



Service user

Roles

- Property owners
- House buyers
- Landlords
- Tenants
- Property industry professionals

Goals

- Get their property assessed and rated
- Comply with legislation

Needs

- Find energy performance data about their property
- Find an assessor to conduct an assessment on a property
- Get the final report in their language (i.e. welsh)

Expectations

- The EPC service will be simple, trustworthy and easy to use
- The EPC service will provide educational information about energy performance certificates
- The EPC service will be the best place to locate information on assessors
- It is possible to access data collected about their property to aid with energy performance improvements
- Data in the register will be devoid of personal information and will not be connected with personal information without explicit consent
- The option to Opt out of the publication of their data will be provided at the point of the assessment

Task: Get EPC so that property can be rented

Tasks

Decides to rent out property

Improve property to increase rent profitability

Find letting agent to market and manage property

Estate agent explains that an EPC is needed to proceed

Uses internet search engine to find out more about energy performance certificates

Finds the current EPB site

Uses internet search engine to find nearest assessor

Unsure how to select an assessor so decides to use Letting agents service instead

Letting agent finds an assessor and organises for the assessment to be done

Assessor visits the property and conducts assessment. Gives some info about EPCs

Assessor submits data to register and generates certificate

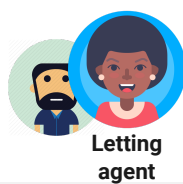
Certificate received from assessor and passed to letting agent

Continue with rental process

Persona



Letting agent



Letting agent



Letting agent



Assessor



Assessor



Assessor



Emotion



Touch points

Face-to-face

Phone call

Email

Internet search engine

Internet search engine

EPC register service

Internet search engine

EPC register service

Face-to-face

Phone call

Email

Face-to-face

Phone call

Email

Property visit

Scheme software

EPC register service

Face-to-face

Email

Pain points

The EPC site is not always at the top of the list and so has to visit a number of sites for information on EPCs

Expects the EPC site to look like other government sites - does not use site due to a lack of trust

Uncertain of what assessments are needed for their property so rely on assessor's expertise

Would like to be more informed before finding an assessor

Lack of knowledge about EPCs means that owner is unaware of the register and the submission of data about their property