

USER RESEARCH - SEP FEEDBACK EMAIL CONTENT

Purpose: SEP Feedback on Email Content
Venue: BG Summit Event
Date: 30th October 2019
Researchers: Tress Carmichael & Martin Kerr
No of Participants: 29 (14 M/15 F)

FEEDBACK SURVEY MESSAGE

Overall

Majority of participants wouldn't complete the survey

Paragraph

Too formal***

Dry/Dull

Not exciting/interesting***

(make it more chatty/human/modern day/fun)

(give it some personality)

(I hope you are excited about..)

(If you are happy with....)

(Did we/didn't we do a good job – tell us more...)

Needs to be easy to read***

(Make it eye catching/engaging - less public sector)

Standard boring sentence

Standard poor sentence

Assumption that messaging will be branded in some way (so that user knows it is connected with who they got the advice from)

Needs Call to Action in Subject Line of Email (call to action needs to be engaging and associated with advice/support delivered)

Wording

Don't like "if you have a minute"

Could be more than "advice" (information)

"Trying" sounds like failure

"Service(s)"

Completing Survey

Say what you will do with feedback***

(be clear about the value my input will have and tell me how I will know (every week/month we review the feedback, this is what we've heard, this is what we've done...))

Majority of participants unlikely to click on survey ***

(main reasons due to time and tone of language)

Though some would be happy to complete and felt pretty standard

Preference for star rating***

Would expect to be signposted to other things

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Concern over how long the survey will be ***
(if you say a couple of questions that means 2)
(willingness to give constructive feedback but how long is “a minute”)

Would be good if human followed up rather than asking user to complete survey
(survey will either get lost in my inbox or directed to non priority folder
Scanning emails may delete)

SURVEY COMPLETION MESSAGE

Overall

Most would skim over and not read
Sounds quite formal –but consider just saying thanks***
Too wordy (but pretty standard)

Telephone No

Majority wouldn't phone but some felt good that it did have a telephone number***
Unsure who they are phoning (is this who gave the advice)***
Would rather have email address than phone number***

Consider adding contact name

Privacy etc good

Have a look at Big Lottery Site which is helpfully written in Plain English and easy to read

*** repeated point raised

Tress Carmichael
Customer Research
31 October 2019