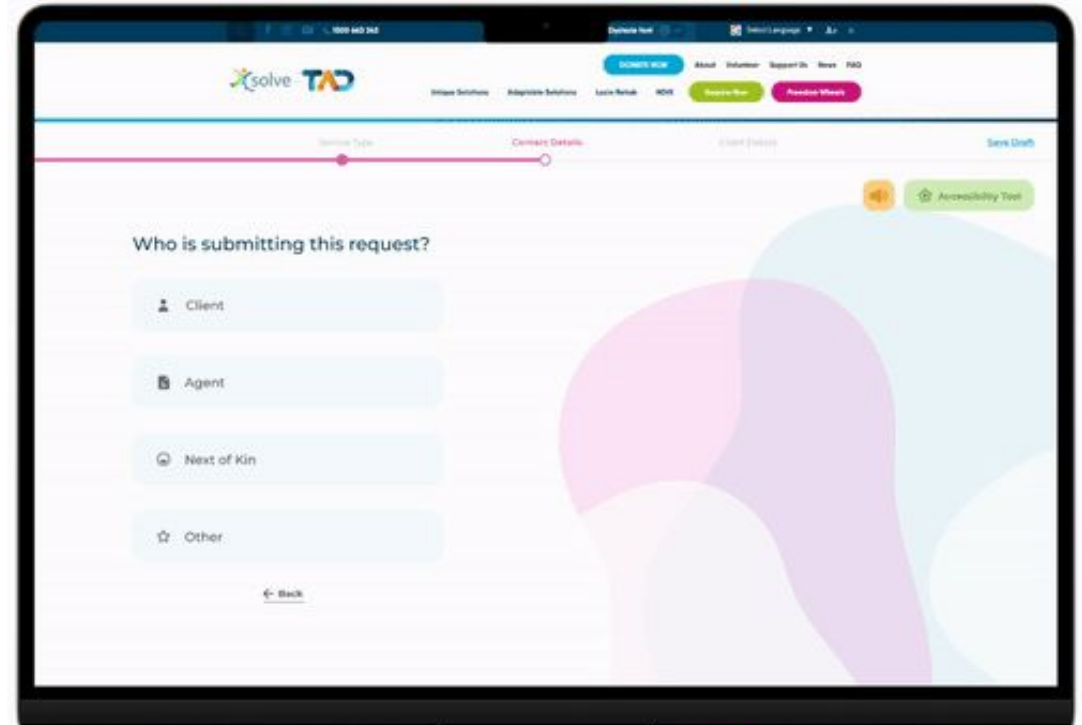
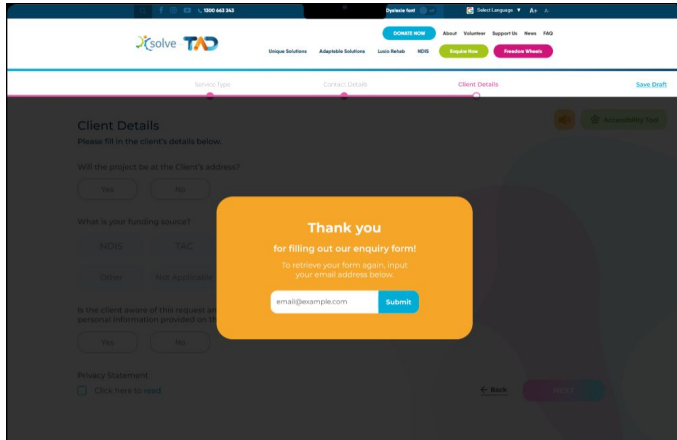


Plug-in from [accessiBe](#)

Automatic Response Saving Solution Features

Automatic Response Saving

This feature (“Save Draft” Button) will help reduce drop-off rates of potential customers, catering for leads who need more time to finish the form and cannot do so in 1 sitting.



Product Customisation Tool

Solution Features



Increase emotional attachment

Including a product customisation will highlight their emotional needs such as 'design', 'aesthetics', 'attractiveness', and 'entertaining value'



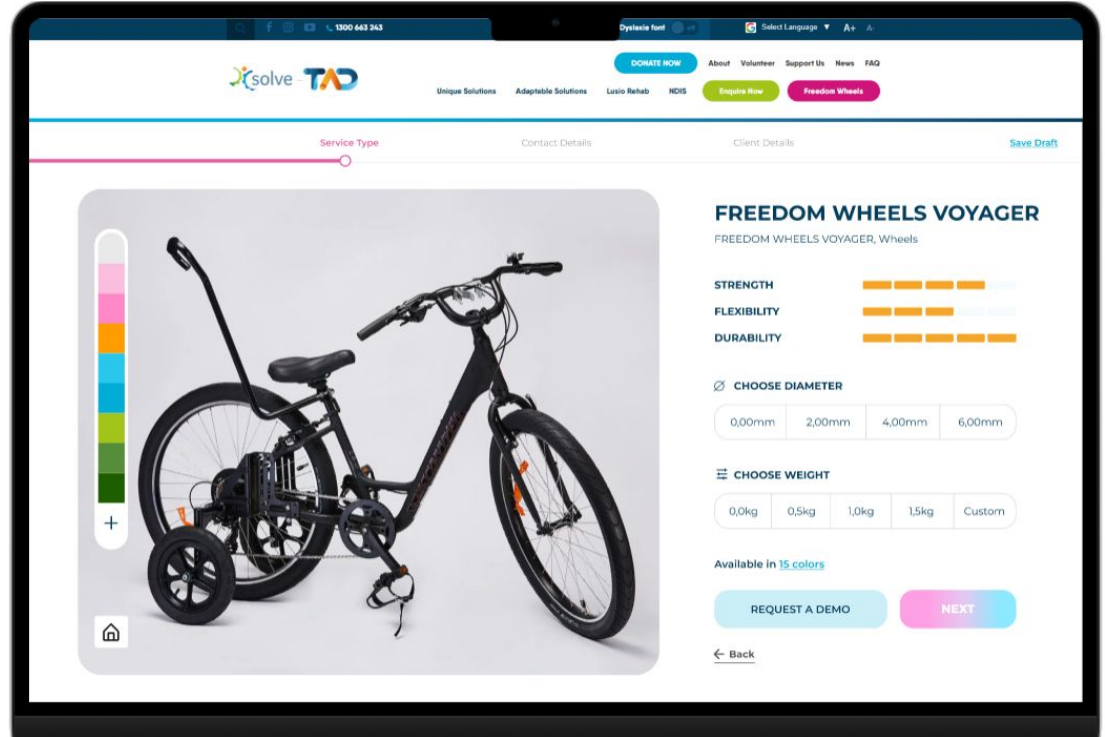
Increase competitive edge

Allowing leads to pick elements of their product can sway their decision to purchase from one organisation to another



Appealing to current trends

Approximately 36% of consumers prefer customised products (Deloitte, 2021).



Analysis of Desirability, Feasibility, and Viability

Solution

DVF Analysis



1 Desirability

> Faster and easier completion = higher completion rate = generating more client leads = more customers/clients using their product

> Shorter format quickens form completion with pre-filled responses enhances client data quality.

2 Viability

Expertise needed
Solve-TAD has outsourced to revamp their website, thus, labour cost to find a developer is non-existent.

3 Feasibility

We have consulted with a stakeholder of Solve-TAD and they confirmed our solution is within their budget and capabilities (**cost estimate of \$3000-\$8000**).

Adding a customisation tool and modernizing the enquiry form (an integral part in the customer journey) is not a short-term solution, but rather a key a part of Solve-TAD's service delivery and value creation strategy

A photograph of two men sitting at a table in a bright room, looking at a laptop. A large blue number '04' is overlaid on the right side of the image. The man on the left is wearing a white hoodie, and the man on the right is wearing a grey hoodie. A potted plant is on the table to the left of the laptop. A striped cushion is visible in the bottom left corner.

04

Project Management

Project Scope and Timeline

Project Scope Statement

Project Management

Project Scope

The goal of this project is to provide suggestions and a guideline for redesigning Solve-TAD's enquiry form for their services to make it more user-friendly and increase retention.

Exclusions:

- Programming
- Implementation

Constraints:

- No programming expertise in the team

Assumptions:

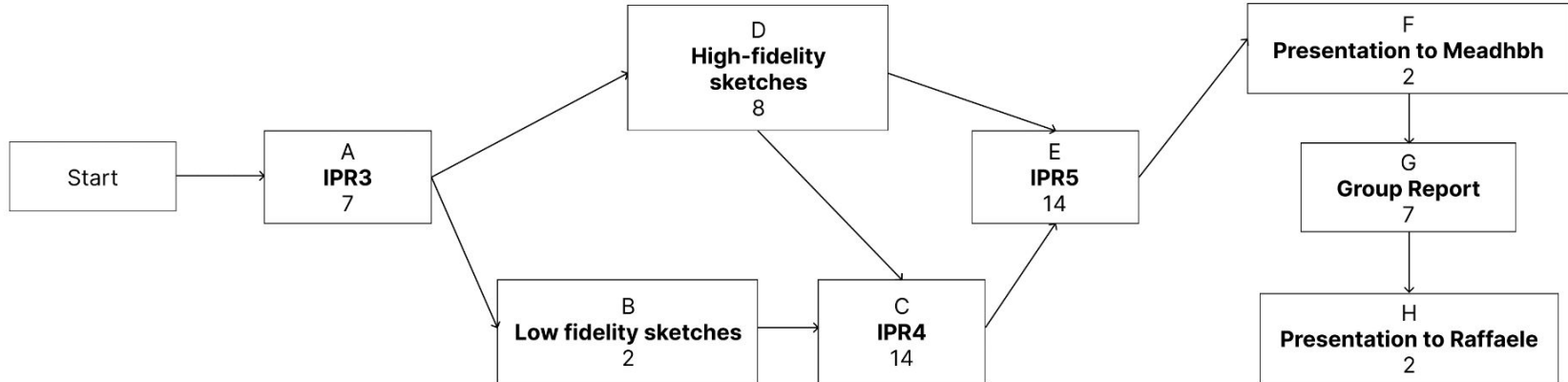
- Solve-TAD has the resources and expertise to implement our design suggestions.

Key Deliverables with Acceptance Criteria

Key deliverables	Acceptance criteria
IPR3	Includes: <ul style="list-style-type: none"> • Improved upon sections from previous IPRs • Revised solution scenario • Detailed solution design • Solution development plan • Risk analysis and mitigation strategies
Low-Fidelity Wireframe Sketches	<ul style="list-style-type: none"> • Simple, and provides a foundation for the prototype • Approval from Raffaele
High-Fidelity Prototype	<ul style="list-style-type: none"> • Includes some of the user interaction functionality • Approval from Raffaele and Maedhbhe
IPR4	<ul style="list-style-type: none"> • Progress on prototype and its descriptions • Evaluation plans
IPR5	<ul style="list-style-type: none"> • Final and revised prototype descriptions and evaluation plans
Final Group Report and Presentation	<ul style="list-style-type: none"> • Outline the whole project and process from start to finish • Including a demonstration of the final product (High-Fidelity Prototype)

Critical Path Analysis

Project Management



Project Timeline

Project Management

Key Deliverables/Milestones

- Low-Fidelity Wireframes
- High-Fidelity Wireframes
- Working Prototype
- IPR3
- IPR4
- IPR5
- Final Product Delivery to Client
- Final Project Presentation to Raffaele and Class
- Final Group Report

Progress Report			
Completed Work			
Item	Date Finished	PIC (Person(s) in Charge)	Details
IPR3	27 Sep 2022	Everyone	Includes: <ul style="list-style-type: none"> • Detailed Solution Design • Solution Development Plan
Low-Fidelity Wireframes	27 Sep 2022	Giang	Pages: <ul style="list-style-type: none"> • Segregating customer demographic • Pre-filled response and text-box option • Drop-down menus

Project Timeline

Project Management

In Progress			
Item	Deadline	PIC (Person(s) in Charge)	Details
High-Fidelity Wireframes	21 Oct 2022	Giang	Pages: <ul style="list-style-type: none"> • Product customisation tool • Service type (page detailing the three services Adaptable Solutions, Unique Solutions, and Freedom Wheels for clients to choose) • Contact details (the respondent's details) • Client details • Project contact (page detailing client's address, funding source, privacy statement and consent)
IPR4	14 Oct 2022	Everyone	Includes: <ul style="list-style-type: none"> • Project Status Report • Prototype Description • Usability Engineering Plan

Project Timeline

Project Management

Upcoming Work/Next Steps			
Item	Deadline	PIC (Person(s) in Charge)	Details
IPR5	26 Oct 2022	Everyone	Includes: <ul style="list-style-type: none"> Revised problem and solution scenarios Revised prototype description Usability Engineering Report
Working Prototype	25 Oct 2022	Giang	<ul style="list-style-type: none"> Will include all the newly designed pages with page navigation between them
Final Product Delivery and Demonstration to our client: Meadhbh	28 Oct 2022	Everyone	Includes: <ul style="list-style-type: none"> Presentation Slides Meetings to prepare and practise for the presentation Prototype Demo
Final Project Presentation to Raffaele and Class	31 Oct 2022	Everyone	Includes: <ul style="list-style-type: none"> Presentation Slides Meetings to prepare and practise for the presentation Prototype Demo
Final Group Report	2 Nov 2022	Everyone	Sections: <ul style="list-style-type: none"> Executive Summary Literature Foundations Research Method Problem Identification Solution Objective Solution Design & Development Discussion Conclusion



05

Risk & Mitigation

Potential Risks & Its Mitigation Strategies

In order to have a successful solution proposal to Solve-TAD, we analysed our solution in all dimensions.

Risk & Mitigation

Risk and Severity	Mitigation Strategy
User experience interruptions Medium	Implement rigorous testing prior to rolling out the site to test whether any interruptions are experienced where users are testing numerous potential error areas.
Product customisation may increase bounce rate due to lack of relevance Low	Provide a skip button for prospects/clients who do not want to use the product customisation tool.
New features could lead to over budgeting Medium	Establish clear communication about the essential requirements of Solve-TAD and make clear differentiations on what is needed and not.
Pre-configured set of options limits free-form client feedback High	Clients will have the option to skip the product customisation tool and provide their free-form feedback in the open-ended question provided in the latter stages of the form. On the other hand, we propose Solve-TAD to promote transparency by offering live previews, options to edit and modify the product at all stages of the order.
Progress Indicator promote form abandonment rates Low	Progress must outpace users' expectations to improve their experience and completion rates. Therefore, there will be a maximum of two to three milestones on the indicator .

**Thank you Raffaele and Solve-TAD
for your ongoing support!**

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