# Net Metering Program Landing Page

Mary Pierce

### Project overview



### The product:

The net metering program is a vendor that works with multiple companies in the home efficiency space focused mainly in the Illinois market selling solar panels and other improvements in home efficiency. The organization needs a website that offers the ability to upload utility bills as well as build repertoire with the customer. The website link will be sent to customers after speaking with them initially over the phone. The net metering program's primary target users are homeowners in the state of Illinois with electric bills higher that \$100 per month with credit scores higher than 650.



### **Project duration:**

July 2023 to August 2023



### Project overview



### The problem:

For many people, solar is an unknown space that can either excite or intimidate potential buyers. Due to the lack of regulation in the industry, many people who would greatly benefit from solar, do not sign up due to a lack of trust with companies.



### The goal:

Improve the current website design to focus on increasing trust with the customer while striking a balance to not give away too much information in order to build excitement in order to improve the likelihood they go solar, thus improving the conversion rate in the sales pipeline.



### Project overview



### My role:

I currently work as an appointment setter for the net metering program. For this project I will take on the role as a UX designer and web developer responsible for responsive website design and implementation from conception to delivery



### Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.



# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

### User research: summary



For my user research, I reached out to potential clients who missed their scheduled appointments to find a better time to rebook. I was able to get ahold of half of those who missed an appointment and from that half I was able to rebook 70% of them. The other 30% said they were no longer interested. When asked what caused them to change their minds, some declined to give an answer while others stated they could not find enough information about our company.



### Persona 1: Collin

#### **Problem statement:**

Collin is a proud father, homeowner, and business owner who needs to understand the full benefits of going solar because he is always on the hunt for the next best thing that will improve him and his family's quality of life.



#### Collin

Age: 38
Education: University
Hometown: Peoria. Illinois

Family: Wife and small kids

Occupation: Small business

owner

"I'm always interested in a good deal"

#### Goals

- Wants to learn how to save on electric bill
- Open to solar but depends on the numbers at the end of the day

#### **Frustrations**

- Is not educated on all potential options
- Has heard differing things about solar

Collin is a small business owner who is a proud homeowner. He has heard people talk about solar recently in his area but doesn't know yet what to think about it. He is always open to learning about ways to save money and get a good deal. He is interested in learning more but the numbers and risk have to work out for him significantly in order to consider it.



### Persona 2: Mr and Mrs. Stanback

### **Problem statement:**

Mr. and Mrs. Stanback are a retired couple living off social security who need to decrease their expenses because they have limited income and are unable to return to work due to age, amidst a time of increased cost of living.





"We are desperate for help with our bills"

#### Goals

- Desperately need to reduce bills and expenses
- Needs a deal that makes sense for retirees on social security

#### **Frustrations**

- Has very little expendable income and believe they cannot afford solar
- Have been the victim of previous scams and timid around sales people now because of it

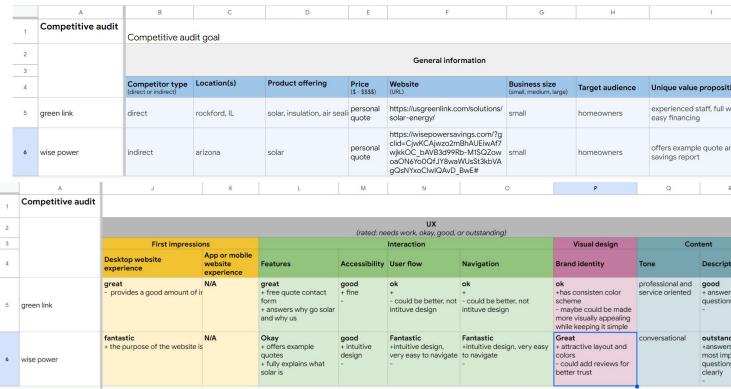
### Mr. and Mrs. Stanback

Age: 60s Education: College Hometown: Chicago, IL Family: Grown kids Occupation: Retired Mr. and Mrs. Stanback are a retired, elderly couple who live off their social security checks. They are short on cash due to their limited income and with the increasing cost of living. Their utility company has increased rates 30% this year and they would be extremely appreciative if this bill could get lowered. They have hear of solar but to them it is a bunch of mambo jumbo they do not fully understand and are very skeptical.



### Competitive audit

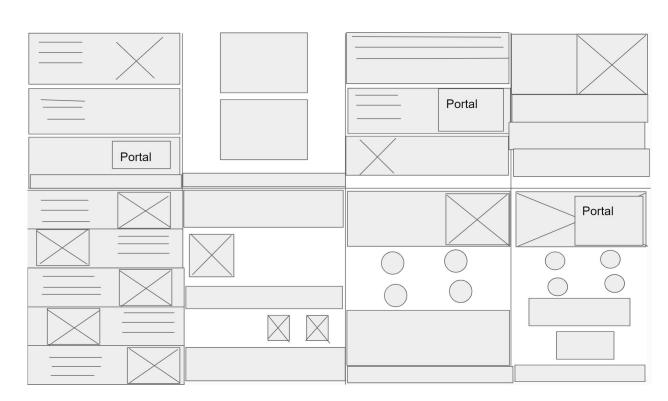
An audit of a few competitor's websites provided direction on layout and included information for clientele.





### Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **striking** a balance between offering enough information to build trust but not take away from the anticipation before the sales presentation.



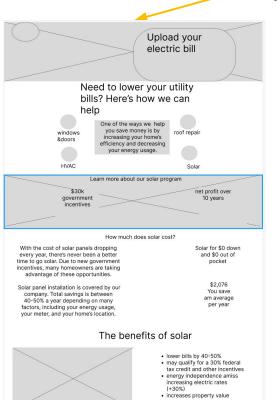


# Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the net metering landing page. These designs focus on providing enough information that the user feels informed without actually giving away too much information.



Kept the utility portal to upload bills from previous design

#### Why net metering program?

The net metering program is a vendor that works with multiple companies in the home efficiency space. This allows us to work for the consumer and select the company that best fits the consumer's needs on a project-to-project basis.

#### Experienced Staff

Our solar team has the credentials, certifications, and experience to provide the best end result and smooth process possible.

Full Warranty

All work and services, products, and materials come with our warranty and the manufacturer's warranty!

Easy Financing

We have already done the work, partnering with financial institutions offering a wide range of options to fit your monthly budget.



#### Testimonials



#### Latest News

Loren ipsum Loren ipsumLoren ipsumLoren ipsumLoren ipsumLoren ipsum

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# Low-fidelity prototype

My project is a landing page so a prototype is not suited for this medium. I still ran a usability study to ensure the information being conveyed on the landing page was clear and well understood.



# Usability study: parameters



Study type:

Moderated usability study



Location:

United States, remote



Participants:

4 participants



Length:

5 minutes



# Usability study: findings

These were the main findings uncovered by the usability study:



Professionalism

Users found the page to build trust and a sense of professionalism

2

Information

People found the information being told to be clear



Clarity

Users suggested small tweaks to better convey the message

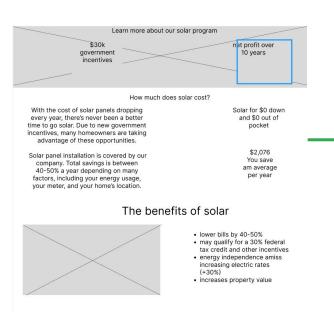


# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Based on the insights from the usability studies, I cut down on the information given about solar and focused on the most appealing aspects

### Before usability study



### After usability study

#### Learn More About Our Solar Program



\$2,076

You save on average per year

#### Why the Net Metering Program?

Incentives

The net metering program is a vendor that works with multiple companies in the home efficiency space. This allows us to work for the consumer and select the company that best fits the consumer's needs on a project-to-project basis.

#### Experienced Staff

Our solar team has the credentials, certifications, and experience to provide the best end result and

All work and services, products, and materials come with our warranty and the manufacturer's warranty!

### your monthly budget.

We have already done the work, partnering with financial institutions offering a wide range of options to fit

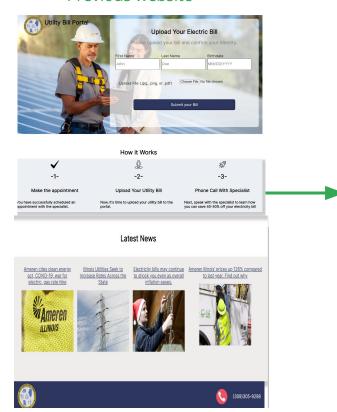




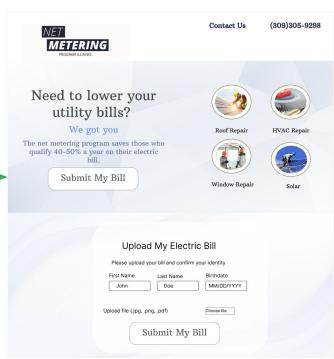


I previously built a website that was only a utility portal for this company. Now I expanded it to be an informational landing page as well as a utility bill portal.

#### Previous website

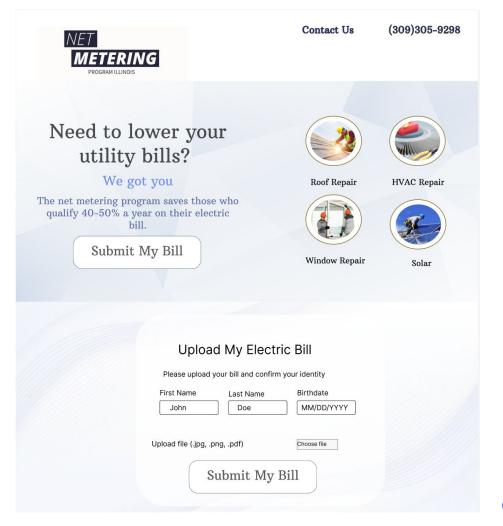


### After usability study





- Eye catching title
- Call to Action Early On
- Builds trust before asking to fill out form
- Changed language from upload "your" bill to upload "my bill".
- Logo improved





- Details on savings given
- Section explaining why choose us to build trust

#### Learn More About Our Solar Program



# Net Profit Over 10 Years • Power Generated in 10 Years \$52,827 • Increased Home Value \$95,492 • Profit \$20,744

\$0 down \$0 out of pocket (install covered by company)

\$2,076 You save on average per year

#### Why the Net Metering Program?

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#### Experienced Staff

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#### Full Warranty

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#### Easy Financing

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- Testimonials included to build trust
- Latest News kept as links instead of photos to make it more simple.

### Testimonials

77

The team was professional, knowledgeable, and transparent about the whole process. I've seen significant savings on my electricity bills already

> -Sara M. Homeowner

,

Thanks to the net metering program, I was able to get my roof repaired, windows replaces, and solar all together for no money down no money out of pocket from a highly reputable local installer.

-Richard L. Homeowner 77

Our panels are working perfectly and the savings are already apparent. Definitely a 5-star experience

> -Scott K. Homeowner

#### Latest News

Ameren cites clean energy act, COVID-19, war for electric, gas rate hike

Illinois Utilities Seek to Increase Rates Across the State

Electricity bills may continue to shock you even as overall inflation eases.

Ameren Illinois' prices up 126% compared to last year. Find out why

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# Accessibility considerations

1

Clear labels for images that can be read by screen readers.

2

Use of images in addition to words to illustrate meaning

3

Use of high contrast colors and large font sizes for those who may have visual impairments and or color blindness

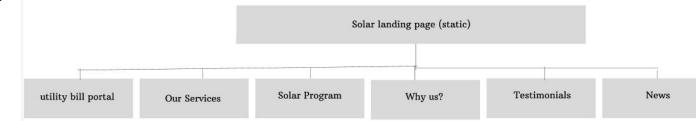


# Responsive Design

- Information architecture
- Responsive design

# Sitemap

With the desktop designs completed, I started work on designing the responsive website for mobile. I used the desktop sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.





# Responsive designs





\$0 down \$0 out of pocket

\$2,076 You save on average per year

Why the Net Metering Program?

**Experienced Staff** 

**Full Warranty** 

**Easy Financing** 





#### **Testimonials**

Thanks to the net metering program, I was able to get my roof repaired, windows replaces, and solar all together for no money down no money out of pocket from a highly reputable local installer.

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### Going forward

- Takeaways
- Next steps

### Takeaways



### Impact:

After adding additional information to the page, and transforming the utility bill portal to function as a landing page as well, we tracked a 17% increase from the average in appointments scheduled which translated into 22% more closed deals.



### What I learned:

I learned that building customer trust prior to the beginning of the sales presentation can result in an easier and quicker sales process.



# Next steps

1

Conduct A/B research testing on how providing quotes online would influence the sales process.

2

Linking google reviews in testimonials



### Let's connect!



Thank you for your time reviewing my work on the net metering program landing page! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: m.mck.pierce@gmail.com

