Improving the Experience of Energy Efficiency

Client

For more than a decade, our client – a software company transforming the way commercial building owners manage and improve the energy efficiency of their HVAC systems – has developed and patented innovative technology deployed by companies around the world.

Approach

Filter's lead UX consultant quickly identified that the root of these troubles lay in the throw-work-over-the-wall relationship the previous UX firm had with the company and its product users. Filter collaborated closely with client teams to discern in detail the key needs, priorities, and outcomes that would drive an effective UI design.

While our client was wary of external agencies from their previous experience, the quality of our early work soon turned their reticence into respect and enthusiasm. We began with qualitative and quantitative user research and behavioral studies, facilitating reviews that gave us a solid baseline of requirements, use cases, user stories, and functional specifications to build from.

Challenges

Recently our client sought to overhaul and upgrade the platform's UI – work that the company had previously outsourced to an external UX agency.

But instead of bringing improvements, their new UI caused confusion among clients, increased the number of support calls, and created other problems that ultimately threatened the good standing of their product and brand. To help them make a swift turnaround, the company turned to Filter.

Impact

Our team has created UX design flows, patterns, prototypes, and other design artifacts for the client, and is now moving ahead from approved UI wireframes to high-fidelity prototypes.

Most significantly, our client has signaled their strong appreciation of Filter's inside approach, our transparent processes, and our commitment to "do it right" in pursuit of an optimum solution. Because of our consultant's thorough research-driven design, the client immediately realized saved time and resources, recognizing that these program updates could be implemented in other areas of the business for future business improvements.