



Jamie Makin, Technical Communicator

December 5, 2019

Cheryl Adkins, Senior Editor
Quick Charge Cell
8 Industrial Way
Bethlehem, PA 18017

Dear Cheryl,

Thank you for the opportunity to submit my proposal for improving the FAQ page on your company's website. I have reviewed your current page and would like to present my suggestions for reworking it. Each suggestion has been designed with customer satisfaction as a priority along with adherence to best practices for web design.

1. There is a lot of valuable information in your current FAQ, but some of it is more appropriate for other sections of your website. We should start by relocating that information to where a user is more likely to look for it. Your first paragraph under *Quick Charge Cell FAQ* should be moved to your home page where it will help sell your customers on the benefits of using a Quick Charge Cell. Your second paragraph under *About Us* should be moved to its own page. This is a standard page type that users know to look for, so it should have its own link from the main menu. Here is a look at how your main menu could be restructured:



2. Before writing the frequently asked questions and their answers, we need to take a step back to research what questions your customers are actually asking. We can learn more about their needs by speaking with your customer service team, reviewing their comments on your social media pages, and asking for feedback directly on the FAQ page itself. We should user-test the new page before publishing it to ensure we have met their current needs. Because user needs, products, and markets continually evolve, we should continue to ask for feedback from your users and customer service team after the page is published so that appropriate revisions can be made.
3. Once we understand what your customers are actually asking, we can write the questions. These questions should be categorized to help users find what they're looking for quickly. For example, categories might include *Product Features and Specifications*, *Ordering and Service*, *Charging Procedures*, and *Troubleshooting*. The questions should be written as full-sentences that sound like something a user would ask.
4. When we write the answers, we should use a clear and professional tone. The answers should be succinct and easy to understand. In places where a customer may desire

more information beyond the basic answer, we should provide a link to another page where they can read more if they desire. We should enlist the help of your engineering team to ensure that we provide accurate answers for the product questions. Your sales and marketing teams can help us provide the correct sales and service answers, and a copyeditor should review our work before publication.

5. The elements on the new page should be styled to establish a clear hierarchy of information. This will make reading easier on the users' eyes and help them find what they're looking for quickly. Category headers should be bolder and larger than the questions and answers. Spacing and indentation between these elements will establish their relationship to each other, and we will select fonts and colors consistent with your company's branding. Here is one way to style this information for readability:

The image shows a sample page layout with two main sections: 'Product Features and Specifications' and 'Ordering and Service'. Each section contains two questions and answers. The questions are styled with a bold red header and a small black square icon. The answers are indented and include various list formats: a simple text answer, a text answer followed by a bullet-point list, and a text answer followed by a numbered list of steps.

Product Features and Specifications

— First question about the QCC.

Answer to the first question about the QCC.

— Second question about the QCC.

Answer to the second question about the QCC along with a bullet-point list to facilitate reading:

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3

Ordering and Service

— First question about ordering the QCC.

Answer to the first question about ordering the QCC, along with a numbered list of steps to follow:

1. Step 1 . . .
2. Step 2 . . .
3. Step 3 . . .

— Second question about ordering the QCC

Answer to the second question about ordering the QCC.

6. When a question's answer includes a link to a page with more information, the link text needs to inform the users of what to expect if they click the link. For example, link text that says Explore the Quick Charge Cell's features is more likely to compel a user to click the link than displaying the page's full URL or using the uninformative Click Here link text. This approach also helps users who rely on a screen reader.

7. FAQ pages for products such as smartphones are often lengthy which can make page navigation difficult. To assist users in finding what they need, clear navigation links should be included within the FAQ page. The top of the FAQ page should include links to each category of questions. After the answer to each question, there should be a Back to Top of Page link for users who need to find answers to more questions.
8. Your current FAQ does not offer potential customers the means to order the QCC when it's in stock or to get on your waiting list when it's out of stock. Your current wording conveys too much uncertainty about the QCC's availability. The text should be rewritten to avoid discouraging shoppers. For example, you could write something like, "We regret that our popular QCC is currently sold out, but you can reserve one from our next production run by getting on our waiting list. We anticipate having more QCC's ready to ship within the next two weeks." Below this answer, you can offer a short form to enable an interested shopper to submit their information.
9. Your current FAQ does not offer a means for a user to submit their photo to get their \$10 coupon code. The vague instruction to "send it in" should be replaced with a short form that lets them drag and drop their photo and enter the email or cell number where they want to receive the code. We should also confer with your legal department as to whether there need to be any disclaimers or consents regarding your use of the photos they submit.
10. While your FAQ strives to answer the common questions your customers have, there are still going to be times they need to reach out to you directly for additional help. It is important to make it easy for them to contact you. Your FAQ should link to your *Contact Us* page that provides several ways they can reach you - phone, email, online chat, social media, mailing address, etc. Here's an example of what your contact form could look like:

How can we help?

We're here to help you love your Quick Charge Cell as much as we love ours. If you haven't found what you're looking for on this site, send us a message to let us know how we can help.

Your Name (required)

Your Email (required)

Category

Product Information
▾

How can we help you?

ABOUT THIS SITE

Stay charged up and get the most out of life with Quick Charge Cell! Our website is designed to help you learn about our innovative smartphone, and join the growing ranks of users who cut the cord with their sad, old cell phone chargers.

FIND US

Phone
888.555.8181

Address
8 Industrial Way
Bethlehem, PA 18017

Hours
Monday—Friday: 9:00AM–5:00PM
Saturday & Sunday: 11:00AM–3:00PM

As you can see, I am passionate about designing and writing documentation that helps users find the information that they seek. Satisfying customers by providing quality support will earn you their loyalty and build your brand's reputation. My background in technical communications enables me to create documentation that meets your goal of satisfying customers. In addition to my formal education, I have hands-on experience writing FAQs for other websites. Lastly, I am a smartphone enthusiast who can effectively collaborate with your team to ensure your users get thorough and accurate information.

If you have any questions on this proposal, please reach out to me any time. I hope we will soon be working together to remake Quick Charge Cell's FAQ into a valuable customer resource.

Sincerely yours,

Jamie Makin