

PRACTICAL BUSINESS GUIDE

The Function and Enquiry Page

Show how to structure a dedicated page for a high-value service so a visitor can understand the offer, assess basic fit and send a useful enquiry.

Capturing Demand You Already Have

A function or enquiry page is a dedicated decision page for one high-value service, with enough information and evidence to make an enquiry feel worthwhile and specific.

01

Give the service its own decision page.

A dedicated page keeps the customer focused on the specific high-value offer.

02

Qualify before capture.

Capacity and pricing shape can rule obvious mismatches in or out.

03

Keep service context attached.

Real imagery helps the customer evaluate the actual space or service.

Use this guide →

PURPOSE

The problem this guide helps you see

MISSION

Show how to structure a dedicated page for a high-value service so a visitor can understand the offer, assess basic fit and send a useful enquiry.

WRITTEN FOR

Restaurants, venues, clinics, studios and service businesses selling functions, groups, larger projects or other enquiry-led offers.

USEFUL BOUNDARY

This is not one universal wireframe. The proof and qualifying details vary by industry, but the page still needs to orient, qualify and capture demand.

DEFINITION

A function or enquiry page is a dedicated decision page for one high-value service, with enough information and evidence to make an enquiry feel worthwhile and specific.

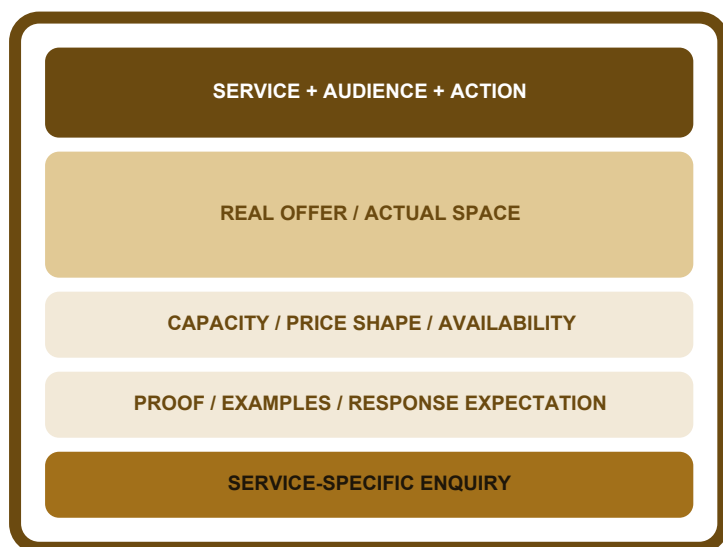
THINK OF IT LIKE THIS

A restaurant function room deserves its own well-lit page, not a footnote on the everyday menu. A larger commitment needs more context before the conversation begins.

MECHANISM

Capturing Demand You Already Have

The useful test is whether the page helps the visitor understand, trust and act - not whether every planned block is present.



01 ORIENT

Name the offer.

02 QUALIFY

Give useful boundaries.

03 PROVE

Show the real service.

04 CAPTURE

Keep context attached.

The form should continue the page's conversation, not reset it.

USEFUL TEST

Test the live page as a first-time visitor on the real device. Judge the decision it supports, not the intention behind the design.

COMMERCIAL EFFECT

Why this changes what visitors do next

Page structure changes how much effort a visitor spends understanding, trusting and acting on the offer.

WHAT CHANGES

Higher intent

A dedicated page keeps the customer focused on the specific high-value offer.

WHAT CHANGES

Better-fit enquiries

Capacity and pricing shape can rule obvious mismatches in or out.

WHAT CHANGES

Confidence

Real imagery helps the customer evaluate the actual space or service.

WHAT CHANGES

Lower effort

The enquiry action stays close to the relevant decision.

WHAT CHANGES

Reduced uncertainty

A response expectation tells the customer what happens next.

WHAT CHANGES

Better handoff

The business receives enough context for a useful first reply.

Evidence boundary: structure can change comprehension immediately. Commercial effects still depend on the traffic, offer and the rest of the live journey.

FAULT REGISTER • 1 OF 2

What I would flag

Severity reflects customer impact. Each fault is paired with the visible consequence and what it costs.

CRITICAL

The high-value service has no dedicated page

The offer is folded into general copy, a menu or a short paragraph among other services.

The service never gets enough space to explain itself or earn a specific enquiry.

MAJOR

No qualifying detail appears before enquiry

Capacity, pricing shape, availability or other basic fit information is missing.

Customers either leave or submit enquiries that could have been qualified earlier.

MAJOR

The enquiry action is buried

The form or button sits after content unrelated to the high-value decision.

Interested visitors must keep navigating after they are ready to act.

FAULT REGISTER • 2 OF 2

What I would flag

Severity reflects customer impact. Each fault is paired with the visible consequence and what it costs.

MODERATE

The actual offer is not shown

Generic imagery and broad descriptions stand in for the real space, service or experience.

The visitor is asked to commit attention without evidence of what they are enquiring about.

MODERATE

There is no response expectation

The customer submits a larger enquiry without knowing when a reply may arrive.

Uncertainty can trigger duplicate follow-up or a parallel enquiry elsewhere.

READ NEXT

Form Design

Once the page earns the enquiry, make sure the form does not add unnecessary work.

Read next →

CORRECTION

The assumption that keeps this problem alive

COMMON MYTH

One enquiry form can serve every purpose.

Better framing: A shared form may technically receive every message, but it often loses the specific context a high-value enquiry needs and forces the first reply to rebuild it.

WHY IT PERSISTS

One route is simpler

Operational simplicity is prioritised over customer context.

WHY IT PERSISTS

Qualification is deferred

The first reply has to ask questions the page could already answer.

WHY IT PERSISTS

The service stays secondary

A high-value offer remains a footnote beside routine services.

WORKING CONTROL

Orient

Make the high-value service and audience explicit.

WORKING CONTROL

Qualify

Give useful boundaries before the form.

WORKING CONTROL

Preserve context

Attach the enquiry route to the service being considered.

Useful boundary: Reduce uncertainty for the visitor before adding visual sophistication.

STANDARD

What a working version looks like

This describes the condition to reach. The exact implementation depends on the page, customer and offer.

AREA	FAILING PATTERN	WORKING PATTERN
Page	Service is a footnote	High-value service has its own decision page
Qualification	Basic fit information is absent	Useful boundaries appear before enquiry
Imagery	Generic category photos	Real space or service is shown
Proof	Trust evidence is distant	Relevant proof appears before the action
Form	Generic route loses context	Enquiry remains attached to the service
Response	No indication of what happens next	Confirmation and response expectation are visible

QUICK SELF-CHECK

- The high-value service has a dedicated page
- Basic fit information appears before the form
- Real imagery or specific evidence shows the offer
- The enquiry mechanism is easy to reach
- The form preserves the service context
- The visitor knows what happens after submitting

RELEVANT FOLLOW-UP SERVICE

Website & Customer Journey Review

Use this when you want the live customer decision tested on the actual page and device.

from \$249

DUE DILIGENCE

Five questions worth asking whoever maintains the page

Clear answers should describe the current live experience and the customer decision the page is designed to support.

01

What must the customer know before this enquiry is worth sending?

02

Which enquiries are obviously poor fit?

03

What real evidence can only this business show?

04

Does the form know which service the visitor was viewing?

05

What response expectation can the team reliably support?

WHAT A USEFUL ANSWER SOUNDS LIKE

Ask what the visitor can see and do now on the current page and device - not what the design was supposed to achieve at launch.

Capturing Demand You Already Have.

Give the service its own decision page. Qualify before capture. Keep service context attached. Make the visitor's next decision easier to understand and take.

PRIMARY NEXT STEP

Form Design

Once the page earns the enquiry, make sure the form does not add unnecessary work.

[Continue →](#)

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Want help applying this to your business?

Bring me the high-value service currently buried inside a general page. I can map the page structure, qualifying information and enquiry path it needs.

[Discuss the task →](#)