

## Summary

### 1. Pain Points

#### a. High Rate of Dead Clicks on the Form

- i. Google Clarity Data presents that the form has high interaction. Still, users of the form frequently interact within areas of the form without interaction or action, hence labelling it as 'dead clicks.'
- ii. The high rate of dead clicks may lead to user frustration as they need more interaction or response from the form, leading to users abandoning the form in the middle of filling it out.

#### b. Limited Content Visibility

- i. Google Clarity data highlights the importance of putting enough form content above the fold of the webpage. Data suggests that only 12.5 users scrolled until the bottom of the page, and the majority (50%) stopped in the middle.
- ii. The lack of proper content placement and proper CTA leads to low engagement for needed contents of the form, such as its submission, as these are placed at the bottom of lengthy forms that most users do not reach.

#### c. Engagements based on User Types

- i. Hubspot data suggest that user engagements depend on user types; hence, specific patterns for selling qualified leads (SQLs) and non-qualified leads (NQLs) have been observed.
- ii. SQLs usually focus on specialized forms such as HV and LV DC/DC Converter contact forms, while NQLs concentrate more on general inquiries.
- iii. The imbalance of form field placement can lead to frustration for both groups, leading to failed submission rates.
- iv. Limited Website Access due to Cookie Permissions.
- v. Google Clarity presents data collection about the website as unstable due to the decline in cookie permissions.
- vi. Furthermore, this also leads to drops when entering the website, as cookie permissions obscure website access unless accepted or declined.

### 2. Drop-Offs

#### a. Low Scroll Engagement

- i. Google Clarity presents that at least 87.5% of the users do not scroll until the bottom of the page; this leads to content drop-offs for information placed at the bottom. Hence, low form submission rate.

#### b. Submission Rates

- i. Hubspot suggests that the uneven submission rates between the forms filled out by SQLs and NQLs highlight the need for specific page optimization. It has been noted that there are more NQL submissions compared to SQLs at 9 and 6, respectively.

#### c. Contact Form Accessibility

- i. The accessibility of forms in the central and product pages is necessary, as the additional step of finding the forms within the website may lead to drop-off for most consumers.

### 3. Obstacles

#### a. From Usability

- i. The user's dead-click experience is based on Google Form Clarity; this highlights the need for design optimization to ensure proper interaction within the form for the users.

#### b. Button Accessibility

- i. Google Clarity has presented a high interaction rate between navigation and search buttons for users. Having accessible buttons still enhances website usability and may show how form links or buttons must be placed within the website or more interaction.

#### c. Cross-Device Functionality Regarding 'Contact Us' Link

- i. Regarding conversions, mobile and platform users face barriers if this link isn't functional or available on specific devices. The Hubspot report registered quite an effective use of the "Contact Us" link on SQLs and NQLs.