Boiler Juice

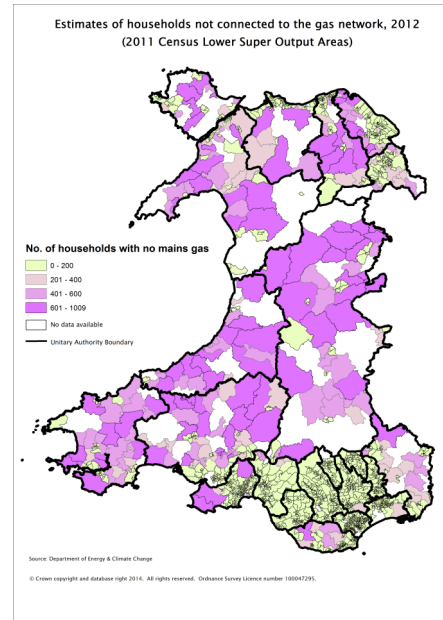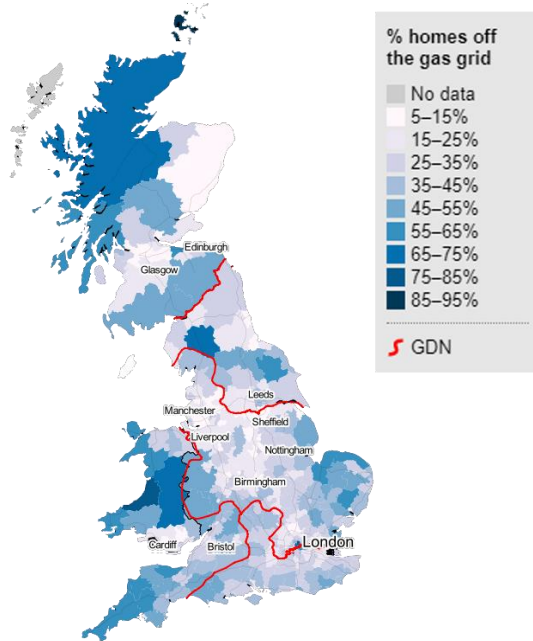## Get my Quote Project

Test exercise by Fabrice Simonnet

Discovery

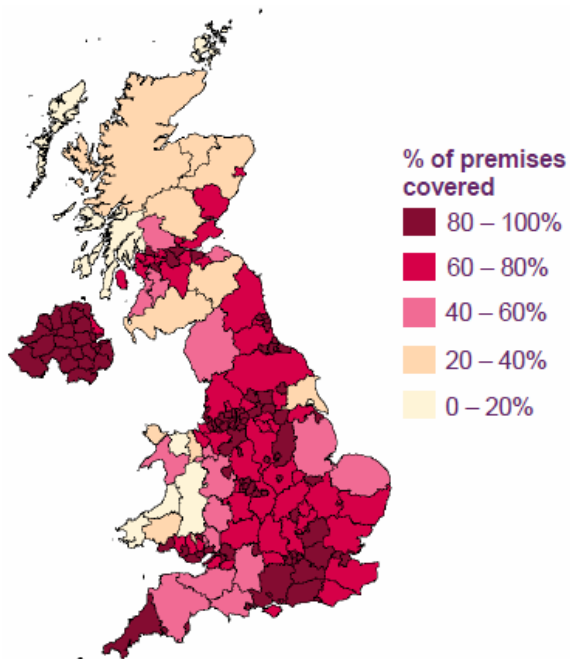# Discovery

Properties off the gas grid.

Across Great Britain and Northern Ireland, around 1.6 million households rely on domestic heating oil. The following maps show where those 1.6 million domestic properties are mainly located. Percentage of domestic properties by region reliant on heating oil.

% homes off the gas grid
- No data
- 5–15%
- 15–25%
- 25–35%
- 35–45%
- 45–55%
- 55–65%
- 65–75%
- 75–85%
- 85–95%

GDN

Edinburgh
Glasgow
Leeds
Manchester
Sheffield
Liverpool
Nottingham
Birmingham
Cardiff
Bristol
London

Estimates of households not connected to the gas network, 2012
(2011 Census Lower Super Output Areas)

No. of households with no mains gas
- 0 - 200
- 201 - 400
- 401 - 600
- 601 - 1009
- No data available
- Unitary Authority Boundary

Source: Department of Energy & Climate Change

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3

Discovery

Broadband access.

An Ofcom report published in 2014 revealed that 75% of premises are now within reach of a broadband service (24Mbps+).

% of premises covered

- 80 – 100%
- 60 – 80%
- 40 – 60%
- 20 – 40%
- 0 – 20%

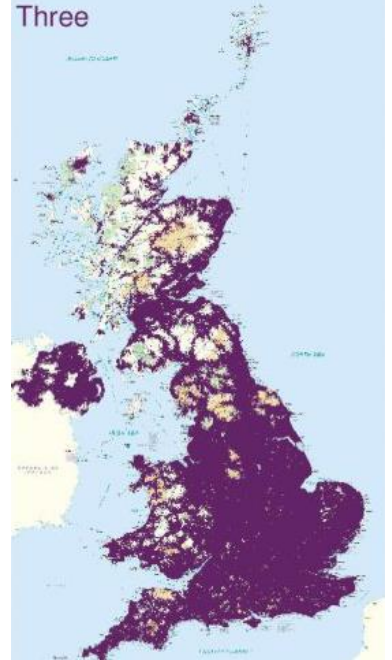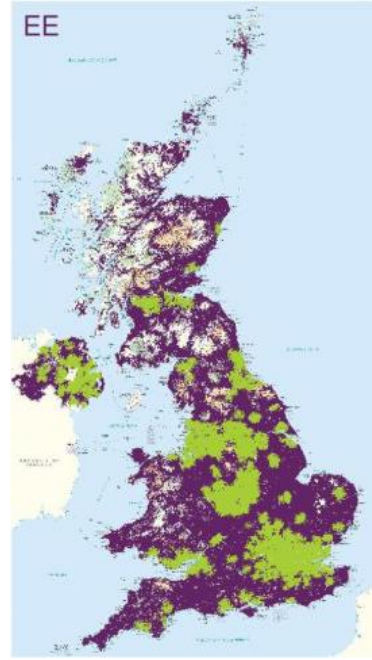|	2014 NGA
UK	78%
England	80%
Scotland	63%
Wales	58%
NI	94%

Ofcom analysis of operator data

Discovery

03 Mobile network coverage.

Ofcom noted and published in 2012 that all four main operators cover more than 90% of UK premises for 3G and more than 70% for 4G connection (increasing rapidly).

Discovery

04 Understand the problem.

› Desktop user path / map.

12 fields / Dropdowns + 5 Clicks + 5 mouse scrolls / screens = 22 actions

Discovery

Understand the problem.

> Mobile user path / map.

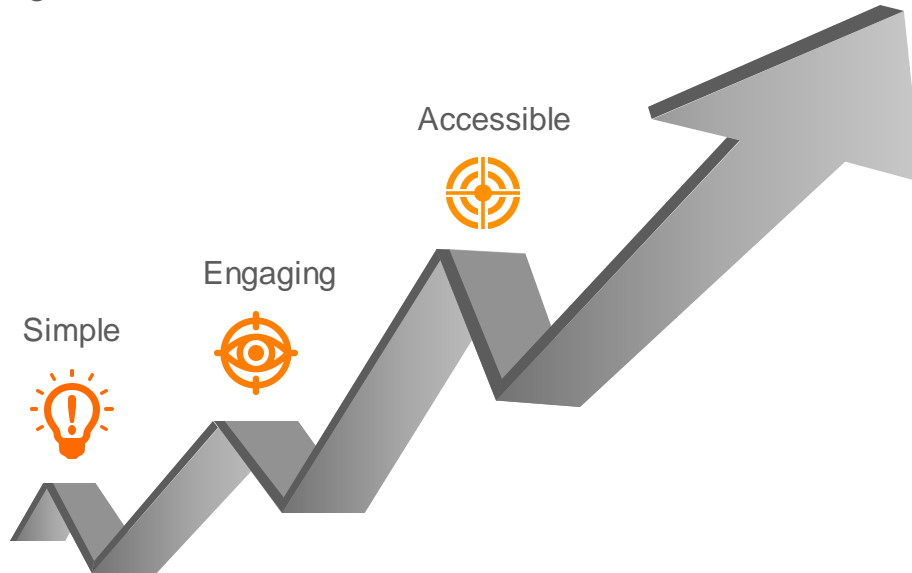12 fields / Dropdowns + 6 Clicks + 8 scrolls / screens = 26 actions

Discovery

04 Understand the problem.

> Conclusion.

After reviewing the required steps needed for both desktop and mobile in order to get a quote, I conclude that the overall process could be simplified and reduced as well as made more engaging and accessible.

Accessible

Engaging

Simple

Discovery

05 Goals and targets.

Our main target is simply to improve the usability of the process.
In order to achieve the improvement and monitor its success, we will set goals specified by
and for users within the effectiveness, efficiency and satisfaction areas of the process.

Get a quote process

- **Effectiveness.**
  Fully mobile optimise.

- **Efficiency.**
  Reduce steps and actions to get quote.

- **User satisfaction.**
  Streamline quote process.

Discovery

06 How to achieve the goals.

Now that our goals are established we are going to achieve them with the least disruption possible on the current flow by avoiding removing fields / dropdowns used in the process.

Effectiveness.
Looking at the process and the quote result page itself, a lot could be done to optimise the display on screen and minimise the scrolling.

Efficiency
We can increase the efficiency by removing unnecessary clicks.

Improve user satisfaction.
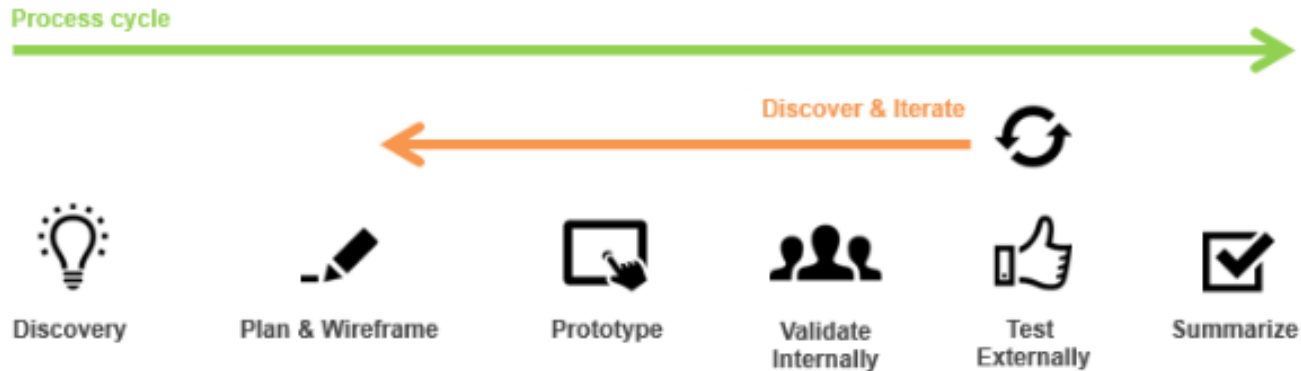Remove unnecessary information and offer simplified layout.

Process

Process

01 Lean UX

Lean UX is focused on the experience under design and is less focused on deliverables than traditional UX. It requires a greater level of collaboration with the entire team. The core objective is to focus on obtaining feedback as early as possible so that it can be used to make quick decisions. Lean UX is an incredibly useful technique when working on projects where the Agile development method is used.

Process cycle

Discover & Iterate

Discovery

Plan & Wireframe

Prototype

Validate Internally

Test Externally

Summarize

Process

02 User centred approach.

Personas.

Name: Peter
Gender: Male
Works at local farm
Age: 38
Likes to spend time
outdoors with his dogs.

- Has a moderate social life.

- Spends hardly any time on social media.

- Uses an Android phone with limited data allowance.

- Goes to hunting club twice a week.

- Not comfortable with technology.

- Doesn't have a broadband connection.

Name: Duncan
Gender: Male
Owner of Hill Farm
Age: 48
Passionate about art and
Photography.

- Has a good social life.

- Has a photography blog.

- Uses an iPhone with lots of data allowance.

- Teaches photogaphy course once a week.

- Gets frustrated with slow websites and long processes.

- Has an ISDN broadband connection.

Process

03 Design process.

With Hi-Fidelity wireframes

Lo-fidelity Wireframes   Hi-Fidelity Wireframes   Mock-up's

Process

03 Design process.

With Prototype

Lo-fidelity Wireframes   Live **Prototype**   Mock-up's

Process

04 Mobile first.

The mobile-first approach is exactly as it sounds: designing for the smallest screen and working your way up. It is one of the best strategies to create either a responsive or adaptive design.
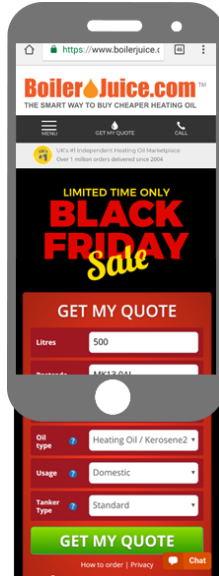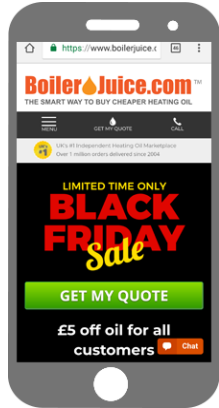
Wireframes
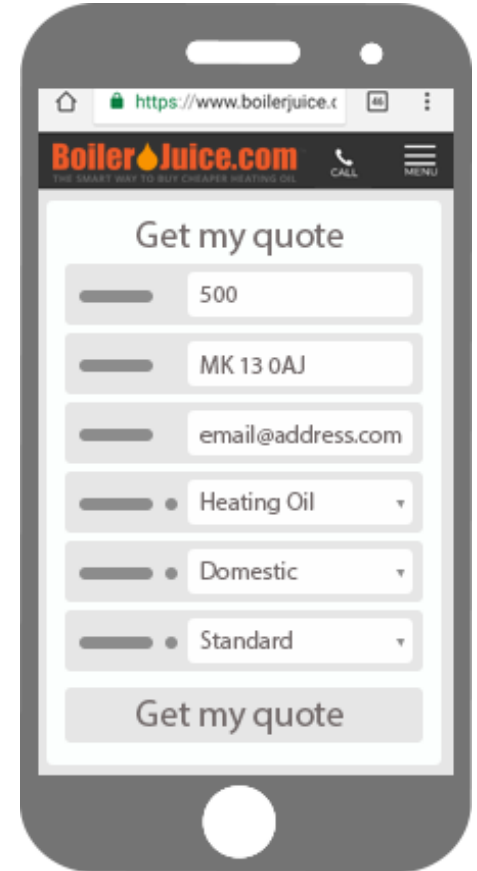
Wireframe

01 Mobile landing screen.

Hi-fidelity wireframe.

Current pages.

Proposed improvement.

1 click and a scroll have been removed from original flow.
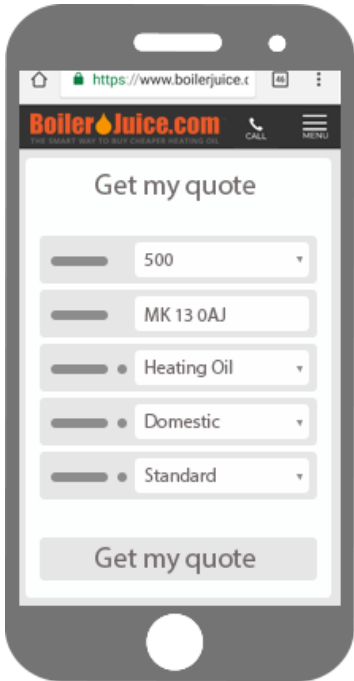
Wireframe

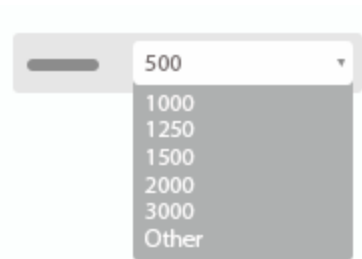**01** Mobile landing screen.

Possible structural improvement.

 Remove email address field from the first form.

 Add a dropdown with standard tank sizes instead of the current text field. If the user selects "other" then the text field should appear.

Wireframe

02 Mobile quote results page.

Hi-fidelity wireframe.

❯ Current top offer.

❯ Proposed improvement.

The scroll has been removed and the display optimised.

Wireframe

02 Mobile quote results page.

Possible UI improvement.

Reduce the group meter oil design size.
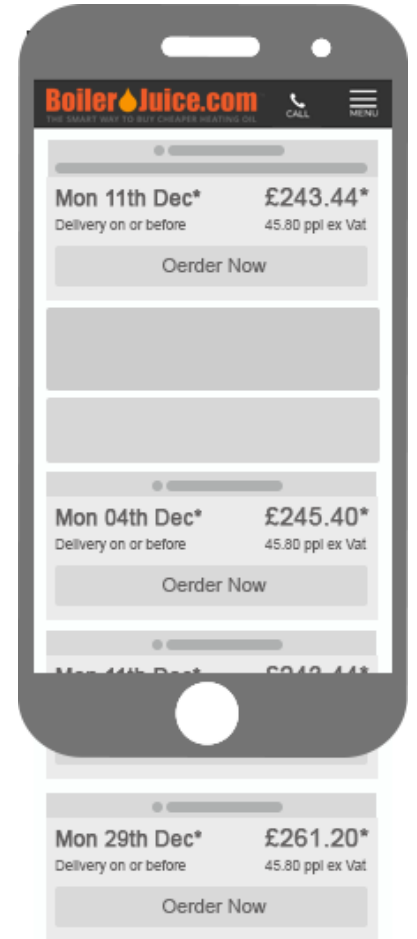
Wireframe

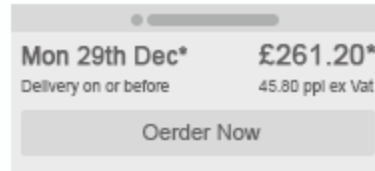**02** Mobile quote results page.

Hi-fidelity wireframe.

Current offer tiles.

Proposed improvement.

Optimising the tiles display .
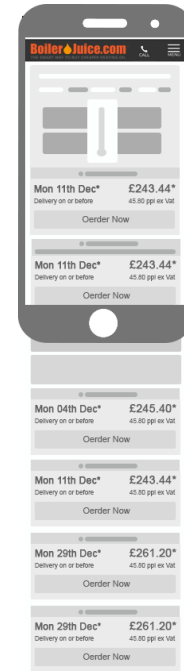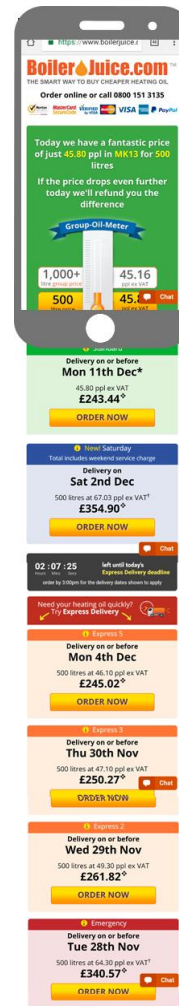
Wireframe

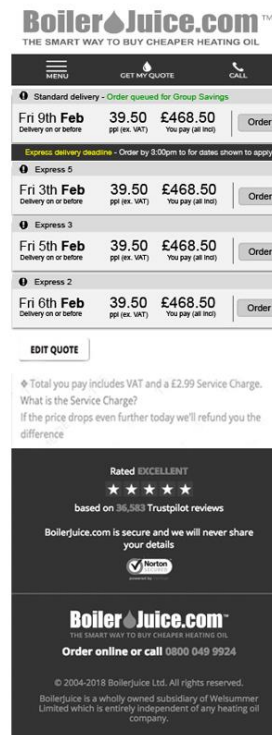**02**   Mobile quote results page.

Hi-fidelity wireframe.

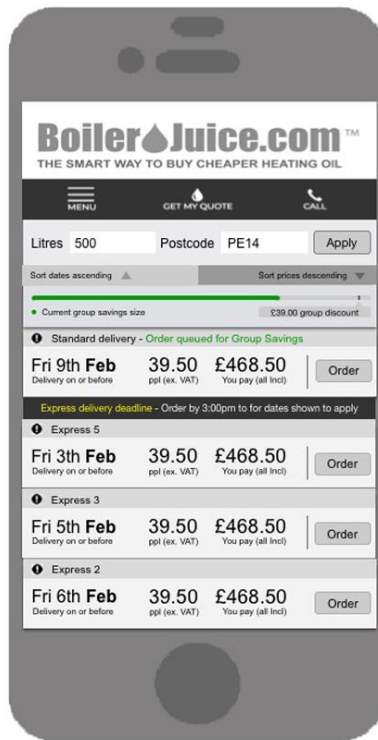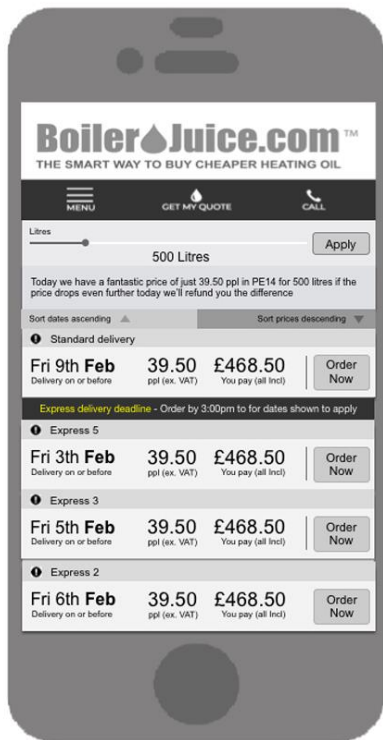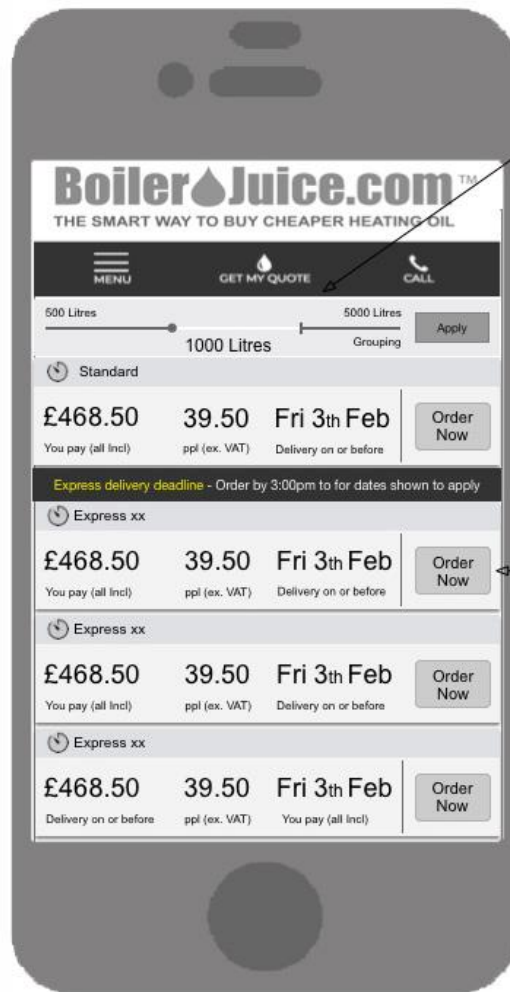Current VS improved results page.

Wireframe

02 Mobile quote results page.

Wireframe

02 Mobile quote results page.

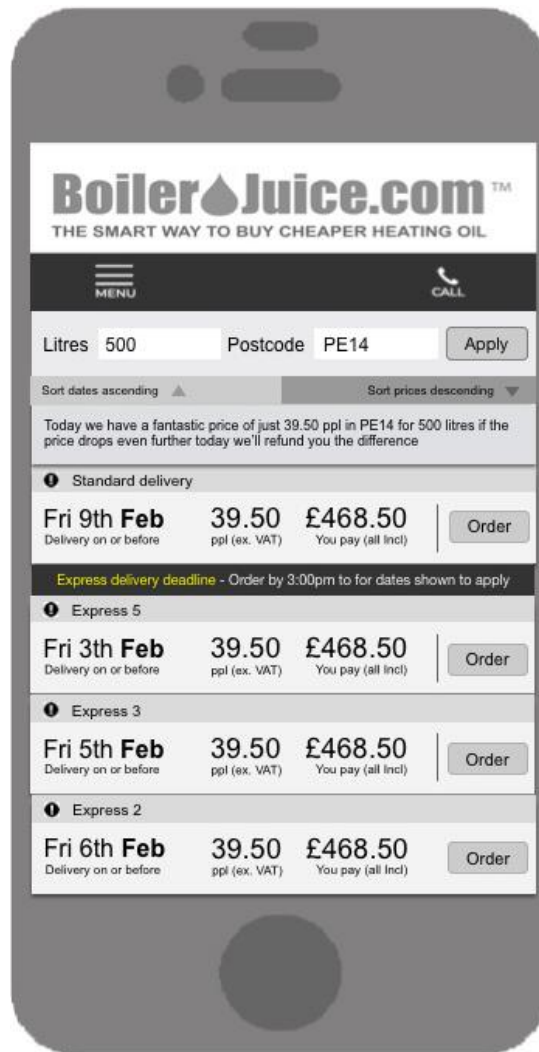Adjust number of litres to order

Refresh list with new value

Top sticky header when scrolling down

Select supplier and order

BoilerJuice.com™
THE SMART WAY TO BUY CHEAPER HEATING OIL

MENU | GET MY QUOTE | CALL

500 Litres — 5000 Litres — Apply
1000 Litres | Grouping

⏱ Standard

£468.50 | 39.50 | Fri 3th Feb | Order Now
You pay (all incl) | ppl (ex. VAT) | Delivery on or before

Express delivery deadline - Order by 3:00pm to for dates shown to apply

⏱ Express xx

£468.50 | 39.50 | Fri 3th Feb | Order Now
You pay (all incl) | ppl (ex. VAT) | Delivery on or before

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Wireframe

02 Mobile quote results page.

Wireframe

02 Mobile quote results page.