

GetHuru.com

Case study

WordCamp, Praha, 24. 2. 2018

Marek Gach, kurzor.net



Ballpark figure :)

At the very beginning...

there was a project description - well...

- 1 Excel file - 15 comments
- 2 days to give estimate
- Tight cap on the budget
- Domain dividabill.co.uk

Basic explanation of redesign

Basic Question: Can you please explain in brief about the target audience and goals to achieve with the site/redesign?

I think the goal is to make a website that is as clean and manageable as possible. We are not just appealing to students like Glide etc, but to professionals and young families etc, so it needs to look presentable.

*The clean image is most important;
we want sign up to be quick and efficient and a website to reflect that;
easy to use, sign up and get clear to see what we do and how.*

Target audience

- **Students**, 18-24, living in privately rented accommodation with housemates.
- **Young Professionals**, 24-30, in full time occupation, living in privately rented accommodation
- **Generation Rent**, 31-40, in full time accommodation, annual income £30k+, living in privately rented accommodation.

Goal of site

1. To inform visitors of value proposition (therefore important that we have the usability to change this as we understand our customers better).
2. Convert visitors to sign ups

Company branding / identity

Another Question: Do you have any company branding / identity factors that might influence UX, such as expected tone and attitude towards clients etc.?

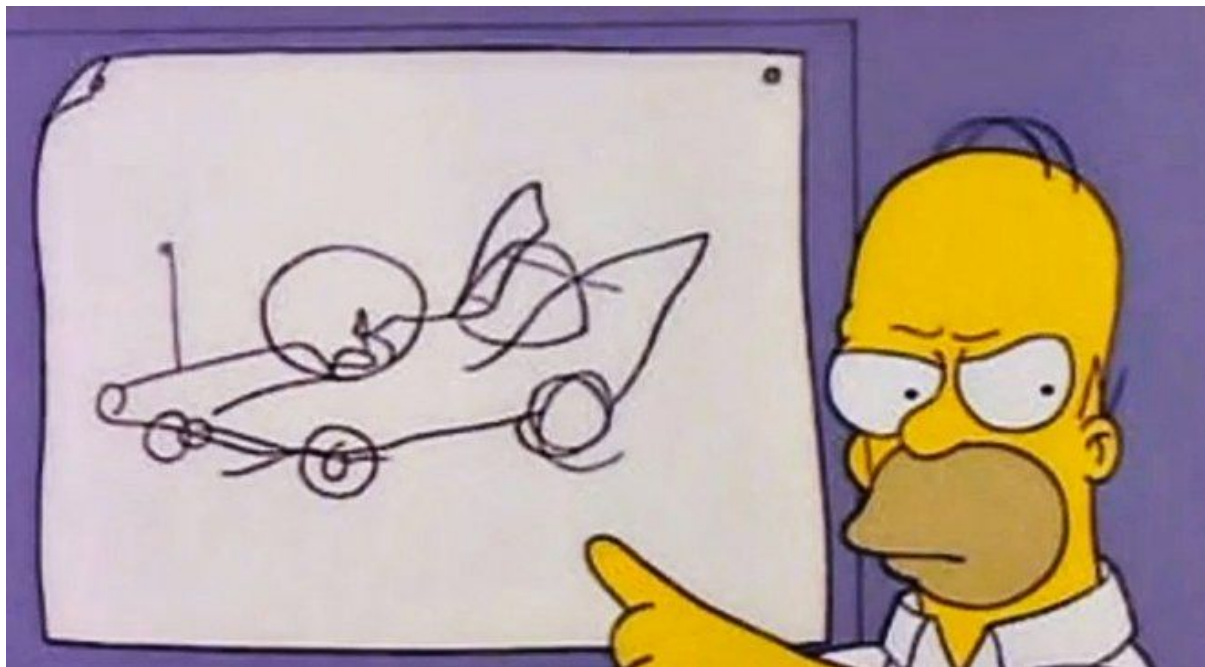
As said earlier, the cleaner the better. Clean, easy, with a respectful and adult tone. We want to be a business for professionals, and students like being treated like adults too.

A clean/minimalist UX I would suggest is key.

Having just spent the morning getting quotes off all the major energy and broadband provider websites, they are anything but clean and simple user experiences. I think this is probably very important.

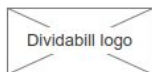
Perhaps less information is more for us.







Wireframes



Why Us?

FAQ

Services

Blog

Contact Us

Sign Up

Back: Address

Please provide additional details to help us with the quote:

Start Date ...when should Dividabill take over?

10 / 09 / 2016

As soon as possible
15 days from now

Number of Tenants

2

Continue

Grafika

Grafik při zpoždění 2 týdny na “3-4 dnech práce”

*Jinak klidně můžu spěchat a bez logického přemýšlení to zbastlit do pondělí celé, ale to bude jedině na úkor kvality, protože **narychlo se kvalita dělat nedá (minimálně neznám nikoho, kdo by se o to pokoušel)**, to snad platí i pro kterýkoliv jiný proces ve webotvorbě.*

SIGN UP

Go through the 9 easy steps to finish sign up.

- 1 Postcode
- 2 Address
- 3 Details
- 4 Services
- 5 T&C's
- 6 User Information
- 7 Optional Fields
- 8 Add Tenants
- 9 Summary

1. ENTER YOUR UK POSTCODE

That way we can check what we have in store for you.



Locate or enter your postcode

CONTINUE



NAVIGATION

- > About us
- > Services
- > Terms of Use
- > Blog
- > Privacy Policy
- > Customer Support Center
- > Contact Us
- > Why It Works

CONTACT US

Phone: 02088199176

Email: support@dividabill.co.uk



SIGN UP

Go through the 9 easy steps to finish sign up.

- 1 Postcode
- 2 Address
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- 4 Services
- 5 T&C's
- 6 User Information
- 7 Optional Fields
- 8 Add Tenants
- 9 Summary

2. ADDRESS

We have found **25 buildings** on B45 0HY.

Please, select yours:

- select building -

Selected Address

3 Tresco Close, Rubery Rednal

Town / City

Birmingham

County

West Midlands

← BACK TO PREVIOUS STEP

CONTINUE →

- > About us
- > Services
- > Terms of Use
- > Blog
- > Privacy Policy
- > Customer Support Center
- > Contact Us
- > Why It Works

WordPress - Initial back end set-up

- Regular WordPress setup
- Definition of structure - posts
- Basic Bootstrap layout
- Plugins like:
 - Super cache
 - ACF | Advanced Custom Fields Plugin for WordPress
- Without most important part - Sign Up process

WordPress - Initial back end set-up

Homepage

administrace: <http://dividabill.coolbits.cz/wp-admin/post.php?post=2&action=edit>

šablona: page-homepage.php

frontend: <http://dividabill.coolbits.cz/>

Stránka Why us

administrace: <http://dividabill.coolbits.cz/wp-admin/post.php?post=8&action=edit>

šablona: page-why-us.php

frontend: <http://dividabill.coolbits.cz/why-us/>

Stránka FAQ

administrace:

 jednotlivé FAQ: http://dividabill.coolbits.cz/wp-admin/post-new.php?post_type=faq

 správa kategorií FAQ: http://dividabill.coolbits.cz/wp-admin/edit-tags.php?taxonomy=faq_categories&post_type=faq

šablona: archive-faq.php

frontend: <http://dividabill.coolbits.cz/faq/>

Stránka Services

administrace:

 nadpisy: <http://dividabill.coolbits.cz/wp-admin/post.php?post=59&action=edit>

 jednotlivé Services: http://dividabill.coolbits.cz/wp-admin/post-new.php?post_type=services

šablona: archive-services.php

frontend: <http://dividabill.coolbits.cz/services/>

Styling work

- Implement CSS
- Video on background - used WebM
- Optimize images
- SEO module

Get address for UK ZIP code

- Meaning of UK ZIP
- PCA predict API
- Integration into backend

API and plugin administration

- ZIP code search call
- GoCardless payment URL obtaining
- Store user data before payment
- Send CSV to admin - every day and week

API and plugin administration

- Energy types
- Tariffs - start date, duration, description, picture...
- Prices for electricity, gas, internet
- Terms and conditions

E-sign functionality

- Allow define contracts - placeholders
- User do e-sing
- Contract is sent over via email automatically

E-sign functionality

HURU

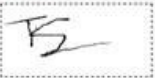
WHY HURU? | FAQS | SERVICES | BLOG | CONTACT US | [SIGN UP](#)

I agree with Huru Terms of Use

I agree with Tariff Broadband Unlimited - 12 Terms & Conditions


I agree with Water Terms & Conditions

Tariff EDF Energy requires your signature
Please draw it in the white box




[Get Help](#)

Tariff Water requires your signature
Please draw it in the white box




[Get Help](#)

Tariff Tenet Broadband Unlimited - 12 requires your signature
Please draw it in the white box



[Get Help](#)

Tariff TV License - Pay Monthly requires your signature
Please draw it in the white box



[Get Help](#)

Security question for the Internet
Security Question *

What is your mother's maiden name?

Your Answer

whatever

[CONTINUE](#)

Inviting users

Need to cover new use case:

1. Housemate A gets a quote for 3 people living in the house.
2. Housemate A signs up but only knows the email address for housemate B.
3. Housemate B then receives the tenant invite email.
4. Housemate A and housemate B then afterwards want to add housemate C to the account, and they ask us to email give them a link they can share with housemate C.

Inviting users

Send the email with instructions:

Next Steps For You:

1. Please make sure you have invited all your housemates using this link here - <https://staging.gethuru.com/invite-tenants/?orderid=S118ZB-H-211>
2. Please connect with us on Facebook and Twitter for all the latest news and updates.
3. Sit back and relax!!

Inviting users

INVITE TENANTS

Roommate / Tenant Contact Email ADD

Added Roommates / Tenants

E-mail	Status
j_bowes_@hotmail.co.uk	paid
ruuthjinnks@gmail.com	paid
Joe.gaskins@hotmail.co.uk	invited
kmccormick97@outlook.com	invited
djlind1996@gmail.com	invited
beth_dill@hotmail.co.uk	invited
aye_imaimee@yahoo.com	paid

Additional functions

- Allow to see the price of competitors, administration to insert prices
- Import of internet tariffs availability
- Rollbar - log email / phone
- Create unfinished registrations
- Gas and electricity tariff

New price computation

Region Code		Region		Electricity Prices					Gas Prices	
	SAP			Standard Meter*		Economy 7 Meter*			Standard Meter*	
				DAILY STANDING CHARGE	UNIT RATE	DAILY STANDING CHARGE	DAY RATE	NIGHT RATE	DAILY STANDING CHARGE	UNIT RATE
11	B	East Midlands	DD	18.90p	14.98p	18.90p	18.16p	6.58p	26.25p	3.432p
11	B	(EMEB)	CC	18.90p	16.01p	18.90p	19.37p	7.05p	26.25p	3.733p
10	A	Eastern	DD	18.90p	15.14p	18.90p	16.98p	7.65p	26.25p	3.609p
10	A	(EELC)	CC	18.90p	16.16p	18.90p	18.19p	8.12p	26.25p	3.911p
12	C	London	DD	18.90p	15.26p	18.90p	18.47p	6.79p	26.25p	3.608p
12	C	(London)	CC	18.90p	16.29p	18.90p	19.68p	7.26p	26.25p	3.910p
14	E	Midlands	DD	18.90p	14.44p	18.90p	18.18p	6.62p	26.25p	3.159p
14	E	(Midlands)	CC	18.90p	15.47p	18.90p	19.39p	7.09p	26.25p	3.460p
15	F	North East	DD	18.90p	14.82p	18.90p	18.97p	6.56p	26.25p	3.072p
15	F	(Northern)	CC	18.90p	15.85p	18.90p	20.18p	7.03p	26.25p	3.373p
17	P	North Scotland	DD	18.90p	15.88p	18.90p	20.45p	8.24p	26.25p	3.432p
17	P	(Scottish Hydro)	CC	18.90p	16.91p	18.90p	21.66p	8.71p	26.25p	3.733p
13	D	North Wales & Merseyside	DD	17.85p	13.61p	18.90p	20.42p	7.12p	16.80p	2.953p
13	D	(MANWEB)	CC	17.85p	14.64p	18.90p	21.62p	7.60p	16.80p	3.254p
16	G	North West	DD	18.90p	15.28p	18.90p	18.68p	7.03p	26.25p	3.431p
16	G	(NORWEB)	CC	18.90p	16.31p	18.90p	19.89p	7.50p	26.25p	3.732p
19	J	South East	DD	18.90p	15.70p	18.90p	18.78p	6.84p	26.25p	3.609p
19	J	(Seaboard)	CC	18.90p	16.73p	18.90p	19.99p	7.31p	26.25p	3.911p
18	N	South Scotland	DD	18.90p	12.22p	18.90p	18.39p	6.91p	19.95p	2.847p
18	N	(Scottish Power)	CC	18.90p	13.25p	18.90p	19.60p	7.39p	19.95p	3.148p
21	K	South Wales	DD	21.00p	13.00p	18.90p	19.47p	6.92p	15.75p	2.936p
21	K	(SWALEC)	CC	21.00p	14.03p	18.90p	20.68p	7.40p	15.75p	3.238p
22	L	South West	DD	18.90p	16.58p	18.90p	19.56p	7.35p	26.25p	3.610p
22	L	(SWEB)	CC	18.90p	17.61p	18.90p	20.76p	7.83p	26.25p	3.912p
20	H	Southern	DD	18.90p	15.44p	18.90p	18.65p	6.69p	26.25p	3.608p
20	H	(Southern)	CC	18.90p	16.47p	18.90p	19.86p	7.17p	26.25p	3.910p
23	M	Yorkshire	DD	18.90p	14.20p	18.90p	18.21p	6.54p	26.25p	3.028p
23	M	(Yorkshire)	CC	18.90p	15.23p	18.90p	19.42p	7.01p	26.25p	3.329p

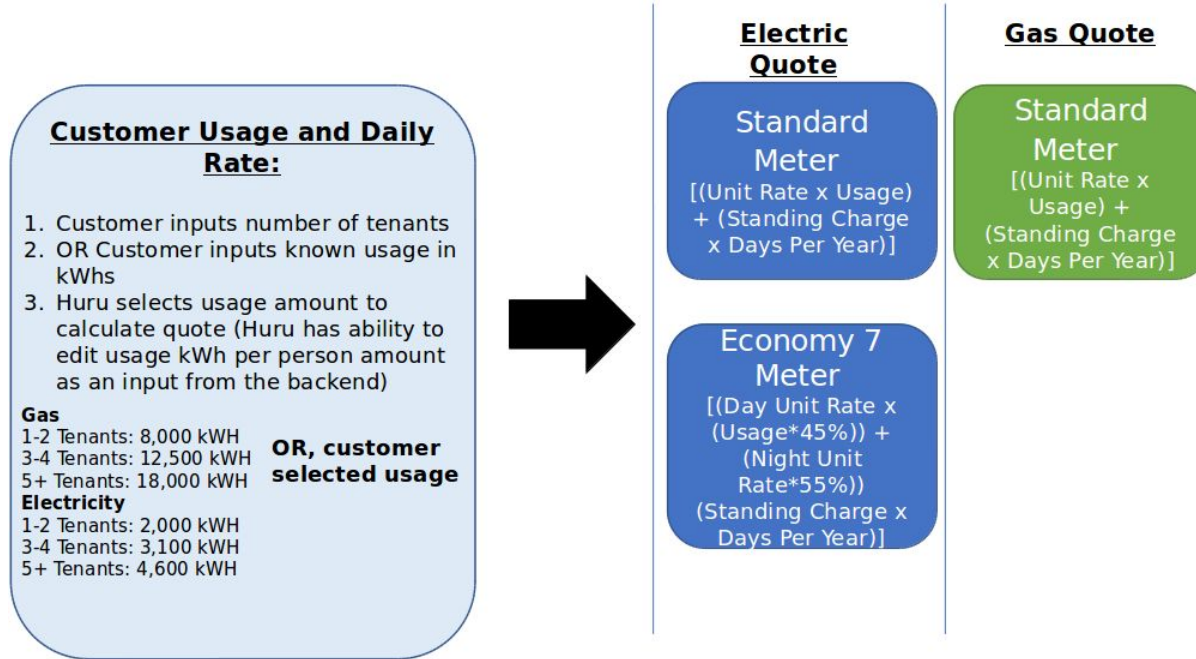
New price computation

- Need to find a region
- People have problem to get meter number
- List electricity gas meter numbers (multiple) for address
- Usage of GBP API service

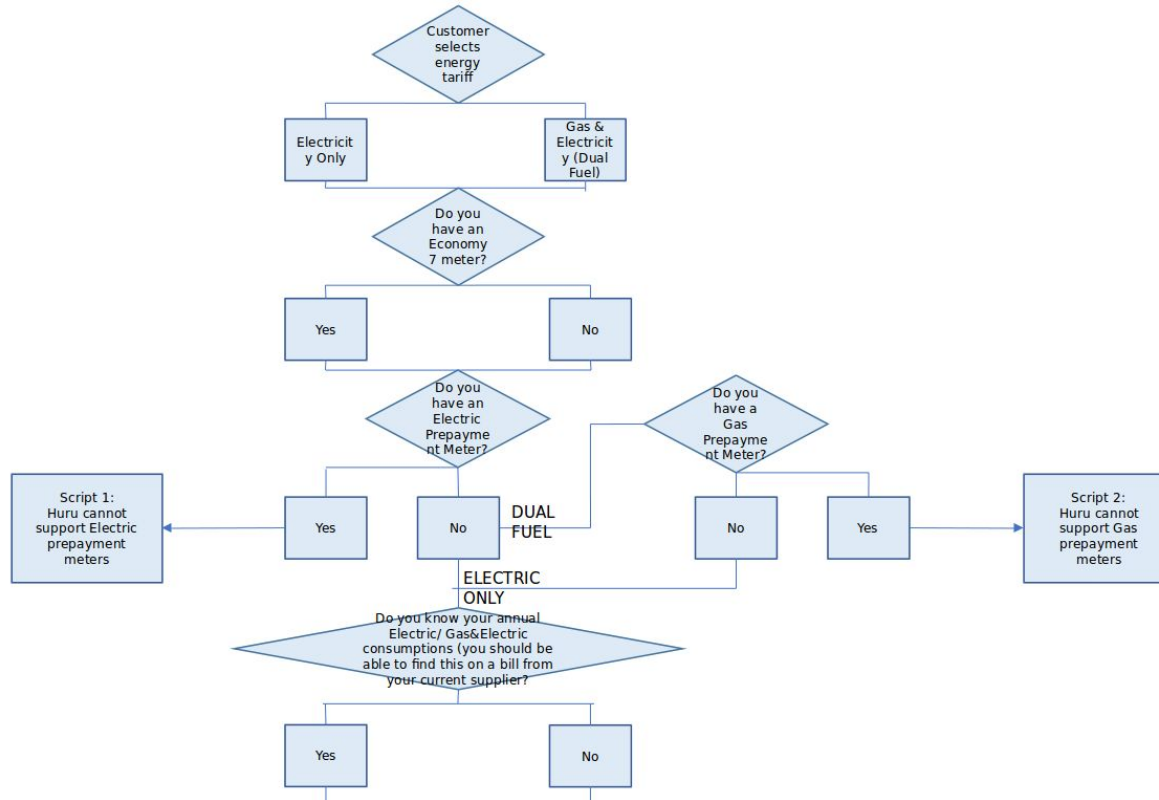
New price computation

```
<ns5:address>
  <ns2:street>Dalveen Avenue</ns2:street>
  <ns2:town>MANCHESTER</ns2:town>
  <ns2:postCode>M41 7DP</ns2:postCode>
  <ns2:locality>Urmston</ns2:locality>
  <ns2:buildingNumber>5</ns2:buildingNumber>
  <ns2:stateRegion>Lancashire</ns2:stateRegion>
  <ns2:countryCode>GBR</ns2:countryCode>
  <ns2:dpsZipPlus>9ZX</ns2:dpsZipPlus>
  <ns2:formattedAddress>5 Dalveen Avenue,Urmston,,MANCHESTER,Lancashire,M41 7DP</ns2:formattedAddress>
  <ns2:additionalItems>
    <ns2:item>
      <ns2:key>DATASOURCE</ns2:key>
      <ns2:value>UTILITIES_REGISTER_P</ns2:value>
    </ns2:item>
  </ns2:additionalItems>
  <ns2:uprn>100011653667</ns2:uprn>
  <ns2:utilitiesInformation>
    <ns2:fuelType>BOTH</ns2:fuelType>
    <ns2:gasInformation>
      <ns2:originalPostcode>M41 7DP</ns2:originalPostcode>
      <ns2:avgDomCons>19,833</ns2:avgDomCons>
      <ns2:medDomCons>21,639</ns2:medDomCons>
      <ns2:yearDomCons>2013</ns2:yearDomCons>
      <ns2:meterPointCount>1</ns2:meterPointCount>
      <ns2:meterPoint>
        <ns2:mprn>1579046303</ns2:mprn>
        <ns2:meterCount>1</ns2:meterCount>
        <ns2:meter>
          <ns2:serialNumber>756883</ns2:serialNumber>
          <ns2:largeSiteIndicator>N</ns2:largeSiteIndicator>
        </ns2:meter>
      </ns2:meterPoint>
    </ns2:gasInformation>
    <ns2:electricityInformation>
      <ns2:originalPostcode>M41 7DP</ns2:originalPostcode>
      <ns2:avgDomCons>4,072</ns2:avgDomCons>
      <ns2:medDomCons>3,817</ns2:medDomCons>
      <ns2:yearDomCons>2013</ns2:yearDomCons>
      <ns2:meterPointCount>1</ns2:meterPointCount>
      <ns2:meterPoint>
        <ns2:mpan>1610027161372</ns2:mpan>
        <ns2:gspid>G</ns2:gspid>
        <ns2:distributorId>16</ns2:distributorId>
        <ns2:profileType>01</ns2:profileType>
        <ns2:timeSwitchCode>801</ns2:timeSwitchCode>
        <ns2:lineLossFactorId>011</ns2:lineLossFactorId>
        <ns2:standardSettlementConfiguration>0393</ns2:standardSettlementConfiguration>
        <ns2:energisationStatus>E</ns2:energisationStatus>
        <ns2:energisationEffectiveFromDate>
          <ns2:day>6</ns2:day>
          <ns2:month>10</ns2:month>
          <ns2:year>2008</ns2:year>
        </ns2:energisationEffectiveFromDate>
        <ns2:meterCount>1</ns2:meterCount>
        <ns2:meter>
          <ns2:serialNumber>K95M10533</ns2:serialNumber>
          <ns2:type>N</ns2:type>
        </ns2:meter>
      </ns2:meterPoint>
  </ns2:utilitiesInformation>
</ns5:address>
```

New price computation




New price computation





New price computation


DETAILS


Click on the services below and choose your suppliers underneath:

 Gas & Electricity
£ 14.55

 Electricity

 Water

 Internet

 TV License

*per person

Don't want to sign up now? No problem, let us remind you later!

REMINDE ME LATER

YOUR ESTIMATED QUOTE

Weekly Estimate

£ 16.63 house bill
£ 3.33 per person

GAS & ELECTRICITY

REMOVE SERVICE

Do you have an Economy 7 meter?

Yes No

Do you have an Electric Prepayment Meter?

Yes No

Do you have a Gas Prepayment Meter?

Yes No

Do you know how much energy you use?

I know how much I spend or use I'm not sure

Your gas

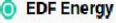
I spend £ every year


I use kWh every month quarter year

Your electricity

I spend £ every year

I use kWh every year,

**EDF Energy**



Blue + Price Protection May 18v2

TARIFF INFORMATION

CONTINUE →

GoCardless - on page gateway

SET UP A DIRECT DEBIT WITH ROPEMAKERONE LTD

Validation failed

First name	Last name
Thomas	Spencer
E-mail	
test@test.test	

Account number
55779911
Sort code
200000

Or enter IBAN

Billing address line 1	
2 Golden Cross Mews	
Billing address line 2	
Town or City	
London	
Postal code	Country code
W11 1DZ	GB

Account holder name
Thomas Spencer

Set up Direct Debit

Tariff information label

TERMS & CONDITIONS



ABOUT YOUR ELECTRICITY TARIFF

Supplier	EDF Energy
Tariff Name	Blue+Fixed Price July 18
Blue+Price Protection Aug18	Blue+Fixed Price July 18
Tariff type	Fixed
Payment Method	Budget Direct Debit (Monthly)
xxx	foo
Payment method	Budget Direct Debit (Monthly)
Fixed	Fixed
EAC:	£369.2
consumption	2000 kWh

These prices include 5% VAT. They will appear different than the unit rates shown on your bill which don't include VAT.

Frequently asked questions

What is a kWh (kilowatt-hour)

A kilowatt-hour is one kilowatt of power being used for one hour. It is the same as a 40-watt light bulb being left on for 25 hours. We also call it a 'unit' of energy

xxx

xxx

xxx

xxx

COMPLETE ENERGY PLAN INFORMATION

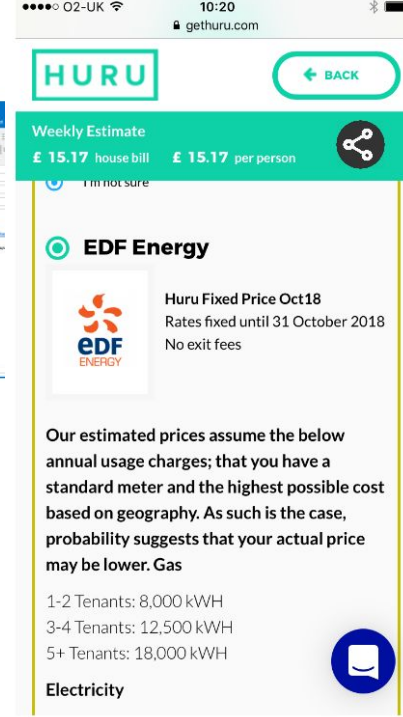
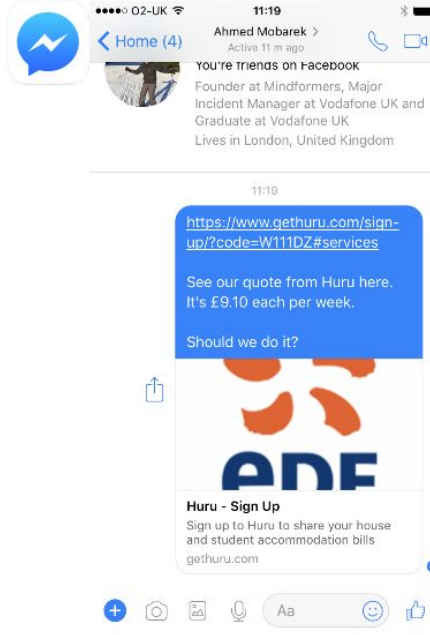
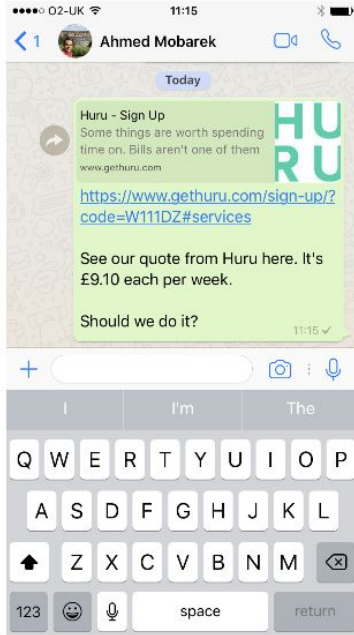
Plan Summary:

Personal Projection:	£1422.20	?
Monthly Direct Debit:	£118.52	?
Exit Fee:	Not applicable	?
Rate Type:	Fixed until 31/10/18	?

[See Unit Rates and Standing Charges](#)



Automated messages



FAQ at summary page

[← BACK](#)

SUMMARY


Almost there! Please see your summary below and follow the steps below to set up your direct debit.

FAQs:

- 1.
- 2.
- 3.
- 4.

Here's a recap of selected services:

SIGN UP TODAY AND YOU'LL GET £35 OFF YOUR FIRST HURU BILL



Gas & Electricity

Estimated total house weekly payment is **£ 15.17**

Your estimated weekly individual payment is **£ 15.17**

Actual service fees will vary depending on factors such as consumption, usage, etc.

Click below to be redirected to **GoCardless payment service** to establish a monthly direct debit. Huru will not take any payments right away. We will always email you before taking any direct debit payments and split those bills between you and your registered housemates.


Support phone, steps, remind me later


1 ADDRESS 2 EMAIL 3 SERVICES 4 TOOLS 5 PERSONAL 6 TIMING 7 SUMMARY Start over


[← BACK](#)


DETAILS


Click on the services below and choose your suppliers underneath:

 Gas & Electricity
£ 14.53

 Electricity

 Water

 Internet
£ 7.38

 TV License
£ 0.71

*per person

Don't want to sign up now? No problem, let us remind you later!

[REMIND ME LATER](#)

YOUR ESTIMATED QUOTE

Weekly Estimate


£ 26.38	house bill
£ 6.60	per person


TV LICENSE

[REMOVE SERVICE](#)

TV License - Pay Monthly

TV License - Pay Upfront

 Select this option to pay your TV License in monthly installments.

 Select this option to pay £147.00 on your first month's bill.

TV License Regulations state that, when paying for a TV License by Direct Debit, the first half of the payment must be paid in the 6 month period before your License period begins. Therefore, customers requesting a TV License to start immediately may be subject to a higher weekly estimate based on the following TV License regulated payment calculations:

5 Monthly Payments of £29.40
New Weekly Estimate of £6.78

Alternatively, you can pay in full for your TV License with a first month payment of £147


[MORE INFORMATION](#)

[Call Customer Agent - 0800 433 7261](#)

[CONTINUE →](#)

Sign-up new design

Initial Estimate Confirm Quote Confirm & Buy

 Hey buddy! I'm Huru, your personal utilities conceirge. So how this works:


Based on your household details (tenants, selected services etc) we estimate your approx usage and weekly cost and setup all your bills in one place.

The exact amount will be confirmed before final sign up with our suppliers. But don't worry, it won't be much different from our initial estimate. So let's start.

How many tenants live in the household? No worries, other people can be added later.

NEXT

Selected Services:



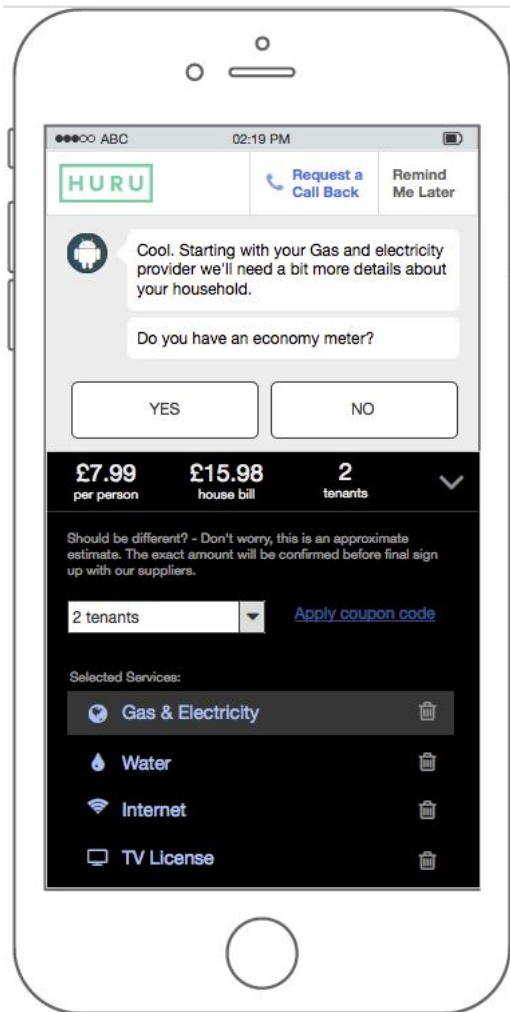
Your Weekly Estimated Quote:

£00.00 per person	£00.00 house bill
----------------------	----------------------

Should be different? - Don't worry, this is an approximate estimate. The exact amount will be confirmed before final sign up with our suppliers.

[Share estimate](#) [Apply coupon code](#)

Too busy to sign up now?



HURU sold to Glide

I wanted to let you know that we are in the process of selling the Huru business, and expect the deal to complete on the 1st December.






HURU WHY HURU? FAQ SERVICES BLOG CONTACT US

All your utilities. One monthly bill. Split between your housemates. Bills are just easier with HURU.

Huru are happy to announce that we are now part of the Glide family. [Sign up today!](#)

Our services

-  GAS & ELECTRICITY
-  ELECTRICITY ONLY
-  WATER
-  INTERNET
-  TV LICENSE