



SQUARESPACE

USER EXPERIENCE ANALYSIS & PROPOSAL

UX Pain Points

Customer
Support

Auto-Billing
Information

I have been able to identify two main points on Squarespace based on user experience research and a guerilla usability test. The first pain point is customer service, users find the long wait times and lack of engagement frustrating. The second pain point is how users feel misinformed about auto-billing.

Billing - UX Examples



Cushman Gillen @CushGills · Mar 21

Do not use @squarespace if you would like customer service or **reliable billing** and support. Emails confirmation that domain has been disabled and auto-pay canceled yet still billed in full. No one can answer my questions.

@SquarespaceHelp



Frannie Coggeshall @FrannieC · 10 Nov 2017

@squarespace What's up with deceptively putting someone into auto **billing** for Gsuite and then not offering refunds once we get unknowingly charged?



Brian Normand @diterpene · 21 Dec 2017

@squarespace worst customer service ever. Discovered they drained my account with sneaky monthly charges after I canceled. They refuse to reverse charges. **STAY AWAY.** @bbb_us



Published Monday, March



wand NONE REFUNDABLE AUTO RENEWAL

NONE REFUNDABLE AUTO RENEWAL: so on my birthday I check my bank account to find that Squarespace had billed me for an automatic renewal for a website I had not touched in almost a year. Clearly I did not want or need this so I went to claim a refund, cancel the site and take it offline. Nope, not possible. Squarespace "policy" is that you can't get a refund for a renewal. Really? Squarespace that's weak, poor practice and just about the lowest trick in the billing book. If the customer doesn't want what you just "sold" them and promptly informs you then you could at least have the courtesy to issue a refund.



Useful



Published Friday, February 2, 2018

nnuzzo

BEWARE

BEWARE! Square space has a policy of not emailing or notifying customers about any bills. So if you've given them your credit card information good luck. You will not know about till you get your credit card bill and then you have just through hoops to try and get support to find out what the bills are and where they are. I find this practice to be deceitful at best. What company doesn't send you a bill in the mail or by email or at send you an email notifying you that a bill has posted.



Useful



Guerilla Usability Testing

Goal

The goal of the test was to determine user experience pain points on the Squarespace website in terms of pricing and billing information. I wanted to see how much research a user will typically do before purchasing the product.

Task

The task given to users was to go through the process of upgrading a Squarespace account from a free trial to a website plan*. Users were various questions asked about how the pricing and billing information was presented to them.

*Note users tested did not actually purchase plan.

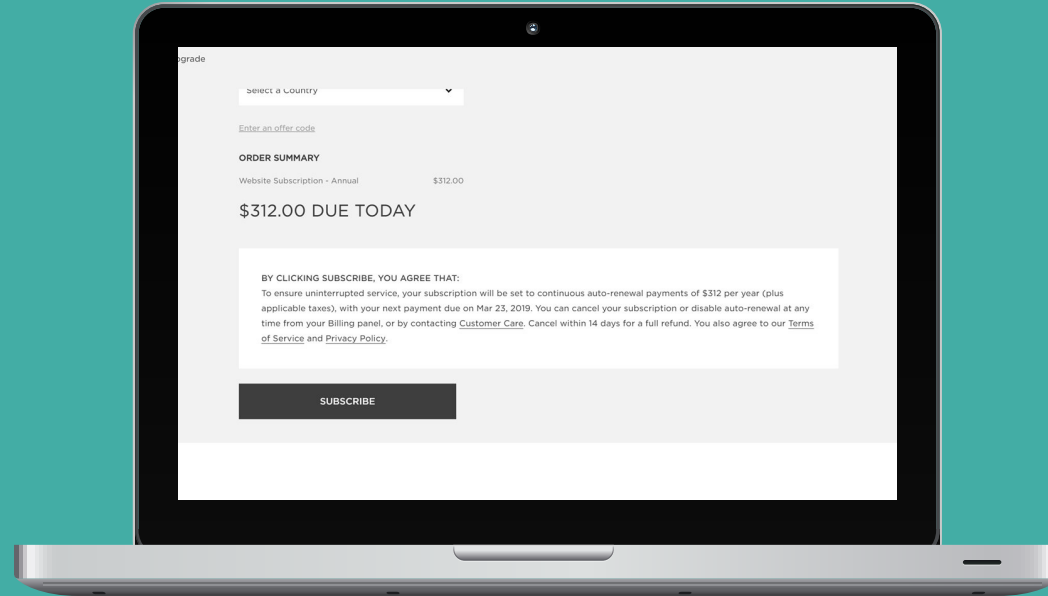
Key Findings

- Users rarely hovered the lists under each payment plan to find the detailed information
- Many scrolled past the informational box about the auto-renewal process. Most users skipped to click the subscribe button
- When asked about the refund policy most users said they did not see information about refunds

Solution

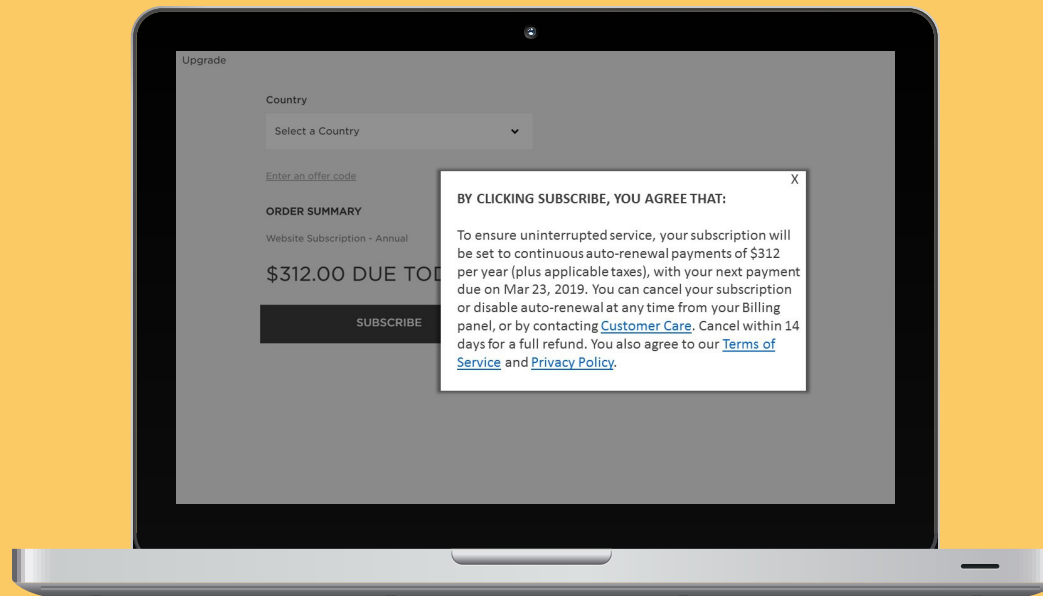
Many users will not go through the steps to find the most detailed information about the pricing and billing. However several users expressed that notification of the auto subscription plan could be better. Since Squarespace already utilizes pop up dialog boxes implementing this for the auto-renewal information will create a better user experience. A dialog box that appears when the user scrolls down to the bottom of the screen to subscribe will focus user's attention to this information. Allowing users to feel like they have made an informed decision before they click subscribe.

Design Suggestion



Before

After



Customer Service - UX Examples



Wonderland Boudoir @WndrlandBoudoir · Mar 22

So I just had the RUDEST interaction with a rep from @squarespace I needed to speak to someone about my billing on my **account** and instead of properly helping me in any sense of the way he did what all the other #Squarespace people have done and passed the buck.



MG @MonicaGinDC · Mar 9

NOT loving @squarespace **customer service** right now on eternal live chat hold. I guess I can live tweet while I sit on chat hold.



1



[Show this thread](#)



Alli Koch @AlliKoch · Feb 15

@squarespace @SquarespaceHelp After weeks of tweeting at you I still haven't received a response. Please respond to me, very disappointed in your **customer service** right now.



Devorah Reine @DevorahReine · Mar 5

Replying to @gimmeagemmanow

I'm waiting for **Squarespace customer service** to reply still...



1



Ruben Rodriguez @Read_Ruben · Jan 20

@squarespace Do you all really consider having an email address 24/7 **customer service**? It's taken 4 days to resolve an issue because you all take 15-20 hours to respond #scamspace



1



Emily Assiran @EmilyAssiran · Mar 12

Yo @squarespace is this for real?! I'm on hold for live **chat** tech support help?! Hopefully this time it's actually worth the wait and not one of your employees copy and pasting your not so helpful FAQ to me again 🙄🙄



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3



Solution

Chatbot Benefits

Several users complained about the long wait times to communicate with customer service. Implementing chatbots could do a lot to reduce wait times. Chatbots can provide answers to commonly asked questions. Although many customers requested phone support chatbots may reduce the numbers for this request. Chatbots ability to answer simple questions will free up support staff to answer more complex questions. This makes chatbots a more cost effective choice. Users do not want to be directed to an FAQ section they want quick responses, interaction and engagement. Chatbots can provides this and a better user experience.