

UX Project Brief

Star Heating and Air Inc. Website Redesign

Started on: January, 2022

Completed on: March, 2022

Background

Star Heating and Air Inc. is looking to redesign their website, add important links to improve workflows, and populate higher on Google.

Objective

Goals: Embed links for customers to apply for financing online, embed links for customers to schedule their own services online, populate higher on Google, and provide a fresh and modern design to their current dated website.

What is the benefit for the business?

Star Heating & Air Inc. will benefit from their Wells Fargo Financing app by having customers easily apply online for financing when their system fails. Right now, a staff member of Star Heating & Air Inc. must deliver paper copies of applications to the customer, wasting time, fuel, and money.

The company is wanting to fully utilize Housecall Pro, a third-party system that helps manage their schedules and workflow. This system has a

link available to set up so customers can schedule their own service online, eliminating unnecessary phone calls, time, and is an added value of the services they can provide to their customers.

What is the benefit for the user?

With these goals and changes, users will be able to quickly and efficiently locate important information, find services that are helpful to them, and assist customers in easily obtaining financing, solving their HVAC problems fast. By addressing the hierarchy of information and structuring content to anticipate user and customer needs, we can create a positive user environment, especially during times of extreme stress such as when your HVAC unit fails.

Key results & Success criteria

Success of the goals of this project will be determined by the number of users who utilize the Wells Fargo Financing buttons, Housecall Pro scheduling buttons, and increase in time and cost savings by the company. Customer success KPI's will be evaluated as the new site is launched and utilized by the business and customers.

Target audience

The target audience is a variety of different types of families and individuals living within 25 miles of the Columbus, Indiana area who need service, installation, or preventative maintenance programs for their HVAC systems.

The team and stakeholder map

Tera Knapp – Vice President – Main point of contact and decision maker

Jason Knapp – President – reviews information and approves changes

Scope

Restructure of content and identifying a clear hierarchy of information. For example, emergency service phone number and information needs to be in a hello bar at the top of the home page to provide people with instant information; they do provide emergency 24/7 services and here is the number to call!

Adding links that will benefit both the customer and the business for applying for financing online and scheduling services.

Updating headshots for each staff member of the company

Updating the overall look and feel of the site for a fresh and modern web design

Scope “Maybes”

In order to improve SEO, more content could be added to the page such as: FAQ section

Determine when to call section

Bio’s and additional company information on an “about” page

Dependencies

Wells Fargo contact will need to approve website design in order to obtain application link for Star customers to apply online.

Housecall Pro will need to provide customized link for Star Heating and Air to create a “scheduling services” button online for customers to utilize.

Risks

Wells Fargo online application link is a must. Meeting the brand guidelines, verbiage, and other requirements set forth by Wells Fargo to become approved for the application link is necessary for the success of the project.

Deliverables

A fully redesigned, fully functioning site with Wells Fargo application links, scheduling links, structured information according to user needs, and additional information to assist with SEO and creating a positive user experience.

Timings

Project Start Date: 01/22/22

Project Completion Date: 03/22/22

Ways of working

Primary communication will consist of email correspondence between Tera and the designer.

Wix will be utilized to design, develop, and share preview links and concepts of the site before the site is published.

Key Points Addressed in Redesign

This is a brief overview to highlight some of the changes I made to the site to demonstrate my understanding of UX, design principles, and the importance of customer and market research:

- Hierarchy of Information and Content Restructure
 - Hello bar was added to the top of the home page that indicates emergency service information
 - Financing tab added to navigation bar to help users quickly and easily identify where they should go to apply for financing and learn more before applying
 - “schedule service” and “apply for financing” buttons added to hero image for quick and easy access. Understanding of target audience and market research indicated these two buttons were top priority for users.
- Using modern design principles, information was succinctly rewritten and accompanied by simple icons to quickly indicate to user’s services offered, along with a brief overview of content related to those services so users are able to quickly and easily identify if Star Heating and Air Inc. will be able to meet their HVAC needs.
- Offered business free headshots as the current images of the owner were outdated and pixelated. “About” page was completely overhauled to include bios and professional headshots so customers can see and get to know who may be visiting their home to provide service.
- Buttons are appropriately placed throughout the site in relation to the content they are associated with. “Schedule service” buttons are appropriately placed throughout the site where more service information is provided so users can quickly schedule service after learning more and as they navigate through the site. This was to **accommodate** users during times of high stress levels and to avoid having to navigate back to original pages to find access to schedule service again.

- A map was added that helped users quickly and easily visualize the service area that Star Heating and Air Inc. services.
- Responsive web design and a mobile first approach was applied to this site so that users on any device can quickly and easily access the information they need.