

# BEIS - Simple Energy Advice (SEA)

User research on an online energy saving advice site.

USER RESEARCH

## Background

### Context

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

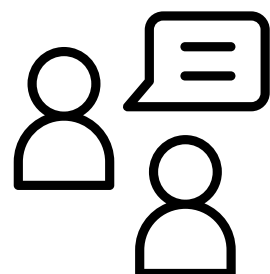
### The Ask

**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?

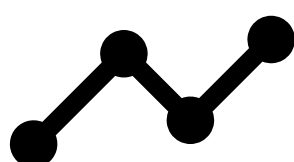
**Understand pain points and  
areas for improvement**  
On the energy-saving advice  
tools available on the SEA  
website, what are the  
problems users experience  
and how can we improve it?

## 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.



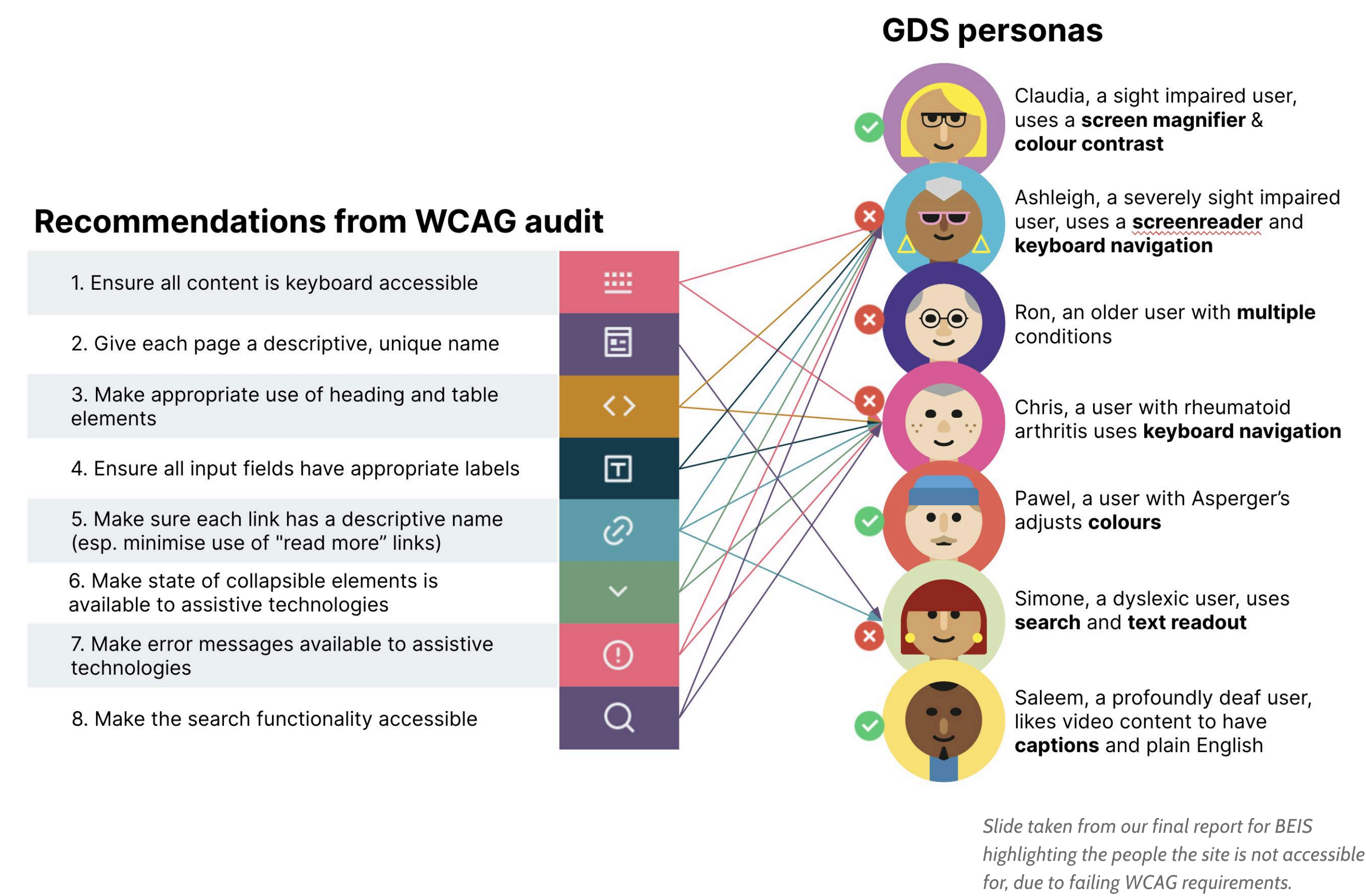
**Customer support interviews**  
Understanding what  
problems users are  
experiencing using the site.

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:

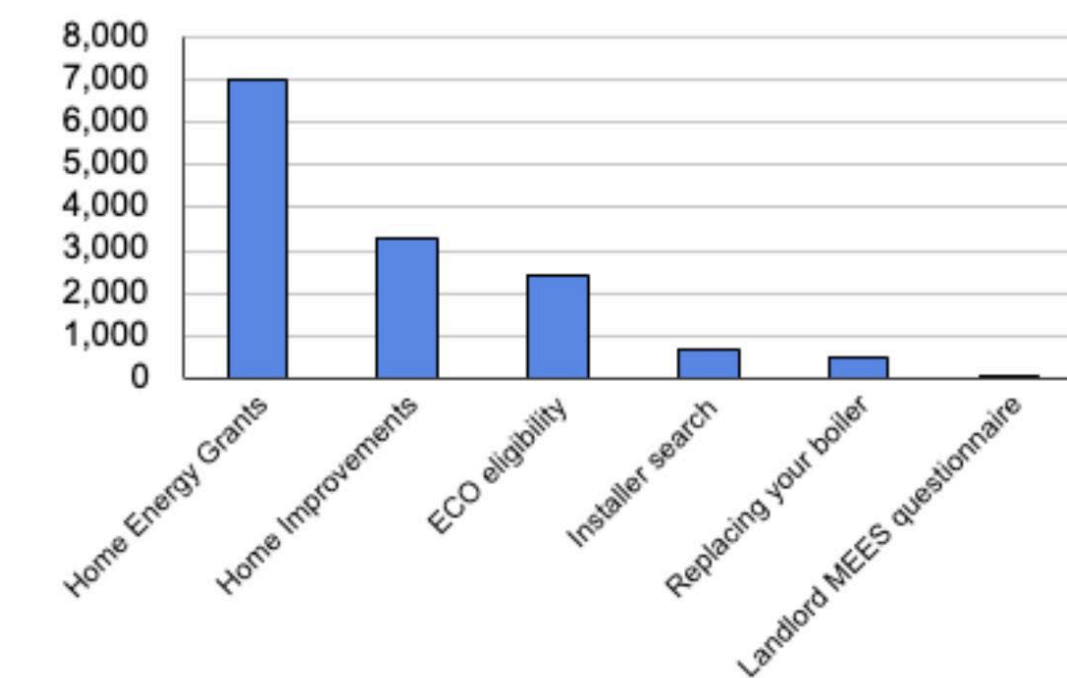


## Priorities based on analytics

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:

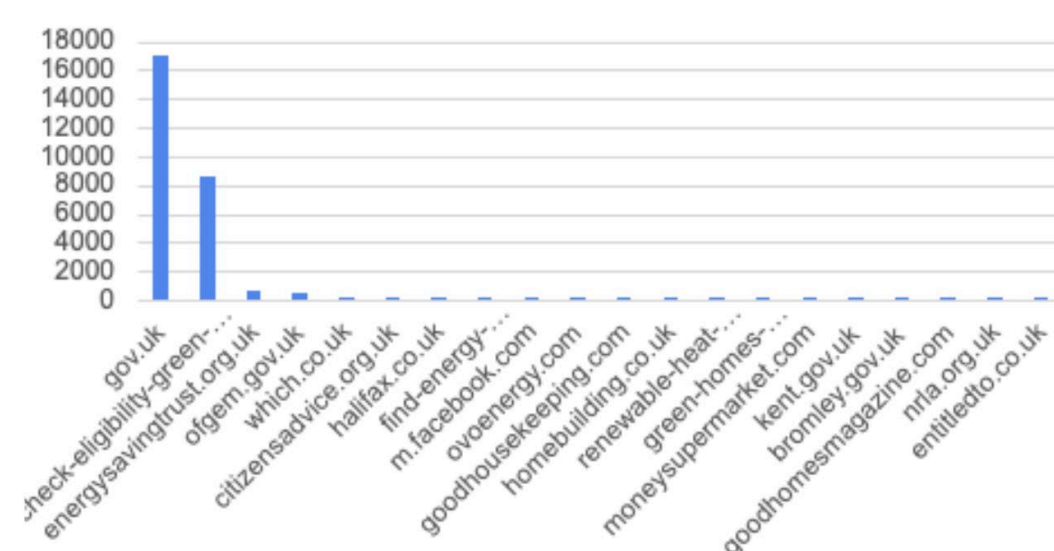
### 'Home energy grants' is the most-used tool on the site

Users used this tool the most on the site. Improvement efforts focused here would have an impact on the most people.



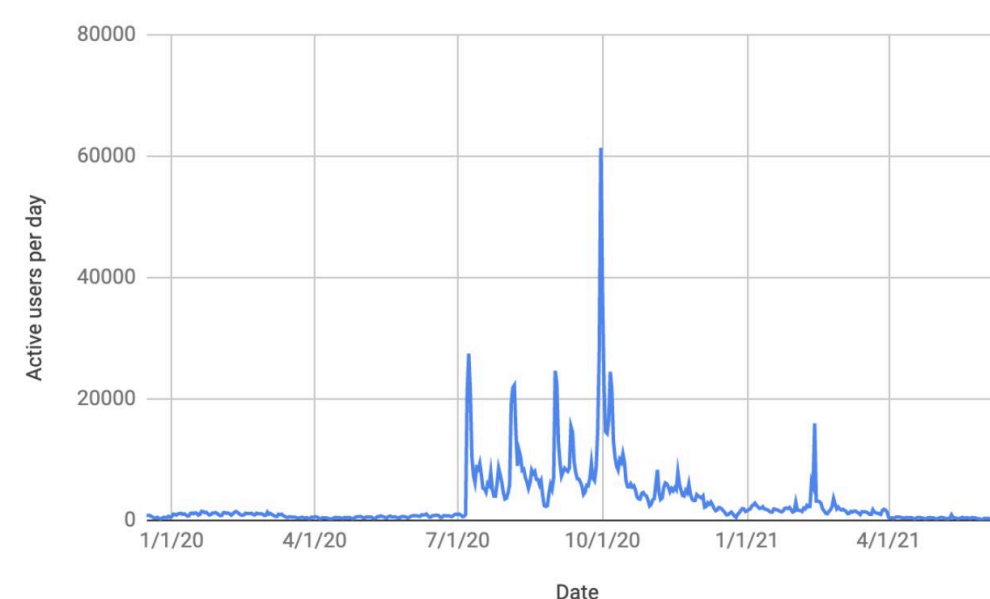
## Most users were referred from GOV.UK

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:

