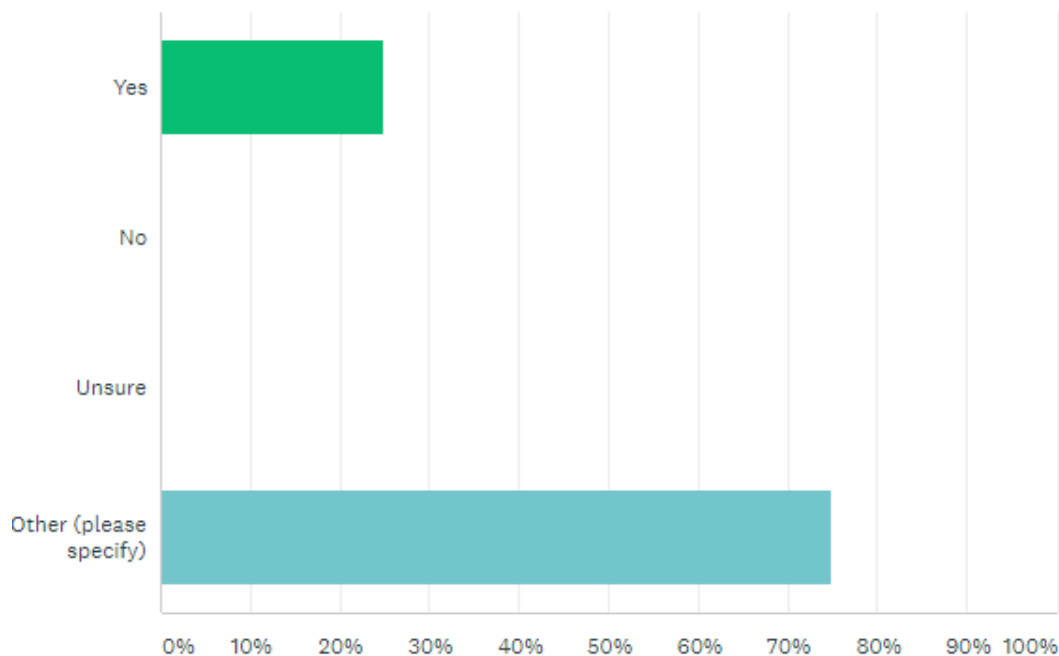# AMPS Survey Results

23.05.19 – Survey taken at AMPS conference on 21st May 2019

Q1. Brand - Do you feel this brand concept identity is a good representation of AMPS?

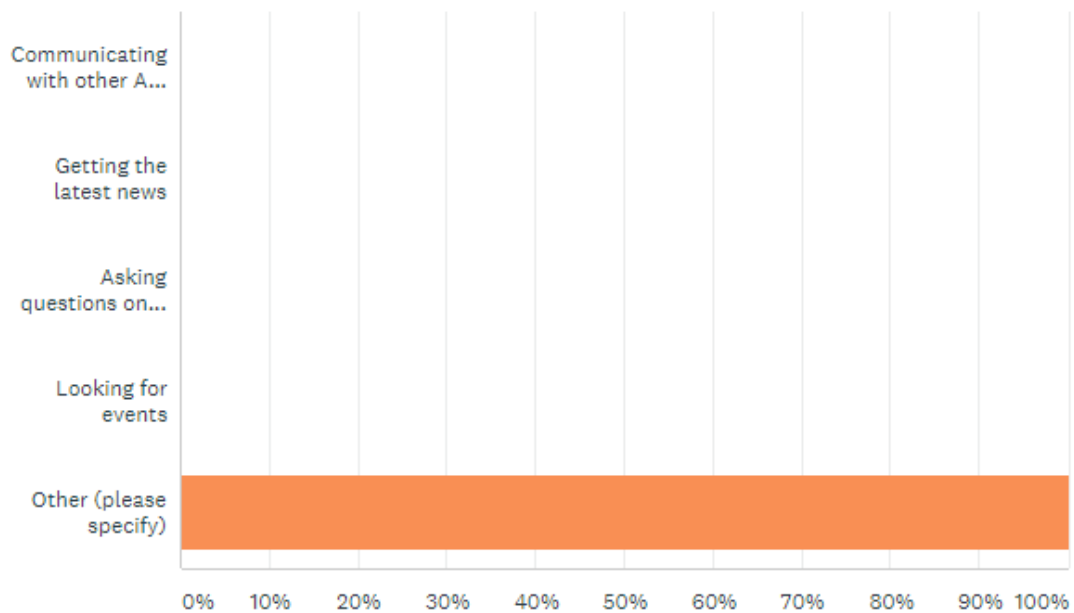"No doesn't scream SIPPS & SASSs dot on top of the 'i' could be part of the brand Looks divisive instead of joining"

"Not sure if it works or not, thinks that maybe it looks like the association is being split - could look like the association is being split"

"Yes, it doesn't offend but don't see AMPS as needing a brand - wouldn't be pleased if association has spent money on this"

"Looks like the word has been crossed out other than that like"

"Big improvement - the AMPS is hard to work with - more modern"

Molokini Marketing Ltd, Whitley House, 32 Rowlands Road, Worthing, West Sussex, BN11 3JS, UK

T: +44 (0) 1903 207408 | info@molokini.co.uk | www.molokini.co.uk

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VAT Reg. No.: 881733404

Q2. How do you mainly use the current website?

"forum (reading not writing) and looking at events"

"Struggles to login - looks at the latest news & information about upcoming events"

"Latest news, to read what people say on the forum but doesn't contribute - if there is a technical change it can help inform decisions"

"I used to look at the site, however as it's not regularly updated I only use it to check the event details, which are lacking."

"Clicks on emails to read more"

"Information gathering (latest news) - also possibly events"

"Forum...from email and market place"

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Q3. What do you like the most about the current website?

"likes the news feed of most current news to right side of the screen - also the forum, this is working well"

"Nothing"

"uses the members list for a marketing perspective - to check if haven't heard of a member. Technical content"

"Nothing"

"Content forum information"

"Wealth of information, inc. members details (useful)"

"Not a lot...except forum emails and new occasionally"

Q4. What do you like the most about the current website?

"contact form for joining isn't working on the existing site - also had problems as no address to send the chq to Amayzed for the event so went to Joy West. Looking at events is very difficult and not user friendly. Had a big struggle to put a photo into profile on current website (marketing director couldn't do it either)"

"Can get lost in the site and clunky to navigate - logging in issues - looking for agenda"

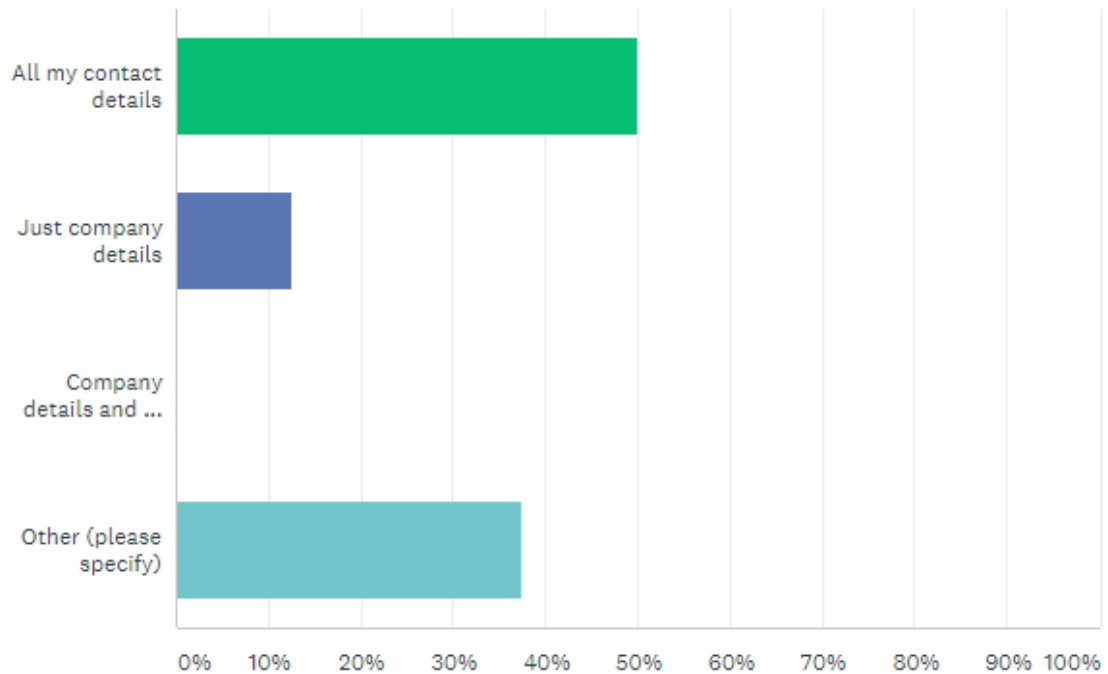"No - don't use enough (as doesn't need to) - technical content user would have more of a view on this"

"Layout and lack of updates"

"Bit old but all ok"

"Difficult to navigate, searching can take a long time in the news i.e. finding the agenda for this conference (took 10 mins to find) cluttered and dated"

"Branding – look and feel"

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Q5. On your membership listing page, what level of information would you like the public to see?

"Doesn't matter as works for self so ok for details to be public"

"Contact would rather admin did logo"

Q6. What would you want to be able to self-edit on the member profile and who would do this (i.e marketing manager, admin etc.)

"Would like access to edit my whole profile"

"Yes, would like to do this - contact information, had to raise a query about uploading new logo but never got an email back and frustrated that can't update the key contacts and doesn't get a response (marketing would usually do that)"

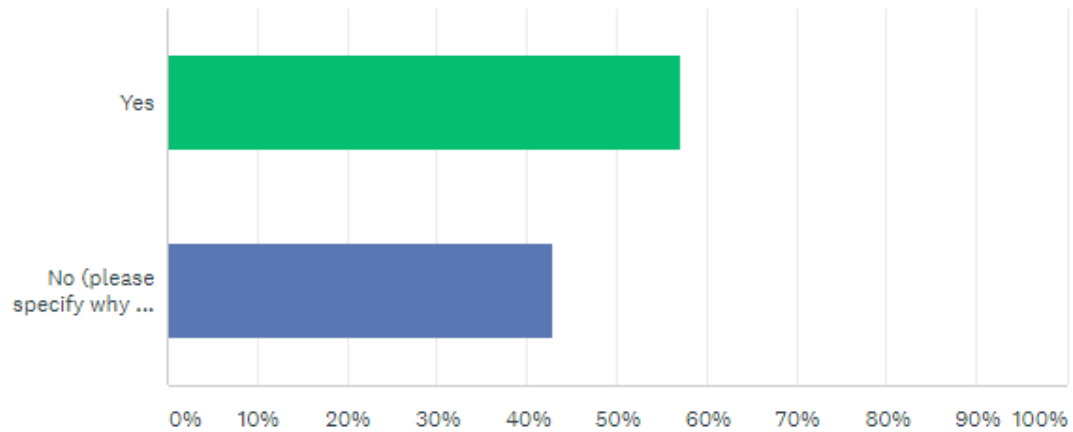"Yes, to self-edit but get a reminder to do this (marketing contact) also need the option to add a logo"

"Everything and my own details only"

"All information ... we don't update not looked at it, never post...never thought to use as lower budget time spent"

"Not too important but would edit myself"

"Contact details, company or personal"

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Q7. Have you accessed any forum discussions in the last 12 months?

"only to read not to comment / post"

"reads the conversations but don't actually take part - interesting to see what people are talking about"

"I didn't need to."

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Q8. In your opinion, what is the most important thing to consider with the new website development?

"All the data it currently - needs to be re-born - more links to useful things i.e. HMRC"

"navigation for the visitor - make it easy! Ability to find more relevant information"

"Allow members to make more of a promotion about their own company"

"Ease of navigation"

"Technical infor and reg updates"

"look modern - easier to use, public aspect is important - needs to convey what AMPS is about - possibly with a mission statement upfront. Also have key figures i.e. chair / committee and profile"

"Not too cluttered less clicks "only to read not to comment / post"

"reads the conversations but don't actually take part - interesting to see what people are talking about"

"I didn't need to."

Q9. Please provide your comments about the new website visuals.

"would be nice to be able to link to accreditation's (i.e. other companies - **this might need discussion with the member about this - interested in linking to other associated companies*** also show if SIPP / SASS or both. Visuals look good as long as it works"

"people coming together - about people – I like the pictures of committee members, thinks it is a huge step in the right direction but is there a way of adding more people images in the login area to focus on people and make more engaging"

"Seen that it needs profile updating - would be good to get a prompt once a year to update. Ensure members know that they can add more contacts to the members listing. Could the user be able to select topics they are interested in (key words) so that you could be alerted when there is new content (forum) could you also choose if this is this is to see everything or just forum. Would be interested if new member joins - email alert? New on the market place? Link back to the site with auto sign-on"

"The site looks easy to navigate, with modern graphics and simple delivery. It would be useful if alerts could be issued, setting a key word search for notifications like in google."

"Lot clearer looks good"

"Huge improvement - search into news section to be considered. Human side is important - explaining simply what amps is about - looks at vision statement on hero image. Consider information on public side about what sipp as sass is? Market data is a gap at the moment"

"Like them! Try another colour scheme...maybe too black and white.... social media feed? Members feed activity.... but hard to police if individuals. Spot on!"

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