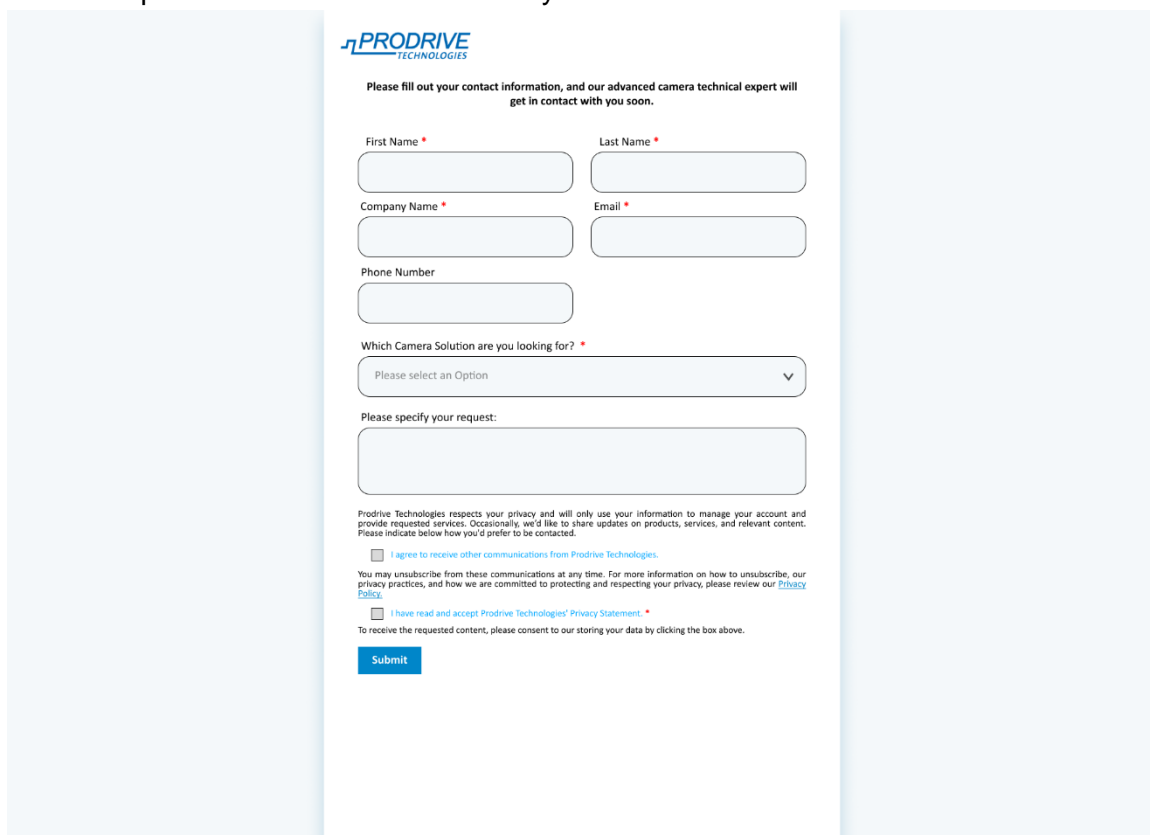


## UX Recommendations

The forms of Prodrive Technology feature minimalist and direct-to-the-point questions for its consumers. However, several pain points have been observed when utilizing the order forms, primarily around a high rate of dead clicks, limited content visibility, and limited access to the website. Often, these pain points also lead to drop-offs that hinder the improvement of the website's submission rates. The forms also have limited information visibility due to low scroll rates and inaccessibility to buttons, form formats, and contacts. Hence, the following recommendations to address these issues have been formulated and implemented:

- Direct and intuitive form fields that deviate from complicated prompts and allow them to accomplish forms with ease and clarity.



The screenshot displays a contact form for Prodrive Technologies. At the top, the company logo is followed by a prompt: "Please fill out your contact information, and our advanced camera technical expert will get in contact with you soon." The form includes input fields for First Name, Last Name, Company Name, Email, and Phone Number. A dropdown menu for "Which Camera Solution are you looking for?" is set to "Please select an Option". Below this is a large text area for "Please specify your request:". A privacy notice states: "Prodrive Technologies respects your privacy and will only use your information to manage your account and provide requested services. Occasionally, we'd like to share updates on products, services, and relevant content. Please indicate below how you'd prefer to be contacted." There are two checkboxes: "I agree to receive other communications from Prodrive Technologies." and "I have read and accept Prodrive Technologies' Privacy Statement." A final instruction reads: "To receive the requested content, please consent to our storing your data by clicking the box above." A blue "Submit" button is at the bottom.

- Concise and relevant form questions that are limited to only what is necessary to lessen the cognitive load and increase completion rates.

**PRODRIVE**  
TECHNOLOGIES

Please fill out your contact information, and our advanced camera technical expert will get in contact with you soon.

First Name \*

Last Name \*

Company Name \*

Email \*

Phone Number

Which Camera Solution are you looking for? \*  
Please select an Option

Please specify your request:

Prodrive Technologies respects your privacy and will only use your information to manage your account and provide requested services. Occasionally, we'd like to share updates on products, services, and relevant content.

- Lessen Privacy and Policy Agreement disruption through pop-ups to help users become informed without having to leave the form pages

**PRODRIVE**  
TECHNOLOGIES

Please fill out your contact information, and our advanced camera technical expert will get in contact with you soon.

First Name \*

Last Name \*

Company Name \*

Email \*

Phone Number

Which Camera Solution are you looking for? \*  
Please select an Option

Please specify your request:

Prodrive Technologies respects your privacy and will only use your information to manage your account and provide requested services. Occasionally, we'd like to share updates on products, services, and relevant content. Please indicate below how you'd prefer to be contacted.

☐ I agree to receive other communications from Prodrive Technologies.

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#).

☐ I have read and accept Prodrive Technologies' Privacy Statement. \*

To receive the requested content, please consent to our storing your data by clicking the box above.

- Enhance button accessibility within the fold of the desktop layout, which lessens form abandonment

**PRODRIVE TECHNOLOGIES**

Please fill out your contact information, and our advanced camera technical expert will get in contact with you soon.

First Name \*

Last Name \*

Company Name \*

Email \*

Phone Number

Which Camera Solution are you looking for? \*  
Please select an Option

Please specify your request:

Prodrive Technologies respects your privacy and will only use your information to manage your account and provide requested services. Occasionally, we'd like to share updates on products, services, and relevant content. Please indicate below how you'd prefer to be contacted.

☐ I agree to receive other communications from Prodrive Technologies.

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#).

☐ I have read and accept Prodrive Technologies' Privacy Statement. \*

To receive the requested content, please consent to our storing your data by clicking the box above.

**Submit**

submit button is positioned clearly and visibly at the bottom of the form, visible on the screen without requiring users to scroll further.

- Interactive Form Elements through 'Hover interaction' to increase micro interaction and reduce user uncertainty to prevent dead clicks for improved form usability.

**PRODRIVE TECHNOLOGIES**

Please fill out your contact information, and our advanced camera technical expert will get in contact with you soon.

First Name \*

Last Name \*

Company Name \*

Email \*

Phone Number

Which Camera Solution are you looking for? \*  
Please select an Option

Please specify your request:

Prodrive Technologies respects your privacy and will only use your information to manage your account and provide requested services. Occasionally, we'd like to share updates on products, services, and relevant content. Please indicate below how you'd prefer to be contacted.

☐ I agree to receive other communications from Prodrive Technologies.

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#).

☐ I have read and accept Prodrive Technologies' Privacy Statement. \*

To receive the requested content, please consent to our storing your data by clicking the box above.

Prototype: <https://www.figma.com/proto/HpmFnhl3idrDevrgoM6pQP/Prodrive-Forms?page-id=0%3A1&node-id=3-2&node-type=canvas&viewport=453%2C388%2C0.16&t=KTFCYNDMkyRotzcX-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=3%3A2>

## Review of Related Literature

The first improvement implemented is using **direct and intuitive form fields and questions** necessary to avoid user drop-offs regarding website utilization. In line with this, the maximization of form fields leads to a non-lengthy form. Having users encounter short forms and direct-to-the-point questions will lead them to a quick process in filling out the forms. Often, additional and complicated questions they may view as ‘unrelated’ or ‘unnecessary’ to their concern or inquiry about the product will allow the users to drop the form. Users often deem the additional time to fill out unnecessary information as extra work when filling out forms. A study by Komandla (2018) presented that the leading cause of form abandonment is excessively long and complex forms that users must complete. As researchers often conduct usability tests, applications for online banking and other services miss potential consumers because of the complicated forms they must fill out. Frequently, online users, especially those who are not tech-savvy, are restricted from accomplishing this task. Users who are also in a specific age category may find these long and complicated forms to be daunting and heavy. Hence, simplifying this form application process will increase submission rates and the interest of the forms’ users.

Secondly, the forms have been implemented with **hover interaction** to ensure no dead clicks lead to website abandonment. This will allow users to have micro-interactions in the forms and give them more idea of what parts of the forms are interactive. The hover design of the forms signals to the user that only these areas are the ones they can click. Additionally, within the hover areas, some parts will lead to specific results within the website, such as submissions or boxes where they can type their answers. The application of form changes to increase micro-interaction is necessary to give signals to users. This is supported by the study conducted by Mandic (2024), which highlights the importance of micro-interactions in maintaining the website’s positive user experience and usability. The paper showcased that through micro-interactions, users can focus on the areas of certain functional forms. Hence, users can complete and submit the forms at a higher rate. The signal that micro-interaction can provide becomes an ‘instructional guide’ to users on what part and category of the form they can utilize, leading to low form abandonment rates.

Additionally, a **Privacy and Policies pop-up application** has been utilized to improve form usability instead of redirecting users to new pages. One of the users’ struggles is the additional step and redirection to view the company’s policies regarding personal information utilization and privacy clauses. This is a critical improvement in the forms since it has been observed that most successful form completion trends have their accessible privacy and policies clause. A study showcased that the attitude and perception of users towards privacy and policies are often on the lighter side. Most users are more interested in the service they can get rather than how their data will be utilized. Hence, consumers disregarded additional and extended

privacy clauses. However, a small percentage of consumers take time to understand their rights as consumers and how they can protect their information (Ibdah et al., 2018).

Furthermore, understanding this attitude is vital to increase submission rates successfully. Forms mustn't burden consumers with another step to return back and forth in the form that they are trying to fill out. A study presented that privacy and policy pop-ups increase user experience, making the whole experience and process more dynamic. Users view pop-ups of the privacy and policies of a website as 'better navigation' as they can traverse one page without losing their page of interest, such as forms or home pages of the website they are visiting. It also provides them with a preview of the information about policy clauses they need to know (Nouwens et al., 2022).

Another critical aspect of user experience is the demonstration of actions within a website or forms. Hence, improving **Button accessibility and placement** is applied to increase submission rates within the form. With the low scroll rate of the website, having the button at the bottom of the forms lowers the user submission. Hence, the forms of Prodrive Technologies are maintained within one page, which does not need scrolling, and the 'Submit button' is placed after all the questions. It is prevented that the button is placed at the lowest part of the screen since negative space and margins on all sides of the website are still needed to ensure that the users are not overwhelmed by the information in the forms.

Additionally, research related to designing website usability proved that placing a submit button on the left side of the forms and making them easily distinguishable within the page is necessary. This attracts the user visually and makes submission easier as it is aligned to other possible fields within the form, as text entries and checkboxes are usually left-aligned (Rodriguez et al., 2024). The Nielsen Norman Group also emphasized that user attention is correlated to conversion rates of the forms; hence, placing the submit button in the portion of the website that is visible without the users' need to scroll lessens their effort and cognitive load. It is essential to remember this as 80% of users' actions within a form or a website is simply to view them. Having them do another step apart from viewing leads to multiple user decisions, and a straight and easy-to-follow flow is needed to ensure website completion and submission from these users. The higher and more complicated demands, such as scrolling and placing submit buttons below, increase cognitive load and obstacles for users to finish website forms (Schade, 2015).