

## Wireframe Design Decision Notes

### 1. Reorganization of Navigation:

- **Changes Made:** Capitalized each navigation item. Moved “Language Translation Service” under “Contact Us” and added new navigation items “Energy Coach Service” and “Ways to Contact Us”. Retained original navigation items “Rebates”, “Self-Serve Resources”, and “About Us”.
- **Rationale:** The reorganization provides a more logical and user-friendly navigation structure. Placing “Language Translation Service” under “Contact Us” consolidates all contact-related options in one place, making it easier for users to find ways to get in touch or seek help. Adding “Energy Coach Service” and “Ways to Contact Us” enhances the accessibility of support and guidance, thereby improving the overall user experience.

### 2. Adding Headings to Each Section:

- **Original Text:** N/A
- **New Text:** Added the following descriptive headings to each section: “Understanding the Rebate Process”, “Access Self-Serve Resources”, “Reasons to Improve Your Home's Energy Efficiency”, and “Unlock Savings with Energy Rebate Programs”.
- **Rationale:** The addition of descriptive headings to each section enhances the organization and navigability of the content. These headings serve as clear signposts, providing users with a quick overview of the topics covered in each section. By incorporating meaningful headings, users can easily identify relevant information and navigate the website more efficiently. This improvement contributes to a better user experience by facilitating comprehension and engagement with the content.

### 3. Changes to the Hero Section:

- **Original Text:** “Helping British Columbians find rebates to save energy and lower greenhouse gas emissions in their homes.” with a button “Search for rebates”.
- **New Text:** In the hero section, the title 'Find Your Rebate' has been introduced to prompt users to engage with available rebates. The accompanying content 'Discover energy-saving rebates to lower your home’s greenhouse gas emissions with CleanBC Better Homes. Apply now!' provides further information about the rebates offered and encourages users to take action. Additionally, a button labeled 'Apply For Rebates' has been included to facilitate easy access to the rebate application process.
- **Rationale:** The updated hero section text and call-to-action button are designed to be more engaging and actionable. The introduction of the title 'Find Your Rebate' in the hero section aims to capture users' attention and highlight the primary action of discovering available rebates. The new button “Apply For Rebates” reinforces this call to

action, attracting attention and prompting users to start the application process immediately.

#### 4. Direct Addition of the Rebate Process “Understanding the Rebate Process”:

- **Changes Made:** Replaced the original “New to CleanBC rebates?” (linked to rebate process) section with a direct presentation of the rebate process under the hero section.
- **Rationale:** Presenting the rebate process directly after the hero section provides users with immediate and clear information on how to proceed if they are interested in rebates. This logical progression helps users understand the steps involved and links them to detailed pages for further information. By doing so, it ensures that users who are keen on rebates can quickly grasp the necessary procedures without navigating away from the main page.

#### 5. Addition of Sections Within “Understanding the Rebate Process”:

- **Changes Made:** Added subsections for “Exploring Various Rebate Programs?”, “Looking for Rebates?”, and “Have questions or need help?” with related images within the “Understanding the Rebate Process” section, following the logical “Rebates” navigation order.
- **Rationale:** By integrating these subsections within the “Understanding the Rebate Process” section, users can seamlessly access additional context and resources relevant to the rebate process. “Exploring Various Rebate Programs?”, “Looking for Rebates?” assists users with search rebate tool, and “Have questions or need help?” offers support and answers to common inquiries. This structured approach enhances user guidance and ensures efficient access to relevant information within the rebate process section, contributing to an improved user experience.

#### 6. New Section for Access Self-Serve Resources:

- **Changes Made:** Introduced a new self-serve section for users who understand the rebate process and wish to manage their program independently. Each heading in this section overlays a related image and links to the detailed page. Additionally, changed “Self-Serve Resources” on the navigation bar to link directly to the same page heading instead of having a submenu, and removed the submenu.
- **Rationale:** The self-serve resources section caters to users who prefer to handle their rebate applications on their own. By providing clear headings with related images and direct links to detailed pages, this section empowers users to navigate and utilize the resources available effectively. Initially, the “Self-Serve Resources” was intended to have a submenu in the navigation bar to allow users quick access to various resources. However, when inspected in mobile mode, the submenu was found to be too long and caused usability issues, as it would

remain open and clutter the interface. Since modifying the header code was not an option, the decision was made to simplify the navigation. The “Self-Serve Resources” link now directly navigates to the corresponding section on the page, enhancing usability and ensuring a cleaner, more manageable navigation experience on mobile devices. If future adjustments to the navigation code become feasible and the mobile interface can support the submenu without issues, it would be preferable to reinstate the submenu to provide quicker access to the self-serve resources.

## 7. Updates to Original Sections 3 and 4:

- **Changes Made:** Kept the original section 3 (“Reasons to Improve Your Home’s Energy Efficiency”) and section 4 but updated the images and reordered the content in section 4.
- **Rationale:** Updating the images and reordering the content in section 4 enhances visual appeal and content clarity. These improvements ensure that the information remains relevant and engaging, maintaining user interest, and aiding comprehension.

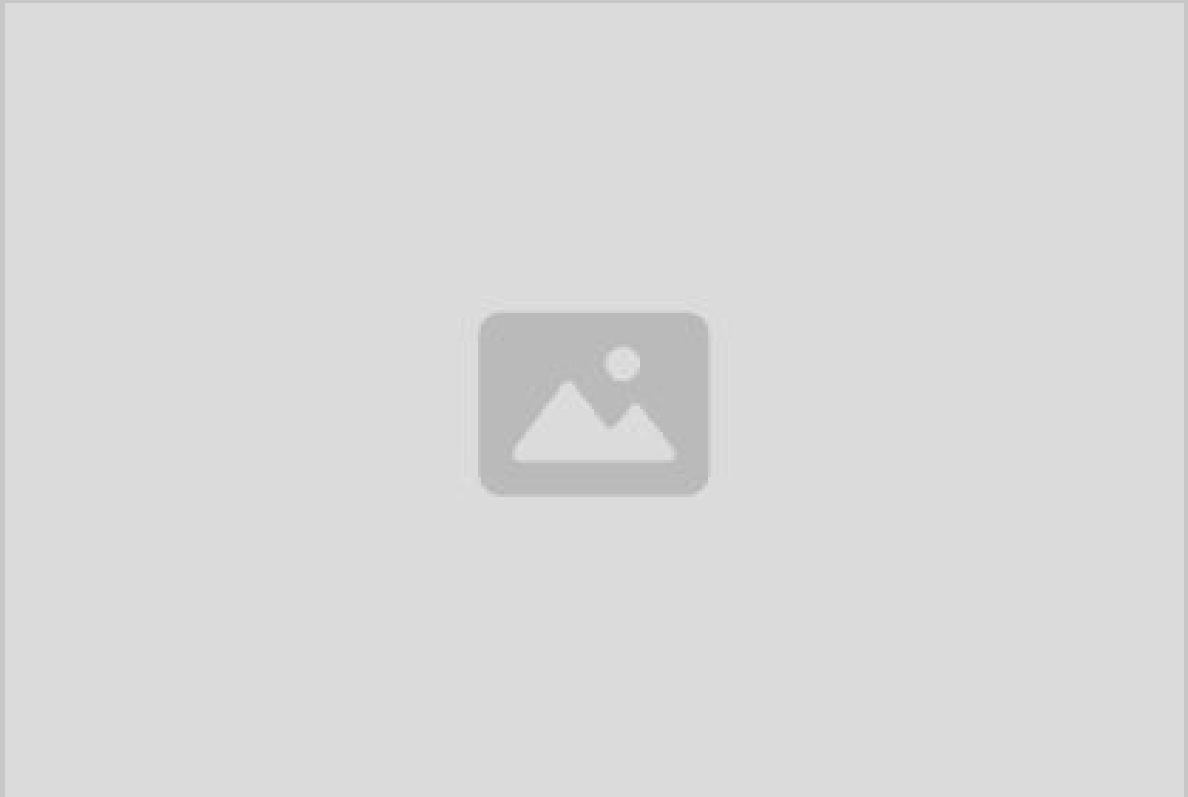
## 8. Header and Footer Adjustments:

- **Changes Made:** Adjusted the color scheme footer to match the overall design and aesthetics of the website, while still adhering to the Alpha v3 template structure. Centered the social media icons and copyright information in the footer. Increased the font weight of the links in the footer to enhance readability and emphasize their importance.
- **Rationale:** The original color scheme of the Alpha v3 footer template did not align with the website’s overall design. By adjusting the colors, the header and footer now seamlessly blend with the rest of the site, creating a cohesive and visually appealing user experience. Centering these elements ensures that they remain consistently positioned, providing a cleaner and more organized appearance on all screen sizes. This adjustment enhances usability by preventing the layout from becoming cluttered or misaligned, which can occur when elements wrap to new lines on smaller screens. Increasing the font weight of the footer links makes them more prominent and easier to read. This change improves the overall accessibility and user experience by making important navigational links more noticeable.

# Find Your Rebate

Discover energy-saving rebates to lower your home's greenhouse gas emissions with CleanBC Better Homes. Apply now!

Apply For Rebates



## Understanding the Rebate Process

- Step1

Decide which energy upgrades to make
- Step2

Explore the different rebate programs
- Step3

Find and review specific rebates
- Step4

Work with your contractor
- Step5

Apply for your rebate
- Learn More



Exploring Various Rebate Programs?

Each rebate belongs to a particular program, and each program has its own terms, conditions, and eligibility criteria.

Looking for Rebates?

Effortlessly find rebates for your home energy upgrades by using our search tool.

Contact Us

Our Energy Coaches provide free information and guidance on CleanBC rebates and programs.

## Access Self-Serve Resources

- Find a Contractor
- Find an Energy Advisor
- Exploring Financing Options
- Support for Contractors
- Support for Indigenous Communitiesdivisor
- Support for Community Organizations

## Reasons to Improve Your Home’s Energy Efficiency

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Increase year-round comfort
- 

Save money on energy bills
- 

Reduce greenhouse gas emissions

## Unlock Savings with Energy Rebate Programs

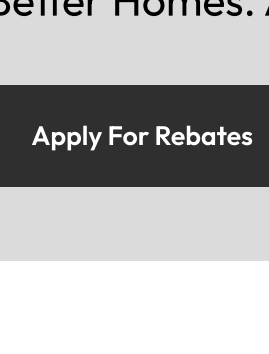
- Learn about heat pumps

Understand the benefits of heat pumps, get to know the different types, and learn which is the right fit for your home.
- Get help from a professional

Some rebates require the use of a program registered contractor. Use this tool to find a registered contractor near you.
- Find answers to your questions

View our database of answers to commonly asked questions about rebates, programs, projects and energy upgrades.

The BC Public Service acknowledges the territories of First Nations around B.C. and is grateful to carry out our work on these lands. We acknowledge the rights, interests, priorities and concerns of all Indigenous Peoples—First Nations, Métis and Inuit—respecting and acknowledging their distinct cultures, histories, rights, laws and governments.



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### Step3

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### Step1

Work with your contractor

### Step1

Apply for your rebate



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## Search for Rebates

Effortlessly find rebates for your home energy upgrades by using our search tool.



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Find a Contractor

Find an Energy Advisor

Exploring Financing Options

Support for Contractors

Support for Indigenous Community Organizations

Support for Community Organizations

## Reasons to Improve Your Home’s Energy Efficiency



Increase year-round comfort



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Rebates ▾

Self-Serve Resources ▾

Contact Us ▾

About Us