

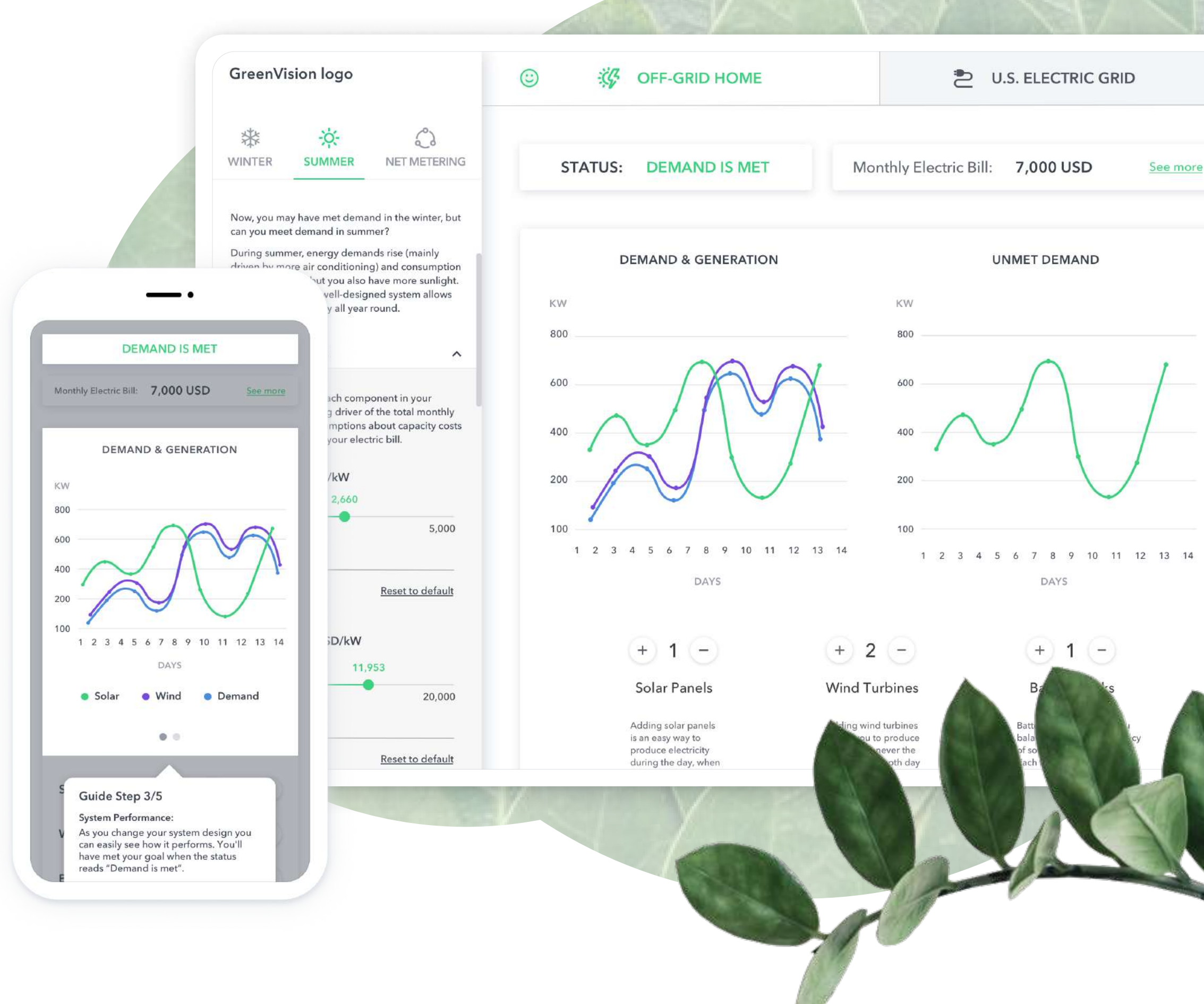
#WebApp #Platform #UX/UI Design #GreenTech

Green Vision web app

Green Vision is a platform that allows anyone to envision their future without Carbon Dioxide emissions, both on the scale of personal homes and the US scale.

Target Audience: Individual householders, businesses, and anyone wishing to reduce emissions and build a carbon-free electric grid

Green Vision



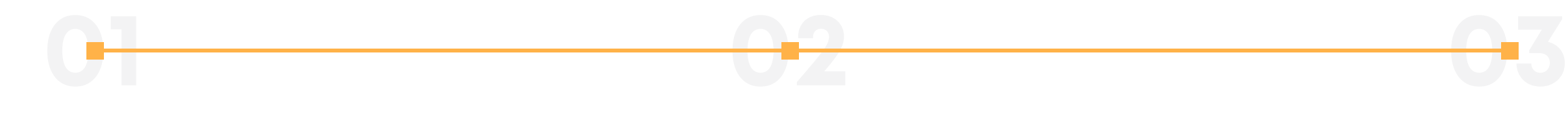
- Platform: Web (Mobile-friendly)
- Duration: 1 year
- Team: 5 experts: 2 full-stack developers, a designer, a PM, a tech lead
- Industry: Environment

Challenges

The client wanted to create an online tool that anyone can use to learn about the energy system and design their carbon-free world. The client approached ORIL to help them achieve their goals:

- Build a user-friendly web platform that will guide users through the path to a more environment-friendly energy future and lower our carbon footprint
- Create an algorithm that calculates the amount and type of energy required to supply the user's household electricity

Our Project Roadmap



Design. We made an interactive and user-friendly app that reveals the environmental impacts and costs of energy consumption. Our UX specialists created a simple user flow involving only five steps to see the results. We chose green, white and black colors and used them for our visual app design.

Development. We built the platform from the ground up in 6 months. On the backend, there was mathematical modeling for how to determine the capacity requirements for any user-defined grid. We turned the formulas provided by the client into an algorithm to build complex logic.

Support. As part of support services, our team has been performing monitoring and alerts processing, incidents and bugs fixing, and standard changes implementation for six months.

UX Process

ORIL team applied a thoroughly crafted planning and design process called Product Design Phase. This process is designed to maximize chances of delivering a product that satisfies core business objectives and is tuned for end-user's convenience. This process includes some of the following activities: competitive analysis, business-product objective prioritization, user flow creation, wireframing and prototyping.

[Read more about ORIL's Product Design process here](#)

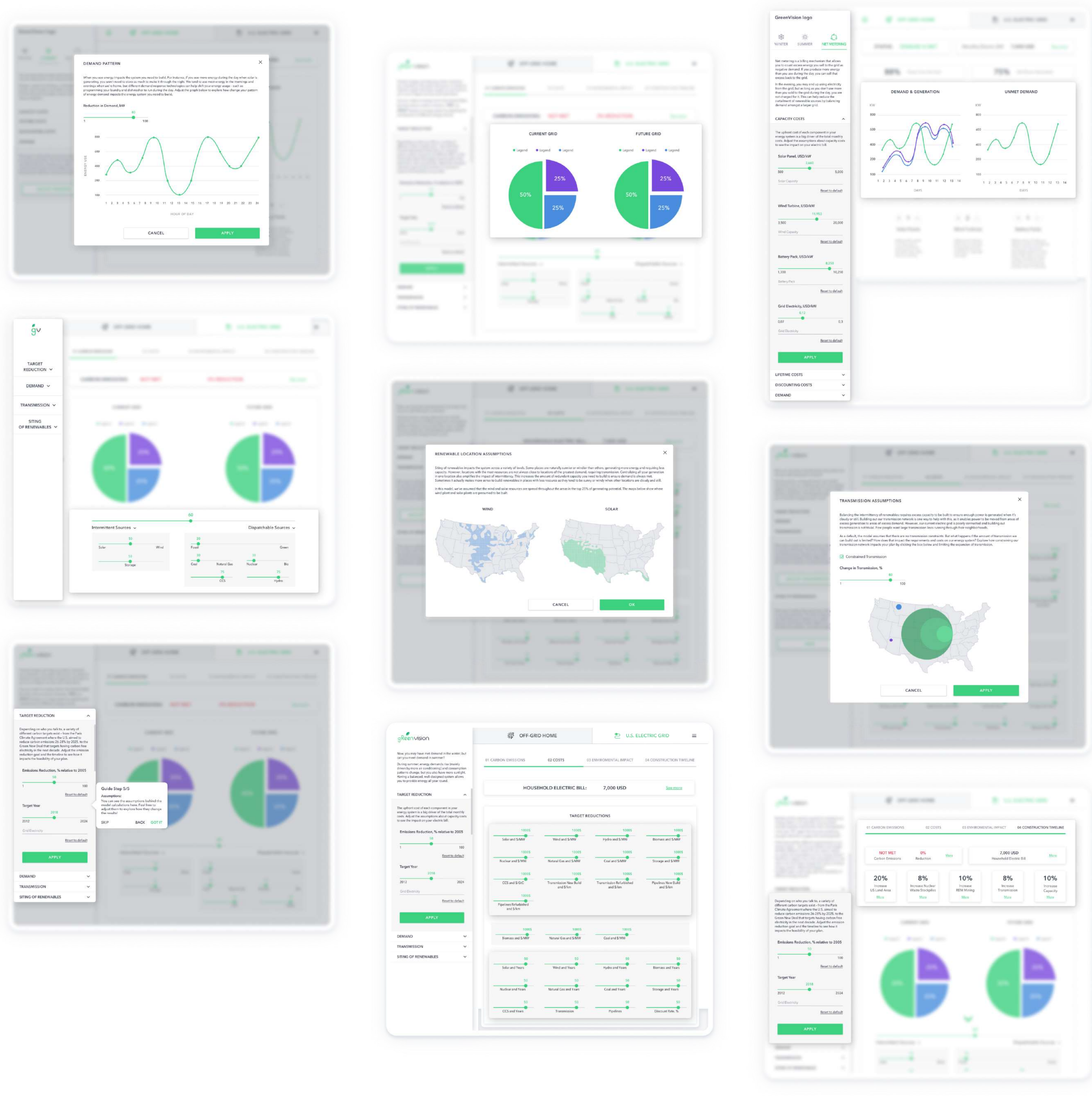


UI Process

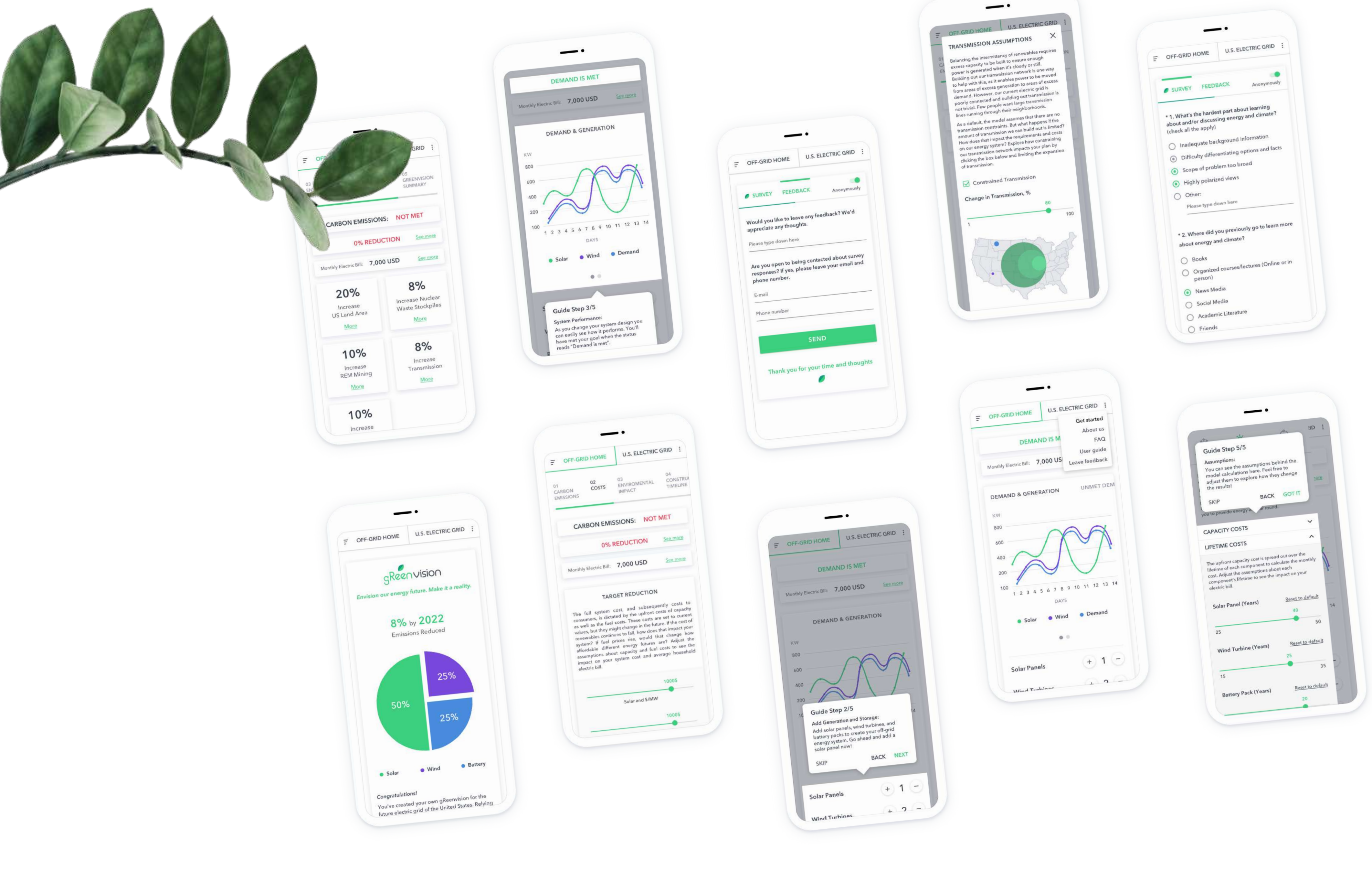
ORIL's design team worked closely with the customer and end users on choosing the right color palette, UI approach and overall look and feel of the product. The final UI design deliverables made a very complex and feature-rich product feel very light, friendly and accessible, while at the same time kept all of the platform functionality available within a few clicks.

Font - Avenir Next

Header 1	Avenir Next	Demi Bold / 20px	Primary	Primary Green Button	Primary Background
Header 2	Avenir Next	Medium / 18px	#3A4A5E	#4CC17F	#FFFFFF
Title	Avenir Next	Demi Bold / 16px			
Body 1	Avenir Next	Medium / 16px			
Body 2	Avenir Next	Medium / 13px			
Link	Avenir Next	Medium / 14px	#3C5A6F	#8C0000	#7F7F7F



Mobile-friendly Design



Main Features

- 01 Off-grid home calculator.** This feature allows users to determine the capacity requirements of alternative energy sources such as wind and solar to achieve a certain level of renewable penetration in the US grid. Plus, they can calculate the amount and type of energy they need to supply households.
- 02 Tool for designing carbon-free energy systems.** The website offers users to interactively develop system solutions for their houses by adding a combination of solar panels, wind turbines, and battery packs or by choosing one of them. Users can set and inspect their energy goals and design a system that meets those goals. It aims to help people think through some of the decisions and trade-offs they can make to build a carbon-free electric grid.
- 03 Monthly electric bill.** Users can calculate their monthly electric bill based on the sources and system components they choose. The main idea is to see the cost difference between using traditional and alternative energy sources.

Results

- Our platform serves as a promotion tool for carbon-free energy resources at seminars and conferences
- 1000+ informed households
- 1 goal - to reach a carbon-free future and save the planet

Technologies



Testimonials

Trusted Worldwide: Our Partner's Success Stories.

” The website was used at three seminars right after it was completed, proving to be a hit among the audiences who praised its ease of use and informational value. Overall, ORIL is a highly-involved vendor that offered consistent status updates and valuable input while implementing changes promptly.

