

## 4-Week Plan for Website Contact Forms Research & Improvements

**Objective:** Improve form completion and submission rates on website pages by conducting research, analyzing data, and suggesting UX improvements.

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### Week 1: Research & Data Collection

- **Goal:** Gather comprehensive insights on current performance and competitor benchmarks.

#### Tasks:

##### 1. Understand Current Form Performance:

- Gather form submission data from HubSpot.
- Review heatmaps and user interaction videos using Google Clarity to identify pain points and drop-off areas.
- Analyze current user behavior on the forms (scrolling, clicks, time spent, etc.).

##### 2. Competitor Research:

- Research competitor websites to evaluate their contact form designs and any innovative methods they use to increase submissions.
- Identify form design best practices, such as field placement, length of forms, and CTA designs.
- Review additional conversion strategies competitors use, such as form incentives, live chat options, or conversational forms.

##### 3. Deliverable:

- Start the competitor research report, gathering initial insights on form design elements and user interaction strategies.
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### Week 2: Analyze Data, Identify Issues & Finalize Research

- **Goal:** Dive deeper into data, finalize the research, and identify specific problems with the current form setup.

#### Tasks:

##### 1. Form Submission Data Analysis:

- Analyze submission data from HubSpot (e.g., completion rates, field drop-off rates).
- Identify fields where users abandon the form and any common trends that may hinder form completion.

##### 2. Clarity Heatmap Analysis:

- Review the collected heatmaps and user session recordings in detail, focusing on user behavior on form pages.

- Identify key issues, such as confusing form fields, long completion times, and errors during form submission.

**3. Finalize Competitor Research:**

- Complete the competitor research initiated in Week 1 and compile final findings.

**4. Deliverable:**

- Finalize the competitor research report.
  - Summarize the key pain points, drop-offs, and obstacles users face during form completion.
  - Share the report with Yi-Ling Sun & Eszter Dolak via email for feedback.
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**Week 3: UX Improvements & Recommendations**

- **Goal:** Suggest UX improvements and form optimizations to increase completion rates.

**Tasks:**

**1. UX Improvement Suggestions:**

- Based on competitor research and data analysis, draft a list of UX improvements for the forms.

**2. Create a Prototype:**

- Work on creating a prototype to visualize the proposed UX improvements.

**3. Deliverable:**

- Create a draft UX improvement suggestions document, along with the prototype.
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**Week 4: Finalize UX Improvements & Prepare for Final Presentation**

- **Goal:** Make final tweaks or refinements to the UX improvements while preparing for the final presentation.

**Tasks:**

**1. Refinement of UX Improvements:**

- Revisit the draft UX improvement suggestions from Week 3 and make any final refinements as needed.
- Review the prototype and incorporate any necessary adjustments.

**2. Presentation Preparation:**

- Develop the presentation that summarizes key UX improvements, research findings, and final recommendations.
- Practice the presentation to ensure a smooth and confident delivery.

**3. Meeting Preparation:**

- Schedule a final meeting with Yi-Ling Sun & Eszter Dolak to present findings and gather their feedback.

**4. Deliverable:**

- Final UX improvement suggestions document.
- Final presentation ready for the final meeting.