

Change	Driven by feedback	Result
Removed "Support Options" from blue call to action button on homepage	Customers found it confusing. (Aug 22nd 2019 testing). The number is teh total of Products/Services & Events. This is not easy for people to quickly grasp and was adding no real benefit.	Confusion mitigated :-)
Event Tab added to the listings page	Customers expressed confusion when events were mixed through the service listings. Events will massively outnumber Services and so hide them.	Research showed that this was well received and understood by users as a common pattern of delivery that they understood
Questions	Driven by feedback	Why we have not come to a decision yet
Query around removal of Content Links at the top of Service Descriptions	Customers on pages with sparse content, often viewed them as a unnecessary. Customers on pages with more lengthy content thought found them to be beneficial.	1. More research required. 2. Actively investigating technological solutions on how to show only links on longer pages. 3. Not an issue for Alpha.
Should we add Search to the homepage	Customers have repeatedly expressed the need for a Search option on teh home page	1. More research required.