

## OVERVIEW

# Axova

Axova is a solar panel installation service provider in Switzerland. The Axova app (iOS / Android) is a self-serve status tracker application which enables Axova's clients to check the status of their solar panel installation procedure. Meanwhile, for Axova AG, the app was designed to reduce the need for customer support by providing users with all relevant information inside the app.



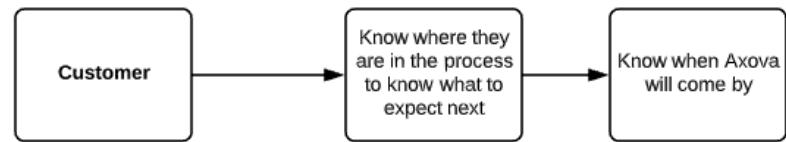
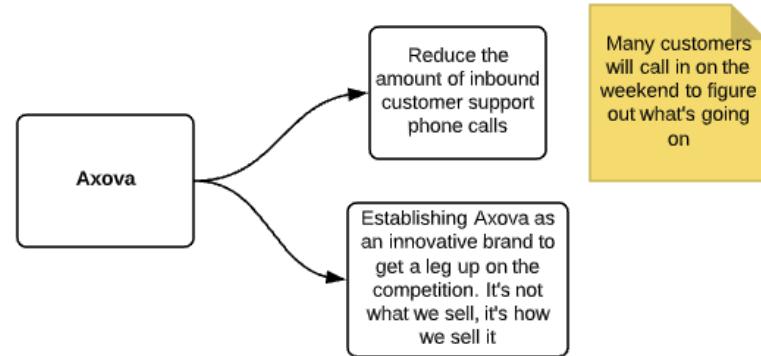
## SCOPING EXERCISE

### ***Identifying goals***

Together with Axova management I identified (1) the business objectives the app would need to meet and (2) the user objectives the app would need to meet.

Axova wanted to reduce customer support phone calls\* as well as bolster their image as an innovative company.

\* (Clients typically call Axova to ask questions about where they are in the solar panel installation process.)



## SCOPING EXERCISE

# Co-creation session

The client had some clear ideas in their head already on what the app should look like.

In order to capture these ideas, to make assumptions explicit and to have a fruitful discussion around these assumptions, we used a no-code tool to create a working prototype of the app as they envisioned it.



## RESEARCH

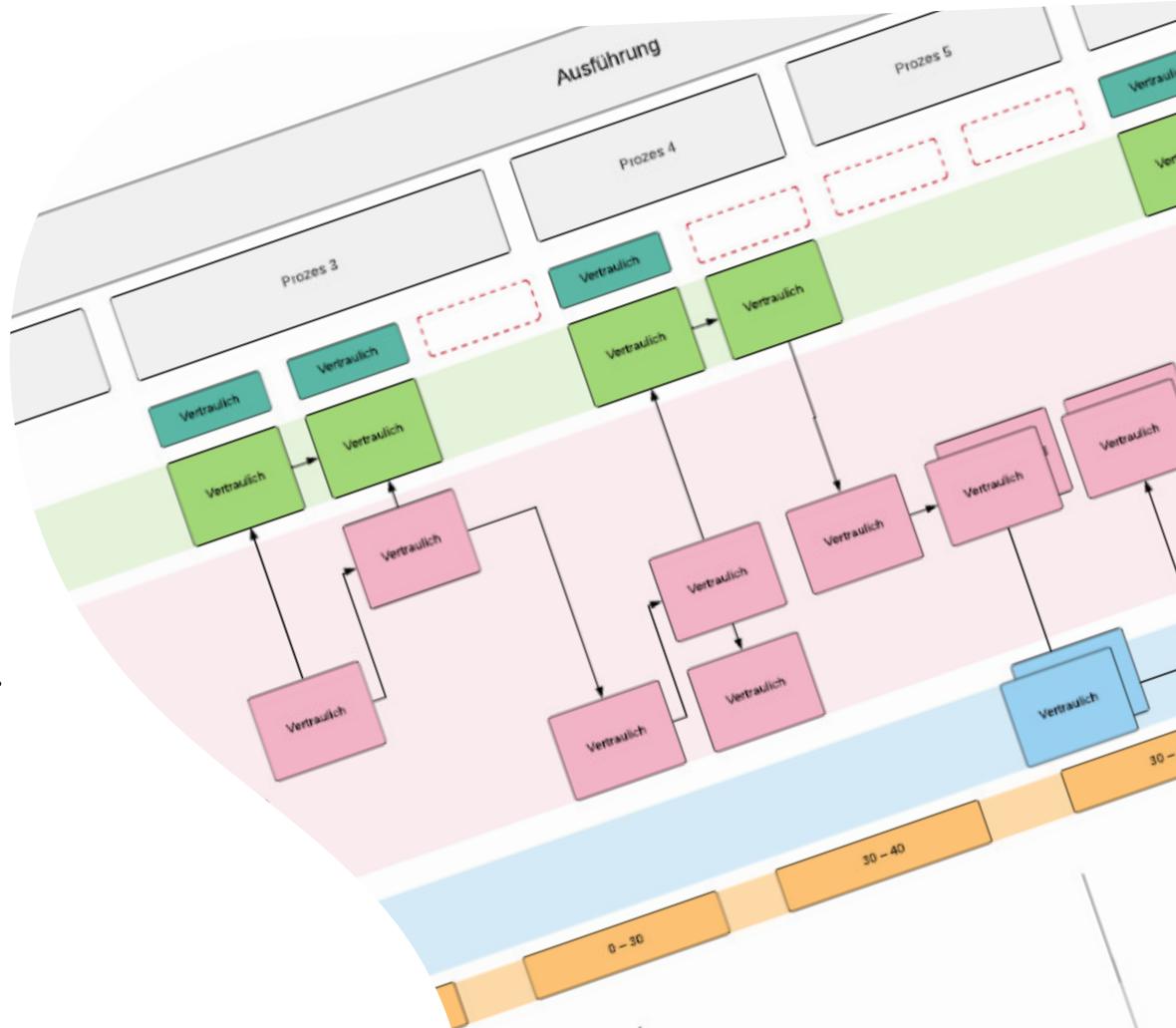
# Service Blueprint

Having clarified the overarching objectives and having captured the client's pre-conceived ideas, we collaboratively constructed a service blueprint.

The service blueprint was used to understand and visualize how the different components in the Axova service offering operate and relate\*.

It also allowed us to identify inefficiencies that the app could address.

\*I redacted sensitive information in the screenshot on the right.



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RESEARCH

# ***Customer Journey***

While the service blueprint gives insight into the service offering from the perspective of the business, a user-centered perspective is equally important.

In the next stage of the project I created a customer journey based on interviews with Axova employees.



PROTOTYPING

## ***Scenarios***

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One of the project's constraints was that it would not be possible to interview users before the release of a first version of the app.

In lieu of having validated persona-based scenarios I constructed scenarios based on the first-hand interactions employees had with their clients.

### **SCENARIO #1**

"Did Axova receive my payment?"

### **SCENARIO #2**

"What's the next step? When will it take place?"

### **SCENARIO #3**

"When was our appointment again?"

## SYNTHESIS **Sketches**

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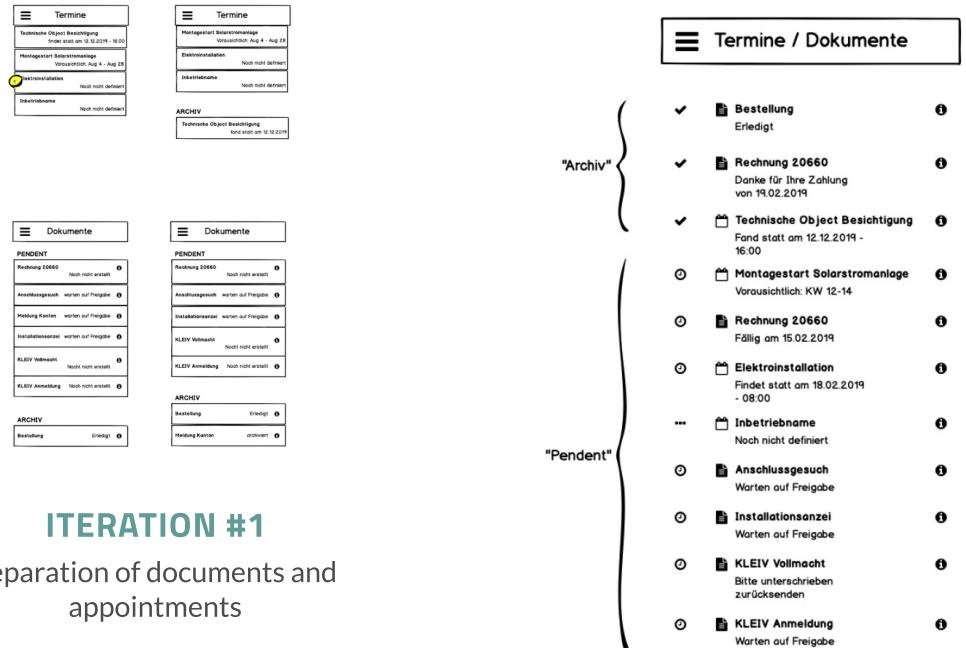
I used sketches to visualize ideas, see what would work and what wouldn't as well as to gather feedback from Axova.

## DESIGN

# Design Challenge

One of the main design challenges was finding a way to display the dense and jargon-heavy internal information in a simple, self-serve manner.

Rather than mimicking the internal separation that was made between appointments and documents, I opted to combine them in one overview where entities are grouped by phases (defined by Axova).



## ITERATION #1

Separation of documents and appointments



## ITERATION #2

Combining documents and appointments in a single timeline

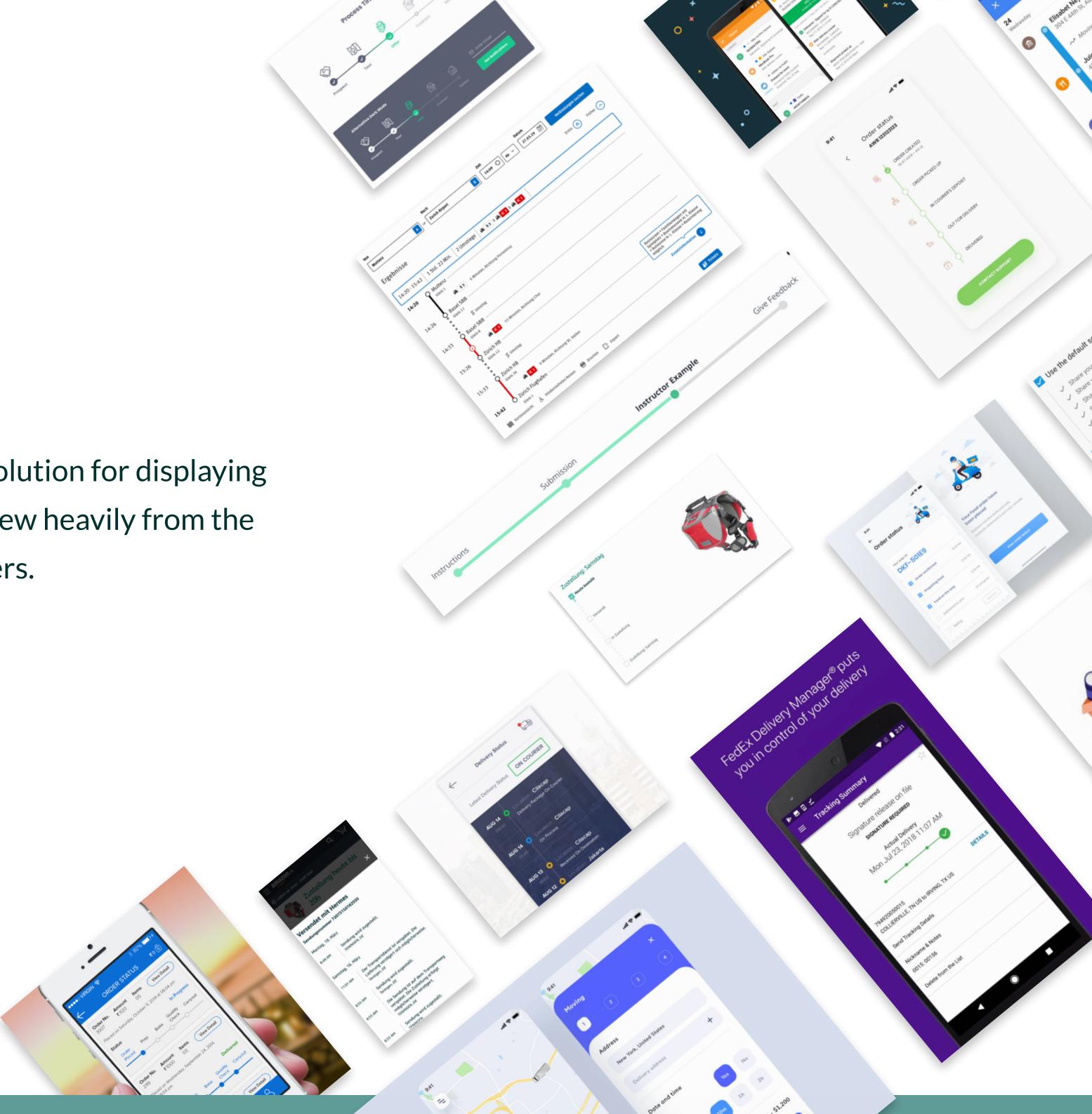
## ITERATION #3

Grouping items by phase and splitting each item into two events

## DIVERGING *Idea Generation*

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In my search for the optimal solution for displaying a simple status to the user I drew heavily from the emerging field of status trackers.

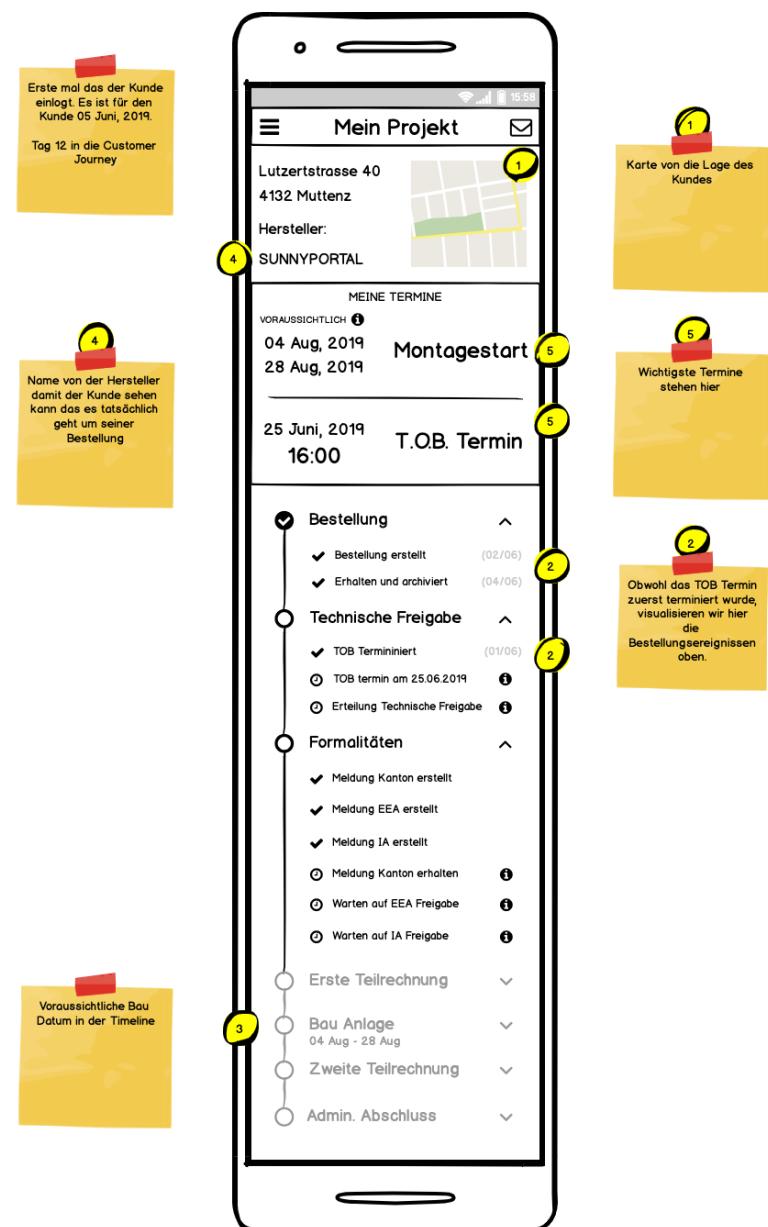


## CONVERGING *Wireframe*

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When we narrowed down the operating principles of the app, I moved to digital wireframes.

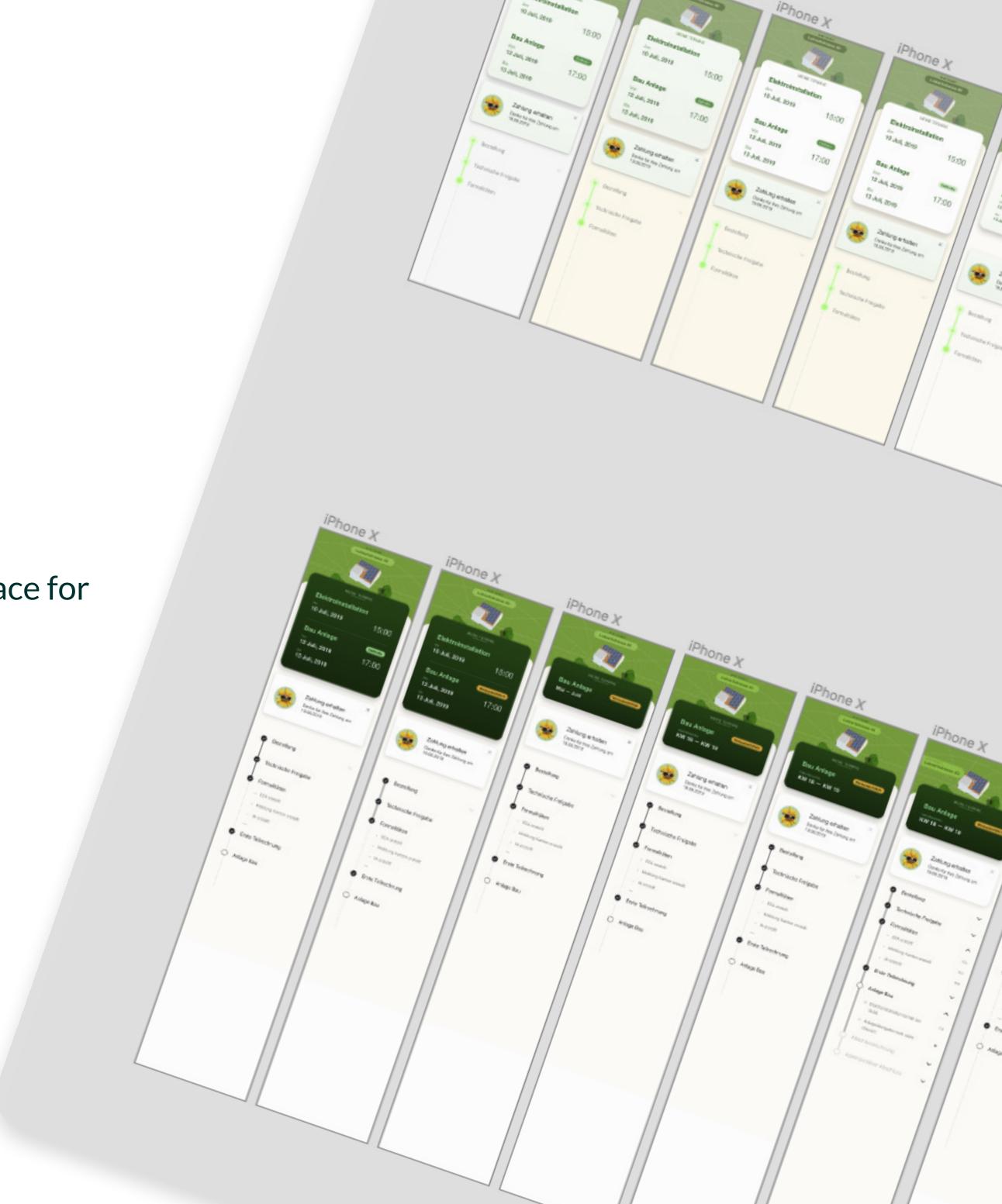
Wireframes were constructed for every possible state of the app.



## COMPARATIVE EVALUATION **Permutations**

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As a design heuristic I made many different iterations on each concept to explore the space for the optimal solution.



## SOLUTION

# End Result

The end result is a single-screen status tracker app.

Users can at a glance view where they are in the solar panel installation process as well as easily view any upcoming appointments.

Completed payments will show up as an in-app message notifying the user when they've been detected.

