



GROWTH LEAK DIAGNOSTIC

Service business enquiry and booking sample

A worked example showing how Encanta turns a broad audit into a ranked leak map, one annotated finding, and a sprint brief with a measurable definition of done.

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STATUS / ILLUSTRATIVE

ROUTE / SEARCH - PROOF - BOOKING - FOLLOW-UP

DELIVERY SHAPE / 5-7 BUSINESS DAYS

The figures and business details in this public sample are illustrative. A paid diagnostic uses the client's live website, analytics, recordings, CRM, search, and workflow evidence where available.

FILE 01 / DIAGNOSTIC SAMPLE

Decision summary

The first page should tell the team what is leaking, why it matters, and what decision the evidence supports.

ROUTE	Search to booking for an established appointment-based service business.
PRIMARY LEAK	High-intent mobile visitors abandon a seven-field booking form before confirmation.
EVIDENCE STATUS	Illustrative public sample. The structure matches a client diagnostic; the figures do not describe a named client.
FIRST FIX	Reduce the initial booking form to name, contact detail, and preferred date. Move administrative questions after commitment.
SUCCESS SIGNAL	Mobile form completion rate and qualified booking volume.
DECISION	Scope one focused conversion sprint. Keep SEO and review improvements in the ranked backlog.

OPERATOR NOTE

Do not redesign the whole site first

The evidence points to friction at the moment of booking. Fix and measure that handoff before adding more traffic, pages, or campaign spend.

FILE 02 / DIAGNOSTIC SAMPLE

Friction matrix

Issues are ranked by expected commercial impact, delivery effort, evidence confidence, and the point in the journey where intent is lost.

#	Observed issue	Stage	Impact	Effort
01	Seven fields before a mobile booking can be confirmed	Conversion	High	Low
02	Review count trails the nearest visible competitor	Proof	High	Medium
03	Core service pages do not answer high-intent decision questions	Visibility	High	Medium
04	No persistent booking action after the mobile hero	Conversion	Medium	Low
05	No post-appointment review request workflow	Follow-up	High	Low
06	Mobile page delivery is slower than the comparison set	Visibility	Medium	Medium

Ranking note: the matrix is not a promise that every item will be implemented. It is a decision tool. The first sprint candidate is the smallest change with a clear owner and measurable commercial signal.

FILE 03 / DIAGNOSTIC SAMPLE

Annotated finding

The highest-ranked leak is explained in plain commercial terms so product, marketing, operations, and leadership can agree on the same problem.

PRIORITY 01 / CONVERSION

The booking form serves the admin workflow before it serves the buyer

A high-intent visitor must answer seven questions before seeing confirmation. On mobile, the flow spans multiple screens and alternates between keyboard and dropdown input. The user has already chosen to book; the form introduces new work after intent is established.

Why this matters

The booking form sits at the final handoff between trust and revenue. Every field that is not needed to reserve the appointment applies friction against intent that already exists. Insurance, clinician, and service-administration questions are useful to the business, but they do not need to block the initial commitment.

Recommended change

Ask for name, one contact method, and preferred date first. Confirm the booking request immediately, then collect clinical and administrative detail in the follow-up message. Add a persistent mobile booking action on service pages so the route remains visible after the hero.

What we would measure

Form starts, field-level abandonment, completion rate, qualified booking volume, duplicate requests, and staff follow-up time. A conversion win that creates unusable requests is not a successful fix.

FILE 04 / DIAGNOSTIC SAMPLE

Evidence notes

A diagnostic separates what was observed, what was inferred, and what still needs source data before implementation.

OBSERVED	The mobile form requests seven inputs before confirmation and requires several input modes.
OBSERVED	The primary booking action is no longer visible after the user scrolls beyond the hero.
OBSERVED	Review volume and recent review velocity trail the visible comparison set.
INFERRED	Form friction is likely suppressing qualified bookings, but analytics must confirm the size of the leak.
NEEDS SOURCE DATA	Form-start and completion events segmented by device, source, service page, and appointment type.
NEEDS SOURCE DATA	Staff qualification rate, duplicate rate, and post-request response time.

EVIDENCE RULE

Confidence controls scope

If analytics do not confirm meaningful abandonment at this handoff, the sprint should stop or move to the next ranked leak. The matrix is revised when better evidence arrives.

FILE 05 / DIAGNOSTIC SAMPLE

Sprint brief

The diagnostic ends with a small implementation unit: one bottleneck, one owner, one definition of done, and one metric the team can judge.

OBJECTIVE	Recover qualified mobile booking intent by reducing pre-confirmation form friction.
IN SCOPE	Three-field initial request, confirmation state, post-request detail collection, mobile persistent CTA, analytics events, QA, and release readout.
OUT OF SCOPE	Full website redesign, new SEO content programme, CRM replacement, paid acquisition, or unrelated service-page changes.
OWNER	One named implementation owner with access to the website, form workflow, analytics, and booking operations.
TIMELINE	A focused 2-week sprint after source access and definition-of-done approval.
DEFINITION OF DONE	New flow live, tracked, accessible, mobile-tested, operationally accepted, and reviewed against the agreed baseline.

Delivery checklist

- 1. Confirm baseline and event definitions.
- 2. Prototype the reduced request flow.
- 3. Validate with the team handling bookings.
- 4. Build and instrument.
- 5. Run accessibility, mobile, and error-state QA.
- 6. Release and review the first signal window.

FILE 06 / DIAGNOSTIC SAMPLE

Metric plan

The measurement layer is designed before release so the team knows whether the change improved the route or merely changed the interface.

Metric	Role	Decision
Mobile form completion rate	Primary	Did more high-intent visitors complete the request?
Qualified booking volume	Commercial	Did recovered completions become usable opportunities?
Field abandonment	Diagnostic	Which remaining question still creates friction?
Duplicate or incomplete requests	Guardrail	Did simplification reduce request quality?
Staff follow-up time	Operational	Did moving detail collection create an internal burden?

READOUT GATE

Keep, iterate, or roll back

Agree the baseline, observation window, and guardrail thresholds before launch. The readout should end with a decision, not a dashboard screenshot.

FILE 07 / DIAGNOSTIC SAMPLE

Handover and next decision

The diagnostic belongs to the client. The team can implement internally, scope a sprint with Encanta, wait for better evidence, or stop.

FILES	Friction matrix, annotated finding, evidence notes, sprint brief, and metric plan.
WALKTHROUGH	A recorded or live review of the ranking logic, assumptions, and decision gates.
INTERNAL ROUTE	Use the sprint brief with your product, marketing, engineering, or operations team.
ENCANTA ROUTE	Scope one implementation sprint only where the evidence supports it.
STOP ROUTE	If the leak is too small, poorly evidenced, or blocked by a different constraint, do not buy implementation.

NEXT STEP

Request a diagnostic on a live journey

Share the website, product, funnel, or profile you want inspected at www.encanta.digital/contact. You keep the ranked plan whether or not Encanta implements anything afterwards.

This public pack is intentionally illustrative. It demonstrates the structure, evidence discipline, and decision format of the paid deliverable without presenting invented figures as client results.