

Customer research brief

NORTHWIND / REQUEST PORTAL / SYNTHETIC RESEARCH DATA

Question: where do people lose confidence after submitting a request?

What we observed

Seven of ten participants looked for an acknowledgement before leaving the portal.¹

Four participants reopened their request because the next step was unclear.²

Recommendation

Show the request identifier, owning team and next expected update immediately after submission.

- Prototype a confirmation panel with a visible request identifier.
- Test whether participants can explain what happens next.
- Measure repeat contact separately from page revisits.

Limits and next study

These are invented observations for the example. A small moderated sample can reveal usability problems; it does not establish population-wide rates.

¹ Illustrative moderated study, ten participants, task 2. Counts describe this sample only.

² Illustrative observation log: sessions 02, 04, 07 and 09. Reopening is not a measure of task failure.