11

Maze version - New RAQ Form Prototype Test

Your first project

Responses	# of blocks
11	8

See online report ↗

Downloaded on the 12.17.2025



Complete the form to receive a quote on a project

Prototype Test



181.3s
Avg. duration

11
Responses

You are the owner of a construction site project that requires an onsite office trailer. Click through the steps to complete the form to receive a quote on the office trailer. The form will prompt you to make certain choic...

Mission's overview

A high-level view of this mission's data

45.5%
Success rate

54.5%
Drop-off

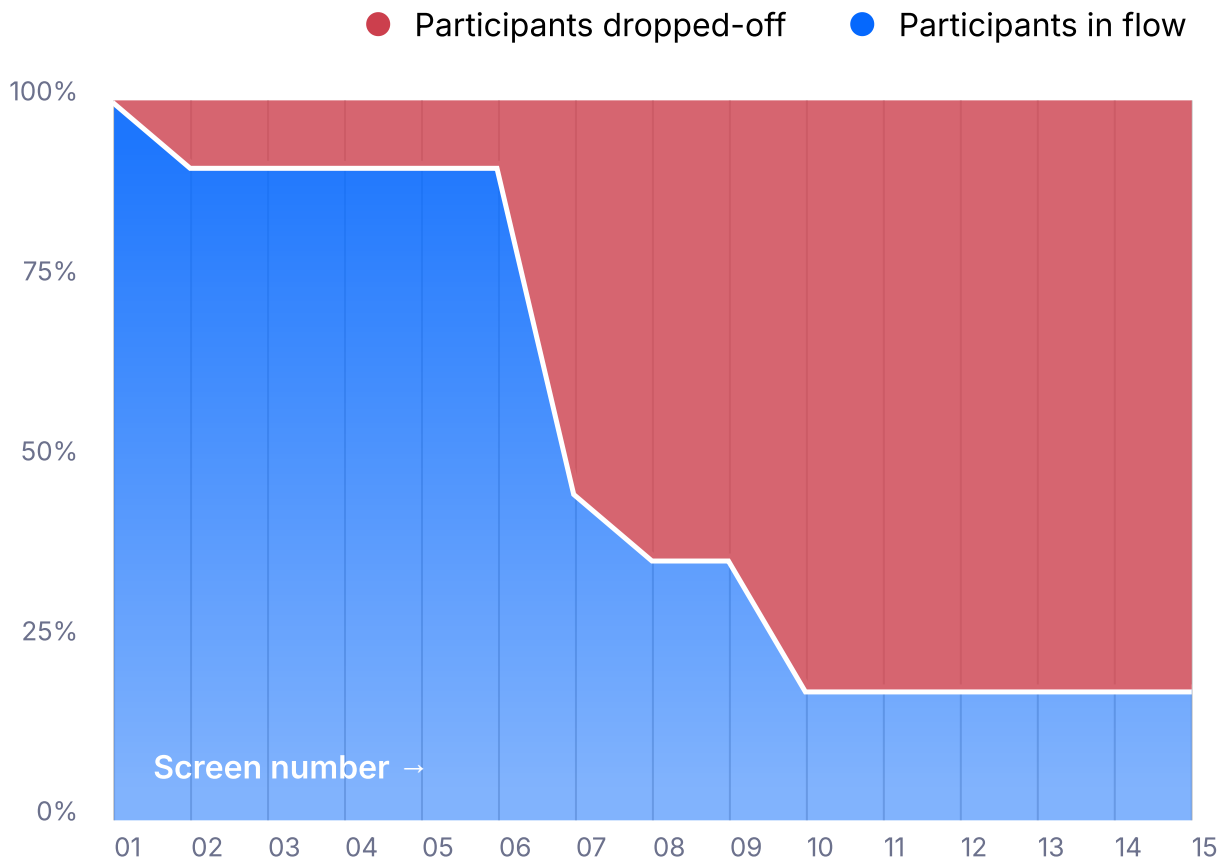
84.2%
Misclick rate

Success Metrics

Understand your mission's success and drop-off rate for all screens in the expected path

18.2%

Uh oh! An unusually low % of participants completed your task via the expected path. Help bring back lost participants by consulting the metrics below.



Full path analysis

Screen 1

RAQ Form

Avg. time on screen
16.8s

Participants misclick rate
18.0%

77



Screen 2

RAQ Form - Office Trailers Selected

Avg. time on screen

21.1s

Participants misclick rate

10.0%

87



Screen 3

Product Information - Size

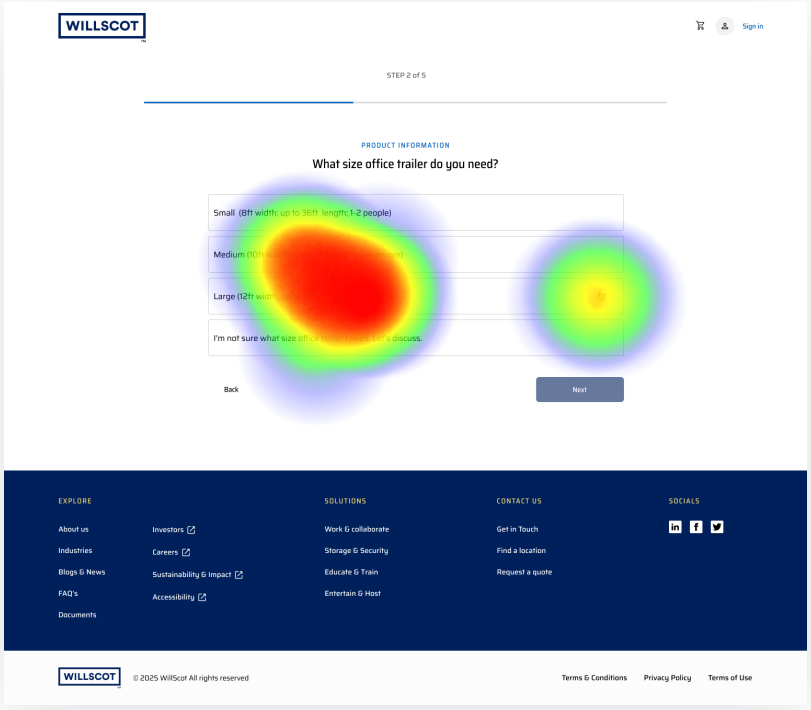
Avg. time on screen

13.1s

Participants misclick rate

50.0%

71

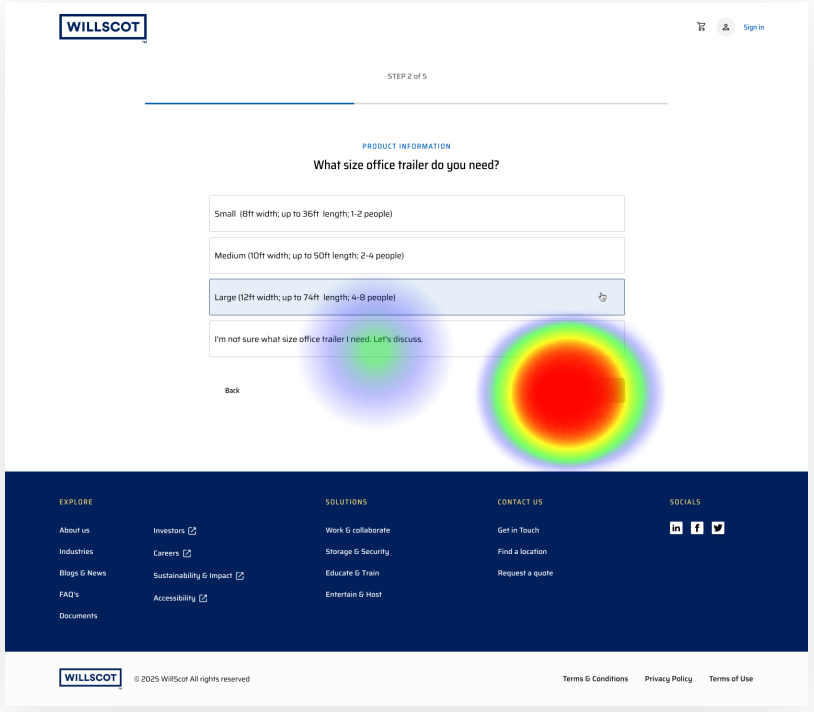


Screen 4

Product Information - Size Selected

Avg. time on screen
2.4s

Participants misclick rate
10.0%



Screen 5

Project Information - Location and Rental Duration

Avg. time on screen

5.8s

Participants misclick rate

50.0%



Screen 6

Project Information - Location and Rental Duration Selected

Avg. time on screen
36.7s

Participants misclick rate
90.0%

0



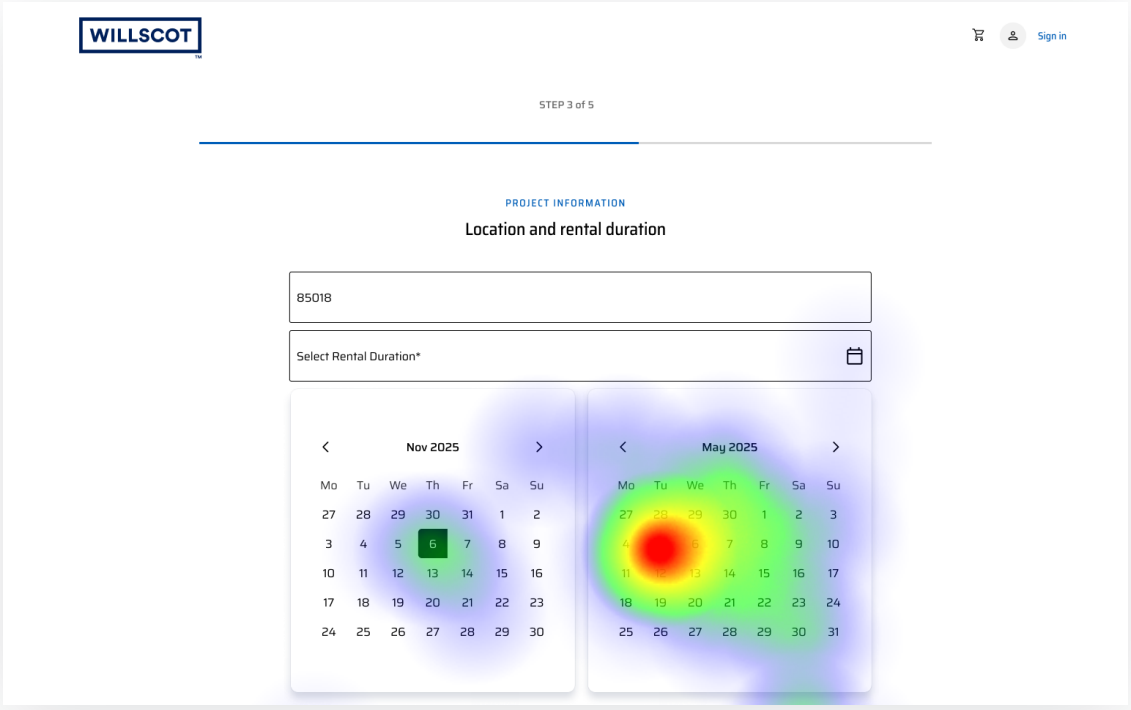
Screen 7

Project Information - Location and Rental Duration Selected

Avg. time on screen
24.2s

Participants misclick rate
60.0%

41



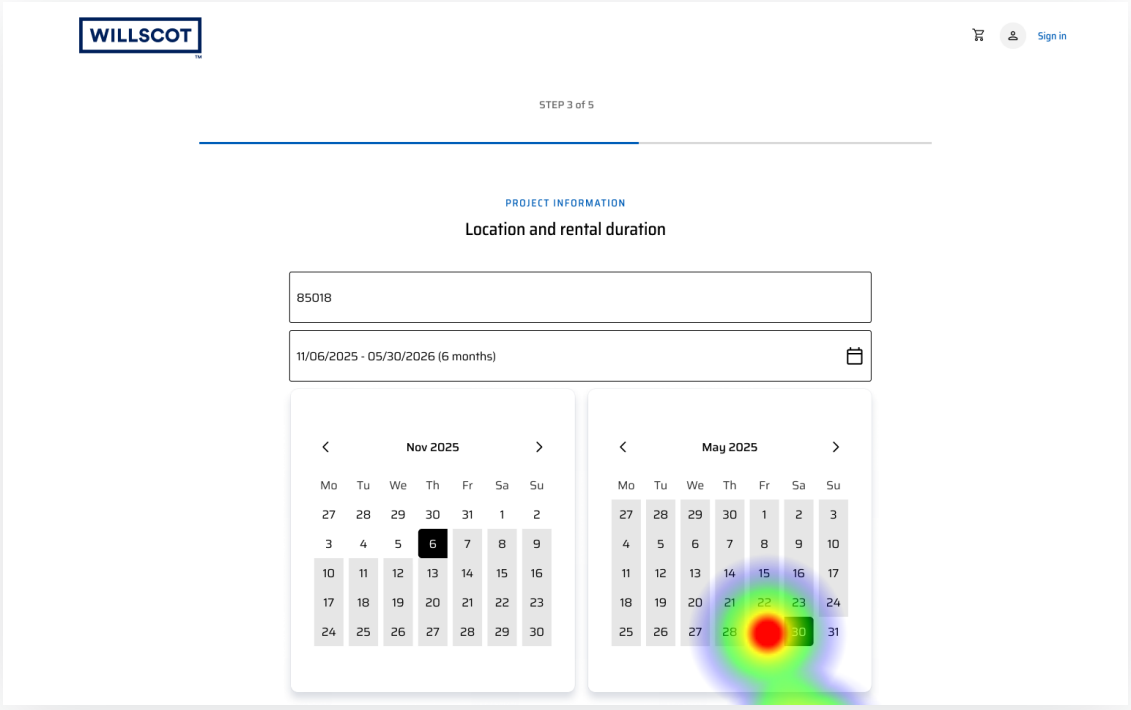
Screen 8

Project Information - Location and Rental Duration Selected

Avg. time on screen
3.6s

Participants misclick rate
25.0%

88



Screen 9

Additional Information

Avg. time on screen

4.7s

Participants misclick rate

0.0%

50



Screen 10

Additional Information - Typing

Avg. time on screen
1.5s

Participants misclick rate
0.0%

100



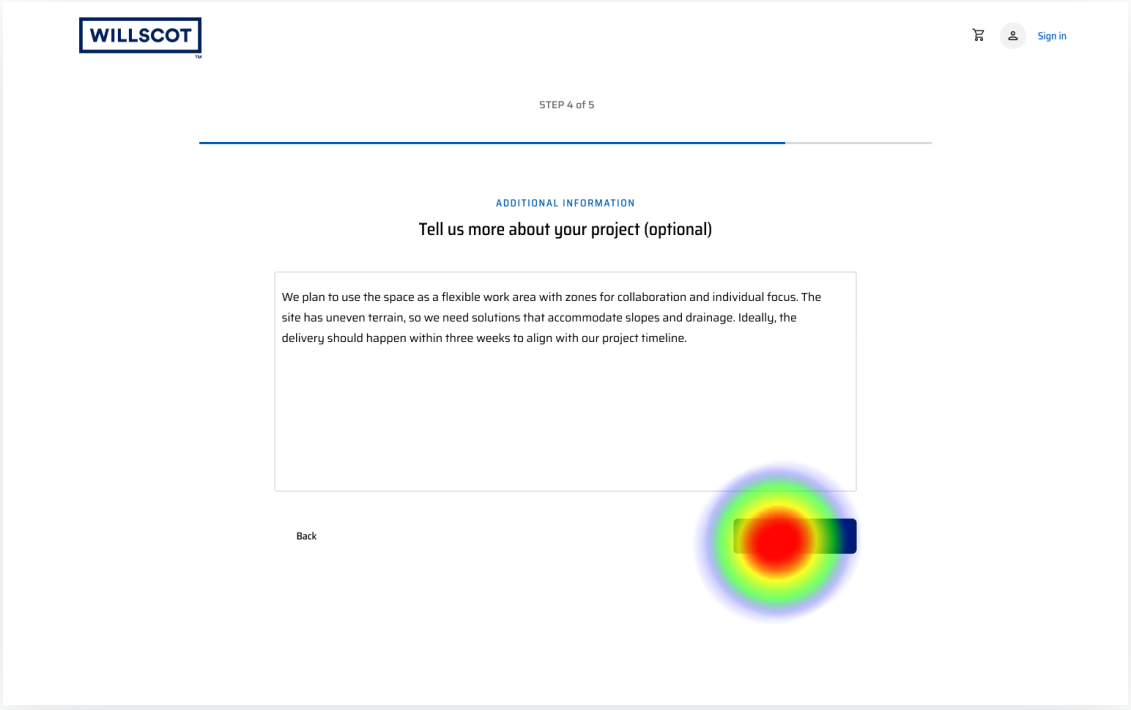
Screen 11

Additional Information - Filled Info

Avg. time on screen
5.5s

Participants misclick rate
0.0%

100



Screen 12

Contact Information

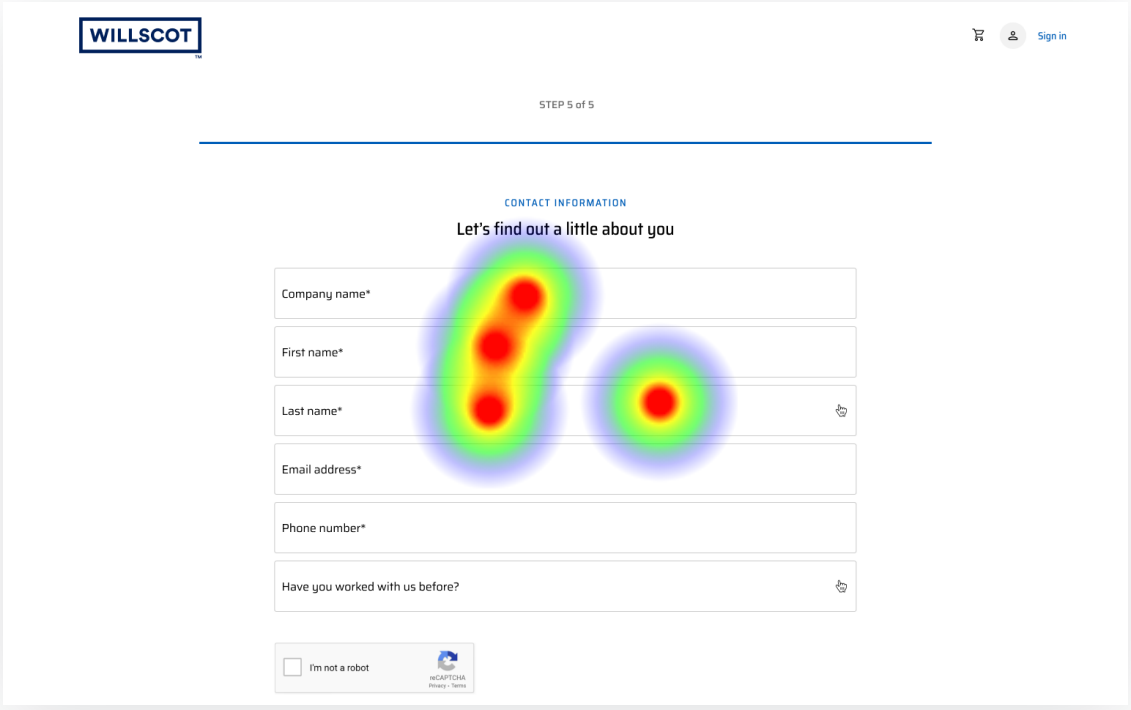
Avg. time on screen

2.3s

Participants misclick rate

50.0%

75



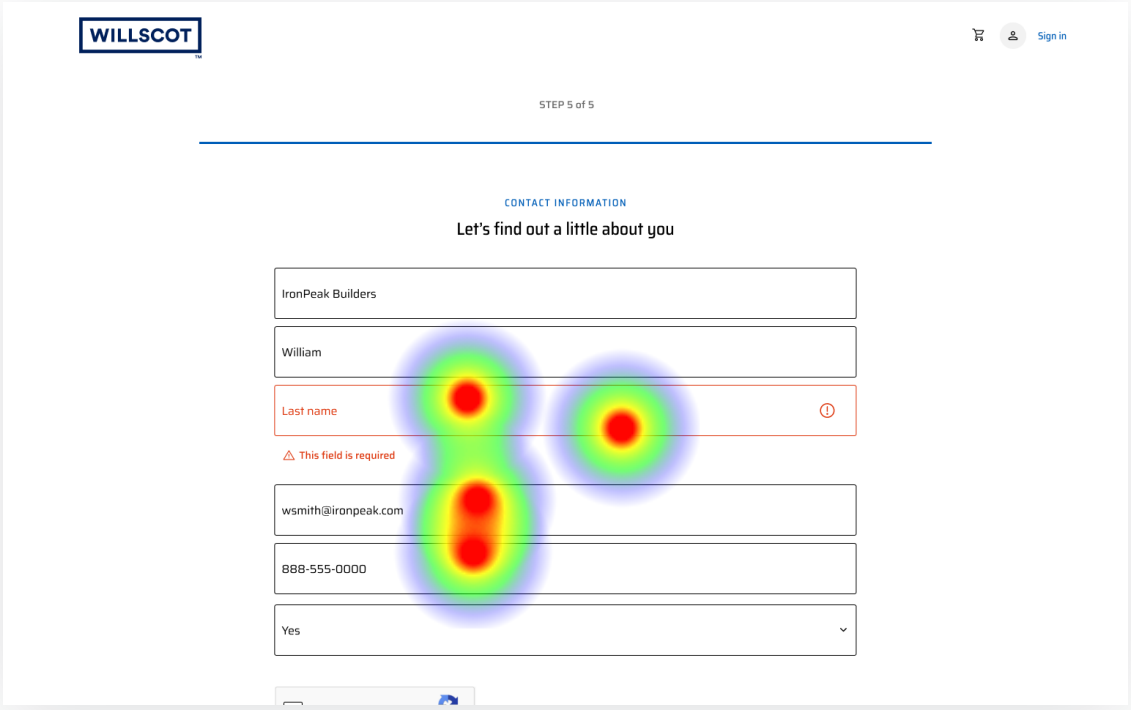
Screen 13

Contact Information - Select

Avg. time on screen
3.4s

Participants misclick rate
50.0%

75



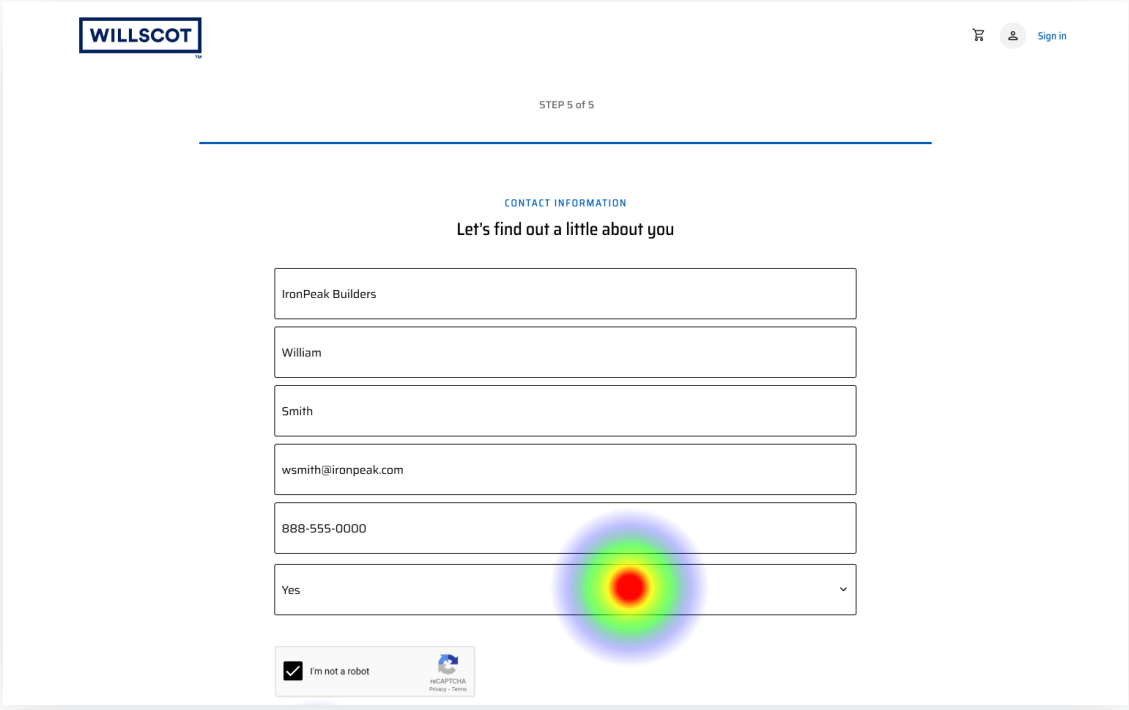
Screen 14

Contact Information - Captcha

Avg. time on screen
8.0s

Participants misclick rate
100.0%

49



View details in Maze ↗

Have you ever completed a similar form on a website or app?

Yes/No

11
Responses



36%	64%
4 testers	7 testers

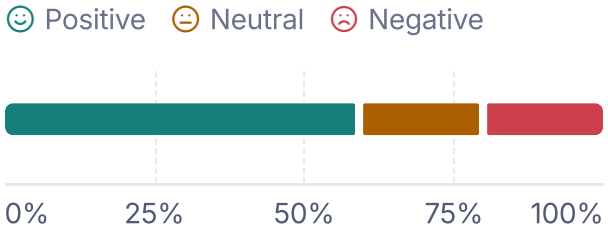
View details in Maze ↗

What did you think of the overall design of this form?

Open Question · Read about AI data privacy

10
Responses

Sentiment



Responses

The participant thought the overall design of the form was poor and encountered navigation issues.

What did you think of the overall design of this form?
It sucked. I couldnt move on

What specifically prevented you from moving on in the form?
The prototype itself wouldn't let me go anywhere else

Why do you think the prototype restricted your navigation?
Because it's not developed

Participant 203085421

The participant thought the overall design of the form was well designed, straightforward, and easy to navigate.

What did you think of the overall design of this form?
The form was well designed. it was straight forward and easy to navigate

What specific aspects of the form made it easy for you to navigate?
the beginning was well laid out where you were picking what you needed. it gave nice prompts and visual examples of what was being offered

Why do you think the visual examples and prompts were effective in helping you understand what was being offered?
they gave a good visual example of the type of product being offered instead of just being text based where some potential customers may not be 100% sure what that product or service might be without the visual example

Participant 473904481

The participant thought the overall design of the form was easy to use and understand.

What did you think of the overall design of this form?
Easy to use and understand.

What specific aspects of the form made it easy to use and understand for you?
Simplicity of the form and format

Why is simplicity important to you when using a form?
Saves time and headache

Participant 194100787

The participant thought the overall design of the form was strange.

What did you think of the overall design of this form?
strange

What specifically felt strange about the design of the form?

Participant 477900217

The participant thought the overall design of this form was very clean.

What did you think of the overall design of this form?
very clean

What aspects of the design made it feel clean to you?
it is very simple to look at

Why do you prefer a simple design?
because it is easy to understand

Participant 114553339

The participant thought the overall design of the form was easy to use.

What did you think of the overall design of this form?
easy to use

What specific aspects made the form easy to use for you?
the page was clean and simple

Why is having a clean and simple page important to you when using a form?
it isn't cluttered so you know exactly where to go

Participant 302427871

The participant thought the overall design of the form looked nice and simple but encountered an issue with the date selection step, which prevented them from advancing.

What did you think of the overall design of this form?

It looks nice and simple. I got stuck on the select a date step and was unable to make a selection or advance to the next step.

Why do you think you were unable to make a selection or advance to the next step?
The simulation wasn't setup correctly, or the site wasn't working properly.

What made you conclude that the simulation or site setup was the issue?
The other two steps worked fine, so it was something specific with the date selection. It was stuck on November and May which are also not sequential months.

Participant 348336364

The participant thought the overall design of the form was good but had issues with the calendar page and desired a ballpark estimate before providing personal information.

What did you think of the overall design of this form?
The calendar page would only let me select certain dates, and I had to click on each box to find one which would work. That might be a problem with the autofill for the survey. Overall, it was good, except I would want some kind of ballpark estimate before putting in my name/address/phone for further contact.

Why is having a ballpark estimate important to you before providing your contact information?
I dislike websites that pull in customer information and continually call you for followups, even when the price they quote you is about ten times what the competitor's is. A basic ballpark estimate lets you know whether the company is serious, or just trying to get information for a call list.

What experiences have you had in the past that have influenced your concern about companies collecting your information for follow-ups?

Virtually every single "insurance comparison" website, or any kind of form that requires putting in your information before they give you numbers. If they have basic trailer sizes already, they can give you an estimate of what it would be before you add anything custom to it. But in this case, there's no options to add anything custom, so it should be as simple as picking an item off a shelf, plus a small difference for where the building is going to be shipped to.

Participant 442007015

The participant thought the overall design of the form was intuitive and straightforward.

What did you think of the overall design of this form?
I think its pretty intuitive and straight forward. The options wre simple and straight forward, seemed to capture the needs/choices I would need to make

What specific aspects of the form made it feel intuitive and straightforward to you?
It was straight forward in options, it didnt keep me guessing where I should be clicking for the following options/choices

Why is it important for you that the form doesn't make you guess where to click next?
Sometimes in filling out forms its hard to knwo how to proceed to the next step, or how to choose ths choice that you require but this one was straight forward

Participant 145075316

The participant thinks the overall design of the form is easy, has a natural flow pattern, and can be user-friendly if all sections are responsive.

What did you think of the overall design of this form?

The design is easy, has a natural flow pattern to it and can be user friendly if all sections are responsive.

Why do you think having a natural flow pattern is important for the design?

Natural flow patterns are important as most people find a step by step integrated process that aligns with natural thought to be more productive.

What aspects of the design contribute to creating a step-by-step integrated process?

The start page gives you the container type, from there you can choose the sizing as per your needs, then the dates required. This is a full step by step guide.

Participant 473359781

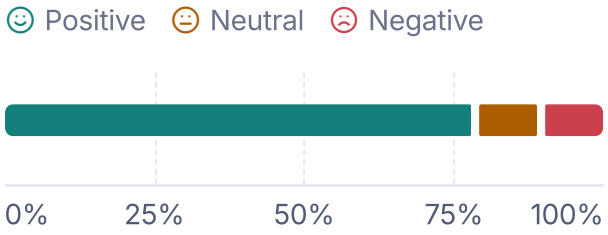
What did you think of the icons?

Open Question · Read about AI data privacy



10
Responses

Sentiment



Responses

The participant thought the icons all look too similar.

What did you think of the icons?
They all look too similar

Why do you think the similarity of the icons is an issue?
Could cause confusion

What specific aspects of the icons contribute to this potential confusion?
they all look the same.

Participant 203085421

The participant thought the icons effectively conveyed the type of structures being offered, particularly appreciating the clarity provided for less common structures like clear span and blast resistant modules. They felt the icons were nicely done and did not require changes.

What did you think of the icons?
the icons do a great job showing the customer the type of structure that is being offered. most people would know what an office trailer or a storage container is. but without the distinctive visual icon I wouldn't have been 100% sure what a clear span structure or a blast resistant module was. These are really nicely done and should be rolled out as they are now. i don't think any changes are necessary.

Why do you feel that the icons for clear span structures and blast resistant modules are particularly effective in conveying their purpose?
the clearspan one did a good job showing me that this would be a large open tent that could be used for a wedding or outdoor gathering of some sort. Same with the blast resistant module. i knew what it meant but without the visual icon it shows me that this is like a heavy duty blast resistant type of storage container that would be used for unstable materials

What specific elements in the icons helped you understand their purposes so clearly?
the clearspan one looks exactly like a large open tent and makes it pretty clear thats whats being offered. The blast resistant module does do a good job as well. but it may confuse a few people as to whether its a storage container or a blast resistant type of office trailer

Participant 473904481

The participant liked the icons, specifically appreciating the way they are highlighted, although they felt the images could be improved.

What did you think of the icons?
I like them

What specifically do you like about the icons?
The way they are highlighted

Why does the highlighting of the icons appeal to you?
More pleasant to look at but the images could be better.

Participant 194100787

The participant thought the icons were fine because they were clear and appropriate pictures.

What did you think of the icons?
fine

What made you feel that the icons were fine?
clear and appropriate pics

Why do you feel that clarity and appropriateness are important for icons?

Participant 477900217

The participant thought the icons were simple to understand, describing them as obvious and clean.

What did you think of the icons?
simple to understand

What made the icons simple to understand for you?
obvious

Why did you find the icons to be obvious?
clean

Participant 114553339

The participant thought the icons were simple and modern.

What did you think of the icons?
they are simple and modern

What aspects of simplicity and modernity do you find most appealing in the icons?
the page is clean and uniform

Why is having a clean and uniform page important to you?
its easy to see what you need to click on

Participant 302427871

The participant thought the icons are nice, clean, and concise, aiding in selection based on the image.

What did you think of the icons?
They are nice, look clean and concise. Helps people know which one to select based on the image.

Why do you think the clean and concise design of the icons helps in selecting the right one?
Simple, one color, not over complicated. People visually can tell what all the options are.

What makes the simplicity and single color of the icons effective for visual recognition?
Draws the eye in, helps people make a quick decision compared to reading each option.

Participant 348336364

The participant liked the icons but felt that text is still required to understand them because the icons are not exact pictures of the items being rented.

What did you think of the icons?

I like them, although the text is still required to know what they are

Why do you feel the text is necessary to understand the icons?

Because I can't tell just from the picture

What specific aspects of the icons make them unclear without text?

Not being an exact picture of the thing I'm renting

Participant 442007015

The participant liked the icons, stating they represent the option accurately.

What did you think of the icons?

I liked them, they represent the option accurately

Why do you feel that accurate representation is important for icons?

Its helpful to ensure you are selecting the correct item (as sometimes products may be named something slightly different between companies)

What specific experiences have you had where icon accuracy helped you avoid confusion?

I cant recall one specifically but I recall it did help when I was clicking through this task in being able to somewhat visualize what each of the options meant

Participant 145075316

The participant thought the icons were essential as they assisted in understanding different container types visually, which helps when a customer is uncertain of the name of the required container.

What did you think of the icons?

The icons assisted in understanding the different container types visually. This can help when a customer is uncertain of the name of the required container. I think the icons are essential.

Why do you believe the icons are essential for customers who are uncertain of the container names?

This prevents potential wrong reservations and container requests.

What impact do you think preventing wrong reservations and container requests has on the overall customer experience?

I think this creates a positive customer experience.

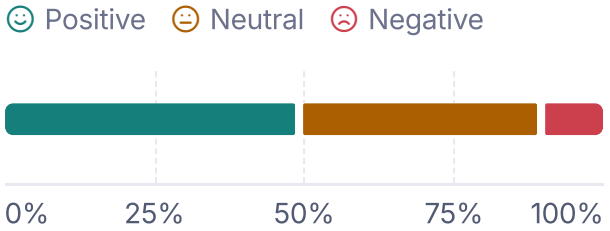
Participant 473359781

What did you think of the copy?

Open Question · Read about AI data privacy

10
Responses

Sentiment



Responses

The participant could not see the copy.

What did you think of the copy?
I can't see it

Participant 203085421

The participant thought the copy was really well put together and could be rolled out in its current state with minimal issues.

What did you think of the copy?
I think it was really well put together and could be rolled out in its current state with minimal issues.

What specific aspects of the copy made you feel it was ready to be rolled out with minimal issues?
the layout is easy to navigate and the icons do a good job showing whats being offered

Why do you think the ease of navigation and effective use of icons are important for the copy's success?
if people get confused by the interface they may just get frustrated and leave the page. i don't see this being an issue with this design though. your design team did a nice job putting this together.

Participant 473904481

The participant thought the copy was good and appreciated its function.

What did you think of the copy?
Good

What specifically did you like about the copy?
It's function

What about its function stood out to you?

Participant 194100787

The participant thought the copy was fine.

What did you think of the copy?
fine

What specifically did you find fine about the copy?

Participant 477900217

The participant did not understand the copy being referred to.

What did you think of the copy?
what copy?

Could you clarify what you are referring to when you mention "what copy"?
I do not understand the copy you are referring to

Could you share more about any specific text or content you recently interacted with that might be considered "copy"?

Participant 114553339

The participant thought the copy was clean and easy to use.

What did you think of the copy?
i liked it

What specifically did you like about the copy?
it was clean and easy to use

Why is having a clean and easy-to-use copy important to you?
it is more pleasing to the eye and you know where you need to go

Participant 302427871

The participant thought the copy was fine and found it descriptive, clearly explaining the purpose of each page or step, which is important for website navigation.

What did you think of the copy?
It was fine.

What specific aspects of the copy did you find satisfactory?
It was descriptive and told people the purpose of each page/step.

Why is it important for the copy to clearly describe the purpose of each page or step?
That is how people will navigate through the website.

Participant 348336364

The participant did not see any copy as the screen was blank.

What did you think of the copy?
What copy? The screen is blank.

Could you describe what you were expecting to see on the screen?
Something? Anything at all.

What do you usually expect to see in such situations?
Um, anything other than a blank screen.

Participant 442007015

The participant thought the copy was good because it was straightforward, making it easy to use.

What did you think of the copy?
i think it was good

What specific aspects of the copy made you think it was good?
It was straight forward

Why is having straightforward copy important to you?
Its easy to use

Participant 145075316

The participant was unsure about the question regarding the copy, as they did not encounter a copy section. They expected to see a copy of the invoice or requested order, which they find important for documenting agreements in case of discrepancies.

What did you think of the copy?

Not sure what is meant by this question. I did not experience a copy section.

Could you describe what you were expecting to see or experience in the copy section?

Perhaps a copy of the invoice or requested order.

What makes having a copy of the invoice or requested order important for you?

This allows the customer to have documented agreements if there is a discrepancy between what is provided and what is ordered.

Participant 473359781

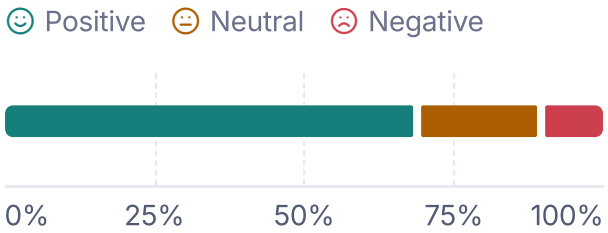
View details in Maze

If you have never ordered an office trailer or storage container before, do the word choices still make sense to you?

Open Question · Read about AI data privacy

10
Responses

Sentiment



Responses

I can't read it, because it's not visible

Participant 203085421

i haven't but the only ones that may have confused me were the blast resistant module and the clearspan structure. the icon did a great job specifying what the clearspan was though and i had no issue. The one and only thing i might suggest would be to change the name of blast resistant module to something a bit more specific. like if it's a trailer for people to be inside say blast resistant trailer or if its a storage container say blast resistant storage container. otherwise it's good the way it is

Participant 473904481

Yes

Participant 194100787

yes

Participant 477900217

yes, the description is very good.

Participant 114553339

yes

Participant 302427871

Yes, I thought so.

Participant 348336364

Yes, they do

Participant 442007015

Yes, Ive never ordered one before and the word choices in combination with the pictures made sense

Participant 145075316

I have not ordered a trailer like this before but my assumption is the word choices would make sense.

Participant 473359781

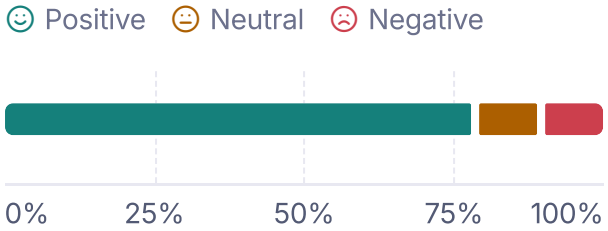
View details in Maze

Did you find the form flow intuitive? Explain your answer.

Open Question · Read about AI data privacy

10
Responses

Sentiment



Responses

The participant did not find the form flow intuitive because they were unable to move on due to issues with the calendar, specifically being unable to select a date.

Did you find the form flow intuitive? Explain your answer.
No. It wouldnt let me move on

What specific part of the form prevented you from moving on?
The calendar

What about the calendar made it difficult to proceed?
I couldnt select a date

Participant 203085421

The participant found the form flow intuitive, describing it as straightforward and easy to navigate. They appreciated the clear layout, which involved selecting a module, specifying its size and delivery time, and providing contact information. The participant emphasized the importance of having no filler or unnecessary questions, as it keeps the form quick and to the point.

Did you find the form flow intuitive? Explain your answer.
i did, it was straight forward. pick your module. how large it needs to be and when you need it for and your contact info. it's laid out in a way that's easy to navigate and the majority of people should have no issue using it

What aspects of the form layout contributed most to its ease of navigation for you?
there was nothing added to it that didn't need to be there. its quick and to the point with no filler or unnecessary questions

Why do you think having no filler or unnecessary questions is important for the form's effectiveness?
the longer the form is the more frustrated people will get. we have short attention spans now. the simpler the better.

Participant 473904481

The participant found the form flow intuitive because it didn't take long and felt like it only asked the important questions necessary for renting a trailer.

Did you find the form flow intuitive? Explain your answer.
Yes it didn't take long and felt like it only asked the important questions.

What made you feel that the questions asked were important?
They were the necessary questions for renting a trailer

Why do you consider those questions necessary for renting a trailer?
They are the basic questions.

Participant 194100787

The participant found the form flow intuitive as it logically progressed from one question to the next based on their answers.

Did you find the form flow intuitive? Explain your answer.
yes, it flowed logically from my answer to the next question

What aspects of the form made it feel logical to you?

Participant 477900217

The participant found the form flow intuitive, stating it worked well.

Did you find the form flow intuitive? Explain your answer.
yes, working well

What specific aspects of the form flow made it work well for you?

Participant 114553339

The participant found the form flow intuitive because it was easy, clean, and asked for all necessary information, making it quick and easy to use.

Did you find the form flow intuitive? Explain your answer.
yes it was easy

What specific aspects of the form flow made it easy for you?
it was clean and asked for all info

Why do you think having a clean design and comprehensive information requests contributed to your experience?
it made it quick and easy to use

Participant 302427871

The participant found the form flow intuitive, as it followed a logical sequence of selecting the product, size, and dates. However, they suggested having the date

selection come first to check availability and avoid disappointment.

Did you find the form flow intuitive? Explain your answer.
Yes, it seemed intuitive that I would select the product I wanted, then the size, and then for what dates. You could also have the date selection come first to determine if the size that was wanted was available.

What made you suggest having the date selection come first in the form flow?
So someone doesn't get their hopes up that the product is available.

Why is it important to you to avoid disappointment in the product availability process?
Could lead the person to take their business elsewhere.

Participant 348336364

The participant found the form flow intuitive.

Did you find the form flow intuitive? Explain your answer.
yes

What specific aspects of the form flow made it intuitive for you?
Asking for the dates, area, and type of trailer

Why did asking for those specific details make the form flow intuitive for you?
because those things are needed

Participant 442007015

The participant found the form flow intuitive because it flowed well, and they didn't have to think much about what to do or where to go next.

Did you find the form flow intuitive? Explain your answer.
Yes, it flowed well and didnt have to think much about what to do/where to go next

What specific aspects of the form flow made it intuitive for you?
From the begining to the end of the form, it was fairly intuitive

What elements or features in the form contributed most to its intuitiveness from your perspective?
Ease of use, clean look, clarity of next steps in each step of the booking process

Participant 145075316

The participant did not find the form flow intuitive. They believe that intuition involves knowing something without conscious thought, whereas the form requires conscious thought to complete. Specific aspects that required more effort included choosing the proper container and setting the dates, which were crucial for avoiding errors and ensuring job flow.

Did you find the form flow intuitive? Explain your answer.
Not sure if I would describe it as intuitive. Intuitive is knowiing something without conscious thought and when utilizing an order process you need to have conscious thought to complete your process. The program for the created form is obviously coding so it lacks conscious thought but the one filling in the form requires the ability to have thought.

What specific aspects of the form required more conscious thought or effort from you?
Choosing the proper container, knowing the required size. Setting the dates needed. This is the page that stopped responding as well.

Why do you think selecting the proper container and setting the dates required more effort or caused issues?

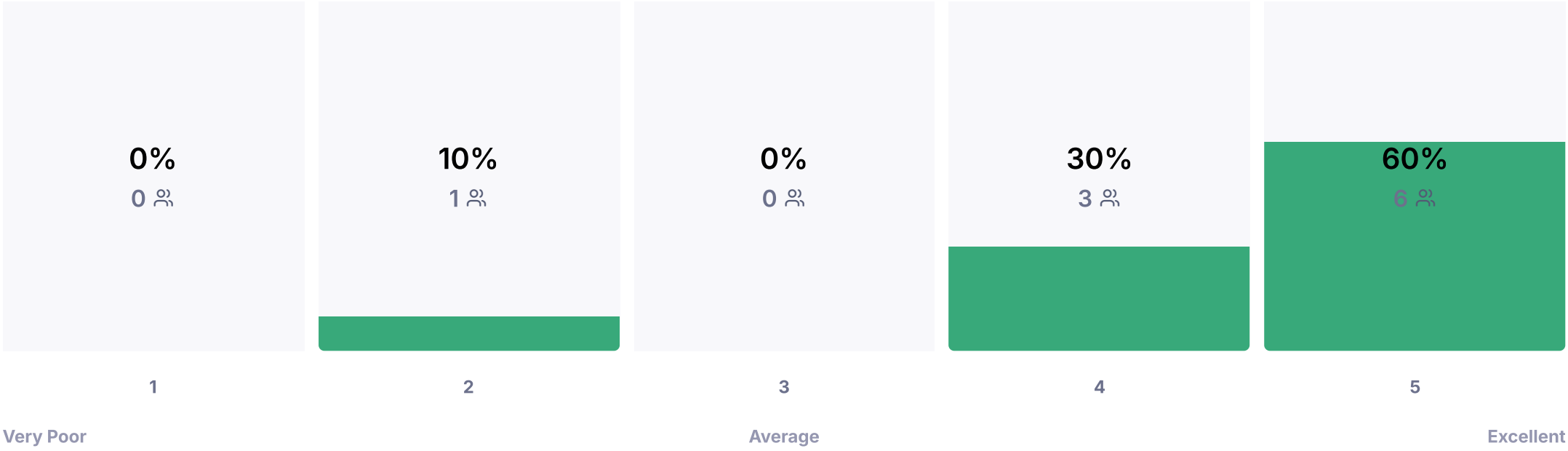
As a customer, if you ordered the wrong size and did not have enough space for the task it would be a failure. If you purchase something drastically oversized, it would create a potential loss in profits. Knowing the dates is necessary for job flow.

Participant 473359781

On a scale of 1 to 5, rate how easy and natural it was to follow the form.

Opinion Scale

10	4.4
Responses	Average



View details in Maze ↗