



Client Description
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Client Description

CreativEnergy Solutions/EnergySavingsNC.com (CES) are a small-mid size business focused on providing energy saving solutions to property owners. The main products/services that CES currently offers are Radiant Blocker, Solar Lighting Dome and Green Home Energy Kit. These are “after market” products that can be added to a home to increase energy efficiency and home comfort while reducing energy costs and carbon foot print. The products are targeted as low(er) cost solutions to property owners mainly in North Carolina (Charlotte/Raleigh area) and in the mid-Atlantic region. Users of the CES website will be primarily home owners looking to make improvements to their home, reduce energy costs and be more “green”. Secondary users may be contractors and developers looking to gain knowledge of cost effective “green” solutions for fix/flips, new builds and clients.

Purpose

The primary purpose of the CES site is to provide information to public about services and product, converting visitors to customers. The site will act as a primary source of information about CES, the services/products and a way for visitors/customers to connect with the company through contacts and dialogue (blog/twitter feature).

Strategy

Providing useful information and building trust with the visitor while making it clear what they should do next (K.I.S.S. “keep it simple stupid!”) will help drive conversion. This is achieved by CES providing detailed information about products’ energy savings, ease of application to home, cost savings and frequent calls to action to cash in on the free estimate. Through providing useful information about energy and cost saving available to the visitor trust can be built. A blog and/or other social media will increase contact with visitors/customers allowing more opportunity to inform and build trust. Frequent updates of articles, special deals, projects provides visitors/customers with an intimate and informative way to connect with CES. Linking to the CES site from Blog/FB/Twitter can also increase SEO which will drive more visitors to the site. These will also be touched on in design considerations.

Design Considerations

The scope of the site is an information source for the specialized home services/products of CES with the goal of converting visitors to customers. The only constant of the user of the CES site is that they are a property owner, or somehow directly working with a property owner. The user ability, education, and other background aspects that can typically be known by more niche markets are fluid with the CES user. This should be especially addressed when considering the interaction with users through blog and/or other social media. The need to balance the site for older, less saavy users with that of younger, tech saavy users is the main design consideration. Because of the content heavy nature of the products and wealth of information content will be edited down some and “hidden” using animation/effects. This will be done to maintain white space on the page, balance and scan-ability of the page making it easier on the eye.

The site will be designed on a template system (960.gs). Hand coded, W3C XHTML/CSS will be the primary language to build the site on with a PHP contact form submission. Animation/effects to feature images and show/hide content on the page will be coded using javascript/jQuery. All code will be tested across multiple browsers (Chrome, Firefox, Safari, IE6+, Opera) however CES does recognize that there are certain features that will appear differently across these browsers. All efforts will be made to mitigate these differences and maintain a consistent look/feel across multiple browsers.



Primary User Models

Jack and Linda Smith

o Demographics

- Ages: 62 and 60
- Occupation: Retired Military and Stay at Home Mom
- Education: Both have Bachelors degrees
- Income: N/A, fixed income from retirement savings/pension
- Family/Living Situation: Live in 15 year old 2,500 sq/ft home (1995 build) with some remodels; renovated kitchen, master bathroom and finished basement; no projects in last 5 years, no projects specifically target energy savings. Married for 37 years with 3 children, 4 grandchildren. Children and grandchildren live within 300 mile radius and visit home frequently.
- Characteristics: love their custom home, spending time with children/grandchildren, entertaining at home, moderate political views, concerned about their retirement savings and how long they can live off fixed income, growing concern about the environment, love nature and the environment of rural North Carolina
- Constraints: older couple with relatively up-to-date home with remodels, fixed income, somewhat skeptical of new technologies that are marketed as “easy fixes”

o Psychographics

- General Personality: both are amiable, hobbies include sailing, walks, spending time with family and entertaining with friends at home
- Attitudes about world: positive outlook but growing concerns about political environment, war, environment, economy, etc. Want to correct past mistakes from generation to ensure a good place for their children, they acknowledge that things “aren’t the same as when they were growing up in NC”
- Perception of site subject matter: interested in how they can reduce carbon footprint while improving efficiency of home and saving money in the long run
- Perception of client: Influential user as they are plugged into their community (friends/neighbors) and family and due to “seniority” have lots of influence over decisions of others
- General knowledge of client and services: They know about “green” as a fad and term but little about the technology. Having been long time home owners they know about how energy is lost but not about the latest technology/products to increase efficiency also want to know more about how they can reduce their impact on the environment

o Technographics

- Attitudes about technology: excited about technology but not very up to date about latest uses/products
- Computer skill level: moderate; comfortable using limited applications (word processing, spreadsheet, email, internet)
- Web skill level: low-moderate; use email, yahoo/google, facebook
- Favorite websites: msn.com, washingtonpost.com, facebook.com

o Needs & Motivations

- reduce monthly utility bill
- reduce carbon footprint, “green” up home
- learn about the latest tech for more efficient/comfortable homes

o Proposed Features & Activities

- image gallery to show work/products (before vs. after)
- easy to digest technical information on how much they can save (energy savings calculator?)
- blog/articles of supporting data and/or technology for home energy (special deals, tax credits, etc.)
- testimonials of past clients (want to see that it’s a quality company)
- easy to contact for more info./schedule an estimate

o Memorable experience

- Visit the site as follow up to a newspaper advertisement; learn about the Green Home Energy Kit savings potential over the next few years; calculate cost vs. savings, schedule estimate for GHEK and ROI exceeds their expectations; have Premium GHEK installed and cost savings on utility bill is dramatically reduced and they’re home/project is written up in blog which they can tell friends, neighbors and family about.

o Scenario

- Upon “entering” the site Jack and Linda immediately look for how much money they can save by purchasing the product. They navigate to the “Products” page and learn that there are multiple options that can all save money, no hard numbers but rather % of savings are provided. Jon and Linda are looking for the greatest possible saving at the lowest possible price however prices are not directly quoted on the site. They see that there is a call to action to “Contact for a free estimate” however before doing this they want some more background information on the company. They navigate to the “About Us” page and read about the history, mission and philosophy of the company, they also read some testimonials that are positioned on the “About Us” page. They then proceed to the contact form and fill it out requesting more information and to get an estimate for their home.



Primary User Models

John Locke

o Demographics

- Ages: 52
- Occupation: Senior Financial Analyst
- Education: Masters Degree
- Income: \$90,000
- Family/Living Situation: Live in 20 year old 2,000 sq/ft home (1990 build) with recent cosmetic DIY projects (kitchen, bathroom, exterior siding, landscaping, etc.); Divorced with 1 grown daughter, daughter and husband visit occasionally, live far. Plans on staying in home for at least 10 more years, possibly retire somewhere else.
- Characteristics: enjoys doing projects on home to increase property value, comfort and as hobby; money is not a concern but is motivated by savings opportunities
- Constraints: home does have recent remodels and customer is very much into DIY seeing it as a viable way to save money on projects; possibly not as tied to home due to interest in maybe retiring elsewhere in 10 years or so

o Psychographics

- General Personality: friendly, active in community, business associations, neighborhood dinner parties with neighbors/friends, hard working and very focused on work or current project
- Attitudes about world: positive, some concern about financial stability of national economy; not as concerned with "world" as much as concerned about self and immediate friends/family
- Perception of site subject matter: interest in energy savings opportunities, reduce cost of utilities and increase property value of home, interest in learning about products and what projects can be done by self and what projects may need professional install
- Perception of client: A DIY kind of guy, wants to get the most knowledge and make the best informed purchase/decision which will yield a high ROI; influential on friends, neighbors, community members, clients
- General knowledge of client and services: Believes "green" to be more of a trend than a solid business model; more interested in cost benefit analysis and ROI; DIY if it saves money and will produce the same end result, avoid going to a "pro"

o Technographics

- Attitudes about technology: somewhat tech savvy, stays on top of trends and uses computers, data analysis ect. daily
- Computer skill level: moderate-high; uses internet, email, various apps including word process, data analysis, spread sheets, mobile technology like smart phones, etc.
- Web skill level: moderate; email, online banking/investing, online shopping, photo sharing (flickr) with friends/family
- Favorite websites: wsj.com, gmail.com, flickr.com, amazon.com, bankofamerica.com, npr.com

o Needs & Motivations

- high ROI/ good cost benefit
- increase home value
- lower monthly utility costs
- "green" home to stay with trends/increase marketability of home eventually (possibly)

o Proposed Features & Activities

- potential cost savings of products/services
- cost of install of products
- explanation of the tech how each product works (wary of "scams" in the green industry)
- testimonials of past clients
- images and/or tutorials on install and maintenance of products
- images of before/after work
- next steps/contact/purchase instructions

o Memorable experience

- Visit the site after google'ing how to make home more energy efficient. Easily digestible content that is thorough but not repetitive with data and testimonials to back up energy savings and efficiency of products. Views images of before/after projects, visits blog to see step by step how project has gone at other homes. Contacts CES for more information on how to purchase products suitable for DIY install.

o Scenario

- Upon "entering" the site John seeks information on the services/products offered. He scans the "landing page" for next steps to get indepth information on the products, energy savings, costs and installation process. He goes directly to the "Products" page and reads the brief overview of each product, navigating to each product's dedicated page. Seeking the most information on energy savings, how it saves energy, how much money savings that translates to and how much it costs to install/purchase. After investigating about the products he see's there is a "Blog" and goes there to get some more information about current projects. He is happy to see that images of not just before/after but of the process are included for projects that have been completed. From there he goes to "FAQ" page and learns that many of the products available are available for self installation. From there he goes to the "About Us" page to see that this is a reputable company with mission, history, etc., and he is pleased to see positive testimonials. From there he fills out the contact form sends it and calls the provided contact number.



Secondary User Models

Charles and Sun Lee

o Demographics

- Ages: 44 and 40
- Occupation: Mechanical Engineer and Para-Legal
- Education: Both have Bachelors degrees with some Grad level education
- Income: \$120,000 combined
- Family/Living Situation: 10 year old 1800 sq/ft 3 story townhome with few updates as home is already fairly new; 2 children ages 10 and 4.
- Characteristics: enjoy their home, both are very environmentally conscious and interested in learning about how they can reduce their carbon footprint while maintaining comforts of home (air conditioning, lighting, water use, appliance use, etc.)
- Constraints: attached townhome may limit opportunities; not as financially motivated so maybe looking at changing energy use characteristics rather than purchasing products to reduce energy consumption

o Psychographics

- General Personality: friendly attitude, focused on family and work; active within Korean community and Church but not as out-going with neighbors
- Attitudes about world: worried about environment, political climate, economy but overall optimistic about future for their children; they want to have some positive legacy, impact on the future and be involved with a large movement
- Perception of site subject matter: Want to learn about technology/products available to maintain lifestyle but cut energy use; see what actions they can take to become more green without moving or spending a ton on their home or purchasing new cars, changing lifestyle too much, etc.
- Perception of client: influential with Korean community due to ties with Church and community center; motivated not so much by money savings opportunities but rather by "green" movement
- General knowledge of client and services: client knows about ways to be more "green" but understands it more as expensive and drastic lifestyle change; their interested in learning about how they can cheaply and gradually be more "green"

o Technographics

- Attitudes about technology: excited and knowledgeable about technology; recognize that technology is constantly

changing and can provide cheap effective solutions to large problems

- Computer skill level: moderate-high; both use computers daily in career and grew up learning/using computers
- Web skill level: moderate-high; both use internet daily in career; web applications, online banking, investing, shopping, travel, news, social networks
- Favorite websites: bbc.com, bankofamerica.com, farecompare.com, facebook.com, designobserver.com

o Needs & Motivations

- become more "green"/reduce carbon footprint
- not spend tons of money or drastically change lifestyle to be more "green"
- joining a larger movement to make world "better" for their children

o Proposed Features & Activities

- steps to reduce carbon footprint
- effects of various steps; how they reduce impact on environment, how they impact lifestyle, how they impact finances
- information on products, how they work, why they work, how much they cost, what are the applications/implications
- cost to have products installed/tutorials for installing products
- testimonials of past clients, who else uses this stuff?
- easy to contact for more info./schedule an estimate

o Memorable experience

- Jin visits the site one day after seeing a link on a north carolina "green" community facebook page. He reads about easy steps to reduce your energy consumption and learns that not only do the products offered by CES "green" up his home but they are non-invasive/easy to install, cheap and have a great ROI over 5 years.

o Scenario

- Upon "entering" the site Charles and Sun seek to find out how "green" this company is. They immediately navigate to the "About Us" page to learn more about the company before moving onto the "Products"page. At the products page they read the brief overview of each product/service and visit each dedicated page. At the dedicated pages they are pleased to learn how the product reduces energy use without compromising lifestyle much as well as giving explanations about how the energy is lost and how much money can be saved on utility bills by making the changes. From there they complete the form to be contacted by CES for a free estimate and to get more information.



Tertiary User Models

James Sawyer

o Demographics

- Ages: 36
- Occupation: Real Estate Broker/Investor (fix and flip)
- Education: Bachelors Degree
- Income: \$50,000
- Family/Living Situation: Lives in 3 year old 1,1000 sq/ft condo, more interested in products to feature in homes he is selling/fixing up and flipping; single
- Characteristics: work a holic, motivated to make money, DIY attitude; doesn't seem much need of this product for his home, but does fix and flips and see's these products as a good way to add sellable features to homes he is selling
- Constraints: not looking for his own home, looking at products for investment properties/homes he is selling; dependent on investments to fix up home and needs a sellable points

o Psychographics

- General Personality: very personable, total "realator" personality, motivated, outgoing, positive
- Attitudes about world: very on top of world trends, news, finances, etc., recognizes a need/market for "green" products both from environmental and business view
- Perception of site subject matter: interest in finding "green" products that offer highly sellable points at low cost and easy installation
- Perception of client: motivated by success; not too interested in "green" products for himself as much as he is in the marketability of green products for the homes he is selling/fixing up.
- General knowledge of client and services: Recognizes the ability of "green" products to increase to property value/ sellability of homes; looking for highest possible ROI, needs something that can be easily "sold" to his customer and will not cost him much time of money

o Technographics

- Attitudes about technology: interested in technology and stays on top of trends with technology; computer, tv, mobile, etc.
- Computer skill level: moderate-high, grew up with computers, very comfortable with word processing, spreadsheets, web, various presentation apps, etc.
- Web skill level: moderate-high; has own blog and website that he has had built; maintains his blog, understands how his

site works and checks his analytics; comfortable with various social networking, banking/investing, shopping, media sites

- Favorite websites: realtor.com, wsj.com, diyhome.com, facebook.com, twitter.com

o Needs & Motivations

- selling points to his clients
- increase property values
- low cost, easy installation (high ROI)
- market to "green" home seekers

o Proposed Features & Activities

- broken down information on each product about cost, installation, ability to install w/o professional
- installation tutorials/instructions
- impacts of products (no product vs. product)
- testimonials
- images (before/after)
- amount of level of "green" of each product

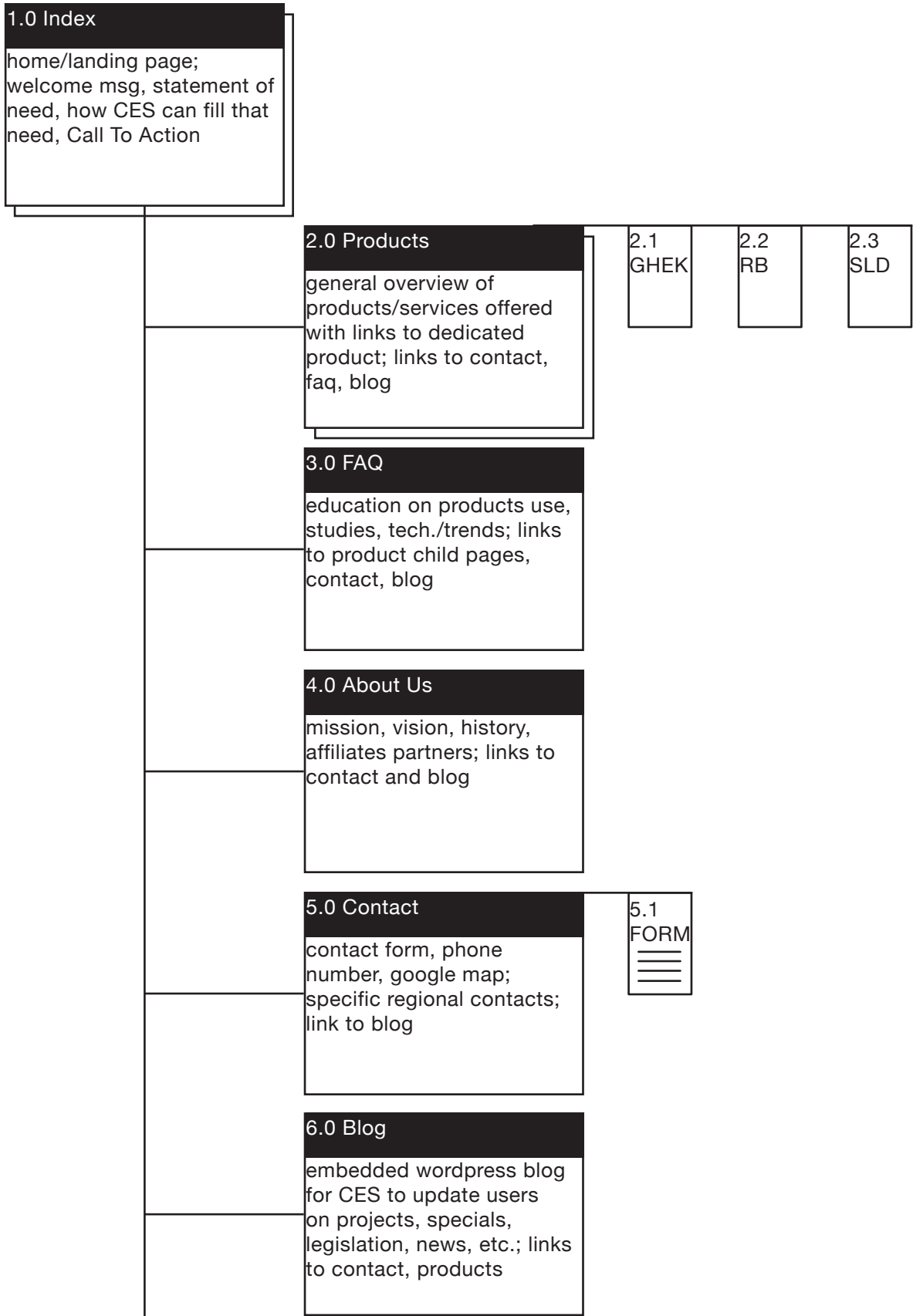
o Memorable experience

- Googles "green home makeover in north carolina" and CES is one of the hits. Visits the site and goes straight to the product descriptions where he gets cost of product and major selling points of each product. He is able to see which products can be easily installed without hiring outside professional and see which of those has the most "sellable" points to home buyers. Realizes that by getting a Green Home Energy Kit installed he can add a major selling point to his homes and increase their value while opening them up to more markets.

o Scenario

- Upon "entering" the site James immediately navigates to the "Products" page to find out what is offered, how it works, get the selling points and cost. He learns about all the "selling points" he can market in his homes at each product dedicated page as well as learning how each feature works. While it doesn't provide hard costs for each product he does like that it shows what utility bill savings can be in %. He then visits the "About Us" page to find out more about this specific company and what makes them different than others, he notices the "Blog" and goes there to check out latest projects. He likes that the "Blog" provides process images of projects as well as news, articles and tax credit information on the products to support him in his sales of home with products. He then calls the provided phone number for the company to find out how he can get prices for the select products that he has learned how to install easily.

Site Map



Legend

Single Parent Page
all information housed on single page; global nav links to parent pages

Parent Page
Single Page introducing "Child" pages with more indepth information; global nav links to other parent pages, local nav links to child pages

Child Page

Page Form

Sample Task Flow

