# Wireframe/ Design Notes

Increase scale of hero banner text and button

* I identified that the main audience for this site are BC residents looking to find rebates for their home. A key call to action should be to the ‘Rebate Search Tool’ and this should be front and centre and should stand out.
* I missed this call to action on my first review of the site, so I have made some design changes to try and make it more visible and prominent.
* The website’s purpose or tagline is also included in this hero banner and should stand out as a key element of a homepage.
* During the accessibility audit, it was identified that this text did not comply with minimum contrast, so I also added a background behind the text to increase contrast and optimize readability.

From the website audit, I identified an SEO recommendation that the homepage would benefit from an increase in copy

* I have added new sections ‘Features’ that highlight specific rebates. I selected 2 that I thought stood out:
  + The Income qualified rebate of up to 95% stood out as appealing to the key audience
  + The heat pump also stood out as it is likely to offer the greatest impact for reducing emissions.

Addition of contact call to action

* This contact information is included in the mega menu on the <https://www.betterhomesbc.ca/> website in all dropdown areas, but it is hidden behind a click action, which prevents it from being visually scanned. I also felt this fit well at the bottom of the homepage, after a user has explored the other sections where they might be ready to contact an energy advisor for more information or to answer questions.
* This is a primary call to action on the site. I wanted to highlight this on the homepage for those who prefer to call or email/message with their specific questions.
* Having a contact call to action block inside a menu is not a common design pattern, so I wanted to try pulling it out into the page copy. UX changes like this one is often best supported by running an A/B test to see if one call to action gets more clicks than the other placement.

During the accessibility audit, the partner logos lacked text to support the images and it was not clear the purpose of this section. I located similar information on the CleanBC parent website and filled this section in with supporting copy to meet accessibility requirements, as well as supporting the UX. While partner information is not likely that important to the user, it does provide credibility to the site to know that this is a partnership between major utility companies and the province.

Addition of Footer Navigation

* This offers a different way for users to access information who may have reached the bottom of the page and are now are looking to access more information.
* This menu provides an easily scannable sitemap of the site and companion sites.
* This enhances SEO with more linked text to key information.
* I would be curious to run a test to see how many users end up on this website who are looking for commercial rebates.

Link to Better Buildings in Footer

* This link did not make sense from a UX perspective to be prominent in the footer
* I have moved this link to the ‘Quick Links’ in the Footer Nav

Homepage tiles:

* I rearranged the tiles on the homepage, moving the heat pumps to a featured banner, as it didn’t seem to fit.
* I moved the other sections into one section with the 4 remaining tiles.
* Any UX change like this should be supported by user testing to determine if the change impacted the UX.

I moved the benefits section just below the hero banner, as I felt this was telling the story of website’s purpose and engaging with the user before giving them links to move away from the homepage.

**References:**

Nielsen, J. (2018, January 6). *Top 10 guidelines for homepage usability*. Nielsen Norman Group. https://www.nngroup.com/articles/top-ten-guidelines-for-homepage-usability/?lm=113-design-guidelines-homepage-usability&pt=article

Nielsen, J. (2024, February 2). *113 Design Guidelines for Homepage usability*. Nielsen Norman Group. https://www.nngroup.com/articles/113-design-guidelines-homepage-usability/