



Title: User Testing and Feedback on Fairer Warmth System Enhancements for Net Zero Terrace (NZN) Project

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1 Purpose

The purpose of this report is to outline the findings from user testing and feedback for the Fairer Warmth System enhancements, specific to the Net Zero Terrace (NZN) Project. It aims to:

- Analyse user interactions and feedback on the system's enhancements.
- Inform future development with synthesized insights from the NZT team and community.
- Evaluate the enhancements' impact on user experience and participation in the NZT project.
- Recommend improvements for user-centric design and functionality to support NZT objectives.

This focus ensures the report serves as a foundational document for refining the Fairer Warmth System in alignment with user needs and project goals.

2 Fairer Warmth System Enhancements

2.1 Alpha Phase Requirements

In preparation for the Alpha Phase of the NZT project, CEE collaborated with Rossendale Valley Energy (RVE) to develop wider system requirements. The Alpha Phase Requirements, developed by CEE in collaboration with RVE, informed the development of the Fairer Warmth (FW) system outlined in this report. These additional features were tested internally at CEE as well as with the RVE project members and a wider group of community members.

	Ref.	Alpha Phase Requirement (APR)
New FW User Features	1	As a householder, I would like to be able to ask questions to my energy champion about NZT so I can get answers without needing to book an in-person appointment
	2	As a householder, I would like clear information on NZT to understand if this is something I can and want to sign up for.
	3	As a householder, I would like to see all the steps involved in NZT so that I can decide if this suits my needs and timeline.
	4	As a householder, I would like to know where I am in the NZT process, so that I feel informed and engaged throughout the process.
	5	As a householder, I would like to add my energy bills to FW, so that I can get more accurate cost saving
	6	As a householder, I want to be able to add the required additional photos, so that I can upload them easily to support the NZT process.
	7	As a user, I want to see a list of answers to common questions, so that I can see what other people have been asking and learn from the responses.
New FW Admin Features	8	As an admin user, I would like a dashboard of the NZT engagement, interest, and sign ups, so I can feed this back to the team and monitor our progress
	9	As an admin user, I'd like to see clear data of household engagement with NZT, so that I can monitor project progress.
	10	As an admin user, I'd like to be able to see households interested in NZT on a map, so that I can easily see the spread of interest across a region
	11	As a stakeholder, I would like to have access to householder energy bills, so that I can feed this data into the financial models.
	12	As a stakeholder, I need access to the user photos so that I can feed data into my modelling

2.2 Fairer Warmth System Enhancements

The Fairer Warmth system has been updated to address specific requirements of the NZT project. This section details the system changes and correlates them with the relevant figures and Alpha Phase Requirement (APR).

The modifications aim to streamline user interaction and improve administrative processes.

Feature	Description	Figures	APR
NZT Article	The user interface includes improvements to dedicated sections for NZT articles, providing clear information and guidance.	1, 2	2, 7
Ask a Question Feature	Users can directly ask questions to their energy champion, enabling quick, tailored advice without an in-person appointment.	3	1
Interest Registration and Details	Allows users to register their interest in NZT and view additional information, ensuring a personalised experience.	4	2, 3
Interactive Timeline	Guides users through the NZT journey with a visual representation of the process stages.	5	3, 4, 9
Photo Uploads & Energy Bill Input	Enables householders to input energy bill details and upload photos, crucial for accurate cost-saving calculations.	6, 7, 8, 9	5, 6, 11, 12
Progress Tracker	Provides real-time updates, allowing householders to monitor their journey through the NZT project.	10, 11	4
Retrofit Recommendations	Calculates and suggests retrofit recommendations in line with NZT requirements.	12	4
NZT Admin Dashboard	Shows metrics on NZT engagement, interest, and sign-ups for administrators to monitor progress.	13	8, 9
NZT Admin Map of Interest	Provides visual representations like maps to illustrate the spread of user locations for strategic planning.	14	10

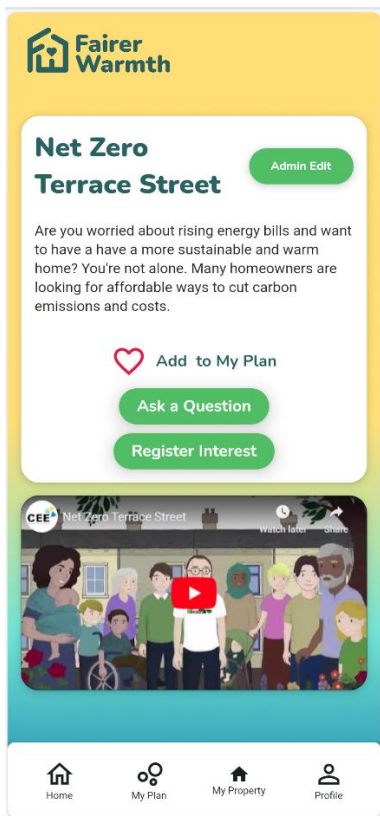


Figure 1 NZT article



Figure 2 NZT article sections

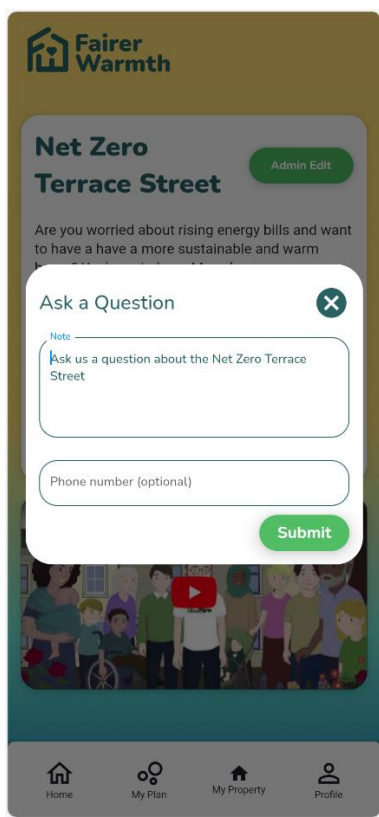


Figure 3 NZT "Ask a Question" feature

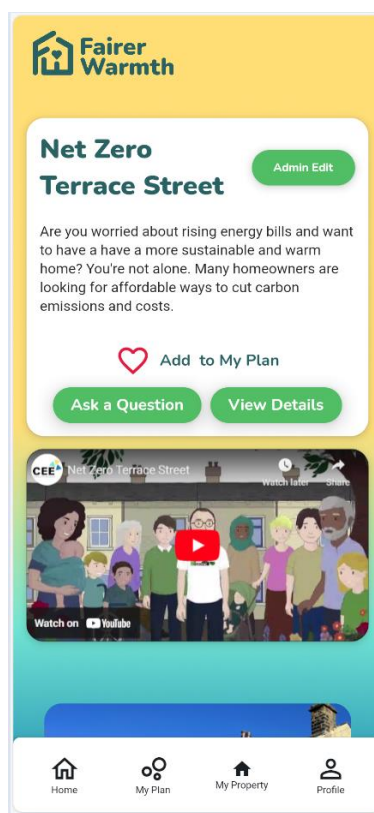


Figure 4 Interest registered and "View Details" showing additional NZT area unlocked

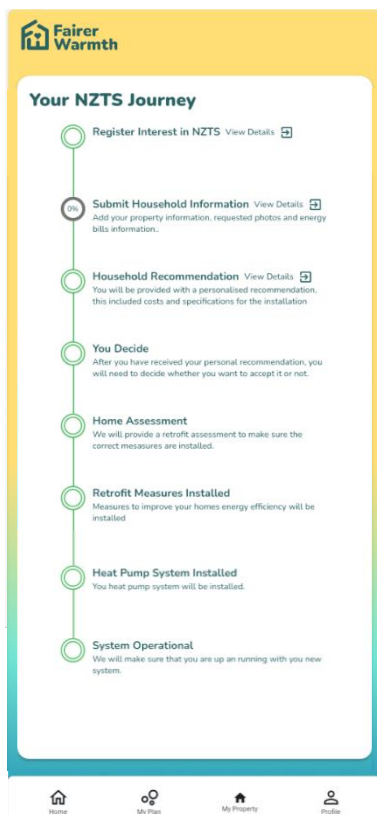


Figure 5 NZT interactive timeline feature

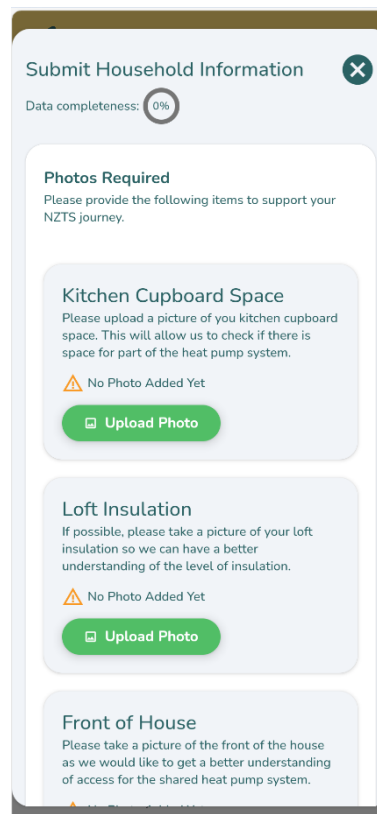


Figure 6 Feature to enable householders to input required photos for NZT admin

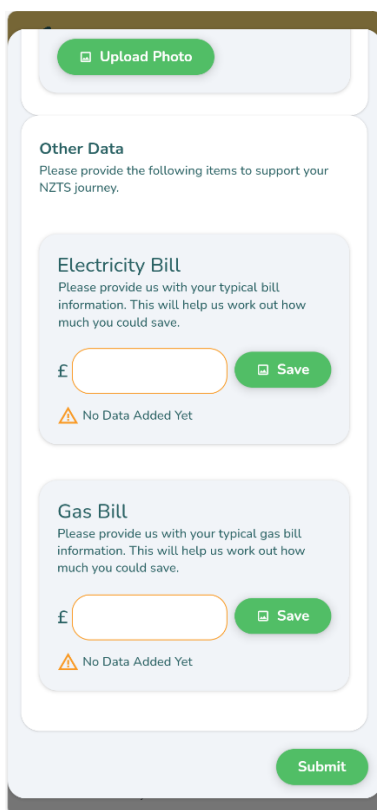


Figure 7 Feature to enable householders to input required energy bill values for NZT admin

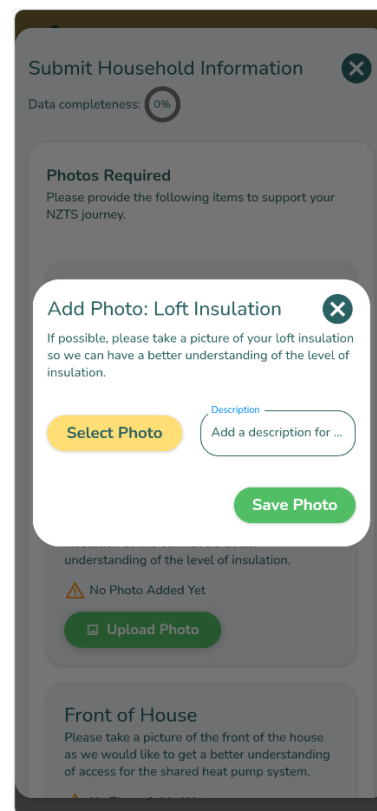


Figure 8 Process for householders to upload the required photos

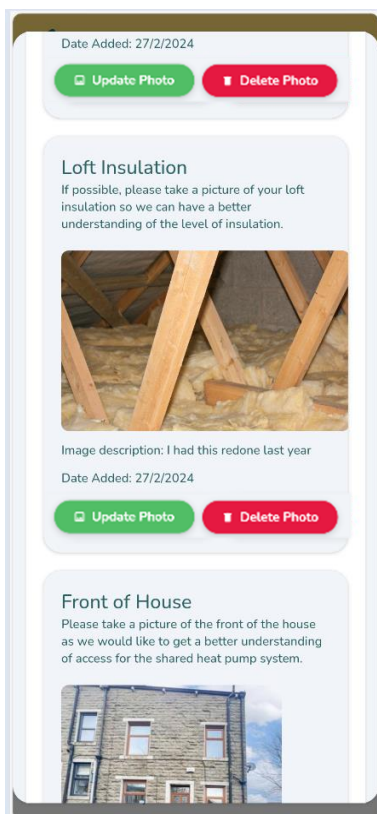


Figure 9 Demonstration of uploaded images



Figure 10 Data completeness score automatically updates to keep householders on track

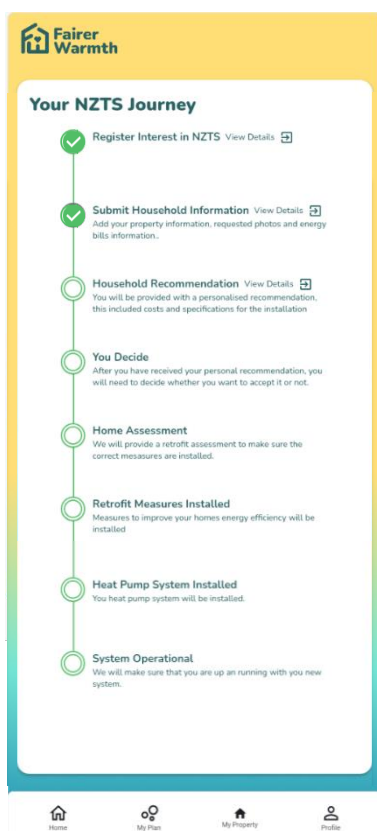


Figure 11 Updated progress tracker for the householder's NZT journey

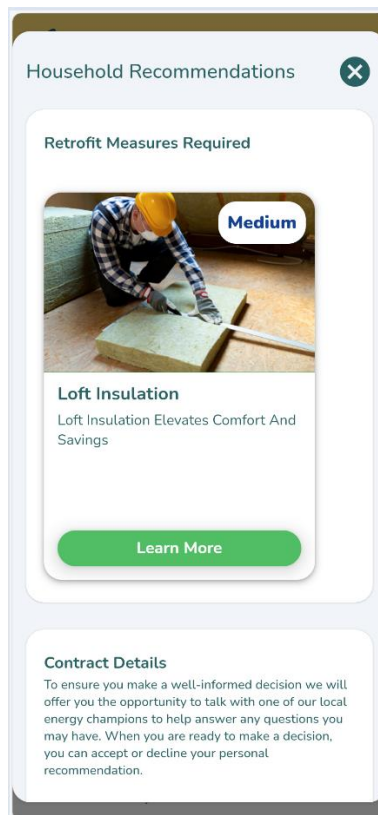


Figure 12 NZT retrofit recommendations calculated by FW system

Request From	Request Date	Request Message	Phone Number	Address	Postcode	Status
j@j.com	Wed, Jan 31	hello	07963545656	[Blurred]	BB4 8RR	New Request
j@j.com	Wed, Jan 31	hello I'm super interested in NZTS	07963545656	[Blurred]	BB4 8RR	New Request
j@j.com	Wed, Jan 31	I like the sound of this project. Please sign me up.	07963545656	[Blurred]	BA2 6AP	New Request
j@j.com	Thu, Feb 1	Hi I live on a Terrace in Bacup and would like to sign up.	07963545656	[Blurred]	BA2 6AP	New Request
p.a@fwa.com	Thu, Feb 1	I live in Rochdale and am interested in this. Struggling with heating my home and paying for the bills.	+44 7968899194	[Blurred]	BB4 4AZ	New Request
p.a@fwa.com	Thu, Feb 1	Heard about this through the church meet up. When is the next event to learn more?	07894783947	[Blurred]	OL12 8AP	New Request
p.a@fwa.com	Thu, Feb 1	How likely is this to happen on my street?	07849673554	[Blurred]	OL12 8EN	New Request
p.a@fwa.com	Thu, Feb 1		07849302776	[Blurred]	OL13 8PY	New Request
p.a@fwa.com	Thu, Feb 1	Main question - how does the ambient loop work?	07849576475	[Blurred]	BL0 0LP	New Request
p.a@fwa.com	Thu, Feb 1	Really want this to happen on my street - will talk to others	075894965743	[Blurred]	BL0 0LP	New Request
p.a@fwa.com	Thu, Feb 1	Can I register for my business? It's a terrace but it's a garage not a home	07845676854	[Blurred]	BB4 5TA	New Request

Figure 13 Screenshot of Admin view for all NZT requests.

Note: phone numbers and addresses are for illustrative purposes only.

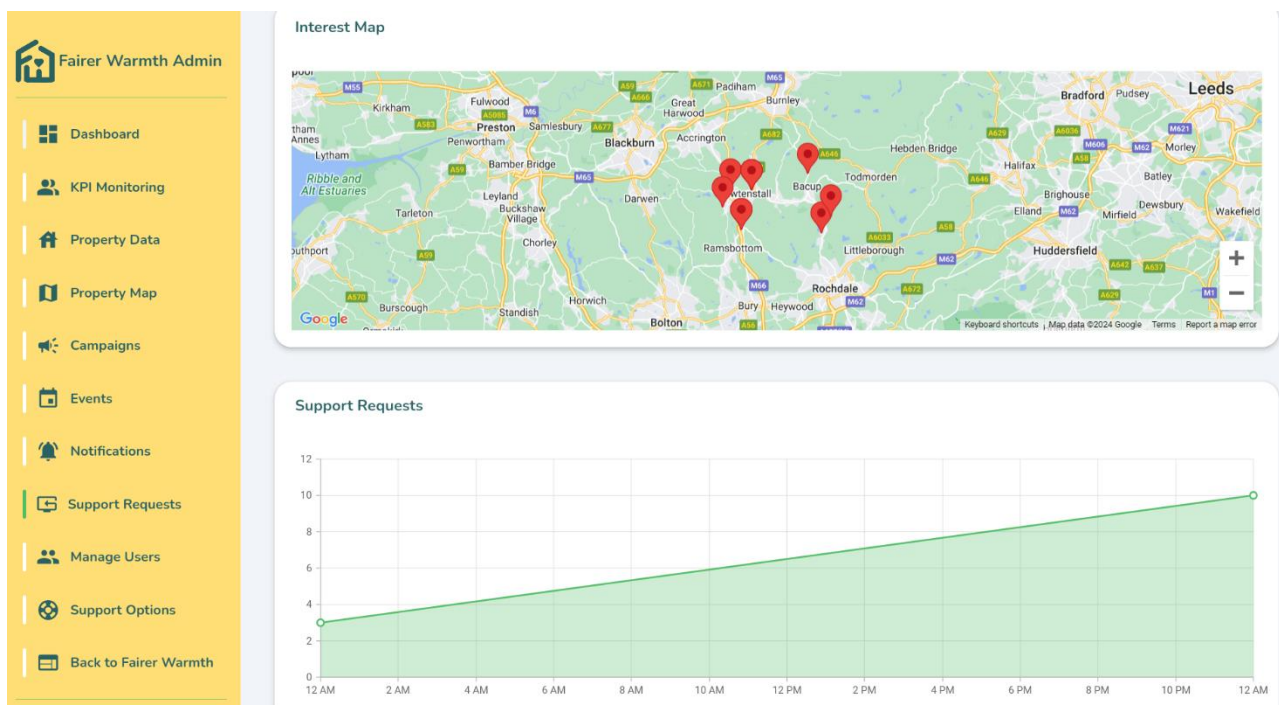


Figure 14 Screenshot of Admin view for the timeline and location of NZT support requests.

3 User Testing

The system was tested with a group of 12 including core RVE NZT team, Rossendale community members along with attendance from an employee of Citizens Advice.

3.1 Aim

The aim of this user testing was twofold:

- To evaluate the latest enhancements to the Fairer Warmth (FW) system, developed specifically for the NZT project.
- To use the findings from user testing to inform the development trajectory and subsequent deployment.

3.2 Methodology

The methodology employed for user testing was as follows:

- **Development Collaboration:** Aligning app development with the Alpha phase requirements through collaboration with the RVE.
- **Focus Group Testing:** Implementing a structured focus group session to facilitate hands-on user testing.
- **Session Breakdown:**
 - **Interactive Demonstration:** An initial one-hour session enabling participants to engage with the Fairer Warmth system, with opportunities for exploration, inquiry, and feedback.
 - **Technical Feedback:** A subsequent one-hour session dedicated to attendees, focusing on the technical intricacies and specific project requirements and recommendations.
- **Feedback Gathering:** Participants provided written and verbal notes on the FW enhancements throughout the workshop
- **Feedback Analysis:** Synthesising and analysing the feedback to determine trends and inform future development plans.

3.3 Participants

This focus group comprised 12 participants from the local Rossendale area.

The participants consisted of two distinct groups:

RVE Core Team

- Composed of specialists in energy advice, the FW system, and the NZT project.
- Provided feedback aimed at troubleshooting complex issues and refining system functionalities.

Community Members

- Individuals without prior exposure to the FW system or NZT.
- Varied in technical proficiency, reflecting the broader end-user demographic.

3.4 Findings and Analysis

The verbal and written feedback gathered from the user testing session was synthesised and sorted into categories. These can be seen in the table below with corresponding suggestions for addressing the feedback provided. A copy of the written feedback is provided separately for reference.

Insights from this analysis inform recommendations for system refinement, aiming to align with user requirements and the NZTS project goals.

Table: Summary of User Feedback

	User Feedback	Suggested Integration
Process Visualisation and Information	Users request more visual depictions of the process within the app to better understand each step.	Adaptation to NZT User Journey to be more visual
	The importance of servicing and maintenance is noted, with an emphasis on the need for clear cost information.	Work with NZT team to determine maintenance processes and values for costing.
	Uncertainty about eligibility, particularly regarding benefits requirements.	Work with NZT team to determine eligibility related to benefits, or if not applicable – make this clear.
	Interest in alternative solutions such as Biomass heat pumps.	Discuss relevance with wider NZT team and make the user journey clear once enrolled.
Communication and Engagement	Users compare the app's communication channels with other projects such as Heat the Streets and emphasise the need for direct, in-person and effective communication.	Work with RVE to develop a robust engagement strategy.
	Word of mouth is identified as a significant engagement factor for the Minimum Viable Product (MVP).	Work with NZT team to integrate this into the engagement strategy. Adapt FW to show local interest.

	Users express a desire for a compelling narrative that persuades them of the NZT value proposition.	Work with RVE on engagement strategy.
	A narrative approach could be more effective in convincing users of the benefits and practicality of the NZT solution.	Work with RVE on engagement strategy.
Assistance and Inclusion	Concerns about the ability to perform required actions and the availability of help when needed.	Further discussions with NZT team and user testing to test app usability and in-person support.
	A preference for home visits to fill in the required photo uploads rather than expecting users to manage everything themselves.	Add feature for householders to request assistance to fill this out, possibly requesting a home visit from a Champion (working with RVE)
User Journey and Education	Users request a streamlined app with concise information.	Further discussions with NZT team. Remove any unnecessary information.
	There's a need for personal interaction before users feel fully engaged and retained.	Work with NZT on service plan and user journey.
	Clarification is needed on what skilled tradespeople are required and who coordinates them, suggesting a desire for a more hands-off approach for the homeowner.	Work with NZT on service plan.
	A suggestion for providing an overview of the app's functions, possibly through instructional videos on YouTube.	develop app walkthroughs and guidance for use
	Education and understanding of the app and its benefits are requested, indicating a need for workshops or focus groups.	Work with NZT team to develop relevant workshops for deployment.
Owner ship	Issues are raised regarding the involvement of landlords and tenants in	Work with NZT team to determine approach and information required.

	the process, with a call for targeted information for landlords.	
	A gap analysis is suggested, potentially to help landlords visualise and plan for retrofitting and installations.	Discuss further with the NZT team. Adaptations as above.
Reassurance and Reliability	The need for reassurance on the reliability of techniques used and the availability of skilled technicians post-installation is emphasised.	Work with NZT on service plan and develop clear approach for installation and ongoing technical requirements.
	Questions about the type of company behind the app and a desire to see official endorsements, such as council logos.	Add information and graphics about CEE and other NZT project members
	There is a specific request for a description of RVE as an organisation within the app.	As above.
User Concerns and Support	There are concerns about the waiting times for service and what happens if the boiler breaks down.	Work with NZT on service plan and user journey.
	Users want to know the procedure for dealing with problems during the installation journey.	Work with NZT on service plan to highlight potential problems and strategies to address.

The feedback indicates a need for the Fairer Warmth App to be user-friendly, informative, and supportive. Users are looking for assurance, both in terms of process and technical support. Personal touchpoints and clearer information pathways are essential to improve user engagement and satisfaction.

Key actions for NZT team include:

- Refine service design and user journey
- Clarifying costs and eligibility
- Developing robust communication and engagement strategies
- Enhancing support features throughout the NZT user journey

Key actions for further system development include:

- Integrating visual process guides
- Further developing and testing app usability
- Providing educational resources for FW app use
- Adding to app content in line with developed NZT service plan and engagement strategies
- Further develop admin capabilities for accessing uploaded user photos

By integrating feedback from initial user testing, these modifications aim to provide a more targeted, efficient, and engaging experience for all stakeholders involved in the NZT project.