



## Tips on Improving User Experience



### **CONSISTENT**

Consistency is key to a better user experience. Ensure your website, form, program guide and social media communications share the same look and feel.



### **INFORMATIVE**

Ensure your landing page contains all relevant information such as eligibility criteria, key dates, and Frequently Asked Questions.



### **SIMPLE**

Keep your form simple to complete. Include visual progress indicators and only display relevant questions.



### **LEARN**

Include a short optional survey at the end of your form to learn how your users found out about your program.



### **INTUITIVE**

Provide clear instructions to your reviewers with intuitive scoring options.



### **EFFICIENT**

Provide your reviewers with a downloadable single PDF of the form and attachments to assist with efficient scoring, ranking or voting.



### **COMMUNICATE**

Communicate with your users and remind them of impending deadlines and / or program updates.



### **CONNECT**

Add an email sign-up form and social sharing options to your landing page to help you connect with your target audience and build program awareness.

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## GET IN TOUCH

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