# TRANSLATEWISE

1. "Choose the language"

- This direct & demanding order makes users click **also** on automatically chosen language **even** if they're happy with it
- And then… nothing happens (that's already bad according to usability)
  - Well, actually one thing happens: the caret moves away from the text field and users have to click on the text field again to start typing.
- Also, you have 2 direct orders at the same time: 1) choose the language and 2) type your question. That's a little bit confusing for users.

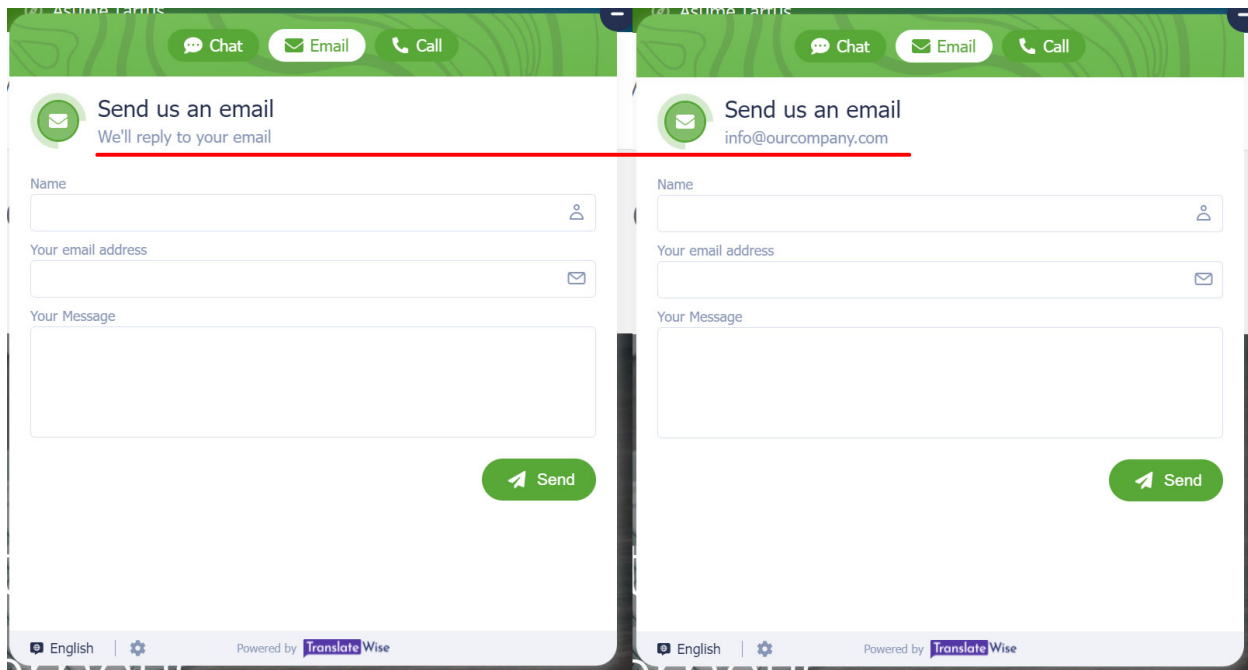- **I suggest using less demanding variant, for example:**
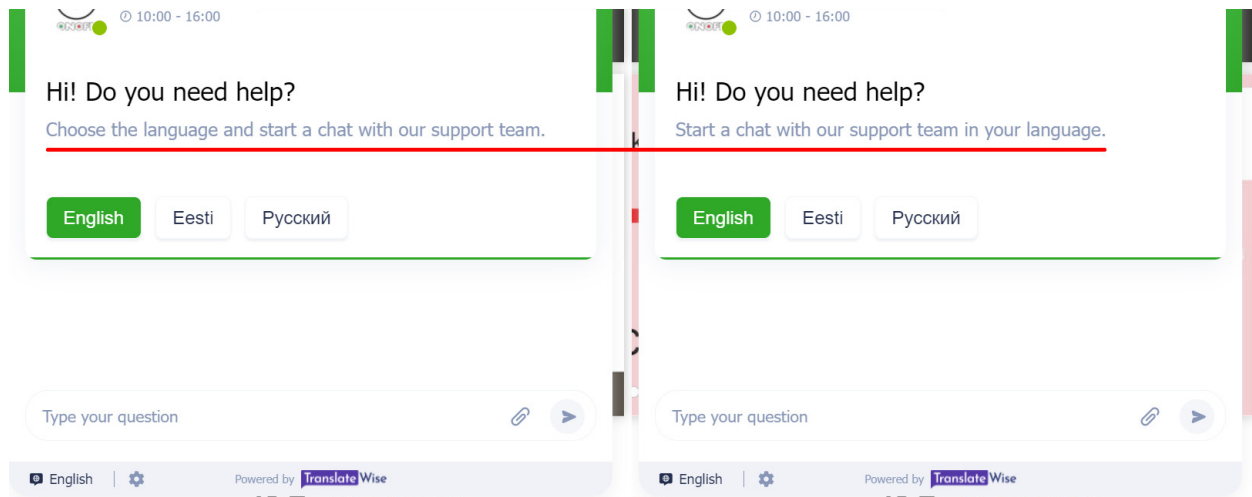
"Start a chat with our support team in English or choose another language" is also a variant, longer, but you can remove "with our support team" as it's obvious.
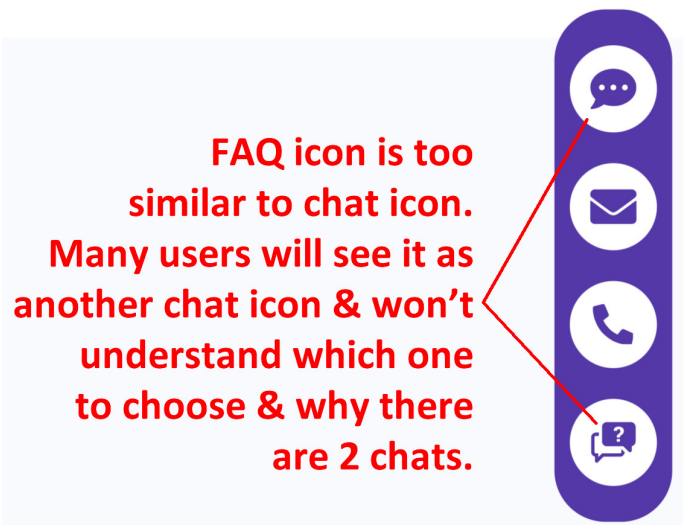
2. The caret

…also moves away from the text field if switching between languages. A user has to do an additional click on the text field to start typing. The system should – on Desktop for 100% (not sure about mobile, didn't analyze yet) – automatically return the caret to the text field so users can start typing.

3. Email

Some users don't like to submit such forms and prefer getting an email address to write an email in their regular email software. It's important to give them this possibility.

4. Icons: FAQ

FAQ icon is too similar to chat icon. Many users will see it as another chat icon & won't understand which one to choose & why there are 2 chats.

Of course, they'll understand after clicking, but that's not intuitive :)

How to solve the issue? One possible variant is to write "FAQ" on the icon, but it may not be the best due to aesthetical reasons and still not intuitive for people who don't understand English at all.

So, you can try some different icons to figure out the best one.

The simplest way is to change the existing "FAQ" icon a little bit. My slightly modified variant on the right is already less similar to the chat icon.
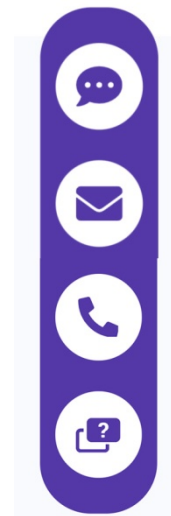
5. Icons: Tooltips

There are no tooltips on mouseover.

- FAQ clearly needs a tooltip, as it's purpose is not understandable before users click on it.
- Despite other icons being more-or-less understandable, tooltips give additional clarity of what is what.

6. Icons: Chat

Chat icon needs some kind of animation to show that there's someone alive behind the icon. Especially when a consultant is online and ready to answer.

Some of your competitors use a lot of animation there and also sounds and so on. This may be too aggressive… but at least some **minimal** animation is strongly recommended.

7. "Will answer as soon as possible"

This sounds like it's very unclear when users will get an answer (Estonian variant "Vastame esimesel võimalusel" is especially not optimistic).
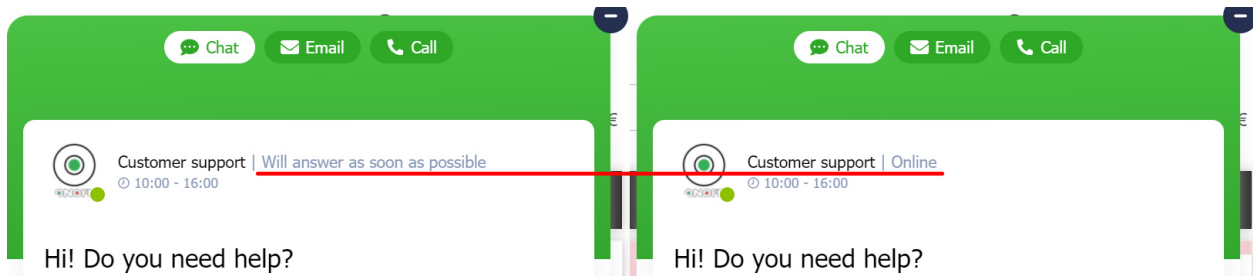
If someone's online there – and I assume that the green sign shows that someone's online (ONOFF) – then it's for sure better to replace not very optimistic text with a simple "Online", for example.