

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 than \$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.

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.



Mr. and Mrs. Stanback

Age: 60s
Education: College
Hometown: Chicago, IL
Family: Grown kids
Occupation: Retired

“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 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.

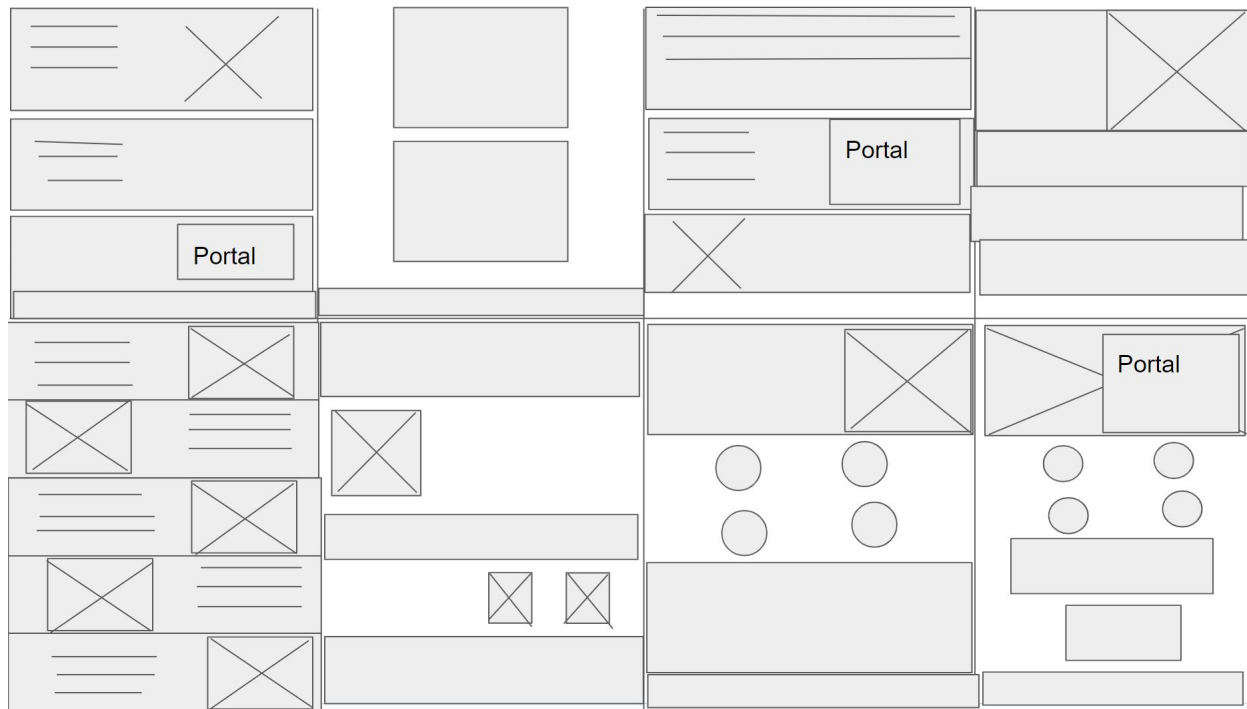
	A	B	C	D	E	F	G	H	I
1	Competitive audit	Competitive audit goal							
2		General information							
3									
4		Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
5	green link	direct	rockford, IL	solar, insulation, air seall	personal quote	https://usgreenlink.com/solutions/solar-energy/	small	homeowners	experienced staff, full w easy financing
6	wise power	indirect	arizona	solar	personal quote	https://wisepowersavings.com/?gclid=CjwKCAjwzo2mBhAUEiwAf7wjkkOC_bAVB3d99Rb-M1SQZowaON6Yo0GfJY8waWUst3kbVAgQsNYxoClwIQAvD_BwE#	small	homeowners	offers example quote and savings report

	A	J	K	L	M	N	O	P	Q	R
1	Competitive audit									
2		UX (rated: needs work, okay, good, or outstanding)								
3		First impressions		Interaction				Visual design	Content	
4		Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Description
5	green link	great - provides a good amount of information	N/A	great + free quote contact form + answers why go solar and why us	good + fine -	ok + - could be better, not intuitive design	ok + - could be better, not intuitive design	ok +has consisten color scheme - maybe could be made more visually appealing while keeping it simple	professional and service oriented	good + answers questions -
6	wise power	fantastic + the purpose of the website is clear	N/A	Okay + offers example quotes + fully explains what solar is	good + intuitive design -	Fantastic +intuitive design, very easy to navigate -	Fantastic +intuitive design, very easy to navigate -	Great + attractive layout and colors - could add reviews for better trust	conversational	outstanding +answers most important questions clearly -

Click to view the [full competitive audit](#)

Ideation

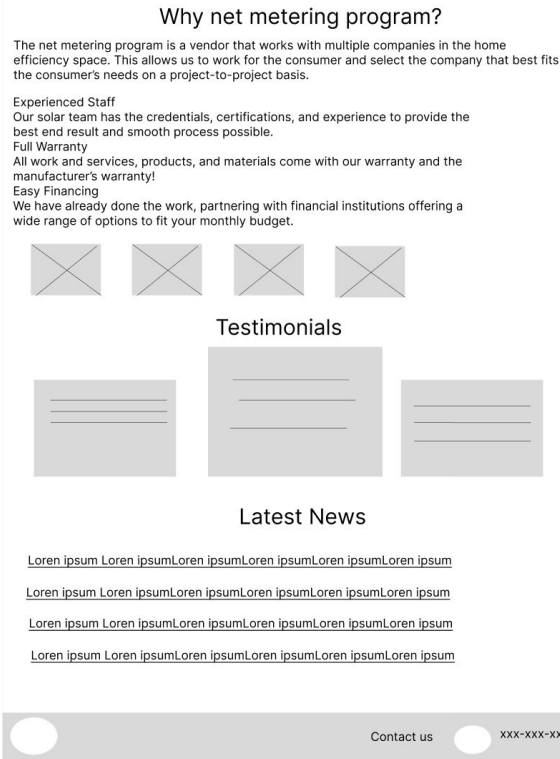
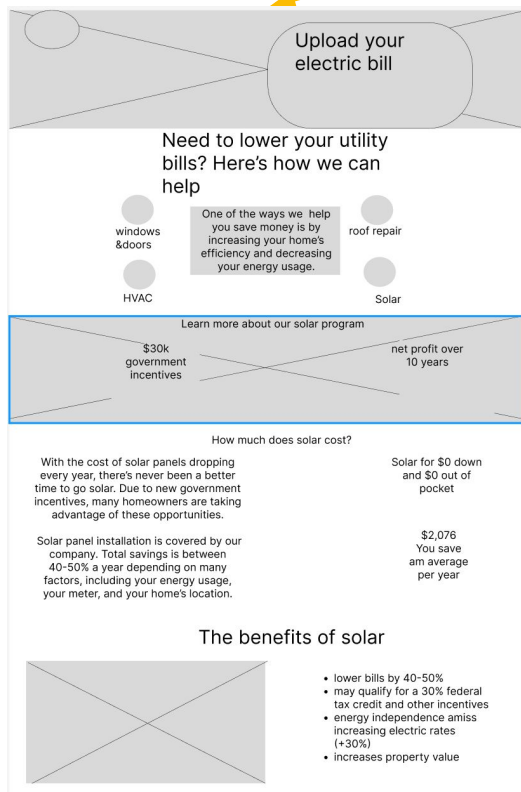
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **striking a balance between offering enough information to build trust but not take away from the anticipation before the sales presentation.**



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



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:

1

Professionalism

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

2

Information

People found the information being told to be clear

3

Clarity

Users suggested small tweaks to better convey the message

Mockups

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

Learn more about our solar program

\$30k government incentives

net profit over 10 years

How much does solar cost?

With the cost of solar panels dropping every year, there's never been a better time to go solar. Due to new government incentives, many homeowners are taking advantage of these opportunities.

Solar panel installation is covered by our company. Total savings is between 40-50% a year depending on many factors, including your energy usage, your meter, and your home's location.

Solar for \$0 down and \$0 out of pocket

\$2,076
You save an average per year

The benefits of solar

- lower bills by 40-50%
- may qualify for a 30% federal tax credit and other incentives
- energy independence amidst increasing electric rates (+30%)
- increases property value

After usability study

Learn More About Our Solar Program

\$30,566
in Government Incentives


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

Mockups



Illinois Net Metering Program

Upload Your Electric Bill

Please upload your bill and confirm your identity

First Name	Last Name	Birthdate
<input type="text" value="John"/>	<input type="text" value="Doe"/>	<input type="text" value="MM/DD/YYYY"/>

Upload file (.jpg, .png, .pdf)

Need to lower your utility bills?

Here's how we can help



Roof Repair



HVAC Repair

By increasing your home's efficiency, we decrease your energy usage and reduce your bills 40-50%



Window Repair



Solar

Learn More About Our Solar Program

\$30,566
in Government
Incentives

Net Profit Over 10 Years

- | | |
|-------------------------------|----------|
| • Power Generated in 10 Years | \$52,827 |
| • Increased Home Value | \$95,492 |
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You save
on average per year

Why the 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

“

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 replaced, and solar all together for no money down no money out of pocket from a highly reputable local installer.

-Richard L.
Homeowner

“

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

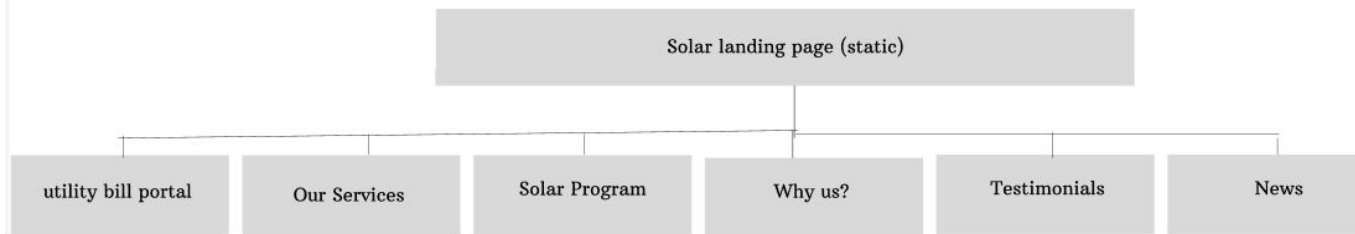
Use of images in addition to words to illustrate meaning

3


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

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



Illinois Net Metering Program

Upload Your Electric Bill

Please upload your bill and confirm your identity

First Name

Last Name

Birthdate

Upload file (.jpg, .png, .pdf)

Need to lower your utility bills?

Here's how we can help



Roof Repair



Window Repair



HVAC Repair



Solar

By increasing your home's efficiency, we decreasing your energy usage and reduce your bills 40-50%

Learn More About Our Solar Program

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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

Search for any additional resources that customers might find persuasive.

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