



TenStep Supplemental Paper

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Enhance Your Site's Utility

Very often, website visitors find it difficult to locate answers to their questions. Either the website provides these answers in a page not easily viewable, or the question is overlooked altogether. Finding ways to offer improved service is imperative in today's context. These questions may actually provide valuable clues to user preferences and requirements.

Broad Daylight Inc., a company in California, has devised a method to provide better and easy-to-find answers to users' questions. Three questions need to be answered:

1. What is it that people want to know?
2. How easily should it be made available?
3. How intelligibly can these answers be worded?

The proposed tool cannot function without human involvement. As a first step, it requires sample e-mails to be collected. These are then analyzed to determine the nature of questions that people tend to ask. In many cases, sites do provide answers, but they lie buried in hard-to-locate pages. Steps ought to be taken to ensure that answers are given on easily traceable pages.

Unable to find answers, visitors often rush in email queries. These could be made the core of a FAQ page, which are a common feature of all web sites. The FAQ should include answers to two kinds of queries - common topics and popularly asked questions. Confronted with new questions, the staff involved could give clear solutions. Moreover, a website manager should always look upon user questions as a means to comprehend what interests them. Providing a FAQ page preempts a score of similarly-worded questions and relieves the staff of the huge burden of answering the same questions repetitively. The site owners ought to give good answers. Intelligible, user-friendly, jargon-free answers need to be offered. The effort that goes into giving good looks to a site should be extended to enhance its utility too. People who frequent websites are more often than not in search of information of some kind.

A website is constantly evolving - it is in many ways a conversation between the site and the visitor. Insights regarding user's interests can be very valuable to the site owners.