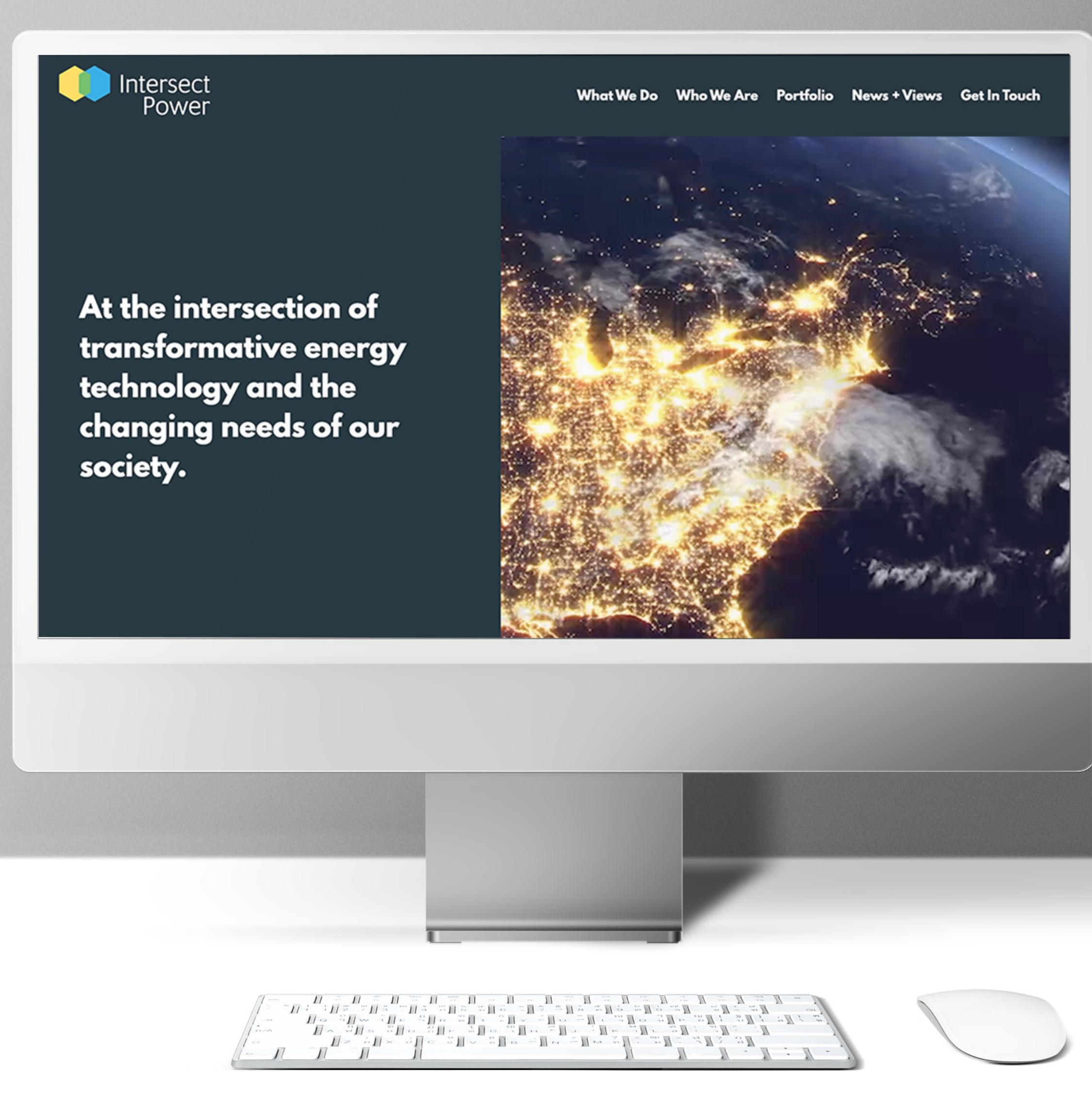


Case Study By Raúl González



Project Website

Client **Intersect Power**

Overview

Client

Intersect Power is a clean energy company that provides their clients with viable and competitive low-carbon solutions, primarily large-scale solar installations. They identify suitable land with access to end markets, gather permits for the land, engineer, construct and design projects. They also help obtain financing and facilitate long-term ownership. Their team has developed 3.7 GW direct current of assets with a portfolio value of more than \$8 billion.

Goals

- Grow brand awareness to attract funding and support stakeholder relationships.
- Show success of projects through visuals and news sharing.
- Showcase IP as the upper echelon company they are.

Timeline

3 month project from initial start to website launch. We were able to deliver on time.

Week	Activity
10-Apr	Prototype Wireframe and Interior Page Client Review
13-Apr	Prototype Wireframe and Interior Page Client Review
15-Apr	Interior Page Client Review Round 1, Edits to KR
20-Apr	Interior Page Design Round 2 Delivered
24-Apr	Interior Page Design Client Review and Sign Off
27-Apr	Programming and Content Gathering
4-May	Programming and Content Gathering
11-May	Programming and Content Gathering Finalized + Upload Content
18-May	Desktop QA
25-May	Functional Desktop Site Delivered
27-May	Desktop Site Internal Client Review
27-May	Desktop Site Review Client, Review Round 1, Edits to KR
3-June	Desktop Site Round 2 Delivered
10-June	Desktop Site Round 2 Client Review
17-June	Implement Round Two Edits + Mobile Site Build + Mobile QA
26-June	Final Desktop and Mobile Version Delivered for Sign Off
30-June	Client Sign Off and Launch

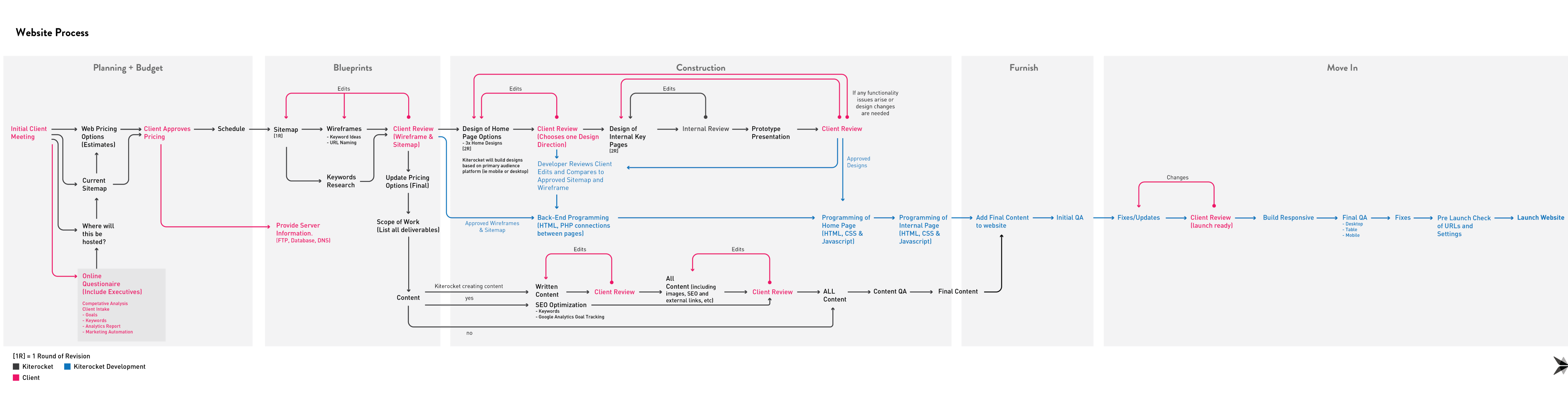
Role

As the lead designer in the project, I worked on identifying template pages from sitemap and then created the wireframes and internal page designs based on received sitemap and homepage design. After passing files to developers I came back into project for QA of website and launch.

Team

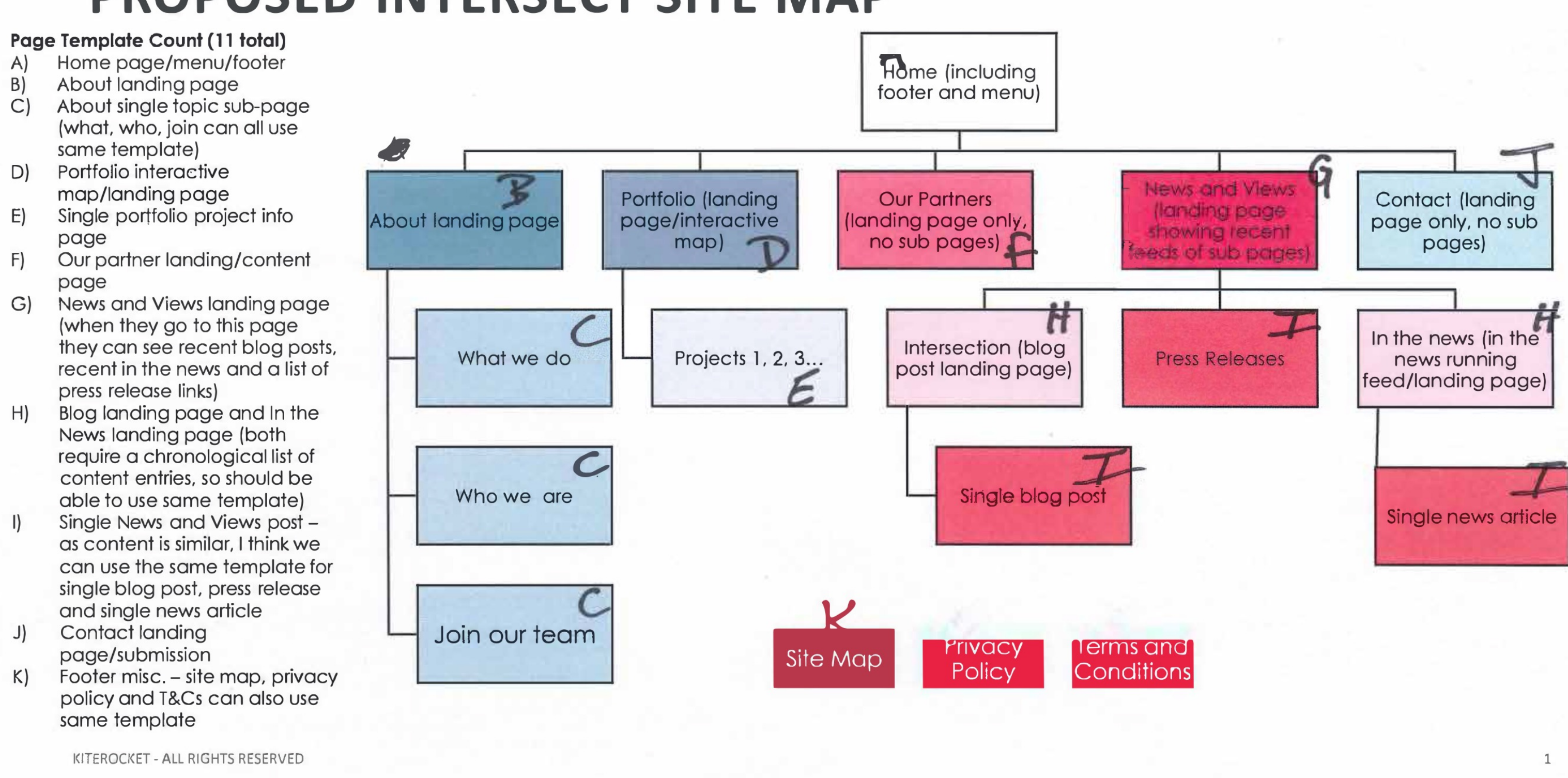
- Amanda Foley - Account Manager (PM, Sitemap)
- German Wegbraut - External Creative Director (Homepage design)
- Raúl González - Lead Designer (Wireframes, Internal Page Design, QA, Launch)
- Juan Prenc - SEO Specialist (Sitemap, SEO)
- Krista Genieser - Front-End Developer
- Ale Moreno - Back-End Developer
- Deborah Knuckey - Content Development

Website Process



In-Depth

PROPOSED INTERSECT SITE MAP



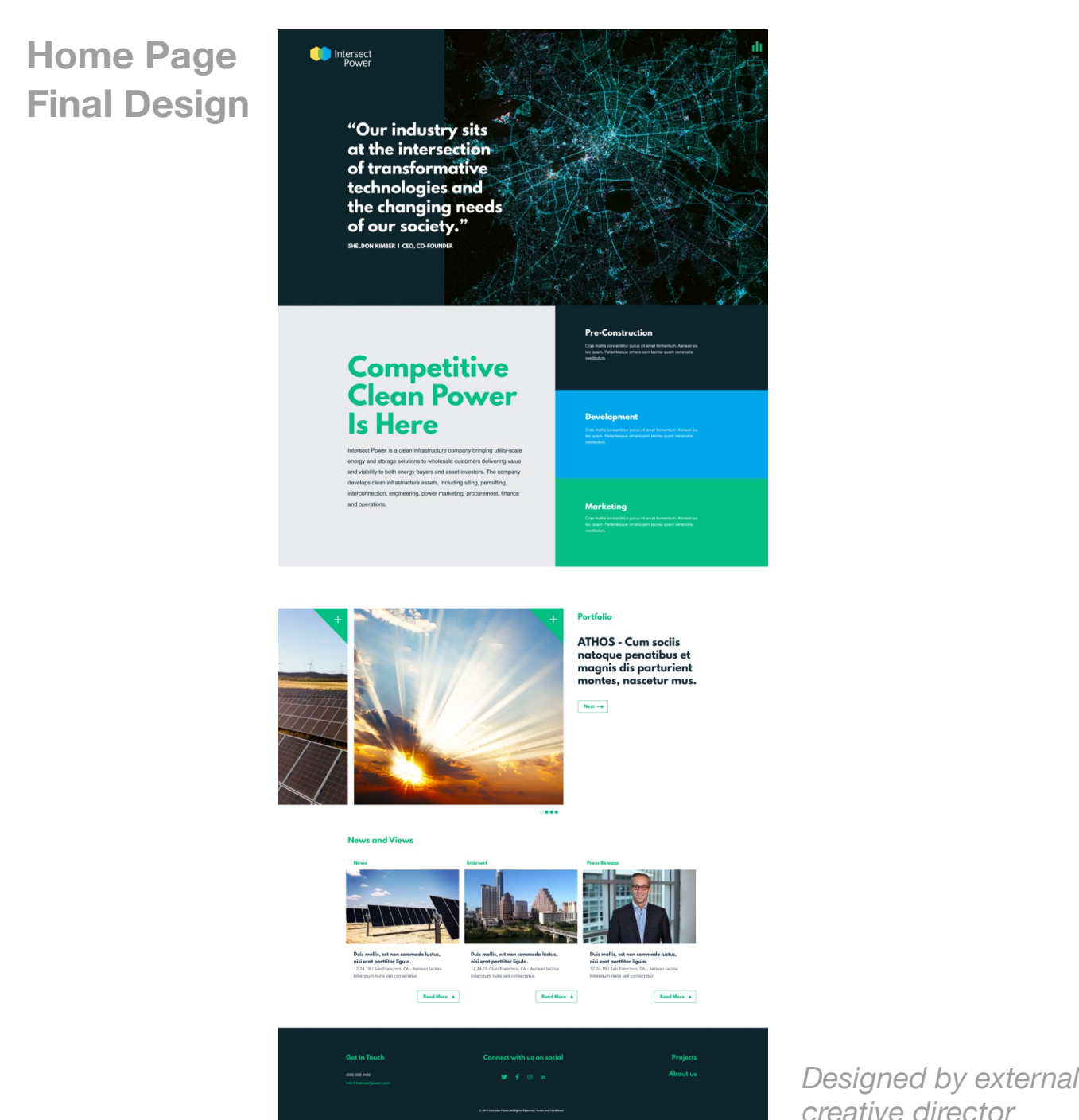
Sitemap

I worked with account team to identify the different template types that would be needed. On the image to the left you can see how the templates were identified by letters of the alphabet.

Wireframes

External creative director created the home page design, and once it was approved I began working on wireframes for template pages based on sitemap and approved home page design. I used Adobe XD to create the wireframes.

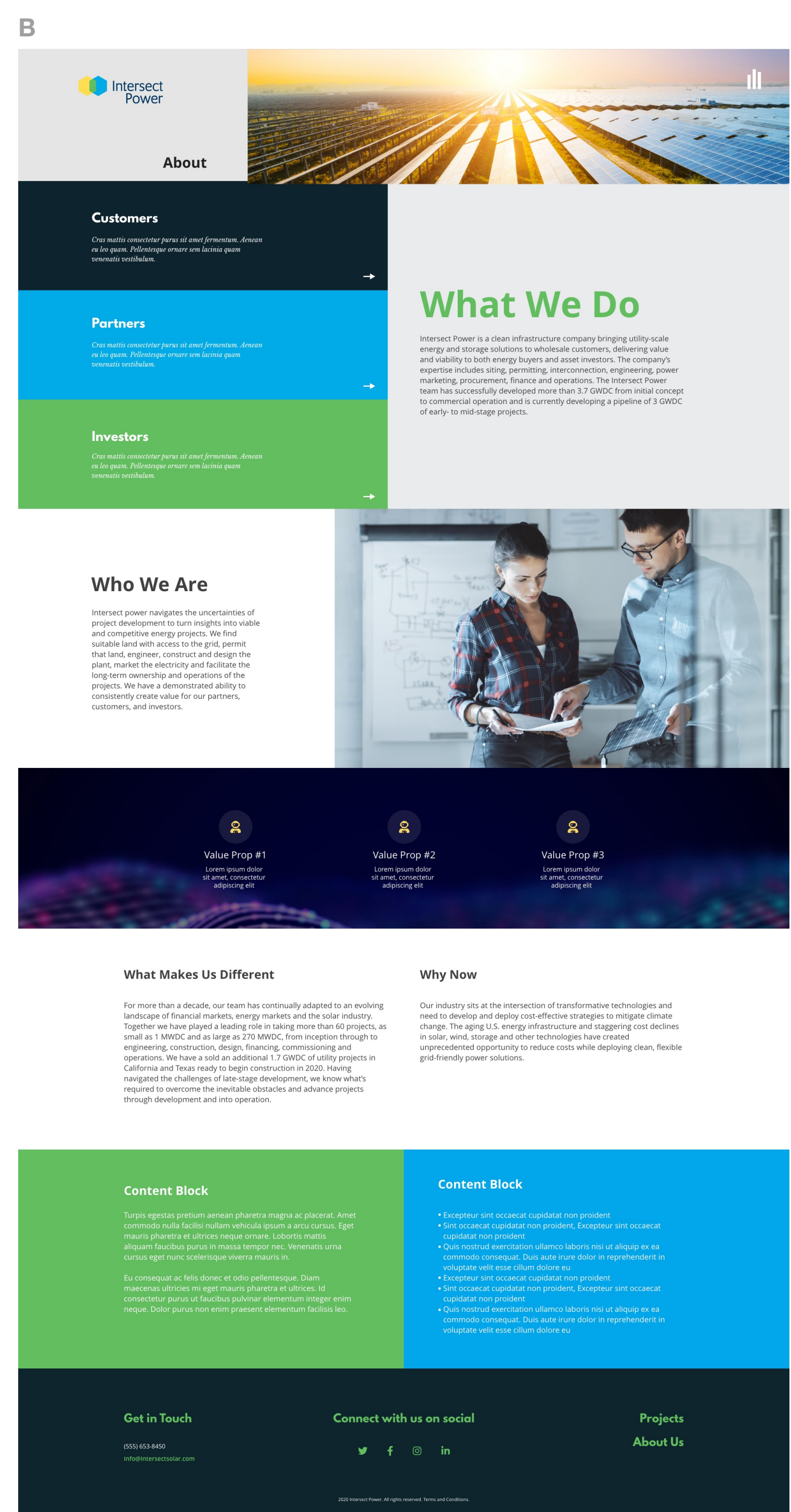
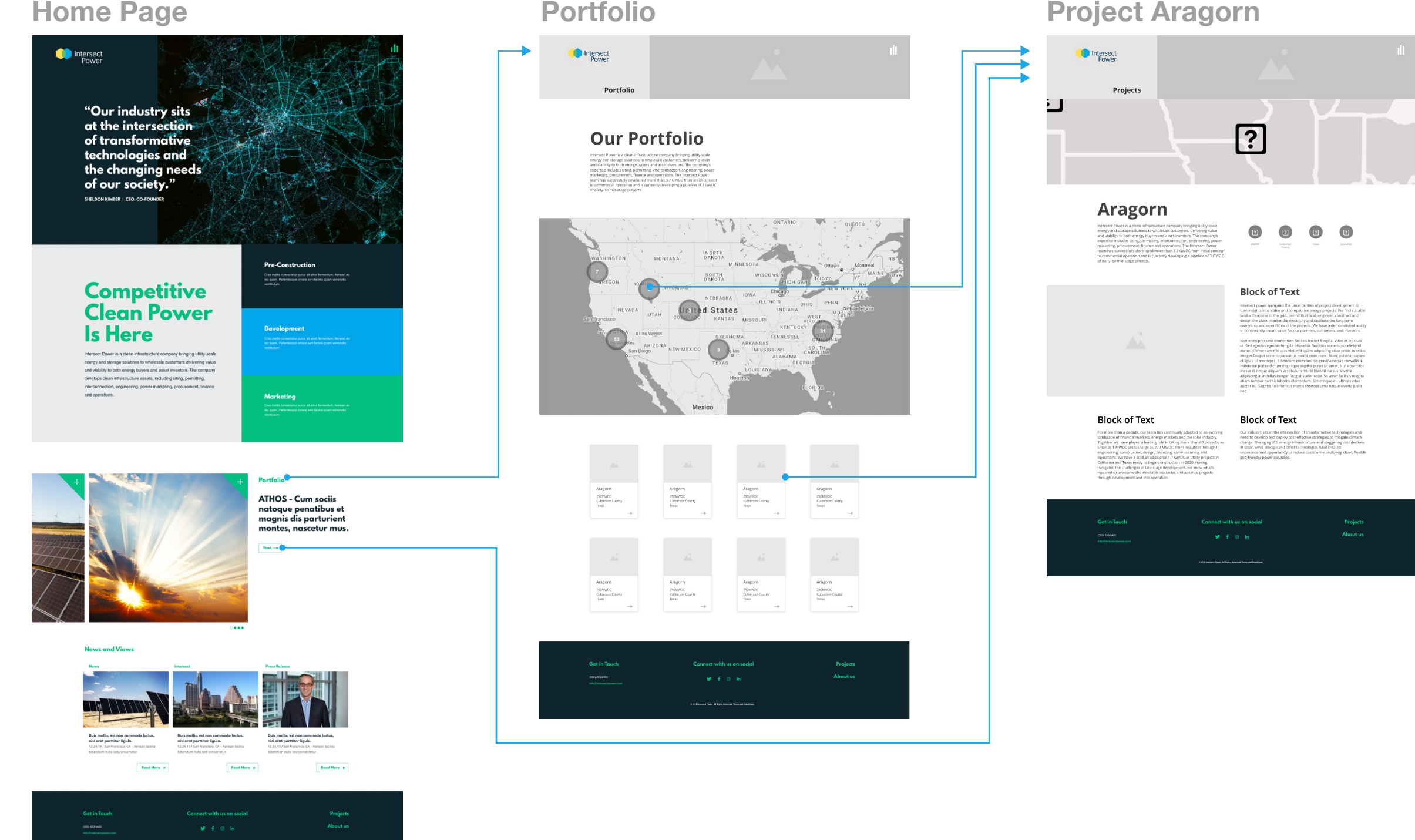
My wireframe process began with me setting a meeting with our team of content writers/editors and identified the type of content that each page would need, keeping in mind the main goals set by client. Once the content blocks were set, the wireframes began taking shape. Once the first version of the wireframes were completed the client saw the pages and provided feedback in comments directly on the Adobe XD presentation. I reviewed the comments and made updates as necessary.



User Flows & Prototype

While building the wireframes, I also worked on user flows that were identified based on the clients goals. This client wanted to "Show success of projects through visuals and news sharing" so I created the flow to the right that illustrates how a user has multiple ways to find the projects that have successfully been installed and the details in minimum amount of clicks while maintaining clear options to which project they may want to learn more about. In the projects page the user has two options to choose project, map or through listing with some highlights and picture. Once in the project detail page the user is presented with all important and quick facts up top with more detailed content lower in the page.

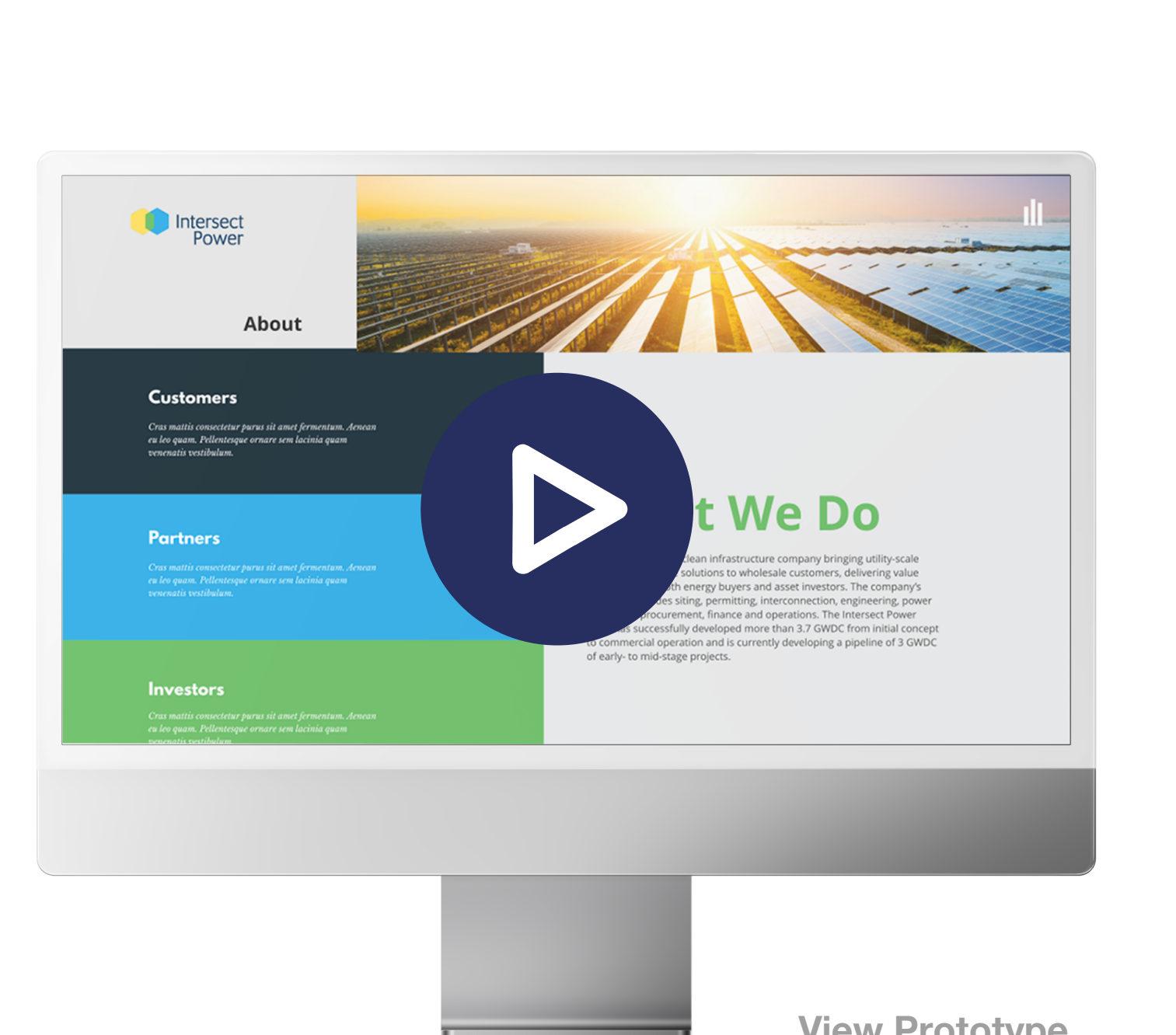
Throughout the process I made sure to have several calls with the development team to make sure that there was nothing that was going to be impossible to build and also got feedback from them. Once all the internal wireframe were completed, a click-through prototype was built using Adobe XD so that the client can get a feeling of the overall flow of the website.



Interior Page Designs

After wireframes were approved by the client, I began to work on interior page designs. Following brand guidelines and home page design I created designs for each template type page for interior pages. Final content came in once the pages were programmed so the designs needed to be created using dummy text and stock images that are used as suggestions/ideas for what may go there once the site was programmed.

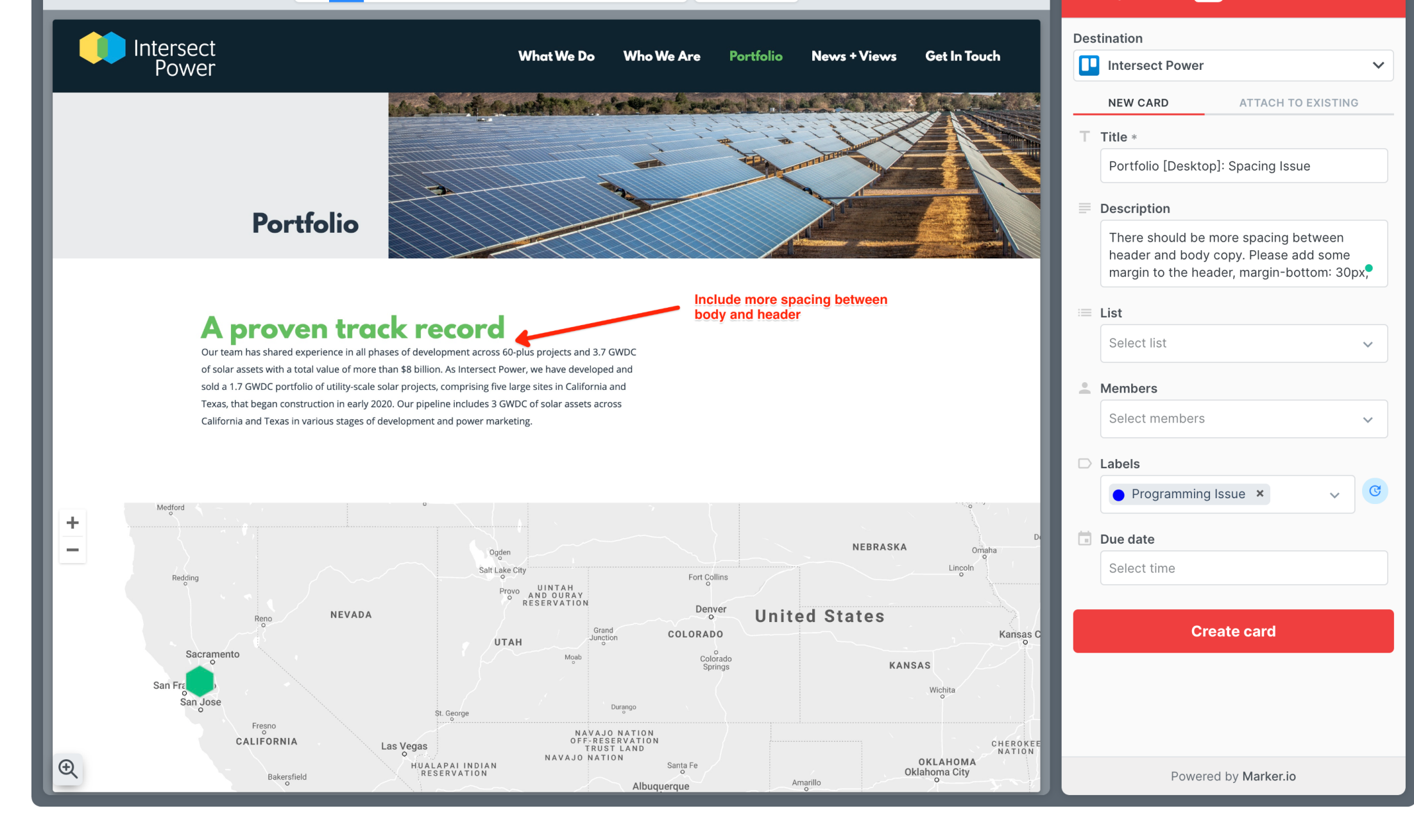
After finishing and getting approval from client, I set up a call with developers to do final hand-off of designs.



QA and Bug Logging

After the programming was completed I came back in to the project to perform QA on the entire website. Using the tool Marker.io I went in and logged all the bugs I found by taking screenshots and commenting on what the issue on each page. For various bugs I included possible CSS code that could be used to fix the bug found. The bugs were assigned to the programming team members and they go into a Trello board to keep them organized and is used for tracking bug fixes.

QA was performed on multiple browsers on desktop as well as native browsers for tablet and mobile.



Launch & Take Aways



Taking it Live

To complete the project I worked with our programmers to launch the website. I helped manage the DNS transfer so that there was minimal downtime of existing website. Once the DNS propagated and the website was showing up I set up the SSL certificates and did a final quick QA to ensure everything was working as it should.

Objectives Reached

After a few months we saw that we were able to accomplish the clients goals of growing brand awareness, showing success of projects and looking like a top company in their field. Latest metrics show that their website is averaging ~430 visits per day for a total of around 13k visitors each month. At the start of the project they had a very basic website with minimal website traffic.

What was Learned

Looking back at our process I wish our team took some time to do some user testing. After launch, our client received feedback that finding the navigation was difficult and we ended up updating the navigation to a traditional top navigation compared to hamburger navigation for desktop. Had we taken the time to do at least some testing with potential users we may have identified that issue and adjusted website before launch.

intersectpower Visitors

