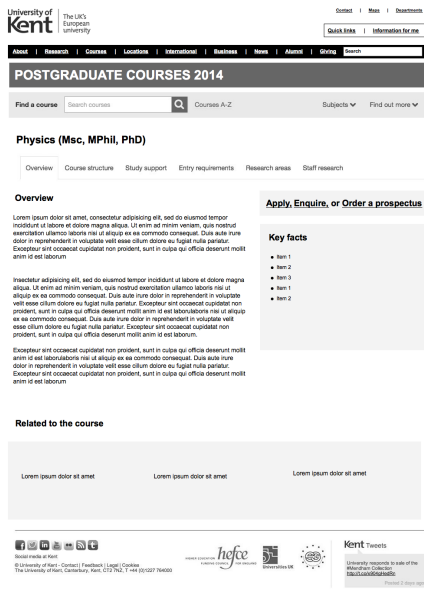


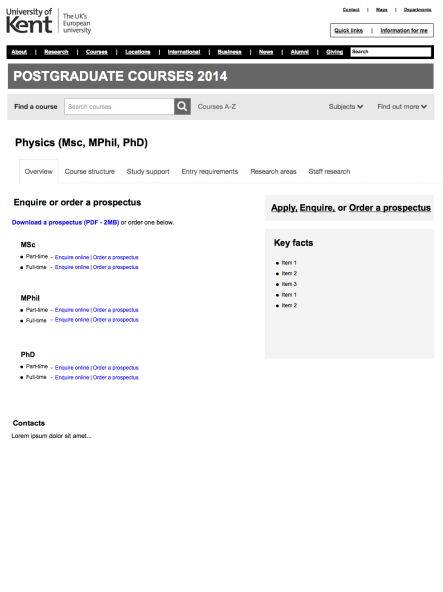
Enquire/Order a prospectus

Current user journey

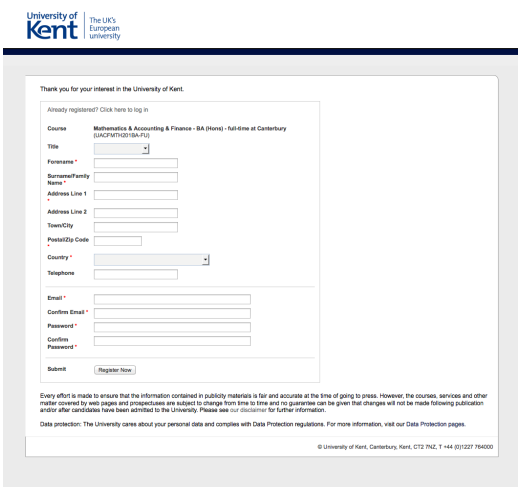
Course page



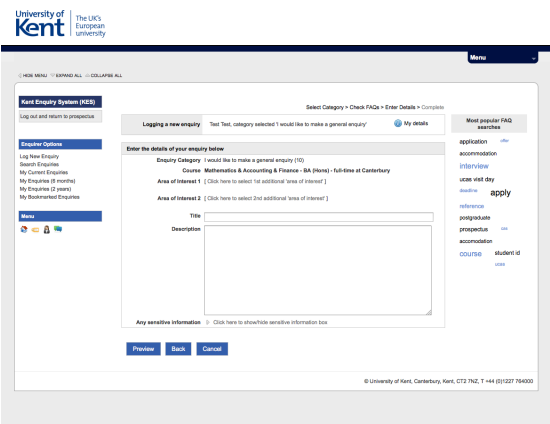
Enquire/Order a prospectus tab



Online enquiry - registration

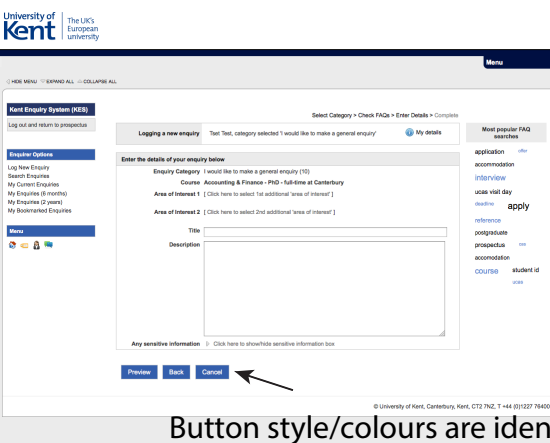
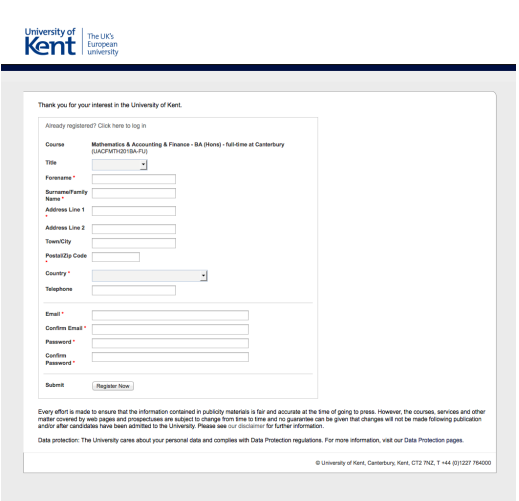


Online enquiry form “I would like to make a general enquiry”



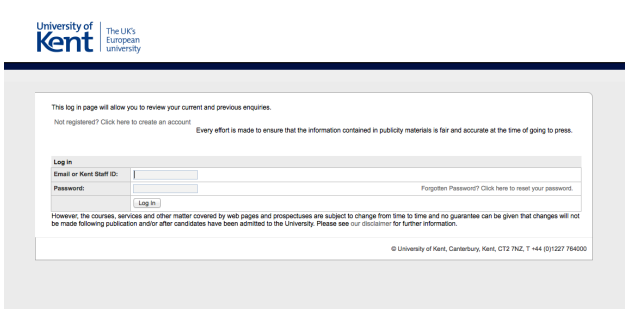
Order a prospectus - titled “I would like to make a general enquiry”, why does this have no reference to ordering a prospectus? It is the same form for making an online enquiry.

Order a prospectus - registration

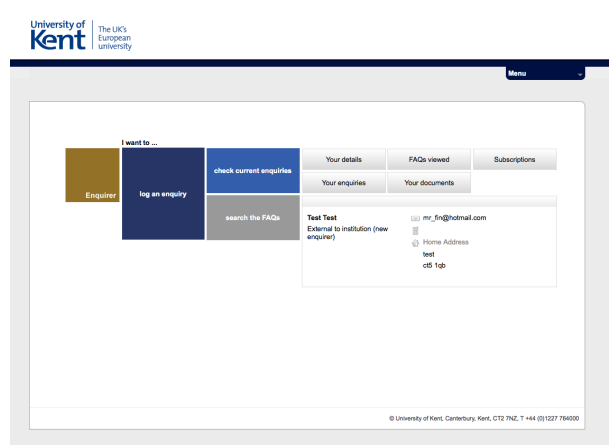


Button style/colours are identical. Users may click “Cancel” thinking it is “Next”?

Log on, if you’ve signed up already



Confusing dashboard. Strange buttons.



Kent Enquiry System - feels overcomplicated for a user. Can this be developed to be more simple to use? Can it be skinned? There may be some simple short-term improvements.