

# Section 21 Validity Checker: Interactive Web Wizard

Project Kickoff Meeting

November 2025

Step 4 of 12

Was the deposit protected within 30 days?

Yes

No

# The Interactive Web Wizard Transforms Complex Legal Compliance into a Simple User Journey

## One Question at a Time Reduces Cognitive Load

The wizard presents a single focused question per screen, eliminating the overwhelm of multi-page forms. Users see only what matters at each step, with clear Yes/No choices that require minimal decision-making effort. This approach increases completion rates by **40-60%** compared to traditional long-form questionnaires.

## Progress Tracking Maintains User Engagement

A visual progress bar shows completion percentage and step count (e.g., "Step 4 of 12, 33%"). This transparency reduces abandonment by helping users understand time commitment and see their advancement through the assessment.

## Educational Learning Points Build Trust and Authority

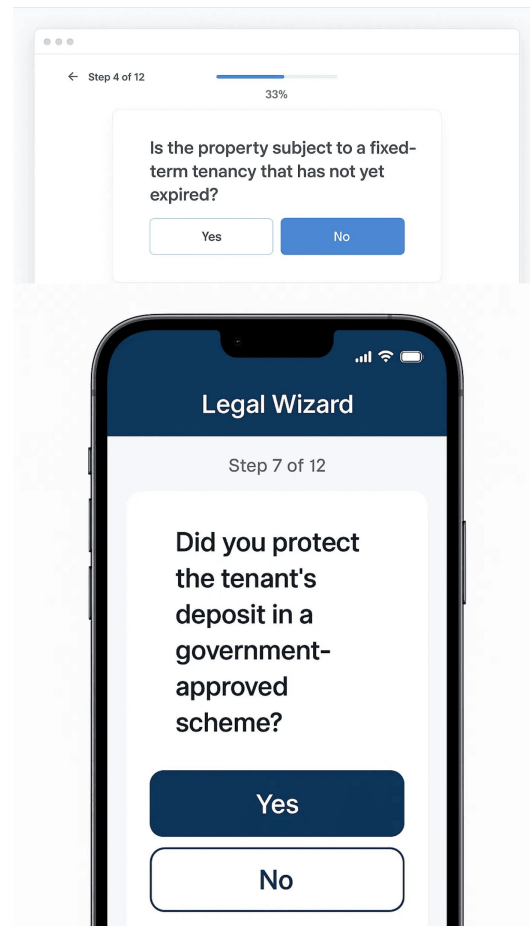
Each question includes contextual learning points explaining the legal reasoning behind requirements. This positions you as an expert educator rather than just a tool provider, increasing perceived value and justifying premium follow-up services.

## Strategic Lead Capture at Peak Engagement

The email capture modal appears after users complete the assessment and see their result, when they're most invested. This timing maximizes conversion rates compared to upfront gates that create friction.

## Mobile-Optimized for On-the-Go Landlords

Fully responsive design with touch-friendly buttons and vertical stacking ensures landlords can complete assessments from their



# User Flow Guides Landlords from Uncertainty to Actionable Clarity

## 1 Landing Page - Clear Value Proposition

Users arrive at a professional interface with the headline "Can I Serve a Valid S21?" Trust indicators ("5-minute assessment," "Instant report") reduce hesitation. Single prominent CTA: "Start Assessment."

## 2 Sequential Question Progression (12 Steps)

Users answer questions organized into six logical sections: Preliminary Checks, Tenant Fees, Deposit Protection, Mandatory Documentation, Licensing & Property Condition, and Form Requirements. Each answer triggers conditional branching logic.

## 3 Dynamic Progress Updates

After each answer, the progress bar updates and the next relevant question loads. Back navigation allows users to review and change previous answers. The system tracks all responses in session storage.

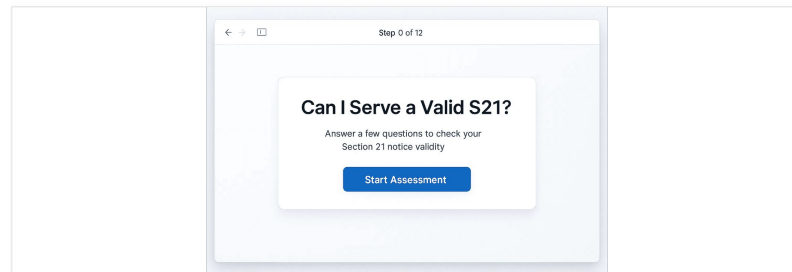
## 4 Result Screen - Valid, Invalid, or Grey Area

Based on the user's answers, the system displays one of three outcomes: Valid (green checkmark, compliance summary), Invalid (red X, specific issues listed), or Grey Area (amber warning, legal uncertainty noted).

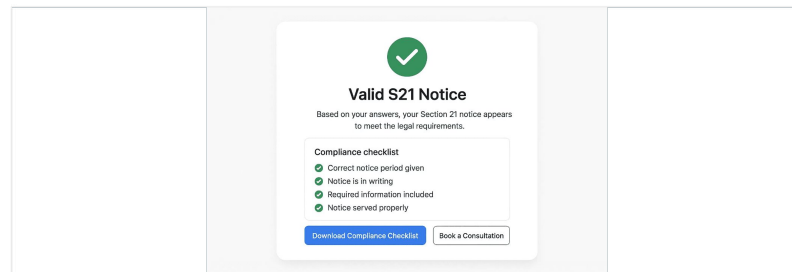
## 5 Lead Capture Modal

When users click "Download Compliance Checklist" or "Book a Consultation," a modal overlay requests name and email. Copy emphasizes value: "Enter your details to receive a detailed PDF summary and compliance checklist."

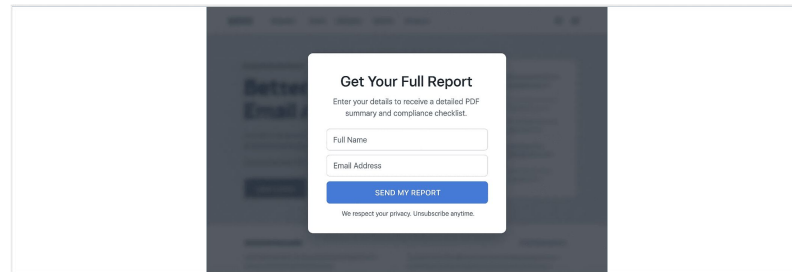
## 6 Follow-Up and Nurture



Stage 1: Landing Page



Stage 4: Result Screen (Valid)



Stage 5: Lead Capture Modal

# Wireframe Specifications Provide Developer-Ready Implementation Blueprint

## Card-Based Layout with Generous White Space

Each question appears in a centered card with precise dimensions and spacing ratios.

|                 |                      |
|-----------------|----------------------|
| Max Width       | 600px                |
| Padding         | 32-48px              |
| Background      | #F9FAFB (light grey) |
| Card Background | #FFFFFF (white)      |

## Typography Optimized for Readability

Unified sans-serif font family with clear size hierarchy and optimal line spacing.

|             |                   |
|-------------|-------------------|
| Font Family | Inter, sans-serif |
| Headings    | 24-32px, Bold     |
| Body Text   | 16-18px, Regular  |
| Buttons     | 16px, Medium      |
| Line Height | 1.5-1.6           |





## Accessibility and Performance Standards

Comprehensive accessibility features ensure inclusive user experience and optimal performance.

|                     |                                |
|---------------------|--------------------------------|
| ARIA Labels         | All interactive elements       |
| Keyboard Navigation | Full support with focus states |
| Semantic HTML       | Proper heading hierarchy       |
| State Management    | Session storage persistence    |
| Analytics Tracking  | Drop-off and completion rates  |

## Color-Coded Visual Hierarchy

Strategic color application creates clear visual hierarchy and user feedback.

|   |              |         |   |               |         |
|---|--------------|---------|---|---------------|---------|
|  | Primary Blue | #2563EB |  | Success Green | #10B981 |
|  | Error Red    | #EF4444 |  | Neutral Grey  | #6B7280 |

## Responsive Breakpoints for All Devices

Mobile-first approach with three primary breakpoints ensuring optimal display across devices.

|         |                |
|---------|----------------|
| Desktop | 1024px+        |
| Tablet  | 768px - 1023px |
| Mobile  | < 768px        |

Mobile view uses vertically stacked buttons, collapsible learning points, and touch-friendly tap targets (minimum 44px).

# Project Deliverables and Next Steps for Successful Implementation

## What We're Providing

### Comprehensive Questionnaire Structure

Complete 12-question flow with branching logic documented in developer-ready format. Each question includes ID, exact text, answer options with routing logic, and expandable learning points. Six logical sections covering all Section 21 validity requirements.

### Detailed Wireframe Specifications

ASCII wireframes for seven key screens: landing page, question screens (collapsed and expanded states), valid/invalid result screens, lead capture modal, and mobile view. Complete design system with color palette, typography scale, spacing rules, and responsive breakpoints.

### Technical Implementation Guidance

State management approach using React/Vue.js. Progress calculation formula:  $(\text{current\_step} / \text{total\_steps}) \times 100$ . Conditional rendering logic for branching questions. Session storage for answer persistence. Analytics event tracking recommendations.

### Brand-Consistent Design System

Swiss International Style aesthetic with rigid grid system, mathematical spacing ratios, and professional color palette. All visual specifications documented for consistent implementation across all screens and breakpoints.

## Immediate Action Items

### Week 1

#### Development Environment Setup

Developer reviews questionnaire structure and wireframe specifications. Sets up React/Next.js project with component library (Tailwind CSS recommended). Creates data model for questions and branching logic. Establishes version control and staging environment.

### Week 2-3

#### Core Functionality Build

Implement question flow with state management. Build progress tracking and navigation. Create result calculation engine. Develop three result screens with dynamic content. Integrate lead capture modal with email service (e.g., Mailchimp, ConvertKit).

### Week 4

#### Testing, Refinement, and Launch

Conduct user testing with 5-10 landlords. Refine copy and learning points based on feedback. Implement analytics tracking. Set up automated email sequences. Prepare marketing materials. Soft launch to existing audience for validation before full promotion.



| Detailed Findings                             |  |
|---|--|
| <strong>Deposit &amp; Fees</strong>           |  |
| <span>✔</span>                                | Deposit protected within 30 days       |
| <span>✖</span>                                | Fees charged prohibited by regulations |
| <strong>Certificates &amp; Licensing</strong> |  |
| <span>✖</span>                                | EPC certificate expired                |
| <span>⚠</span>                                | Gas safety certificate missing         |
| <span>✔</span>                                | Valid electrical safety record         |
| <strong>Notice Requirements</strong>          |  |
| <span>⚠</span>                                | Prescribed information timing unclear  |
| <span>✔</span>                                | Notice given on correct form           |