



# CoolTech HVAC Solutions

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# CoolTech HVAC Solutions Overview

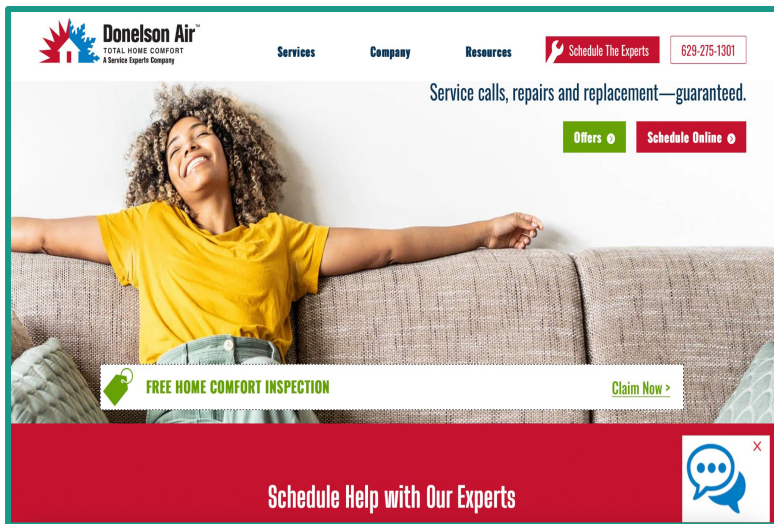
- ❑ The goal for this website is to show customers everything CoolTech HVAC Solutions has to offer while being easy to navigate.
- ❑ This website should be easily accessible for every customer.
- ❑ 50% of houses in America are over 40 years old.
  - ❑ Higher demand for HVAC services.
- ❑ HVAC service demand has been growing since 2023 due to new regulations.
  - ❑ Department of Energy changed regulations to make more eco-friendly units in 2023.
- ❑ 87% of customers use Google to research HVAC businesses.
- ❑ 76% of customers consistently read reviews when looking at local HVAC businesses.



# Problems with Similar Websites

- ❑ Overall flow of the website.
  - ❑ Design of site home pages seems primitive.
- ❑ Some sites are overly simplistic, some sites are complicated.
- ❑ Redundant

# Examples



Donelson Air™  
TOTAL HOME COMFORT  
A Service Experts Company

Services Company Resources Schedule The Experts 629-275-1301

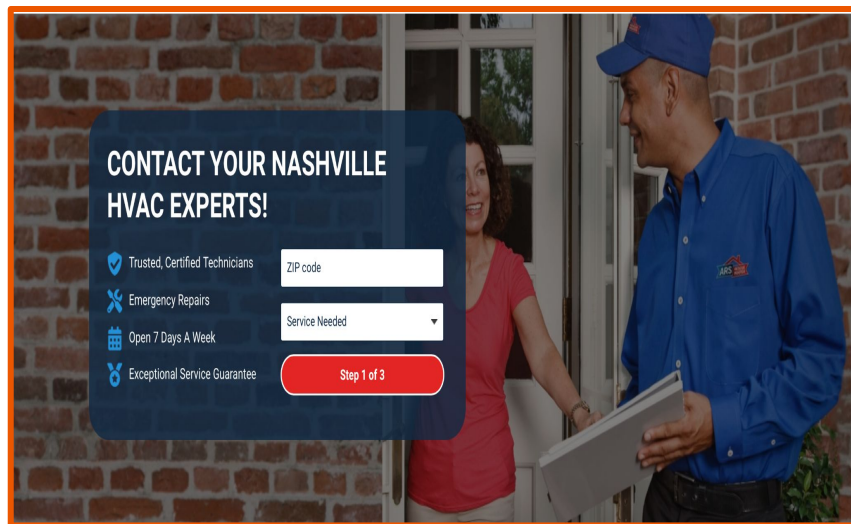
Service calls, repairs and replacement—guaranteed.

Offers Schedule Online

FREE HOME COMFORT INSPECTION Claim Now >

Schedule Help with Our Experts

The banner features a woman with curly hair in a yellow shirt relaxing on a couch. The navigation bar includes links for Services, Company, Resources, and a 'Schedule The Experts' button with a phone number. A central text line promises 'Service calls, repairs and replacement—guaranteed.' Below this are buttons for 'Offers' and 'Schedule Online'. A green badge on the left promotes a 'FREE HOME COMFORT INSPECTION' with a 'Claim Now >' link. The bottom of the banner has a red bar with the text 'Schedule Help with Our Experts' and a chat icon.



CONTACT YOUR NASHVILLE  
HVAC EXPERTS!

- Trusted, Certified Technicians
- Emergency Repairs
- Open 7 Days A Week
- Exceptional Service Guarantee

ZIP code

Service Needed

Step 1 of 3

The overlay is set against a background image of a technician in a blue uniform and cap talking to a woman in a red shirt. The overlay itself is dark blue with white text and icons. It lists four key service features: 'Trusted, Certified Technicians', 'Emergency Repairs', 'Open 7 Days A Week', and 'Exceptional Service Guarantee'. There are two input fields: 'ZIP code' and 'Service Needed' (a dropdown menu). A red button at the bottom indicates 'Step 1 of 3'.



# Benefits of Similar Websites

- ❑ Easy to schedule appointments
- ❑ Services are available
- ❑ Reviews
- ❑ Deals/Offerers
- ❑ Company Info
  - ❑ “About us”, etc.



# Examples

## Deals & Discounts

### \$69 Seasonal HVAC System Tune Up

Schedule Today!\*

Expires: 10/31/2024

### Save Up to \$7,200 on a New HVAC System

Payments as Low as \$118 per month!\*\*\*

Expires: 10/31/2024

### \$93 Main Drain Line Cleaning

or It's Free!\*\*\*

Expires: 10/31/2024

**FAQ**

**Blog**

**Serving All Makes and Models**

**Rebates**

Season Tune-Ups & Inspection

+

Electronic Air Cleaners

+

Heating & Air Conditioning System Analysis

+

Ultraviolet Air Purification/Air Scrubbers

+

Financing Options

+

Duct Cleaning

+

Energy Recovery Ventilation (ERV)

+

High SEER Units & Payback Analysis

+

Programmable Thermostats

+

Whole-home Humidification

+

Duct Installation Retrofit

+

Geothermal Systems

+

Planned Unit Replacements

+

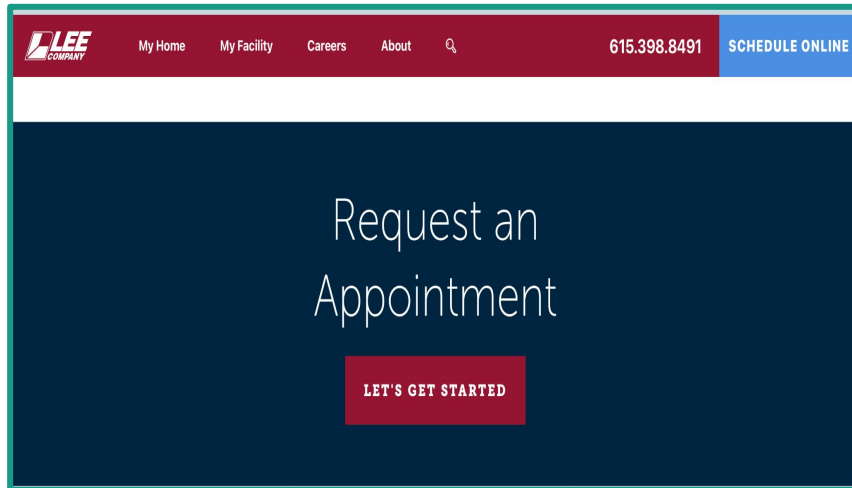
Solar Attic Ventilation Fans

+

Crawl Space Encapsulation

+

## Examples Cont.



The screenshot shows the top portion of the LEE COMPANY website. The header is a dark red bar containing the company logo, navigation links (My Home, My Facility, Careers, About), a search icon, a phone number (615.398.8491), and a blue button labeled 'SCHEDULE ONLINE'. Below the header is a large dark blue section with the text 'Request an Appointment' and a red button labeled 'LET'S GET STARTED'.

LEE COMPANY

My Home My Facility Careers About

615.398.8491 SCHEDULE ONLINE

# Request an Appointment

LET'S GET STARTED



The screenshot shows a form titled 'Request an Appointment'. It includes a note that fields marked with an asterisk (\*) are required. The form has input fields for First name\*, Last Name\*, Email\*, Phone, and a Comments section.

## Request an Appointment

Fields marked with an asterisk (\*) are required.

First name\* Last Name\*

Email\*

Phone

Comments



# Improvements for the Website

- ❑ **Usability**
  - ❑ Customers of all ages should be able to easily use this site.
- ❑ **Company services should be available.**
- ❑ **Should be easy to book appointments and request quotes online.**
  - ❑ Requests should be monitored/sent to someone's email.
- ❑ **Educational blog for customers.**
- ❑ **Seasonal offers should be displayed.**





## Works Cited

- ❏ [Web FX](#)
- ❏ [Lee Company](#)
- ❏ [Donelson Air](#)
- ❏ [ARS/Rescue Rooter](#)