

Simplifying users' experience and accessibility on Monadd's website

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Abstract

Monadd is an address management platform for users when they move to a new address. This project aims to answer and highlight solutions to the question of 'Why do customers input their personal information into the live chat box rather than into the platform after signing up?'. Based on the investigation of the customers' chat records, there are three primary reasons that answer this question. To verify the hypothesis that people may not understand the features of this website, an online interview was conducted with six participants, including one existing customer and five potential customers. In addition, a survey was carried out to verify the accessibility of the new homepage. The results did not exceed previous expectations: Based on the results of the users' investigation, four parts of the website were improved to assist users, helping them to better understand the main functions of the website, thus making it easier to navigate and use properly.

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Introduction

Monadd is an address admin system helping people in the UK to automatically update their details on any paperwork upon changing addresses. On this website, users can update addresses, cancel and add new household services (telephone, internet, gas, electricity, council tax, water, etc.).

Customers can simply sign up with their Google account and fill in the required information, and the website can find as well as update the services related to the address.

Although step-by-step instructions are given, many people input their details and address information into the chat box. The aim of my investigation is to examine to what extent people prefer inputting their information into the customer service chat box, rather than into the provided sign up section on Monadd's website.

Research Methodology

Within my investigation, I looked into different research methods to examine why there have been increasing issues with chat boxes, identified reasonable design and verification methods and proposed possible hypotheses along with an applicable plan.

Research Results

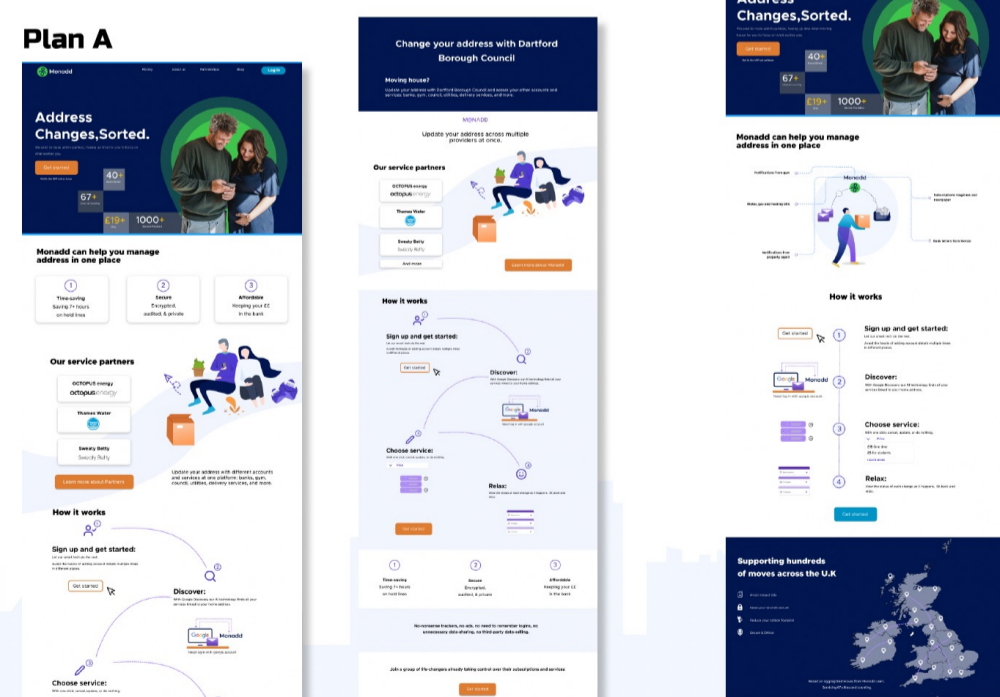
The users' requirements and the dynamic behaviour, moods and pain points of users visiting the site are recorded in the user journey map.

The main reason might be:

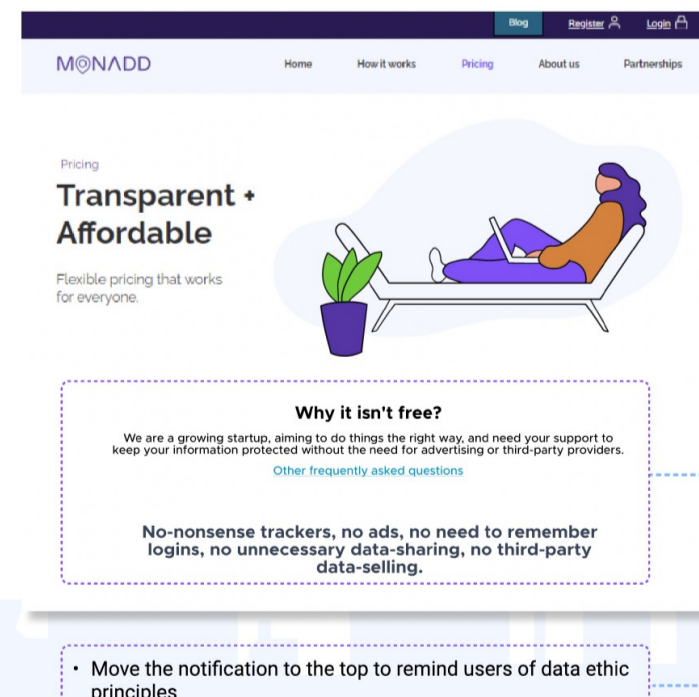
1. People may not understand how this website works; they prefer that someone introduce the website to them.
2. People are impatient to read the introduction of website. It is easier for people to ask the customer service to fill in the information.
3. Technical problems like inaccessibility of the phone.

Design

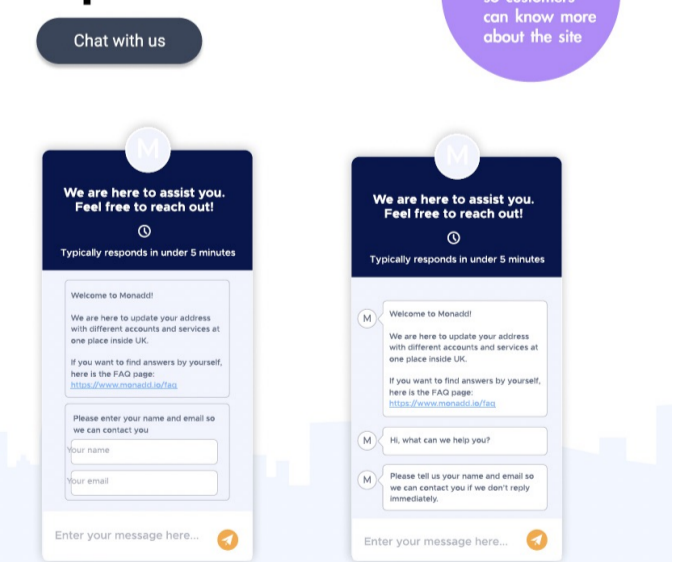
Homepage and SEO page design



Pricing Page



Customer service conversation improvement



Conclusions & Future Work

Customers' requirements can be seen in the chat records, and the main reasons were determined by different research methods. Monadd is still trying to explore its business, and its website is always dynamic. Because of the lack of time, the designing prototypes will be verified by the company. These prototypes are just based on the user research, there might be other factors to be taken into consideration, such as marketing strategy, core value principles of the company and the difficulty of web restructuring.