

Background

Context

Simple Energy Advice (SEA) was an energy advice site
SEA had both static content and dynamic tools providing energy saving advice.

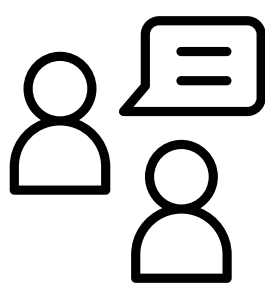
The Ask

Understand user needs and user journeys
Who are the users of the SEA site, what are their typical journeys when seeking energy advice / using SEA?

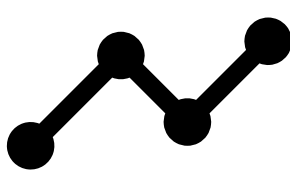
Understand pain points and areas for improvement
On the energy-saving advice tools available on the SEA website, what are the problems users experience and how can we improve it?

Research methods: a range

I employed a range of research methods and techniques for this project:



1:1 interviews with users
Qualitative interviews getting a download from users about their experience of finding energy advice, and using SEA



Analytics
Using Google Analytics data to demonstrate user journeys and uncover pain points.



Usability testing
Remote, unmoderated testing to understand user behaviours on the site and test the tools on the site.



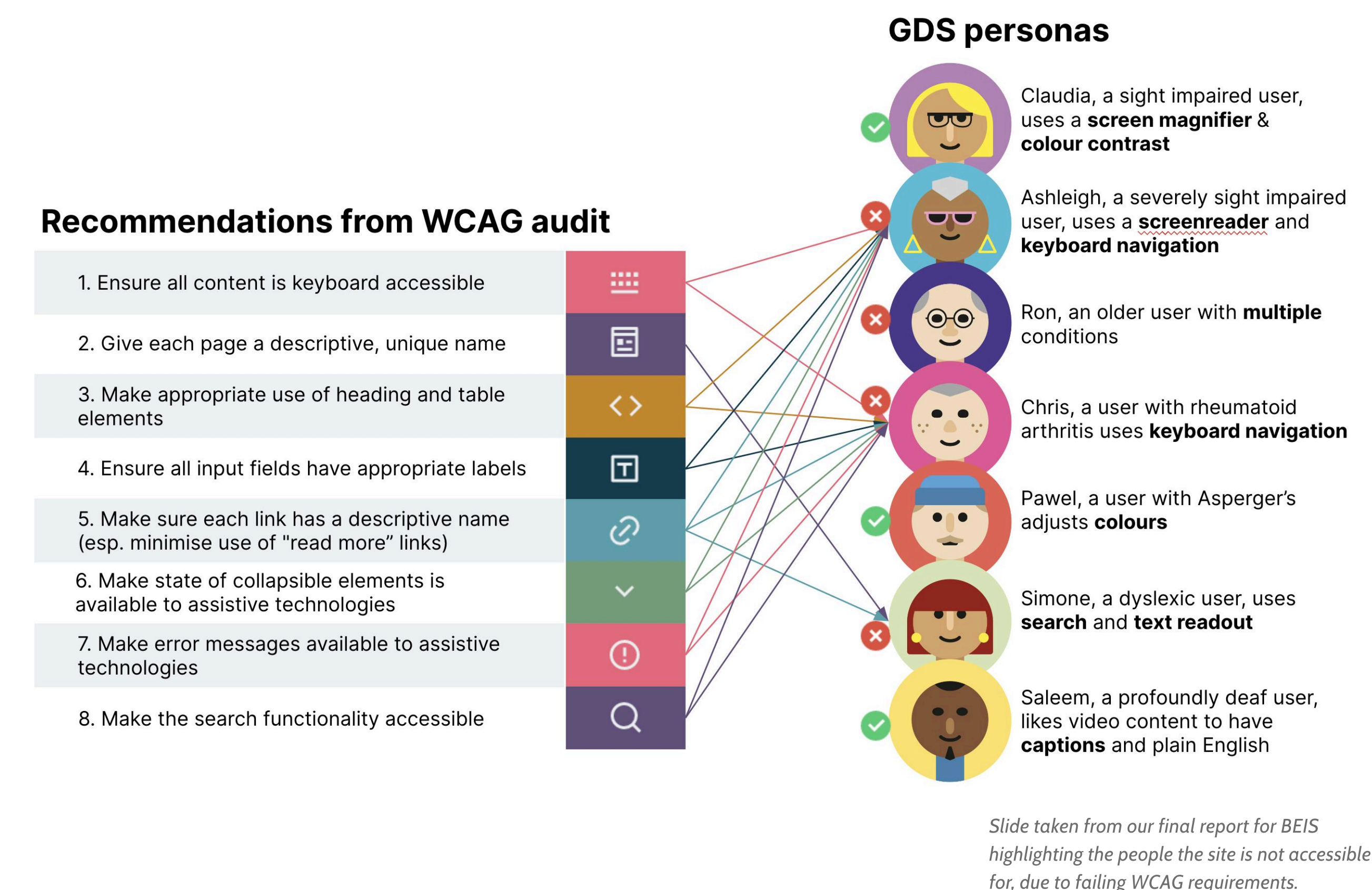
Customer support interviews
Understanding what problems users are experiencing using the site.

Combining these sources of insight helps to paint a holistic picture of the user experience.

Accessibility and inclusivity

The SEA website was failing on a number of WCAG 2.1 AA requirements. This means the website was not accessible for some users.

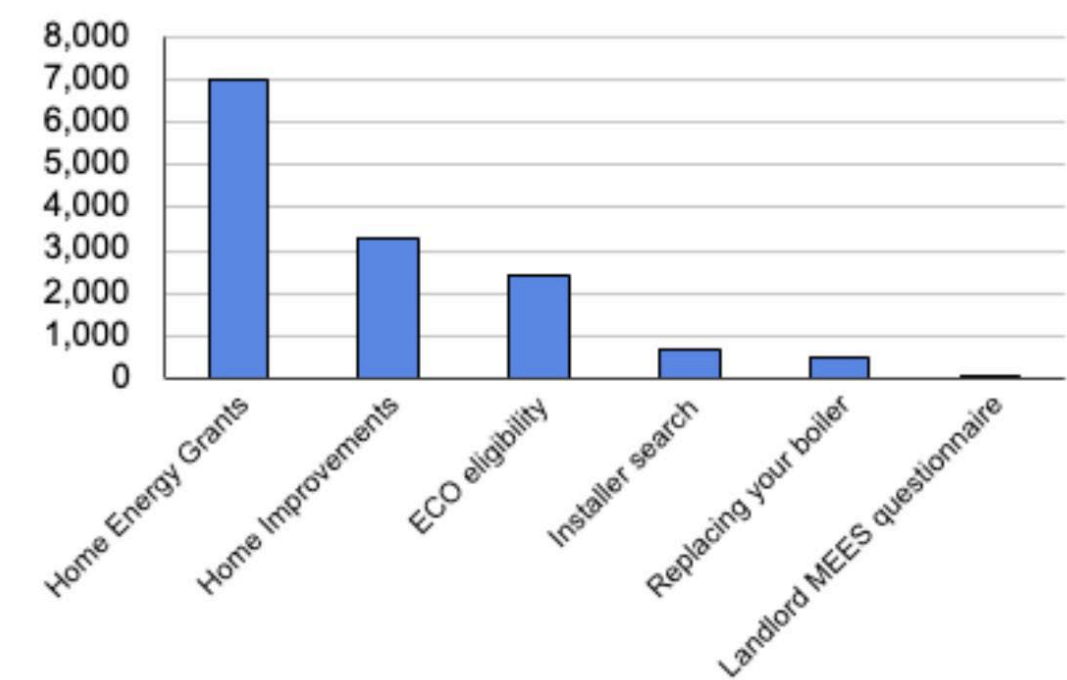
I used the GDS personas to demonstrate the impact of failing against WCAG requirements:



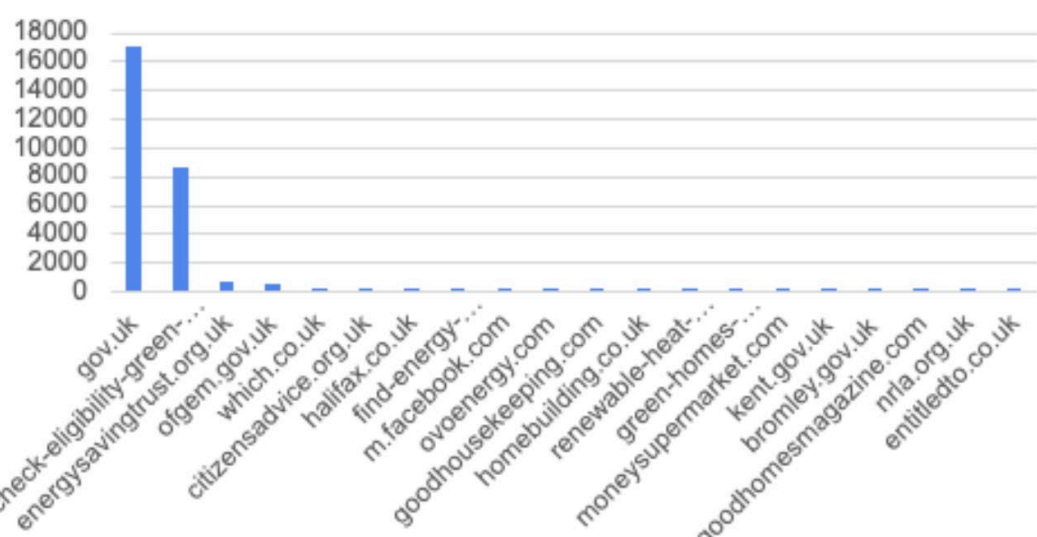
Priorities based on analytics

I used analytics to prioritise which pages on the site and which tools would have the biggest impact on the user experience. Focusing on the most-used pages and tools on the site would have the biggest impact, as shown by the Pareto Principle. Some of the key insights from analytics which helped us prioritise areas of improvement:

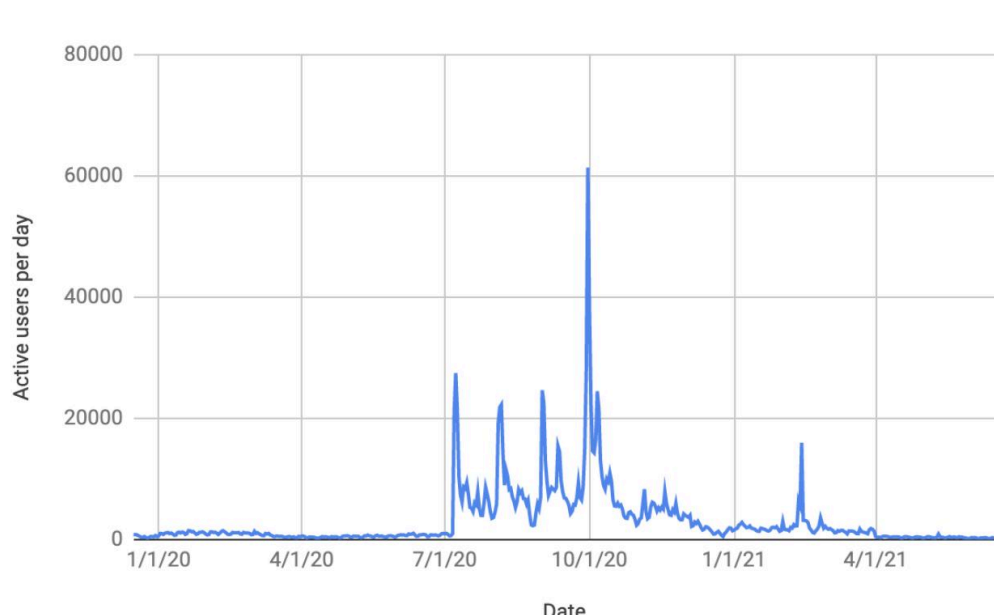
'Home energy grants' is the most-used tool on the site
Users used this tool the most on the site. Improvement efforts focused here would have an impact on the most people.



Most users were referred from GOV.UK
Most journeys to SEA started from GOV.UK.



A spike in site visits coincided with the announcement of a new government grant
Users were looking for information on eligibility for a new government grant related to energy bills.



User needs by user group

I conveyed the key user needs by user group of SEA to the client in our final presentation, the summary is shown below:

