

Visual Design & Prototyping

NeuGenPower

New Era Energy

Necmettin Murat Tenil

CLIENT

NeuGenPower is a energy supplier company for **new generation** in UK that powered by **Scottish Power**.

WHO IS SCOTTISH POWER? Iberdrola

Scottish Power is electricity and gas provided with renewable energy sources. It is part of **Iberdrola**, net-zero leader, renewable focus.

The Iberdrola Group is now a **global energy leader**, with a market capitalisation of **over €100 billion**.

WHAT HAS BEEN DONE

Design System: It has been created with typography, colours, and layout grip for NeuGenPower brand identity.

Components: It has been created key components like button, input field, header menu, checkbox etc with possibilities like default, typing, error etc. for developer and designer accessibility.

Website Design: It has been designed home, login, register, dashboard, share energy page.

Interactive Prototype: It has been developed to shop and emphasize key interactions like home page, create account, share energy etc. from the user journey

Accessibility and Usability The design has been applied to Nielsen's 10 UX Usability Heuristics like visibility of system status, consistency and standards, error prevention, aesthetic and minimalist design and WCAG for interactive elements, clear user navigation.

RATIONALE

First Impressions It has been created brand for taking attention users from first look and to make feel them energetic and trust.

Accessibility and Usability Applying with WCAG standards and POUR Principles helps to broad digital accessibility and applying of Nielsen's 10UX Heuristics ensures the design is intuitive and highly user-friendly.

Interactive & Modern Design The design plans to look modern and clean, also includes interactive sections to allows user understand message quickly and easily.

METHODOLOGY

Design System Design A comprehensive design system was established to ensure visual consistency and project scalability.

UI Element and Components Component designing promoted build efficiency and interface consistency across the platform.

Animation Components Fluid animation was integrated to enhance user experience by providing immediate functional feedback.

Our research explored gender, gender trends, user types by age, technological behaviour, values and economies in UK

Gender

%51
FEMALE

%49
MALE

Gender Trends

Household Decision-Making: While women frequently assume the primary role in managing day-to-day consumption, men often lead decisions related to high-cost investment in energy infrastructure.

Technology Engagement: Technology engagement contrasts, with women often prioritizing low-tech behavioral saving habits and men showing a greater inclination toward adopting smart technology for system control.

Sustainability Attitudes: Women generally exhibit a higher willingness to prioritize sustainability goals, whereas men are often more motivated when benefits are framed by system performance and efficiency.

Values and Economies

Consumer economic behavior is defined by three critical challenges. **Cost Sensitivity** forces households to prioritize stable and predictable cost management over seeking out the lowest variable price. This behavior is compounded by **Low Trust** in the traditional energy sector, which necessitates that suppliers build credibility through transparent pricing and clear customer interactions. Finally, a **High Barrier to Entry** exists for green technology due to significant upfront installation costs, resulting in income inequality in the adoption of smart energy solutions.

Primary User - Digital First User (18-35 Aged)

Primary users are interest among digitally active users who affordable price, eco-friendly living, and simplified digital tools for easy managing energy. They are mostly renters, house owners, young professionals, young families, EV owners. However, they **taking attention is hard** and they have **less concentration time**. And they like to see interaction and animations.

Secondary User - Family and Stability Seekers (35-70 Aged)

They has professionals balancing cost efficiency and sustainability in family homes with comfort and long-term customers looking for reliability and support in energy transitions. They are mostly house owners, technology enthusiast, EV charge users, solar panel and smart meters users. However, they **looking something easy to use and monitors** and their **priority easy to reach support and customer service**.

Technology Behaviour

In energy area customers like to work with technology for easily management. Smart Meters helps to tracks real-time energy consumption, export data and providing visibility for accurate billing and enabling real time usage. EV charging records charging status, power, and start/stop times. For all this monitoring and management system is working in Mobile and Web panel. So energy users are actively uses their phones and computers.

“I WANT TO SAVE MONEY WITHOUT OVERCOMPLICATING THINGS.”

James moved to Glasgow for his university education. He shares a modern flat with a friend close to the city centre, where both manage utilities together. He spends his free time at co-working cafés, attending local tech meetups, and cycling on weekends. James tries to live efficiently but finds it difficult to track his impact and savings easily. He wants technology to simplify his sustainable lifestyle rather than complicate it, which is why intuitive and personalized energy tools appeal to him. However, he has a dyslexia and less concentration time.

Professional Background

Occupation: **Software Engineer**

Income: **£38,000/year**

Work Experience: **3 Years**

User Environment

Works remotely 3 days a week

Uses Phone, Smart Watch and Smart Home Devices

Drives an electric car and charges it at home

James Smith

Age: **26**

Education: **Computer Science**

School: **GCU**

Status: **Single**

Lives in **Glasgow, UK**

Psychographics

Interests: **Technology, sustainability, data-driven tools**

Motivations: **Wants control over his expenses and environmental impact**

Pain Points: **Finds traditional energy services confusing and outdated**

Why NeuGenPower?: **He values its transparent design and gamified approach to managing energy usage**

Needs: **Real-time energy usage, Dyslexia mode, Personalized graphs, Simple dashboard**

Goals: **Monitor usage, Lower monthly costs, Less text reading**

Behaviour

Hardworking, Fun, Intelligent

Most Used Apps



“BEING SUSTAINABLE SHOULD BE SIMPLE AND FIT NATURALLY INTO MY LIFESTYLE.”

Emily lives in Glasgow, drawn by its creative culture and growing sustainability scene. She enjoys walking along the River Clyde, exploring cafés, and attending weekend design markets. Her work-life balance blends creativity and digital awareness. Also, she’s detail-oriented, organized, and values simplicity. Emily tries to keep her household sustainable but struggles with understanding real-time energy data and the environmental effect of daily usage. She prefers digital platforms that visualize her impact clearly, offering motivation through progress tracking and eco rewards. Design is important for her to trust a brand.

Professional Background

Occupation: **Marketing Executive**

Income: **£42,000/year**

Work Experience: **6 Years**

User Environment

Works in office

Lives in a two-bedroom rented flat with her partner

Uses smart thermostat and energy-saving appliances

Emily Roberts

Age: 28

Education: Marketing

School: UofG

Status: Married, No Children

Lives in Glasgow, UK

Psychographics

Interests: **Eco-living, design, photography, and Foods**

Motivations: **Wants her lifestyle to reflect her values of sustainability and minimalism**

Pain Points: **Finds energy bills unpredictable and energy apps too complex**

Why NeuGenPower?: **She loves clean, intuitive design and enjoys gamified systems that make sustainability rewarding and engaging**

Needs: **Clean and modern design, Easy-to-understand, Eco-friendly**

Goals: **Understand statistics, Feel free and trust, Easy-to-use**

Behaviour

Ambitious, Focus, Active

Most Used Apps



“I WANT ENERGY SERVICES THAT ARE STRAIGHTFORWARD, RELIABLE, AND HELP ME RUN MY HOME EFFICIENTLY.”

David lives in Glasgow, a city he chose for its calm lifestyle, good schools, and close-knit community feel. He spends weekdays managing a team at work and evenings helping with homework, cooking, or planning activities for the weekend. He likes structure, stability, and tools that help him manage home responsibilities without extra complexity. Energy is a major monthly expense for his family, and he often feels frustrated by fluctuating bills and complicated interfaces. He wants a service that gives clarity, breaks down usage by appliance or time, and helps him make smarter, more efficient decisions for his household. He appreciates the idea of gamification, especially if it helps his family reduce costs together or compare improvements over time.

David Thompson

Age: 40

Education: Business Administration

School: UofG

Status: Married, Two Children

Lives in Glasgow, UK

Professional Background

Occupation: **Operations Manager**

Income: **£95,000/year**

Work Experience: **15 Years**

User Environment

Lives in a semi-detached family home

Uses smart thermostat, EV charger, and multiple home devices

Balances work, school runs, and managing household responsibilities

Psychographics

Interests: **Home improvement, financial planning, cycling, and weekend trips**

Motivations: **Wants stability, transparency, and predictable monthly expenses**

Pain Points: **High energy bills, unclear usage breakdown, too much technical jargon**

Why NeuGenPower?: **He prefers platforms that simplify energy decisions and help him manage a busy household more efficiently**

Needs: **Clear visibility, Simple, Reliable customer support, Security and data protection**

Goals: **Quickly resolve issues, Easily switch tariffs or plans, Manage everything in one place**

Behaviour

Responsible, Logical thinker

Most Used Apps





octopus.energy

VISUAL BRAND PERSONALITY AND TONE OF VOICE

It has turned the energy sector into an entertaining experience for users.

Brand Personality: **Excitement + Competence**

Tone of Voices: **Friendly, Playful**

Colors: **Purple, Cyan → Positive**

Fonts: **Chromatophore → Medium Weight, Sans Serif, Clean and Modern Appearance**

Using simple and minimal nav menu. There is no dropdown menu

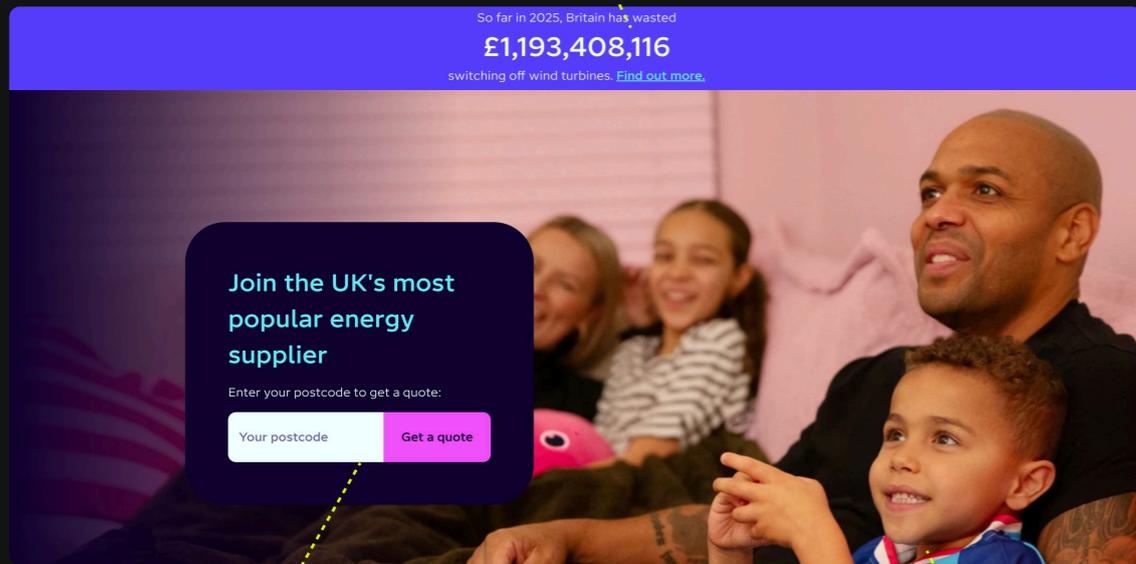
Quick login button



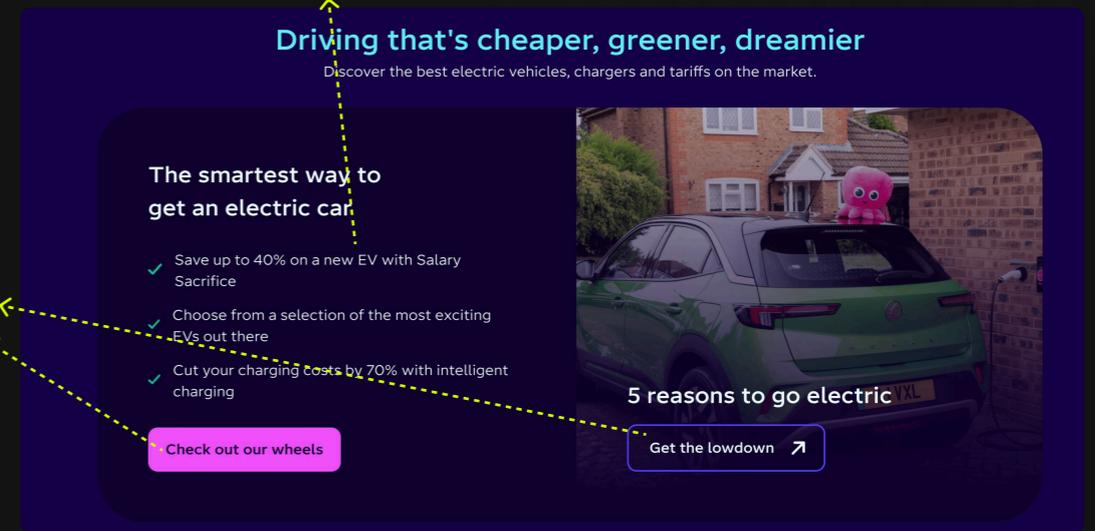
Social proof has been used in the headline. It looks crowded, but the user can see it on first interaction.

Showing advantages it might help to user decide to start using this brand. Good idea!

It has been used for emphasise renewable energy sources. Good idea!



It has been using CTA for easy to navigation



Search input it would be very helpful for users to reach solutions.



Using illustration very good idea



Simple hero header card
It could be more bigger and wide.
However, get a quote input is very good idea.
Also it encourages users in first look.

Family picture has been used in the hero header background for trust.

Nice using of white space and simple design. Also, categories easy to scannable, and Hick's law has been used here. Good idea!

Title has not been used in footer section

Suitable color tone for social images



Writing for every country.. it is repetition



ovoenergy.com

VISUAL BRAND PERSONALITY AND TONE OF VOICE

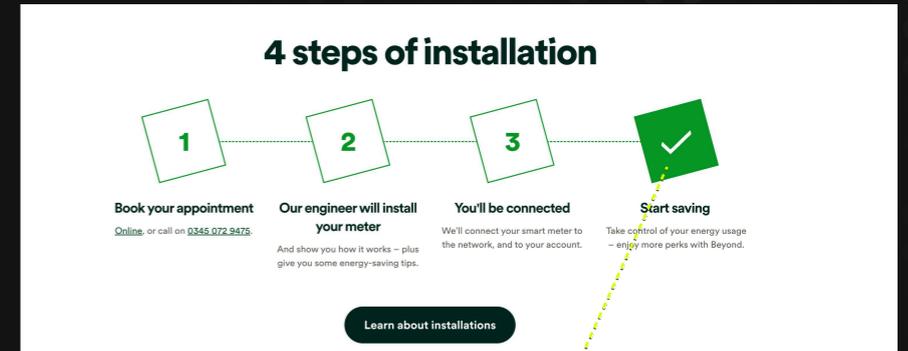
The visual use is mostly nature and people.

Brand Personality: **Sincerity + Competence**

Tone of Voices: **Confident, Trustworthy**

Colors: **Green, White** → Trust, Renewable

Fonts: **OVO Circular** → Bold Weight, Sans Serif, Clean and Modern Appearance

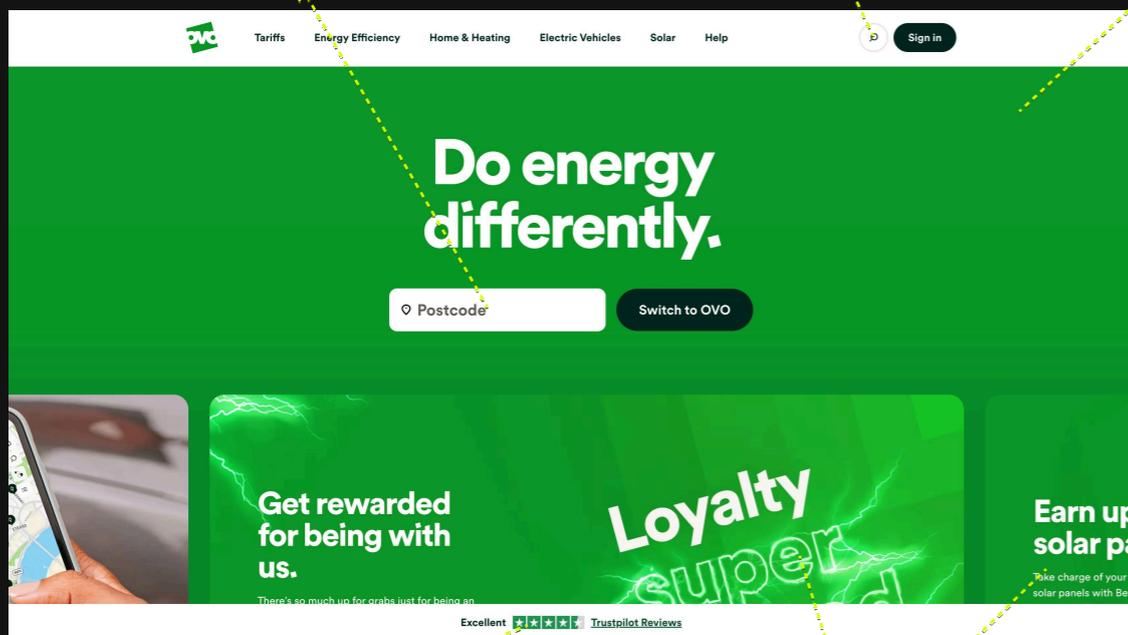


Explanation of steps of installation. Useful for users. However using brand square for everywhere actually a bit annoying.

Encourage address input for quick start.

Search button

Clean brand color, no image in background



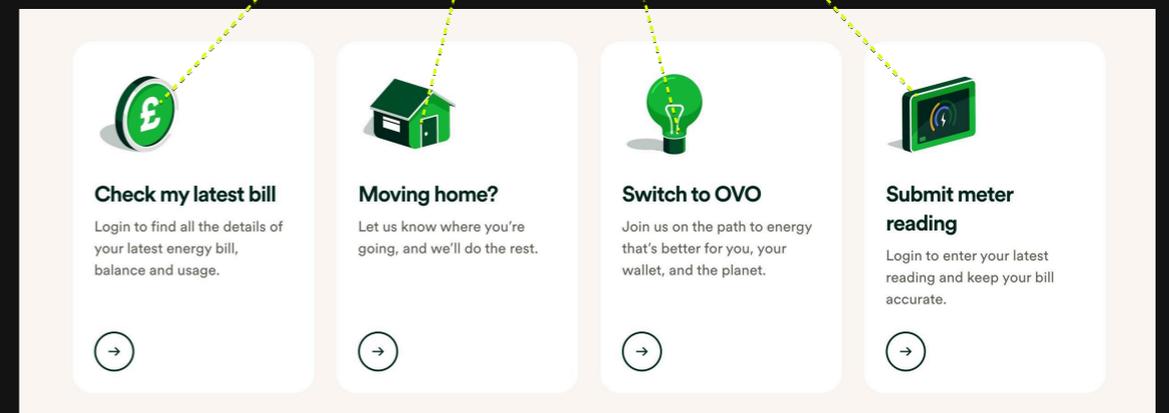
Social proof has been used below to the page. It is also flows users while visiting website.

Promotions and special campaigns carousel in hero header with related area such as: solar, ovo live, ev charging

It has been using contrast section in header menu. It would helpful for taking users attention and to transfer our message. Good idea.



Using illustration for easy to scan and understand by user. Good idea for decision making.



Have a question?

Get help

Broad white space and simple CTA design



eonnext.com

WHY?

When I've been making competitors research I decide to make deeply research for e-on next website. I think this one has some advantages then other. E-on website is its exceptional clarity and user friendly navigation, which effectively useful. Moreover, user navigations, simple design, using very good illustrations, color tone, typography are push me to deep research of this. Especially, about e-on has been using energy and related illustration mascot together. It is very creative and helpful to brand knowledge.

While ideation and designing wireframes, I get inspiration of design and structure from this website for NeuGenPower.

VISUAL BRAND PERSONALITY AND TONE OF VOICE

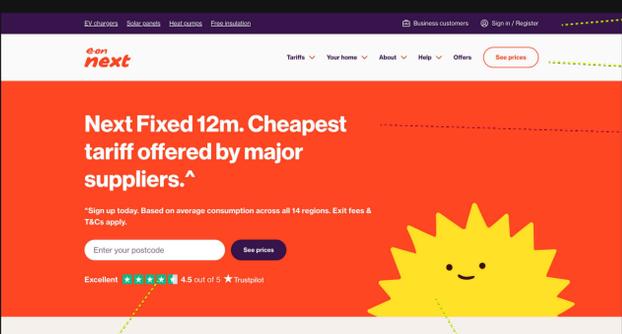
The visual use is mostly people and action

Brand Personality: **Excitement + Competence**

Tone of Voices: **Confident, Trustworthy**

Colors: **Red, Purple → Energetic, Active**

Fonts: **Neue Haas Grotesk → Bold Weight, Sans Serif, Clean and Modern Appearance**



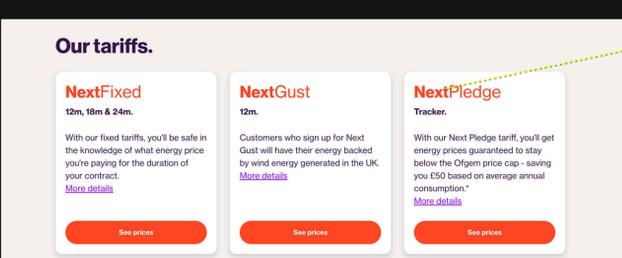
Additional pages and links has been using on the top.

Clean header and highlighted CTA.

Hero header background is so eye-catching. However, color is not suitable for eyes because of eye-straining.

Social proof has been used below the postcode.

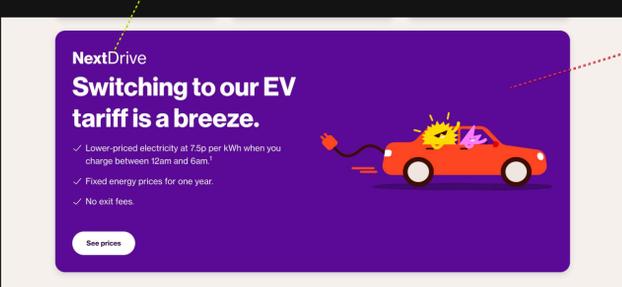
Simple and warm mascot. Also, it helps to emotion transfer.



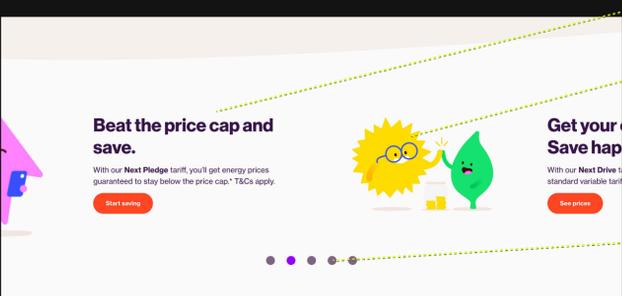
Easy to scan title and tariff card designs.

Clean card using; half of content and half of image. Also text hierarchy applied very good.

Again using high contrast background color. Although, it is from branding colors, so eye-straining.

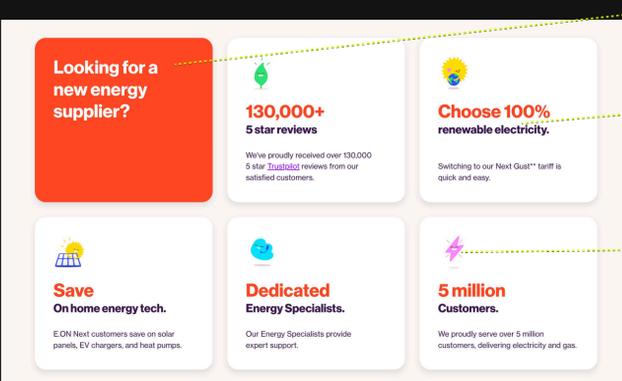


Clean and good hierarchy. Moreover, using highlight word in the sentences; good for taking user attention.



It has been using related mascot with weather and company product. Good ideal!

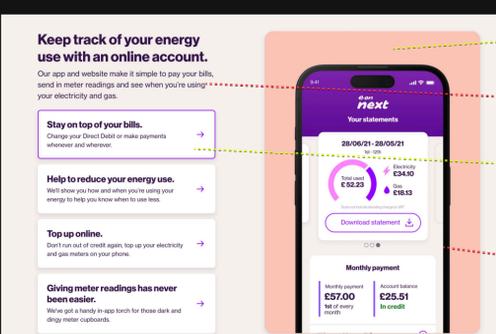
Adding pagination help to understand how many pages this section it has and which section we are displaying now.



Clean layout and change one for highlighting.

Hierarchy and color using each other. It is also really good to highlight message.

Moreover, it has been supporting with related mascot or icon



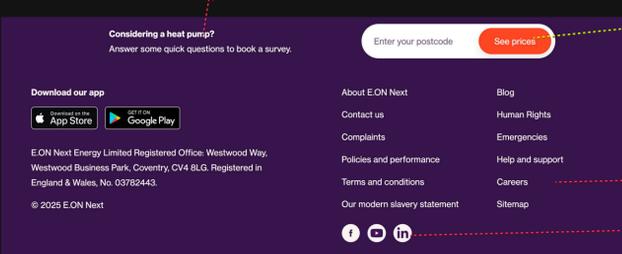
Dividing page with half of image. It is very good for visual explanation.

Don't need this explanation here. It made crowded

It has been using interactive tab sections with explanations. Also, it is connected to related image

Using a specific phone model not good idea. It is not timeless design.

It is not align in a good position.



It has been using primary color button. Good!

Not enough white space in footer

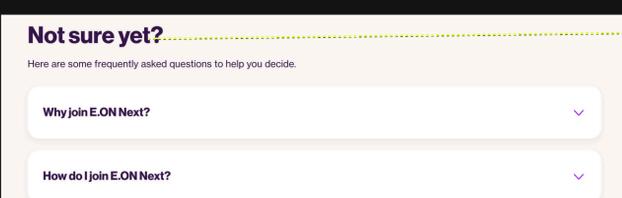
Social icon sizes are not equal.



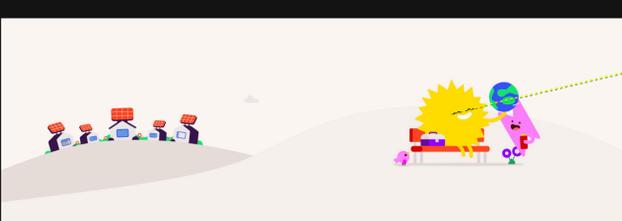
Using bold, less letter spacing very good idea. It looks energetic and easy to take attention for our personas.

In addition, it has been supporting with related mascot.

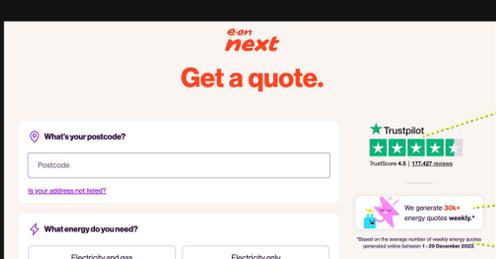
Alignment not arranged well. Button looks like under de image.



Clean and friendly FAQ section title. It is good idea to make connection with our persona.



In footer using mascot animation. It has good a message.



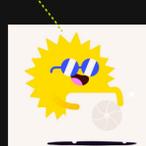
It has been supporting quote page with social proof.

Another social proof with different design. Details are very good idea to take users attentions. Also, highlighted number takes attention.

Highlighted information and different font weight using each other for hierarchy.



Using mascots are really good for emotions and connections



It has been created with typography, colours, and layout grip for NeuGenPower brand identity.

tone of voice

Energetic, Responsible and Expert in energy area. Phrases like "New generation of energy". The voice designed to feel attractive and modern

Why?: This should be looks modern and simple for finding attractive by our persona. Also, the tone should reflect our creativity and quality of brand.

PERSONALITY

The personality of brand feels modern and well-designed. This will create trust, excitement and comfort in users.

Why?: Emily likes well-design product in her lifestyle like house because of she loves design and creativity.

CONCEPT

It has been designed modern and creative concept. Concept has dot background for consistency then NeuGenPower categorizes shows in dots like light effect. Also, it was inspired by the flickering effect that used to occur when we switched on the light bulb. My purpose is build a bridge between old feelings and new modern design.

Why?: Main purpose is the website designed for our persona which are primary and secondary.



Energy



Solar



Heating & Boiler



EV



Support

COLOURS

Colors of NeuGenPower are green, black and white. Green inspired from nature but I used vibrant and shining green to make engaging. Also black and white for make minimalist, contrast and modern for the brand.

Why?: The colours focuses taking attention quickly for James because he has less concentration. Also Emily coming from creative culture, so she loves vibrant and shining colours. It helps to take attention from our persona.

#141414	60	#FFFFFF	30	#D5FF00	
#FFFFFF	60	#141414	30		10

TYPOGRAPHY

Inter Black -5%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inter Semi Bold -2%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Inter Regular -1%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

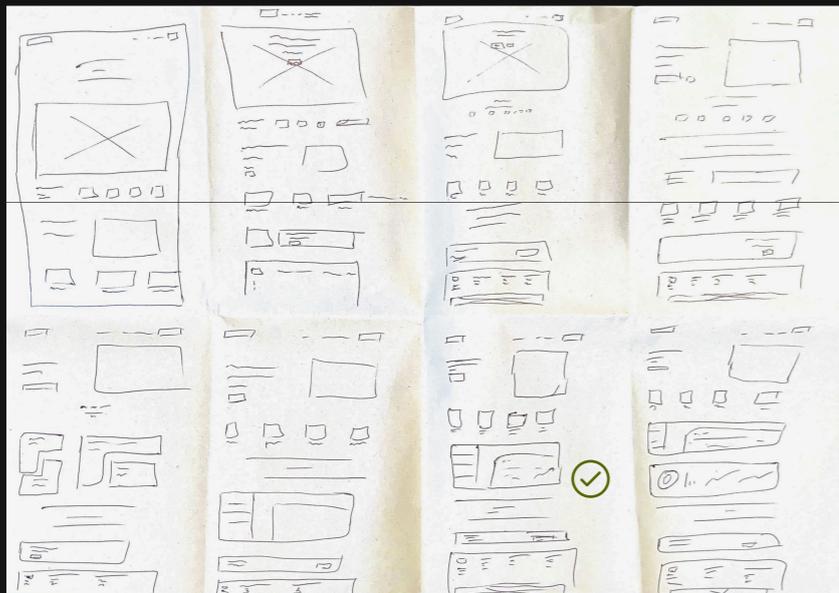
Why?: NeuGenPower has Sans-serif font because of their clean appearance and easy readability on screens. For instance, with its minimalist design. Also, Inter is one of the popular font. I adapt space between font because of increase the reading and to not make text look awkward or disjointed. Moreover, James has less concentration time so I want to take attention quickly with using bold and bigger text using clean display font.

Crazy 8's is a core design sprint where participants rapidly sketch eight distinct ideas for a solution or feature in eight minutes(one for each). The goal is to focus on volume and variety rather than quality or feasibility. It is typically executed on a single sheet of paper folded into eight sections.

WHY?

It is important because it forces me to move beyond initial, obvious concepts and encourages radical thinking under pressure. This exercise generates a high volume of diverse ideas quickly, helping teams break creative blocks, explore a wide range of solutions, and prevents early attachment to a single idea, leading to stronger, more innovative outcomes.

HOME PAGE



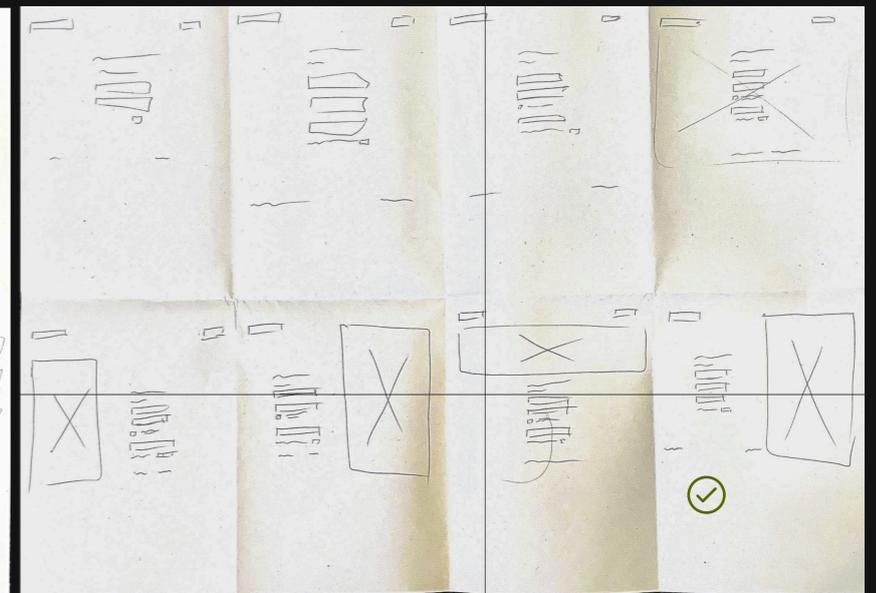
For home page I was updated design a couple times. Then I've said 8s was very useful for finding actual design. The page contain with hero header, social proof, categories, our advantages, Cta and start now, footer consecutively

DASHBOARD



For dashboard I was focusing to display important data as simple as I can do. At the first all values was in the same page. Then I've divided two page main dashboard and energy sharing. So, I found a simple version.

LOGIN PAGE



This is login page structure. It started with simple form which is email, password and check agreements. After, I've decided to support login page with image.

User journeys are the interactions understand to user's purpose and how navigate in the website. NeuGenPower has three different user journeys such as; creating an account, sharing energy with neighbourhood, support page.

WHY?

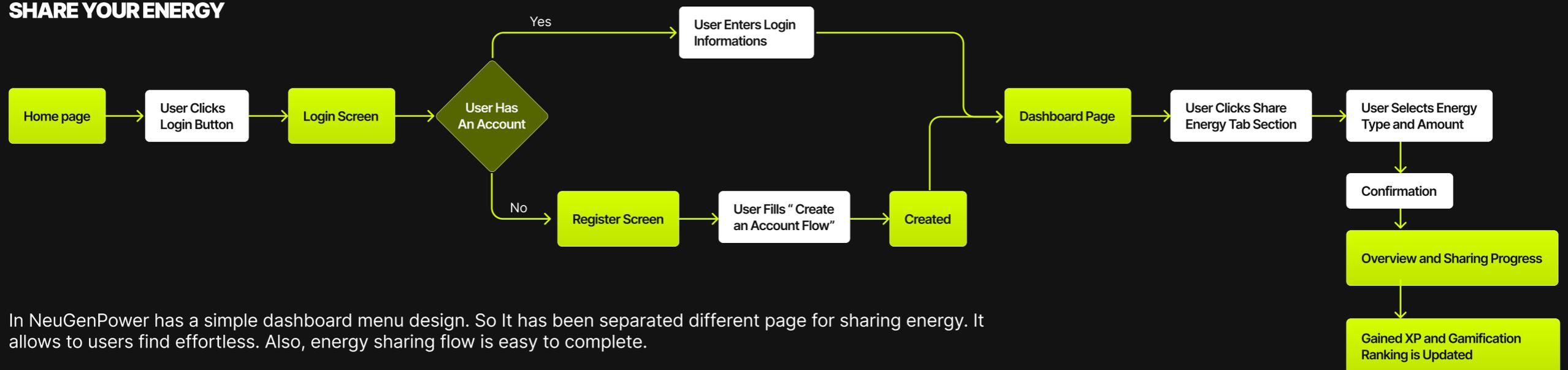
User journey mapping is vital because it fosters a user-centric perspective, allowing the design team to experience the product through the customer's eyes. This visualization is essential for: Exposing Pain Points, Driving Alignment, Identifying Opportunities.

CREATE AN ACCOUNT



Creating account user journey. It allows to ask important questions to user and complete their process easily.

SHARE YOUR ENERGY



In NeuGenPower has a simple dashboard menu design. So It has been separated different page for sharing energy. It allows to users find effortless. Also, energy sharing flow is easy to complete.

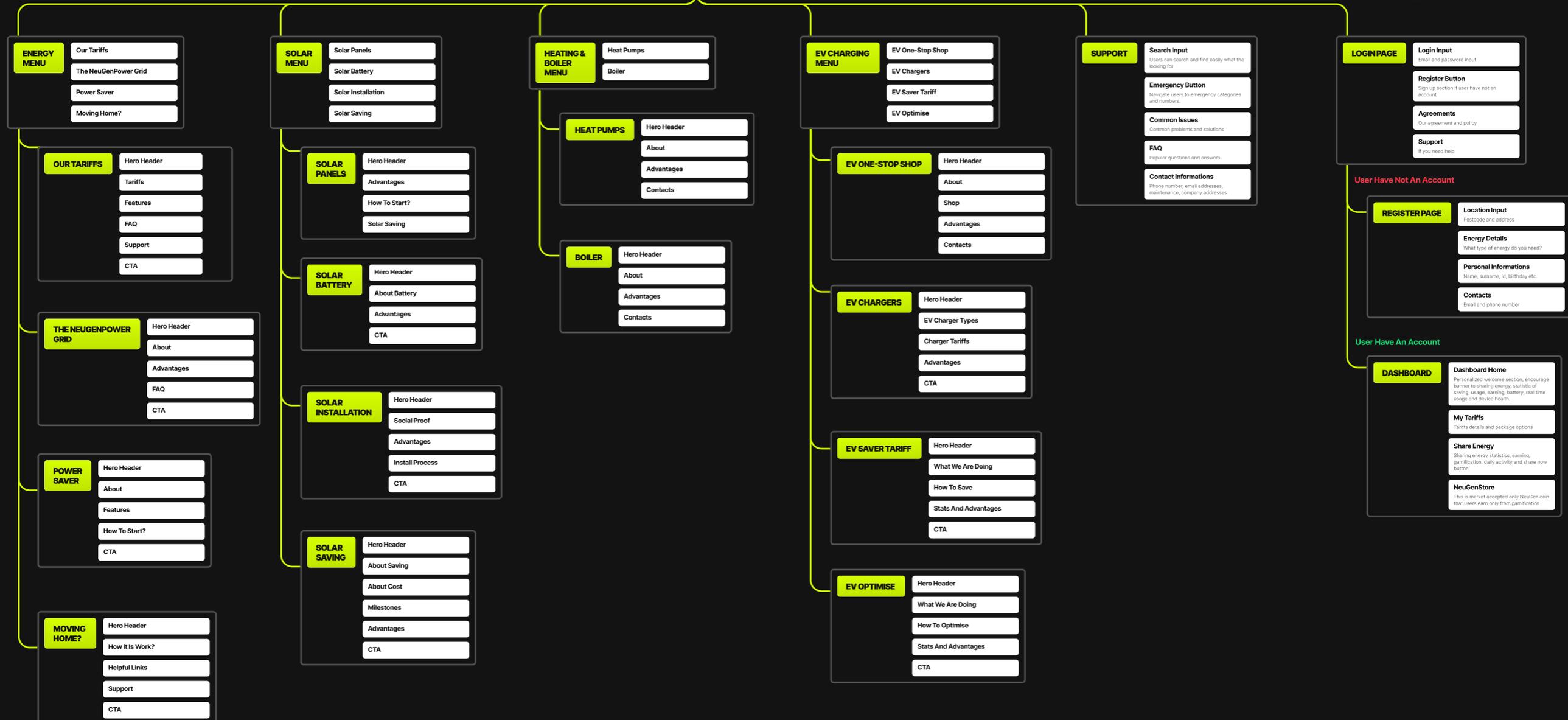
Sitemap is a structural of a website's flow, content hierarchy and pages connection each other. NeuGenPower sitemap has type of energy pages, support and user login.

WHY?

The sitemap functions as the definitive plan for the entire website structure, establishing the content hierarchy and defining all inter-page relationships. This foundational document is essential for ensuring logical user navigation and simplifying project scope management and team alignment during development.

HOME PAGE

- Hero Header
Welcome text, postcode input and video
- Social Proof
Our rewards and Trustpilot rating
- Categories
Quick links for our top headings such as: energy, solar, heating&boiler, EV, support.
- Advantages
What we makes important in this area like profit and happiness, easy to use, detailed and clear charts, secure.
- Dashboard
Our dashboard parts and what we offer to users.
- CTA
There is take attention to users for start using. And support with image
- Footer
Menus, categories, agreements, social links etc.



A low-fidelity wireframe is a basic, grayscale, skeletal representation of a digital interface, utilizing simple shapes and placeholder text to define content hierarchy and layout structure. This deliverable focuses solely on the organization and placement of elements rather than visual aesthetics or interactive detail.

WHY?

This stage is important before start designing to NeuGenPower website because it facilitates rapid iteration and testing of core structural concepts before significant time is invested in visual design.

HOMEPAGE

There is a special video for represent nature, renewable energy and people

Social Proof and awards

Category cards

First card represent title of general categories Other card are belongs to each categories that NueGenPower has. Big and easy to select

Advantages

There are four priority advantages side bar here.

Image for related advantage and it will represent to more details to users.

Dashboard Part

Hook text to explain what is dashboard for and which features it include.

It will support with real chart and graph image from our dashboard.

CTA Section

There is image and text to take attention users for starting NeuGenPower. Specific image for UK citizenship and neighbourhood.

Footer

Our categories, menu, social links and agreements

Ending with NeuGenPower

LOGIN PAGE

Simple and consistent login form supported with image

Welcome text and description

REGISTER POSTCODE

Simple and consistent register area.

REGISTER ENERGY SELECTION

Previous answers section. It allows users to change answers

Consistent selection buttons with energy selection in register part

REGISTER PERSONAL INFORMATION

Personal informations in structured forms

REGISTER SUCCESS

Success feedback from system after completed registration form.

DASHBOARD

Banner for encourage user to share energy

There is side bar menu for navigation easily.

Simple charts and supports with icon

SHARE ENERGY

User income monitoring clearly

Daily stats in simple design

Gamification details to engage users

SHARE ENERGY - DRAWER

Related stats like battery, earning amount.

Confirmation section for error prevention.

Drag button for arrange sharing energy percentage.

SHARE ENERGY - PROGRASS

Overview about sharing energy to allows user see progress for what

Progress animations and clean feedbacks from process

SETTINGS / ACCESSIBILITY

Share energy banner for encourage user.

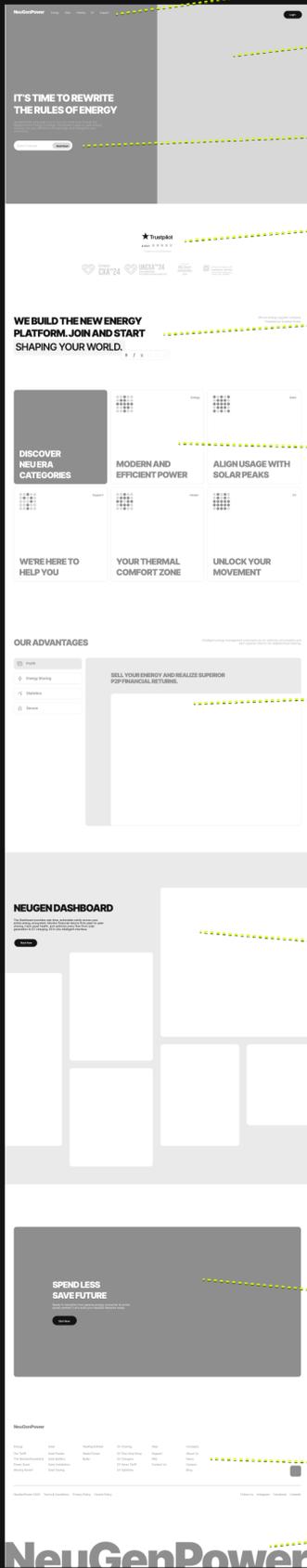
In settings contain theme, dyslexia mode, notifications etc. However, dyslexia mode important for James.

A mid-fidelity wireframe bridges the gap between the low-fidelity and high-fidelity design. It is a more detailed plan that includes accurate element sizing, detailed labels, specific component states and real content.

WHY?

Mid-fidelity wireframes are critical because they allow the team to test detailed functionality and interaction patterns before applying costly visual design. This stage validates the placement, sizing, and flow of all features, enabling crucial feedback on content hierarchy and user interaction without the distraction of final aesthetics. It provides a robust, validated structure for the final visual design layer.

HOME PAGE



Simple and contrast header

Hero Header:
There is a special video for represent nature, renewable energy and people

Quick access button for postcode input. It allows to join easily.

Social Proof:
Social proof from Trustpilot which is most reliable platform
Awards in same design language.

About NeuGenPower and interaction

List of categories
Big and broad card structure

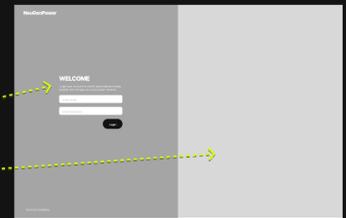
List of Advantages and image
Menu and strong short description text

Dashboard:
Clear and same space between dashboard images
Different background colour for taking attention

Call To Action(CTA):
Contact area with image

Footer:
Simple and contrast menu and pages.
Brand name in ending for strong branding

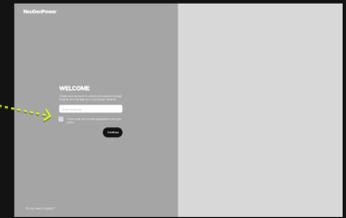
LOGIN PAGE



Login Page:
Clean form structure with engaging title, description and image.

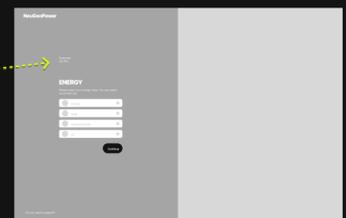
Nature image

REGISTER POSTCODE



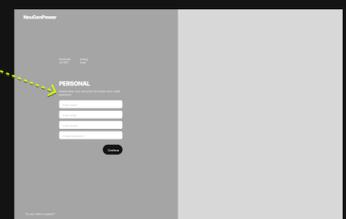
Register Postcode:
Agreements check box before register which is important.

REGISTER ENERGY SELECTION



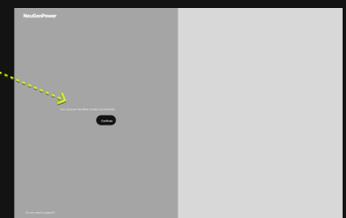
Register Energy Selection:
There is option to user can check their answer and allows to go back and edit

REGISTER PERSONAL INFORMATION



Register Personal Information:
Clean form structure same spacing

REGISTER SUCCESS



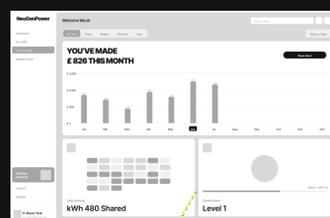
Register Success:
Thanks user and say journey was successful completed

DASHBOARD



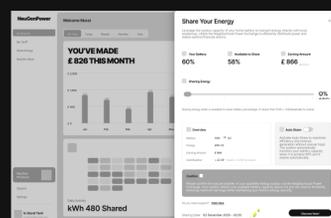
Clean and aligned dashboard sections. Sections are related icon and same title, content structure for consistency

SHARE ENERGY



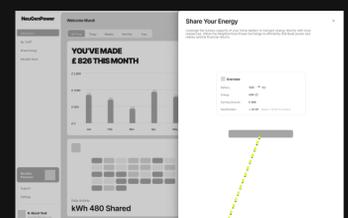
Same space between with cards.

SHARE ENERGY - DRAWER



Using drawer for managing content hierarchy and screen space in mobile and web app.

SHARE ENERGY - PROGRESS



Sharing process with animation

SETTINGS / ACCESSIBILITY



Based on our persona (James) has a dyslexia. So, our system has dyslexia accessibility in setting page. When It is turned of system change all fonts with "Lexend" font which special font for dyslexic.

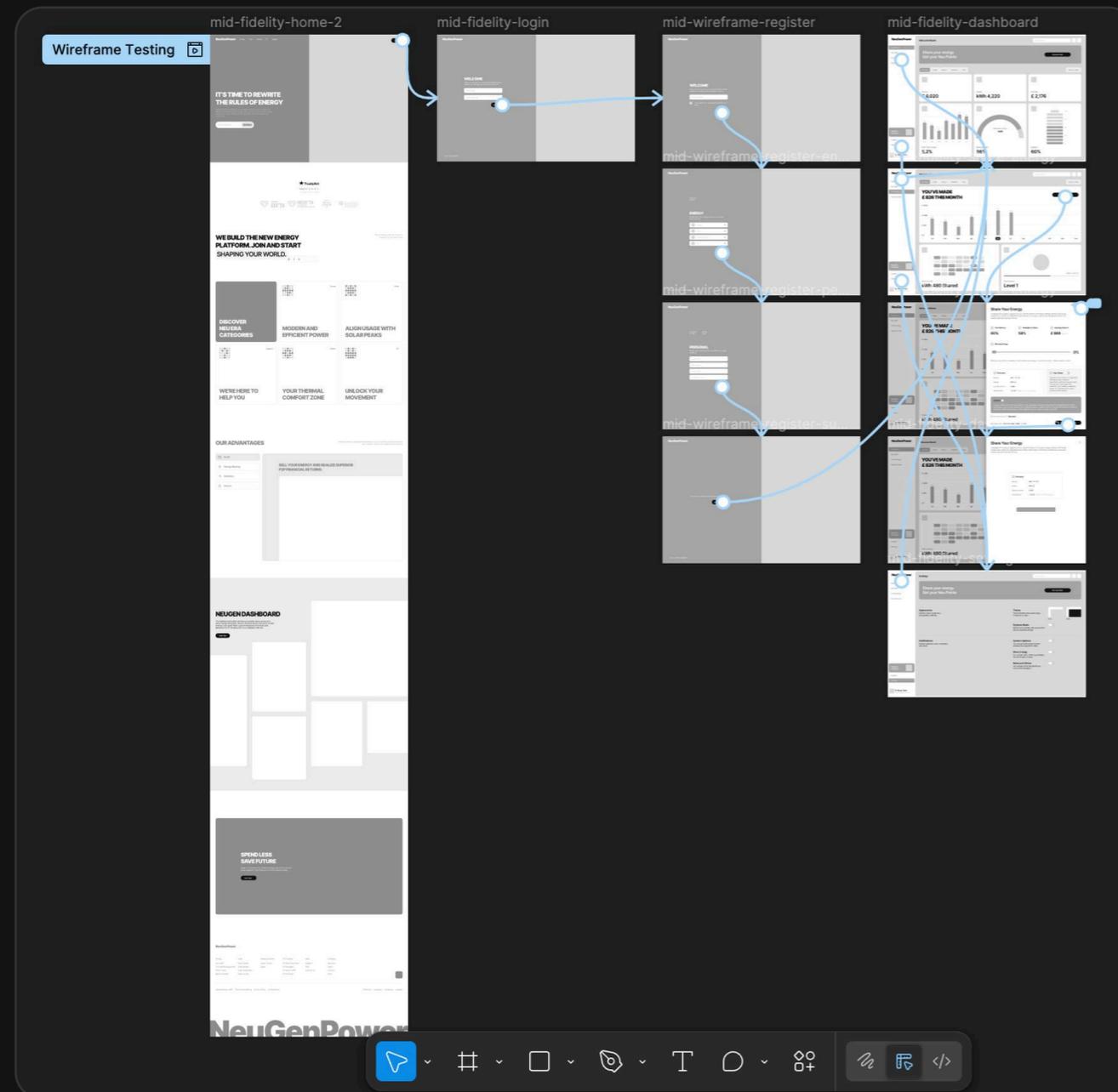
5E'S OF USABILITY

- Effective:** Measures whether users can complete their goals or tasks accurately and completely. Measured whether users can complete their goals or tasks accurately and completely.
- Efficient:** Measures the speed and effort required for users to complete tasks once they have learned the system. Minimized the number of steps or clicks needed to complete a task.
- Engaging:** Measures the overall quality of the user interaction, including the tone, visual design, and experience. Visuals has tone to make the experience enjoyable and motivating.
- Error-Tolerant:** Measures how well the design prevents mistakes and helps users recover quickly when errors do occur. Included clear error messages, provide undo options, and confirm destructive actions.
- Easy to Learn:** Measures how quickly and easily new users can master the basic tasks in the interface. Ensure navigation and key functionality are intuitive and consistent throughout the product.

Mid-fidelity testing uses detailed wireframes to run usability studies focused on the structural flow and functional logic of the interface. The goal is to verify that users can easily complete key tasks and understand the navigation hierarchy before applying costly visual design.

WHY?

It validates the core functional mechanics and interaction patterns, catches major usability problems early and the lack of visual styling ensures users focus just on the interaction and content clarity



User Information: 22 Aged, Master Student in GCU

Feedbacks:

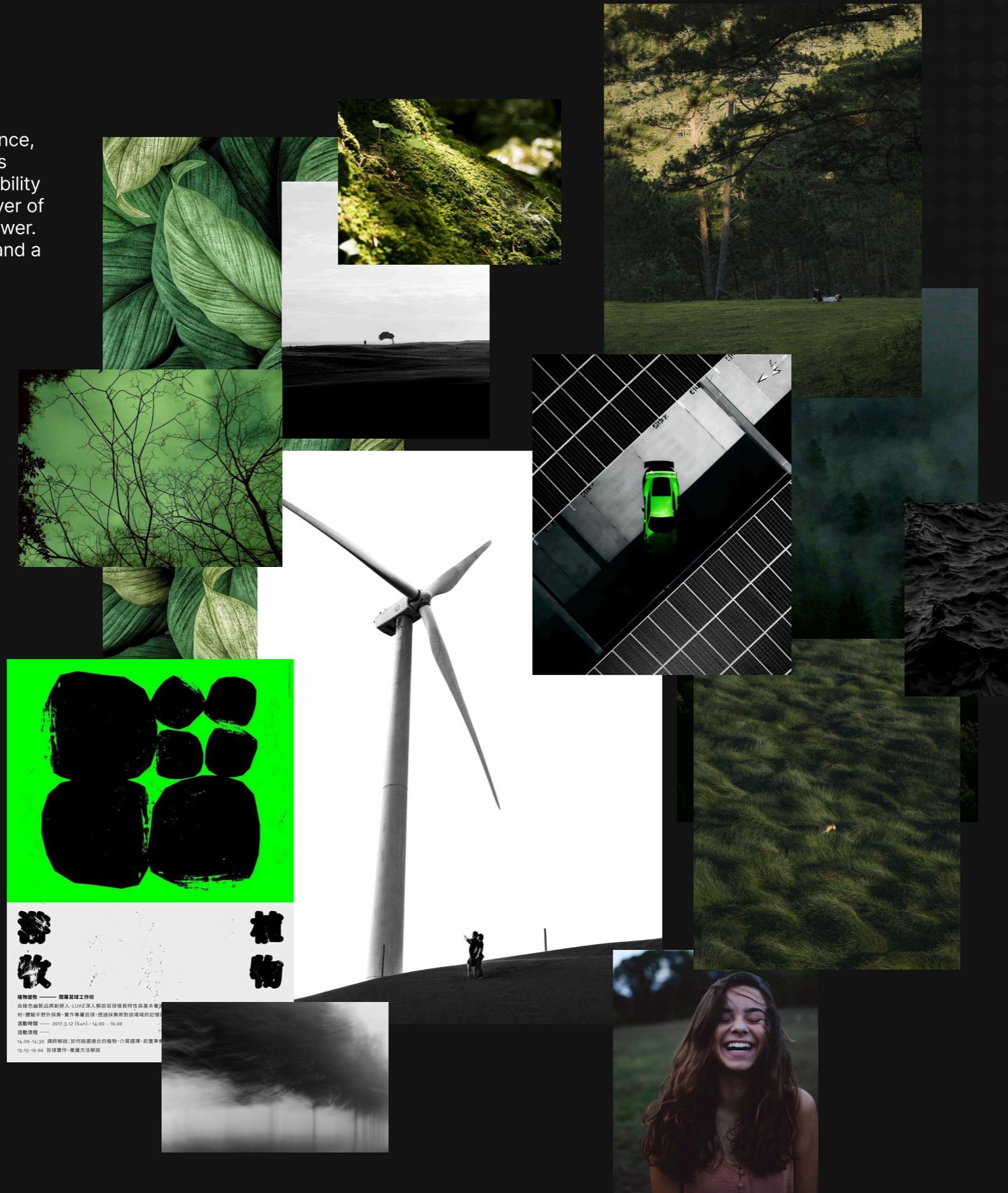
Users was not read most of the text,
No go back button from dashboard in prototype,
Layouts and structures are clean so complete user flows without issue.

Result of user testing:

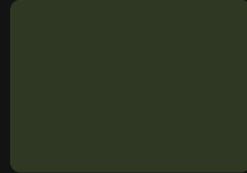
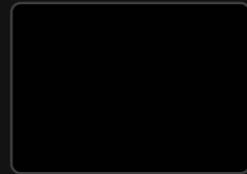
When designing high-resolution displays, more interactivity and animations should be used to attract users' attention, Our person is willing to check animations instead of reading more text.

Moodboard - 1

This moodboard emphasizes sustainability, high-tech performance, and sophistication. The green links directly to environmental responsibility and growth, while black adds a layer of professionalism, elegance, and power. White provides necessary clarity and a clean, modern aesthetic.



VIBRANT
NATURAL
MODERN

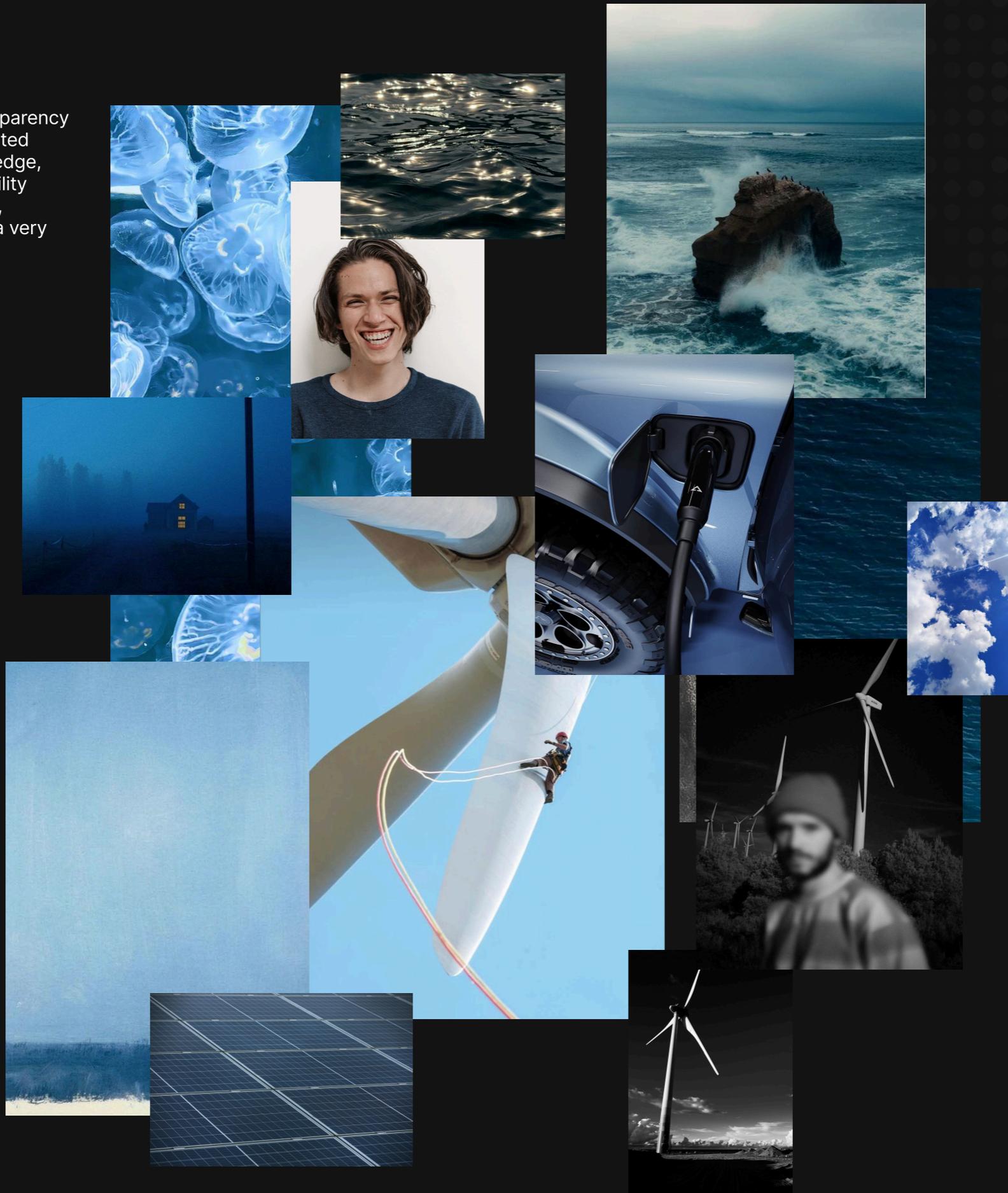


TONE OF VOICE

- Energetic
- Responsible
- Expert

Moodboard - 2

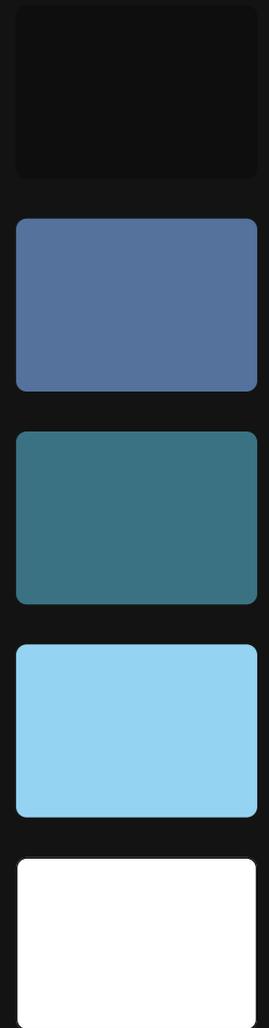
This moodboard is trust and transparency palette. Blue is universally associated with stability, security, and knowledge, making it ideal for a financial or utility platform. White ensures simplicity, honesty, and ease of use. This is a very safe, professional choice.



CALM
NATURAL
CLARITY

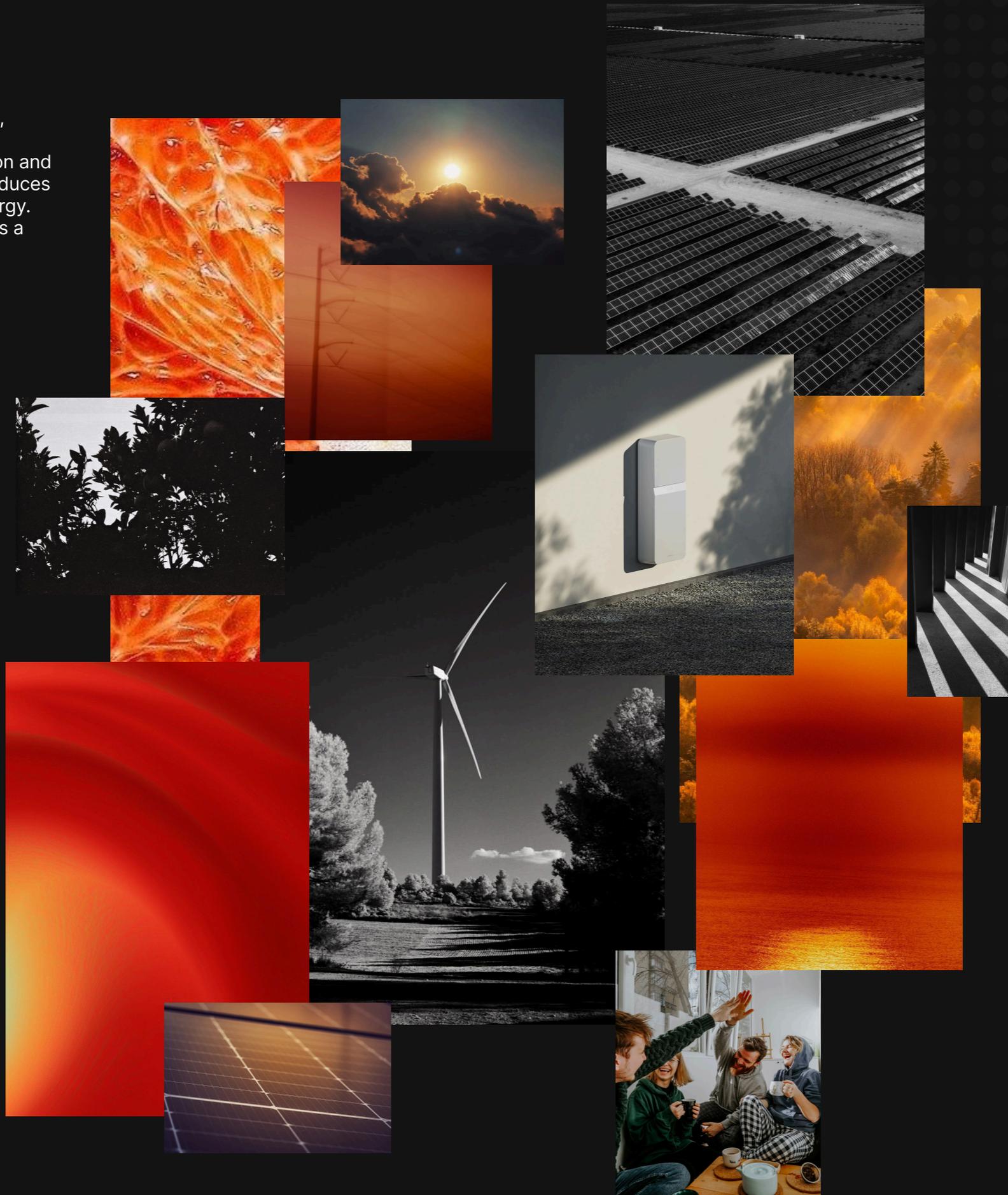
TONE OF VOICE

- Clear
- Trustable
- Safe



Moodboard - 3

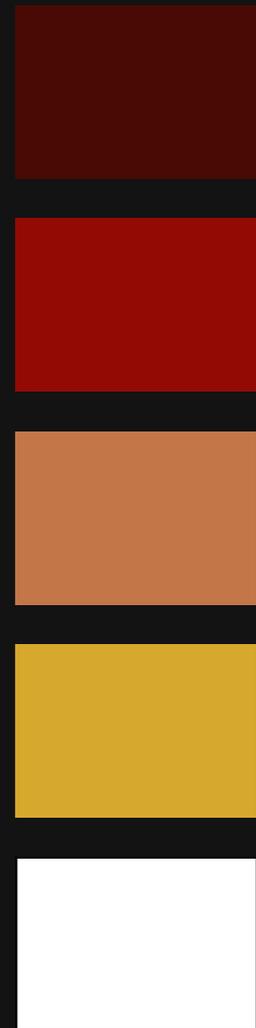
Moodboard - 3 is highly energetic, urgent, and focused on action/excitement. Red demands attention and implies passion, while yellow introduces optimism, joy, and intellectual energy. White controls the intensity. This is a bold, high-contrast, and dynamic approach.



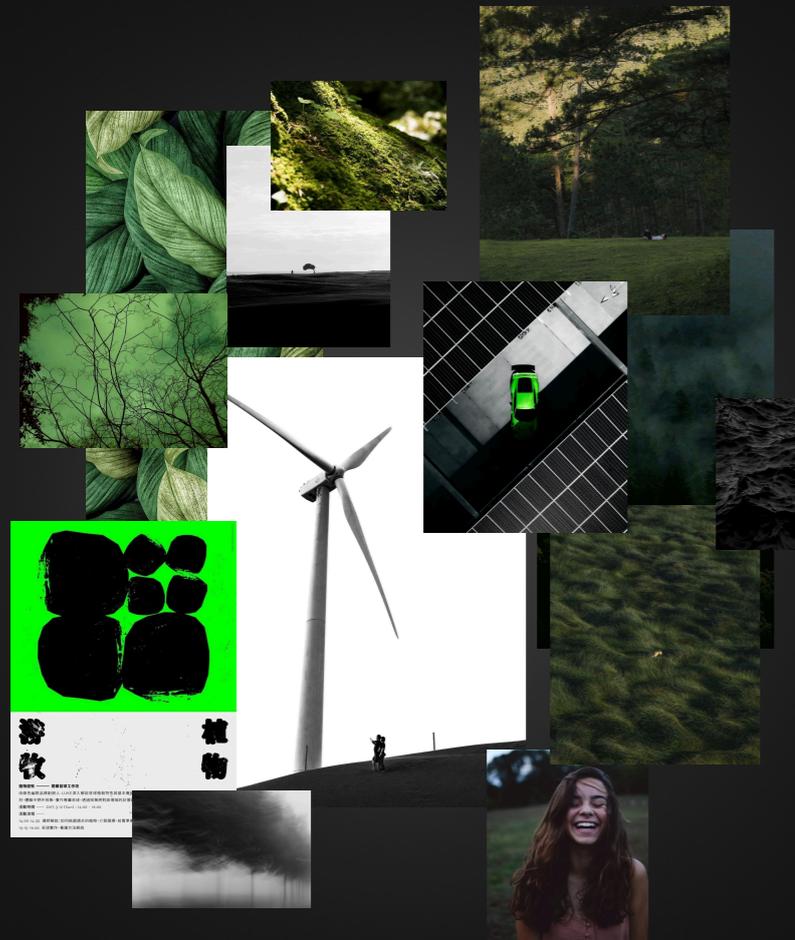
WARM
EXCITEMENT
ENERGETIC

VOICE OF VOICE

- Passion
- Urgent
- Joy

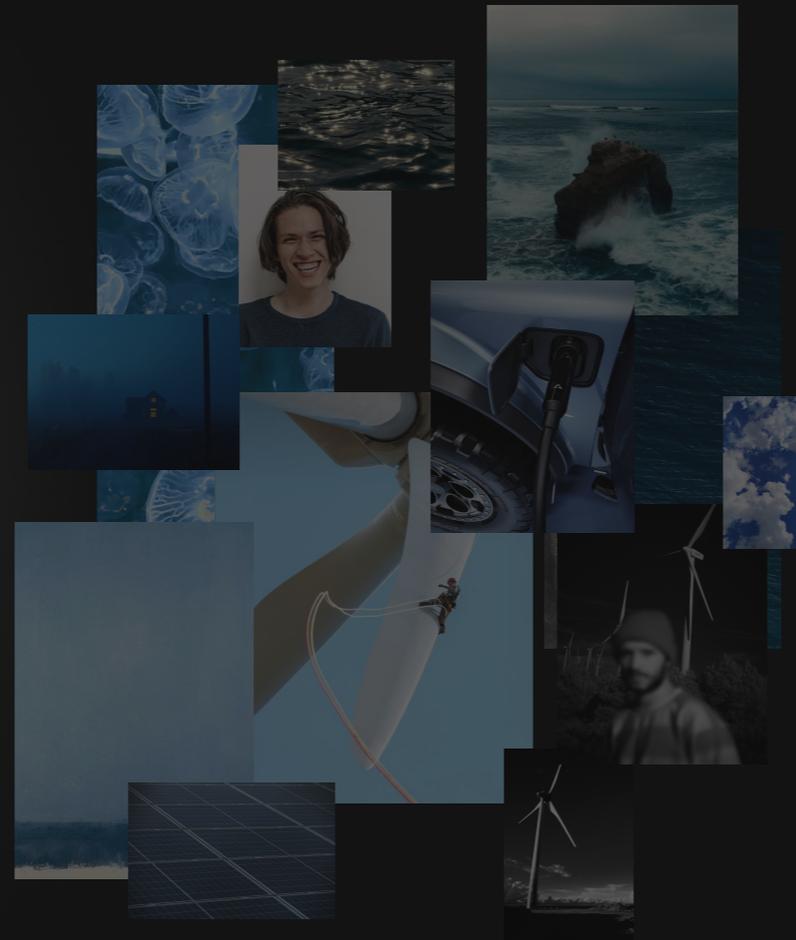


✓ **SELECTED**



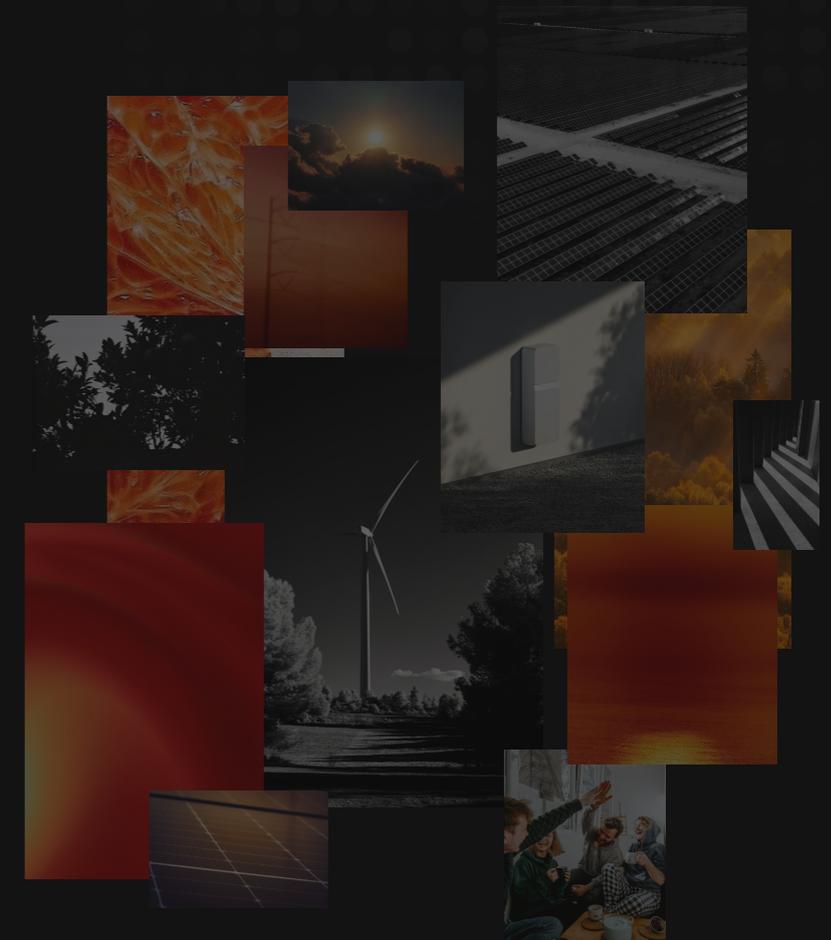
Moodboard - 1

UNSELECTED



Moodboard - 2

UNSELECTED



Moodboard - 3

Green provides an immediate, powerful association with sustainability, renewable energy, and environmental responsibility. This colour choice visually aligns the platform's core mission with ecological growth and future-forward thinking and also one of the colour from Scottish Power's. Black introduces a necessary layer of sophistication, modernity, and high-tech performance.

While blue conveys trust and security, these associations are already heavily utilized by established traditional utility and financial institutions.

Red's primary psychological associations are alert, stop, and error. A dominant red palette would introduce visual anxiety and conflict with the brand's goal of ensuring user stability and financial peace of mind.

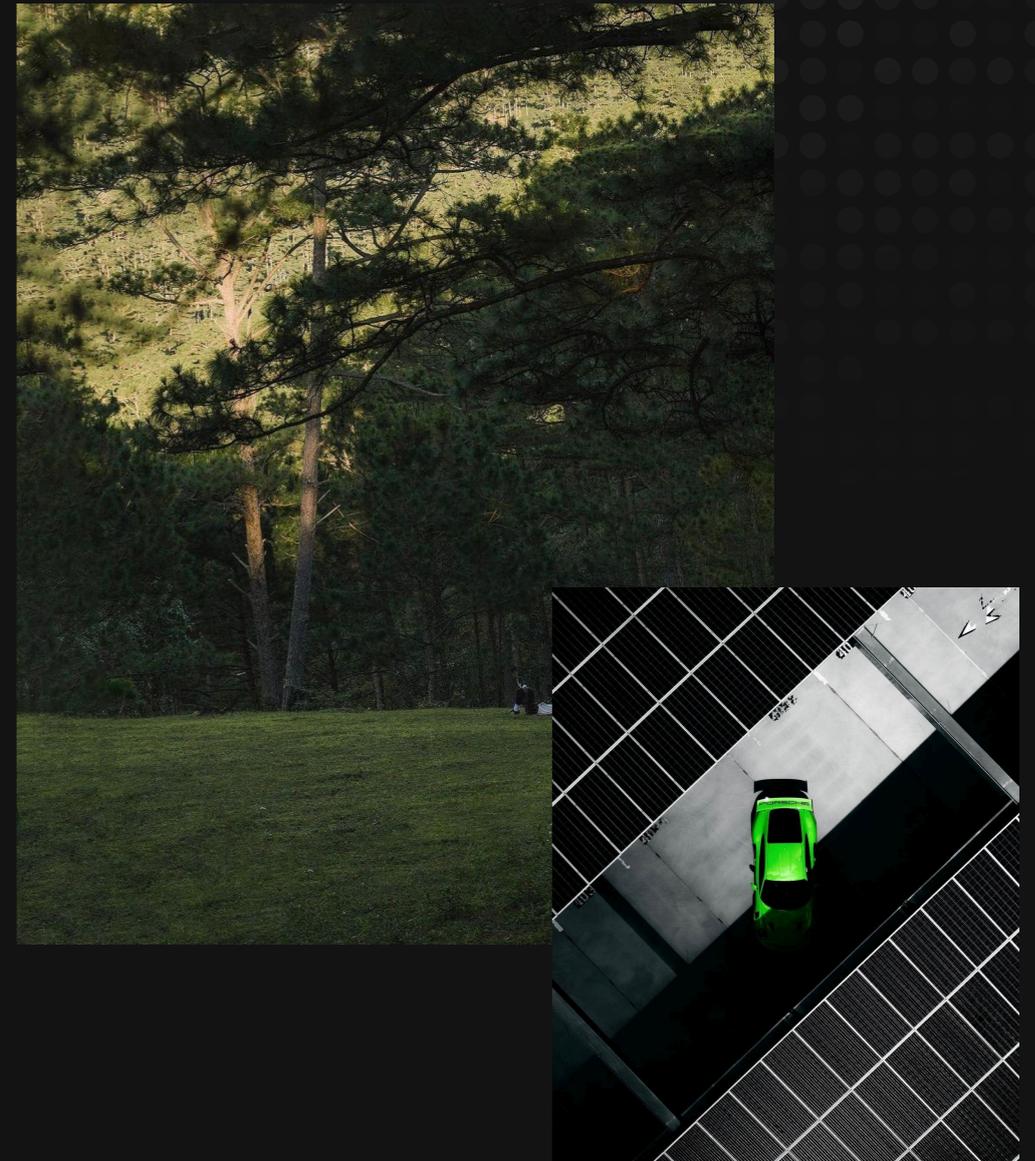
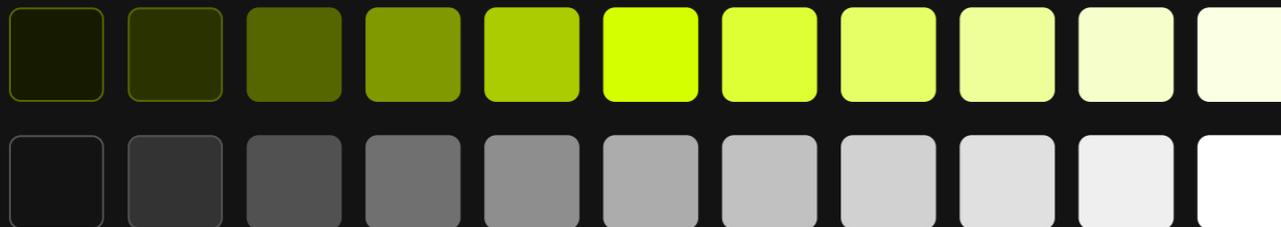
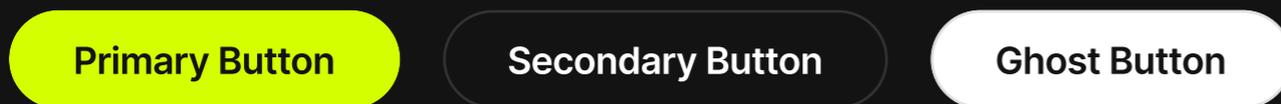
WE'RE ON A JOURNEY TO A BETTER FUTURE

ScottishPower is part of the Iberdrola Group, one of the world's largest integrated utility companies and a world leader in wind energy.

Sustainability drives everything we do. Our climate ambitions, the importance of energy security and the cost-of-living crisis all point to a need for speed in delivering more green, more secure, and more affordable energy. At ScottishPower, we want to go faster and we've been leading the way for decades.

As the UK's only vertically integrated energy company, we are spearheading the UK's green energy transition right across the industry. From building the clean renewable power needed to reduce reliance on dirty, volatile fossil fuels, to rewiring the electricity grid for the future and supporting customers with clean technology in their homes and businesses, all our energy is going towards building a better future. And we're investing £18m every working day to make this happen.

UI Components



“In times of national crisis everyone should be playing their part. We’re deeply disappointed renewables have been singled out – it seems it’s a recession made by gas, but a recovery to be paid for by renewables.

Keith Anderson, ScottishPower CEO

NEUTRAL COLORS

Foundational for palettes, our Neutral Colors span from black to white, offering essential versatility.



Black and white is belong to our concept. So neutral tones are important are our branding. I use for contract background and text combinations. Also, grey tones help to create perfect hierarchy between content.



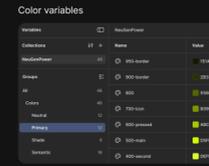
Neutral tones has 12 lightness between us to make perfect black-grey harmony

PRIMARY COLORS

Dominant colors with distinct shades decorating your design using the naming system of Primary Color.



A primary is a fundamental colour that cannot be created by mixing any other colours. Instead, primary colours are the basic components from which all other colours are derived. And this represent our brand colour(hue).



Primary colour has harmony between 10 lightness difference. It helps to protect NueGenPower brand colour tone with all variations.

SEMANTIC COLORS

Defining meaning and feedback, our Semantic Colors ensure clarity, consistency, and accessibility.



Semantic colours are assigned to user interface (UI) elements specifically to convey meaning and context about the element's status or function, rather than for purely aesthetic reasons. They act as universal visual cues that tell the user what is happening or what they should do.



Success semantic colour harmony. The colour hue and saturation stay constant and only lightness changed for arranged tints and shades

It represent for psychological situations and giving feedback to user such as success, error, information, warning.

TYPOGRAPHY

DISPLAY / LARGE

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.



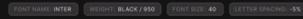
DISPLAY / MEDIUM

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.



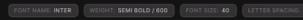
DISPLAY / SMALL

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.



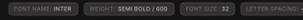
TITLE / LARGE

The quick brown fox jumps over the lazy dog.



TITLE / MEDIUM

The quick brown fox jumps over the lazy dog.



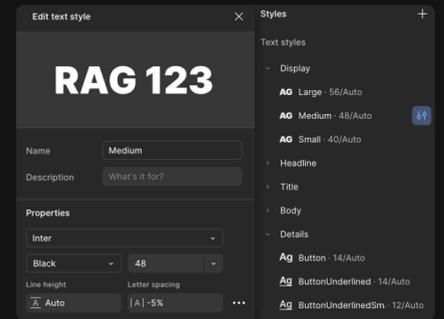
Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

It has been used Inter which is a sans-serif font. It helps to user easy to scan and read. Also It has been preferred bold and big display for our persona. This usage helps to take their attentions quickly.

Accessibility as important as for developers and designers. It has been worked tidy and clean to understand easily.

Typography scale:

1.125 - Major Second - It has been created by this font scale. Base font is 16px (body-large). Then all others are obtained by multiplying or dividing sequentially by 1.125.



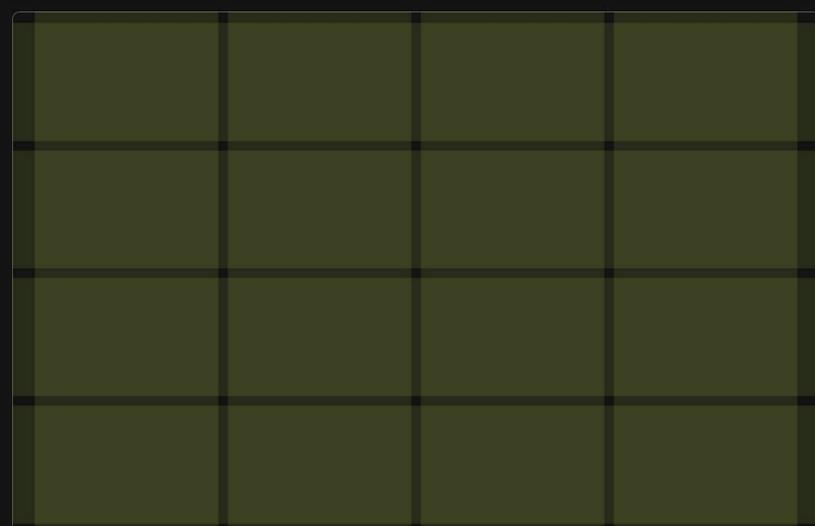
DIVIDER



A divider is a visual element used in user interfaces (UI) and design to separate and organize content.

Dividers has "4px" harmony each other. So all dividers are times of 4 and it makes our website looks clean and neat.

GRID



Row: 24px Margin - 20px Glutter

Column: 48px Margin - 20px Glutter

A grid in UI and graphic design is a structured framework composed of intersecting straight lines (vertical, horizontal, or both) that serves to organize and align content, creating a consistent and cohesive layout.

It has been wide and bigger element usage in this website.

HEADER



Clean and aesthetic designed header. Menu titles and buttons are contrast with their background. Menu is also has animation for taking attentions from user. Login button on the right side for quick interaction.

VIDEO



Created video in hero header for tell user connection nature and human. Also looks professional is important for trust.

HEADER MENU OPENED



MODERN AND EFFICIENT POWER

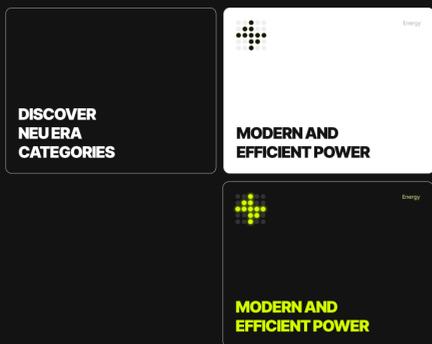
Every title includes relative concept icon in the menu such as energy menu has lightning icon.

There is category slogan on the right side.



Buttons has been reflect our brand colours and modern design. In website and panel it uses always contrast with background. It allows to noticeable from users easily.

CATEGORY CARDS



Purpose of this card structure is using wide and big. Text is also our display font. So it allows to take attention from user with modern design.

There is flickering effect that used to occur when we switched on the light bulb on all icons when hovers.

ABOUT

WE BUILD THE NEW ENERGY PLATFORM. JOIN AND START SHAPING YOUR WORLD.



This is about NeuGenPower text. The goal here is to convey the message that users can find something of themselves here. Users can redesign of the "Shape your world" text. The creative message will give our users, like Emily, extra confidence.

DASHBOARD -SIDEBAR MENU



Purpose of sidebar menu is simple navigation. More white space usage also looks aesthetic.

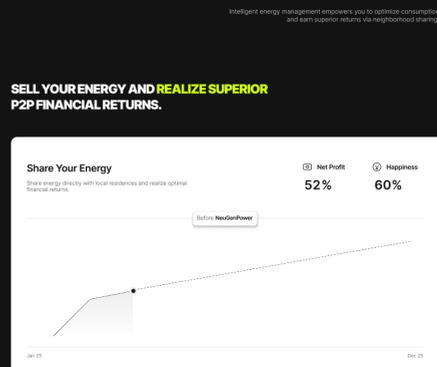
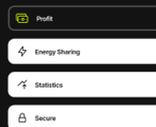
Clean button style with icons

Easily understand active and inactive buttons

It also has premium button here to remind user every time because premium is one the income method for NeuGenPower

Easily understand active and inactive buttons

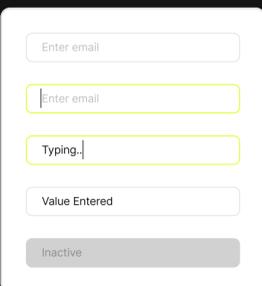
OUR ADVANTAGES



Purpose of advantages shows to valuable features with interaction. A graph showing the additional income and happiness users will gain with NeuGenPower.

Clean design for consistency and positive areas looks primary(green) in hover.

INPUT FIELD



States:

Default

Active

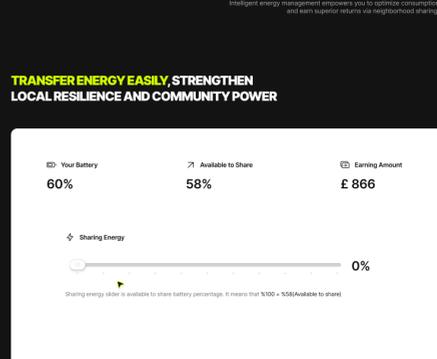
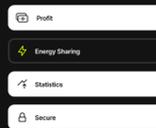
Typing

Value Entered

Inactive

It has been used input box with soft border radius for looks more friendly. There are five different status in this field. It has soft stroke colour. When it is activated, stroke change with primary colour.

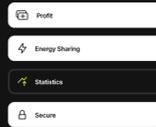
OUR ADVANTAGES



Purpose of energy sharing shows to the users whole sharing process with same design. It helps to understand user it is very quick and easy process. It also hover animation

Titles and significant values are support with icons in whole process.

OUR ADVANTAGES

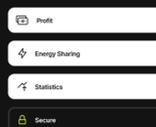


Purpose of statistics has shows clean and structured design. It allows to users see important data easily. It hover animation too

Font and colour hierarchy applied titles and statistics card.



OUR ADVANTAGES



Purpose of secure shows a hover animation with waving and NeuGenPower pattern. It represent active protection system.



HOME PAGE

Header navigation is very simple and straightforward because of minimalist design. Menu contain our categories with contrast color

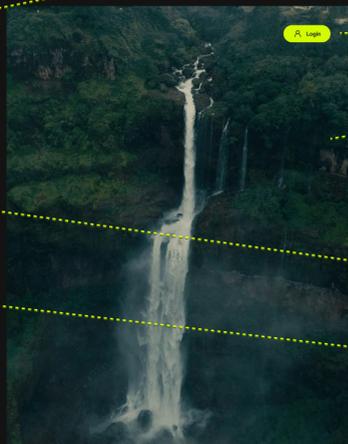
NeuGenPower Energy Solar Heating EV Support

Primary and contrast login button

IT'S TIME TO REWRITE THE RULES OF ENERGY

NeuGenPower empowers you to fuel your local area through the Neighborhood Energy Exchange. Participate in peer-to-peer energy sharing, with your efficiency, cost savings, and strengthen your community.

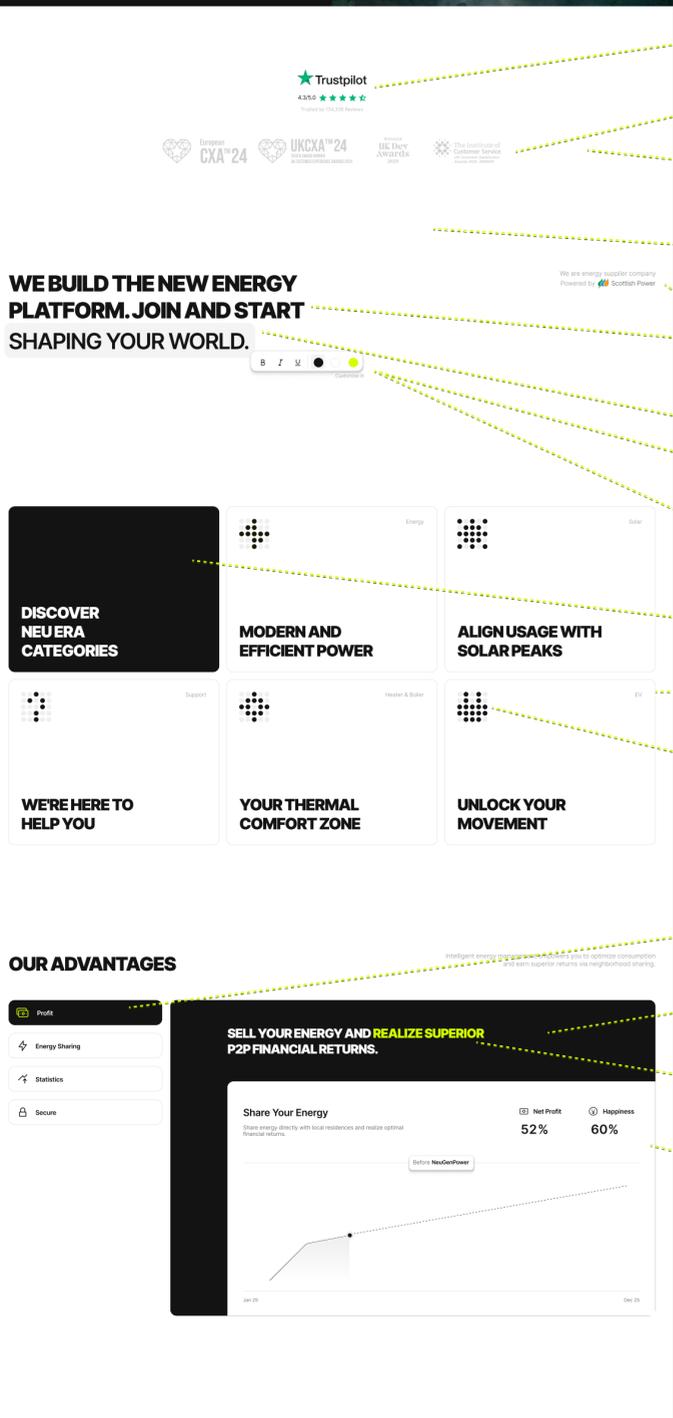
Get Started



Video for represent nature, renewable energy and human. It has a message which is we are living together and we need to protect ourselves. Because our persona interested in visuals and motion.

Strong and impressive hero header text. The large display font helps to convey the powerful brand message to users.

Postcode input button allows to users join us quickly and easily.



Trustpilot is one of the bigger and reliable rating platform. So it has been shown our reputation to create a trust.

Our awards also helps to create reliability. It has been added same colour and design language to looks more clean and simple.

There is also hierarchy with Trustpilot and awards which are much important from user side.

White space is on of the important part in design. So in this website I've used so many empty space for clean and simplicity

In this website has details but our purpose is taking attention with big and strong content(We build the..) then take users attention details and other important value(We are energy sup...). So in this website has details like this brand powered by Scottish power(supported with logo). Text need to be short, clear and impressive.

Strong and high contrast about text type.

The purpose here is to give the message that users can find something of themselves here. Users can redesign of the "Shaping your world" text.

Customize buttons has clean and soft colour.

It has been using contrast and white space for focusing "Discover Neu Era Categories" to take attention here is the category section.

Clear card names. Cards have creative and modern icon to represent relative category. It makes NeuGenPower memorable and modern.

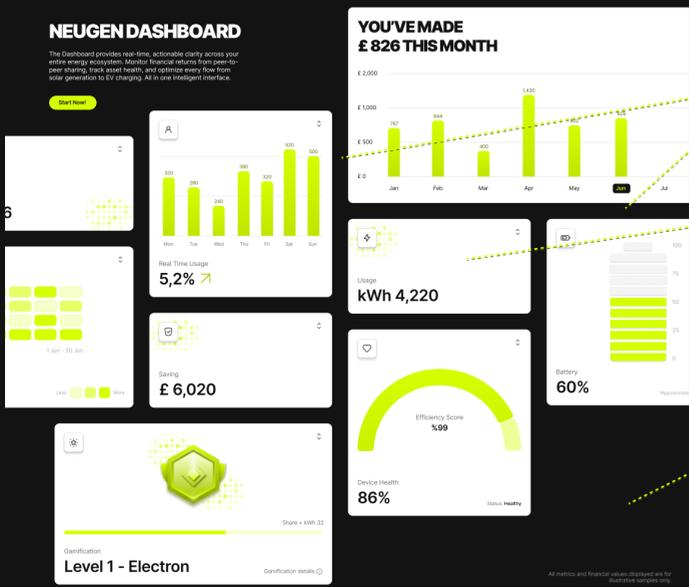
Cards also have contrast hover animation like changing background, text and icon. Also icon have old time bump turning on effect. It allows when users notice this animation, then wonder and try others at the same time.

Advantages section design like a panel design which has side bar on the left. Clean and icon supported menu buttons. Also selected has different contrast colour.

In this part has two steps interactions. It makes users free and valuable. Also well-designing trustworthy feel

Strong detail text with primary colour highlighted

Contrast animation area for interaction



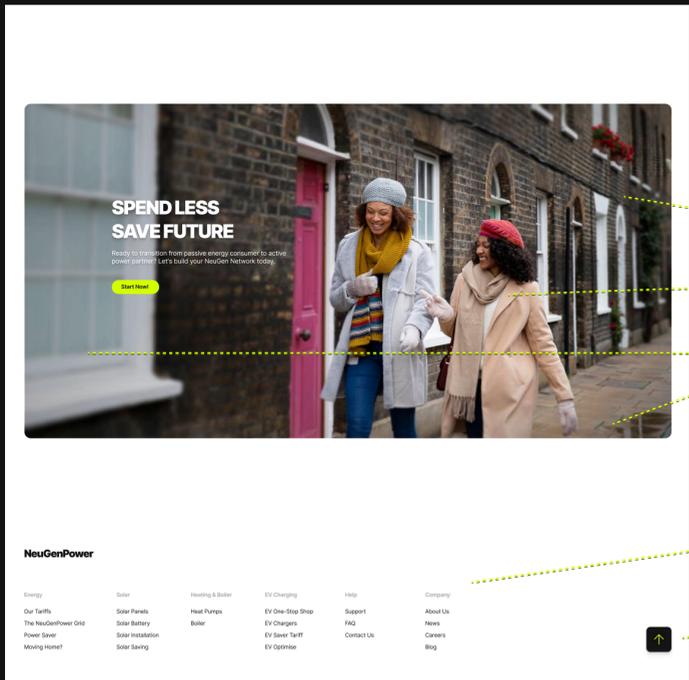
Dashboard section has different background. Purpose of that taking attention to dashboard and sharing energy with neighbourhood.

Dashboard parts has been perfectly aligned with same space-between.

We gain trust by showing structures that cannot be viewed without registration in advance.

It has been also explained our simple and easy-to-understand structure with sample data(dummy-data)

Still has free space for protect our clean website structure



Contact area with image from UK neighbourhood for matching users real life. Images used for emotions so that it has been used happy people.

Our submessage is that users see happy people in similar situations to themselves like in same streets.. Use NeuGenPower and you too can be happy and move around freely.

It has been used blur on sides to make people stand out in the photograph.

Colour hierarchy footer menu and well-designed, clean categorizing. Footer menus also has Gestalt Proximity rule for understand easily.

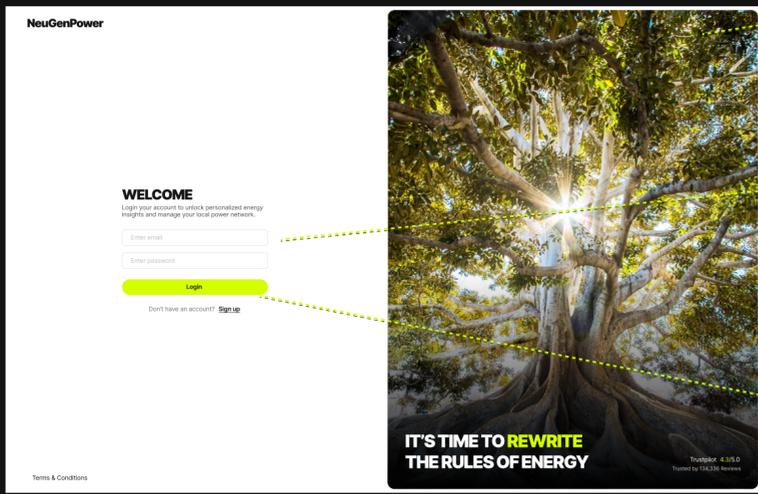
Scroll to top button for accessibility.

Used social media names protect our design language for continuity from Gestalt instead of using icons.

Strong ending with our pattern and brand name



LOGIN PAGE



Big tree roots represent a nature message like create strong roots to the future. Image is half of the screen

Clean and broad white space using. From located on the center of white area.

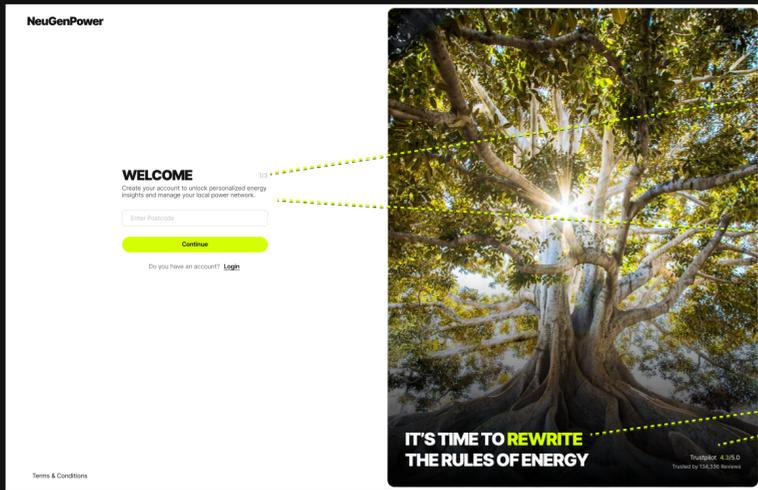
Primary colour button takes attention and encourage users to login/register system

Space between in input field



Users can see our agreements in the below

REGISTER - POSTCODE

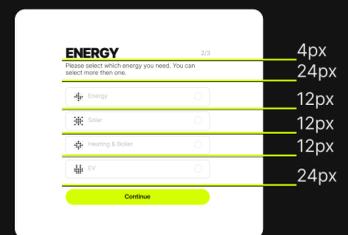


Register steps then users can see how many questions are left.

Register question it has been one by one in clean design. It allows to users can focus only one question.

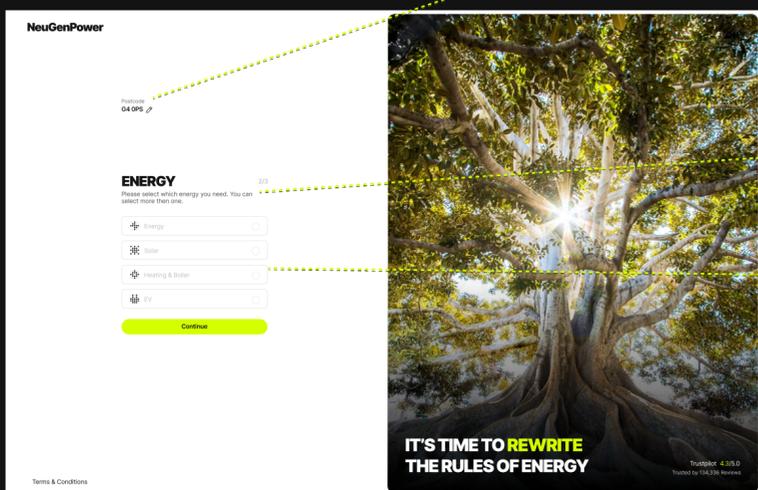
Branding slogan and Trustpilot rating for increasing trust

Space between in energy selection



REGISTER - ENERGY SELECTION

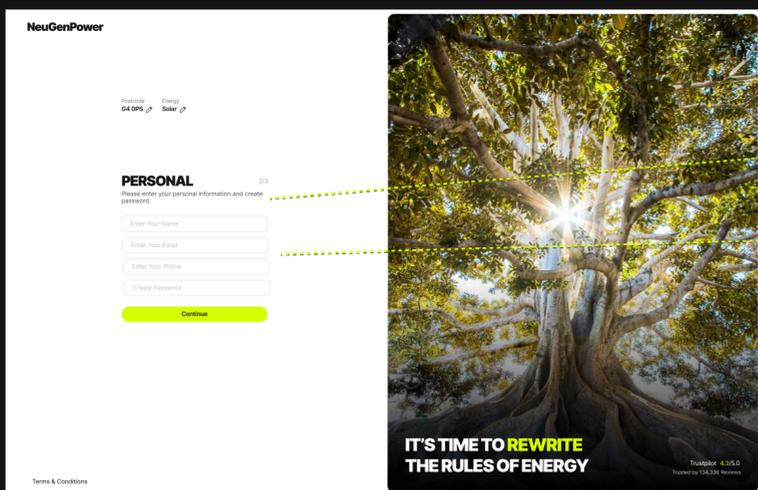
Option for display answers and user can go back and change it. Supported with icon



Title and description has two different colour and font size for hierarchy

Well-organized energy buttons with icons.

REGISTER - PERSONAL



It has been demand all important personal informations in one section for not being boring register flow.

Consistent register flow so every question has same positions and same structure.

REGISTER - SUCCESS

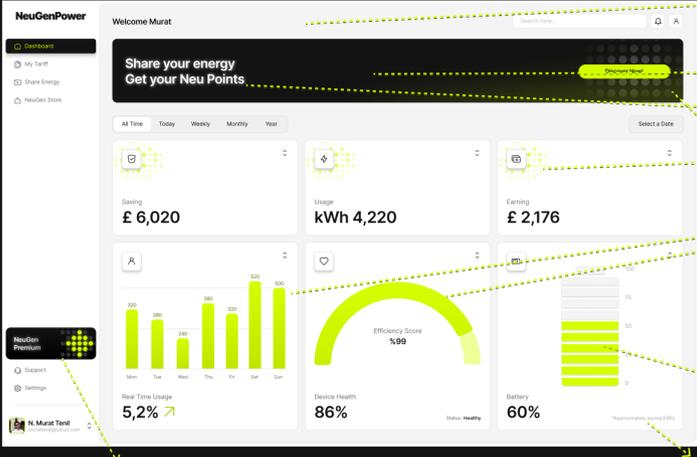


Clean and simple success message.

It is an important point to create a sense of success in the user and to make them feel close to NeuGenPower.

8px for all edges

DASHBOARD



A different soft background colour has been used in place to increase the focus on the elements.

Banner for encourage user to sharing energy.

Shining text feels modern

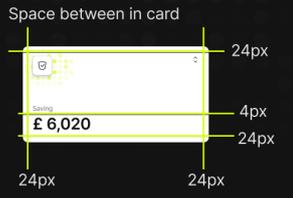
Using background pattern protect brand trust and increase visual design.

Chart include important values and clean graphs

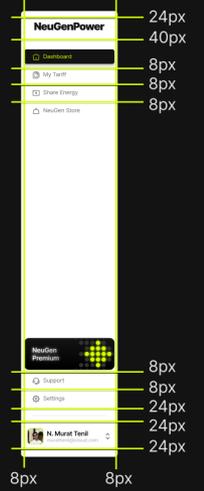
A modern and simple version of the conventional battery indicator

Contrast premium button

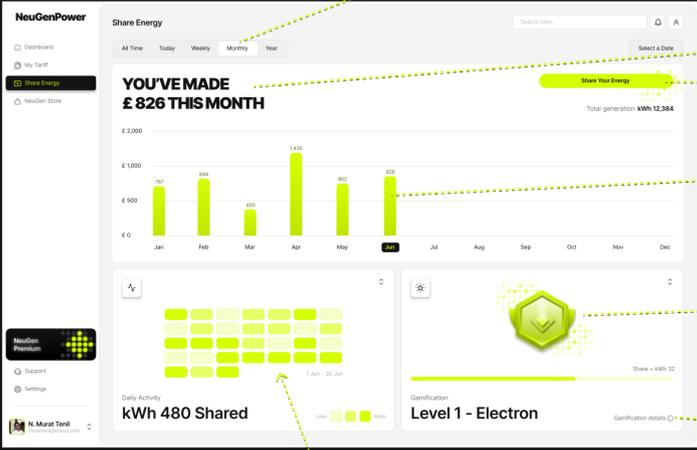
Small detail text for more information



Sidebar menu margins



DASHBOARD



Detailed and functional filter

Clean and eye-tracker earning title

Primary colour button for sharing energy.

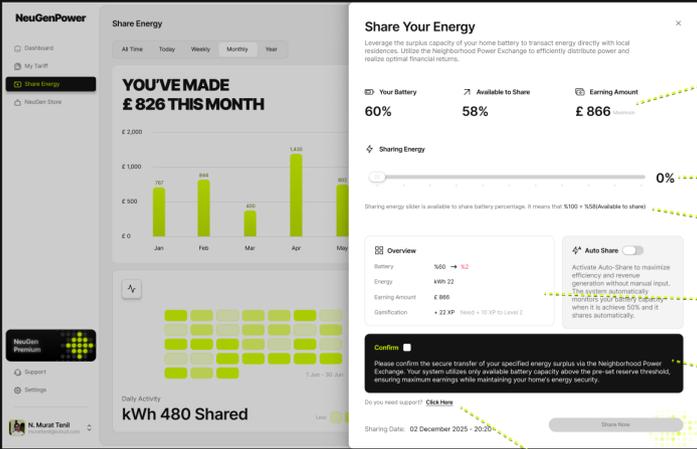
Charts by month and display earning for each month. It allows to user monitoring details easily whole year.

Every level has special customized gamification badges. It increase loyalty and encourage user to share energy.

Details for neighbourhood ranking, levels and badges

Daily chart helps user to display everyday with earning, usage, sharing and battery levels before after sharing. The colour shade represent daily intensity and amount

DASHBOARD



Important datas with clean titles and icons.

After active use, the data will be more important than the heading, so the data has been written in a larger font.

Easily arrange energy amount with slider for accessibility.

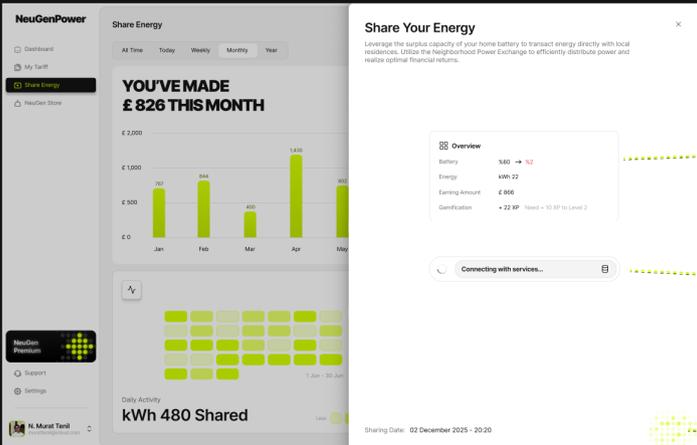
Every detail has been designed soft colour

Overview for giving feedback to user

Confirmation section it has been design contrast colour which means that user cannot share energy before giving permission

Clean hierarchy for emergency exit with support.

DASHBOARD

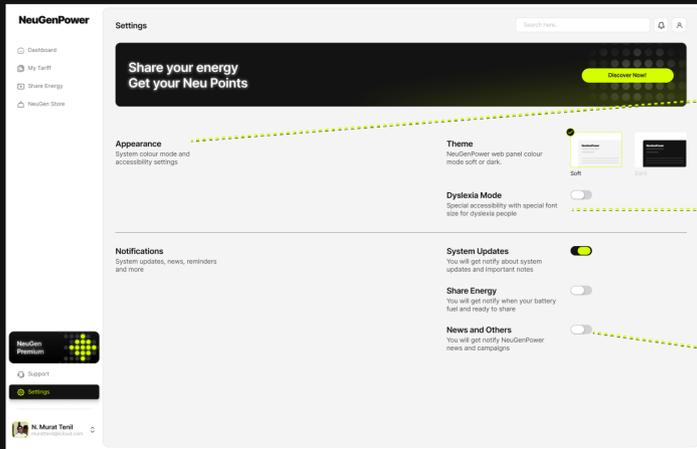


Simple overview card design with important values

Shows all steps in loading animations. It helps to user understand whole process and increase trust.

Our pattern for brand strength.

DASHBOARD

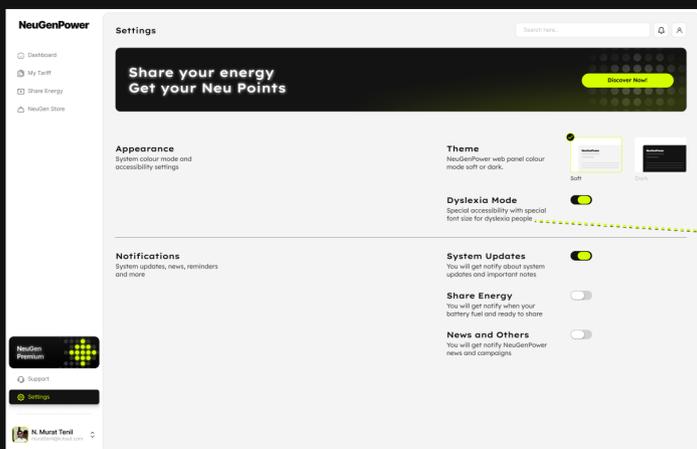


Settings has clean and modern categorizing layout. Title on left side and contents are rights side with white space. It makes scannable easily.

Accessibility for our persona who has dyslexia

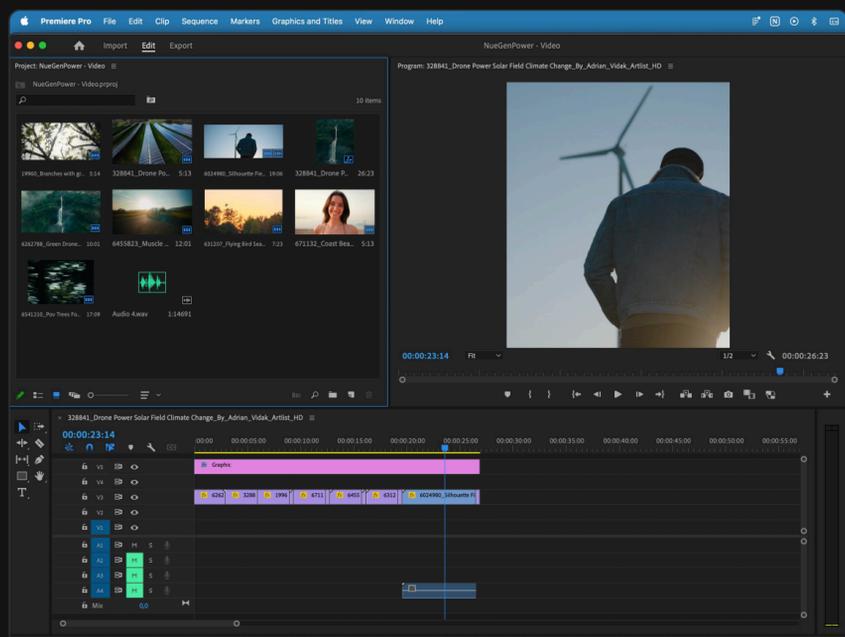
Modern toggle switch button

DASHBOARD



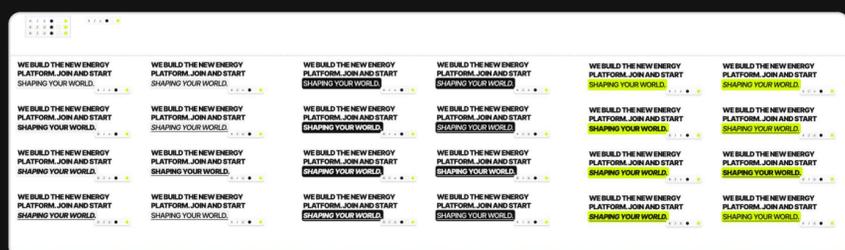
When dyslexia mode activated, all fonts change with "Lexend" font. It is from Google Font which means it has been optimised for all browsers.

HERO HEADER VIDEO

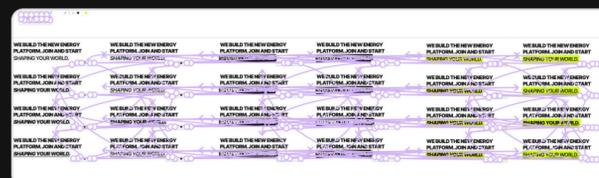


It has been designed and creative video in Premier Pro for NeuGenPower website Hero Header. The purpose of display professional video to take user attention and trust. Also video contain our brand colours and it include nature, renewable energy and human.

ABOUT SECTION ANIMATION



About section has an animation that is highly varied. It allows to customize text from users



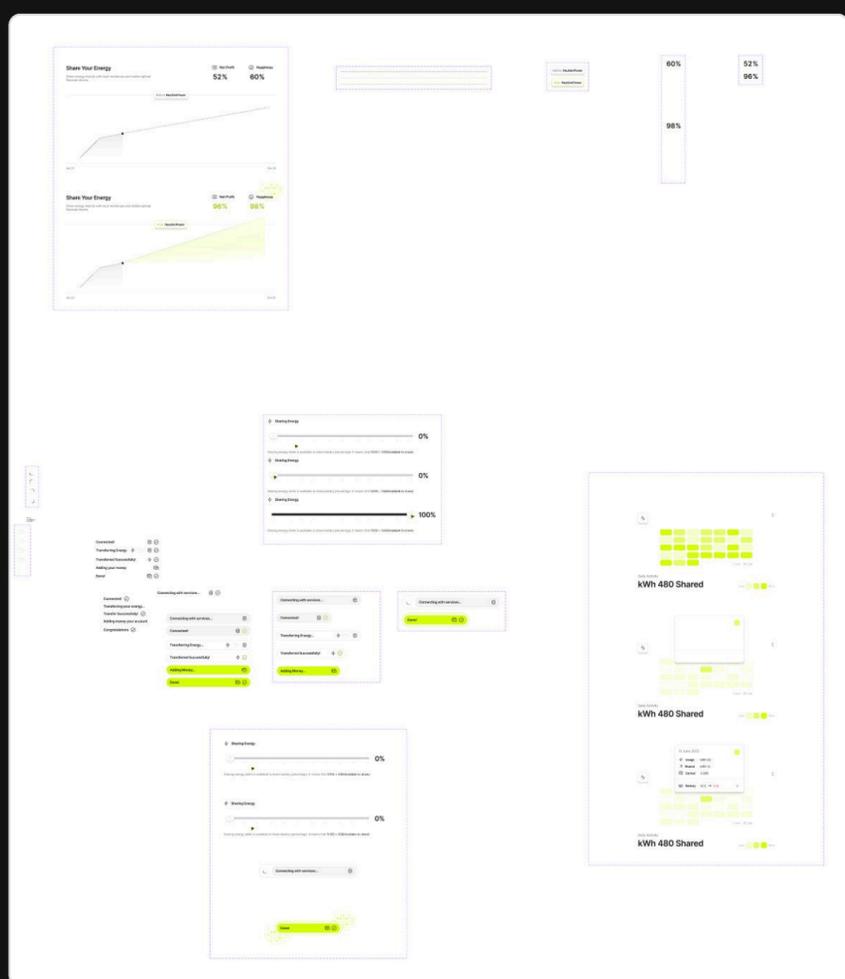
CATEGORIES ANIMATION CARD



It has been designed and creative card animation for our categories. Animation flow is looks like repeating themselves, it is necessary for making flickering effect.

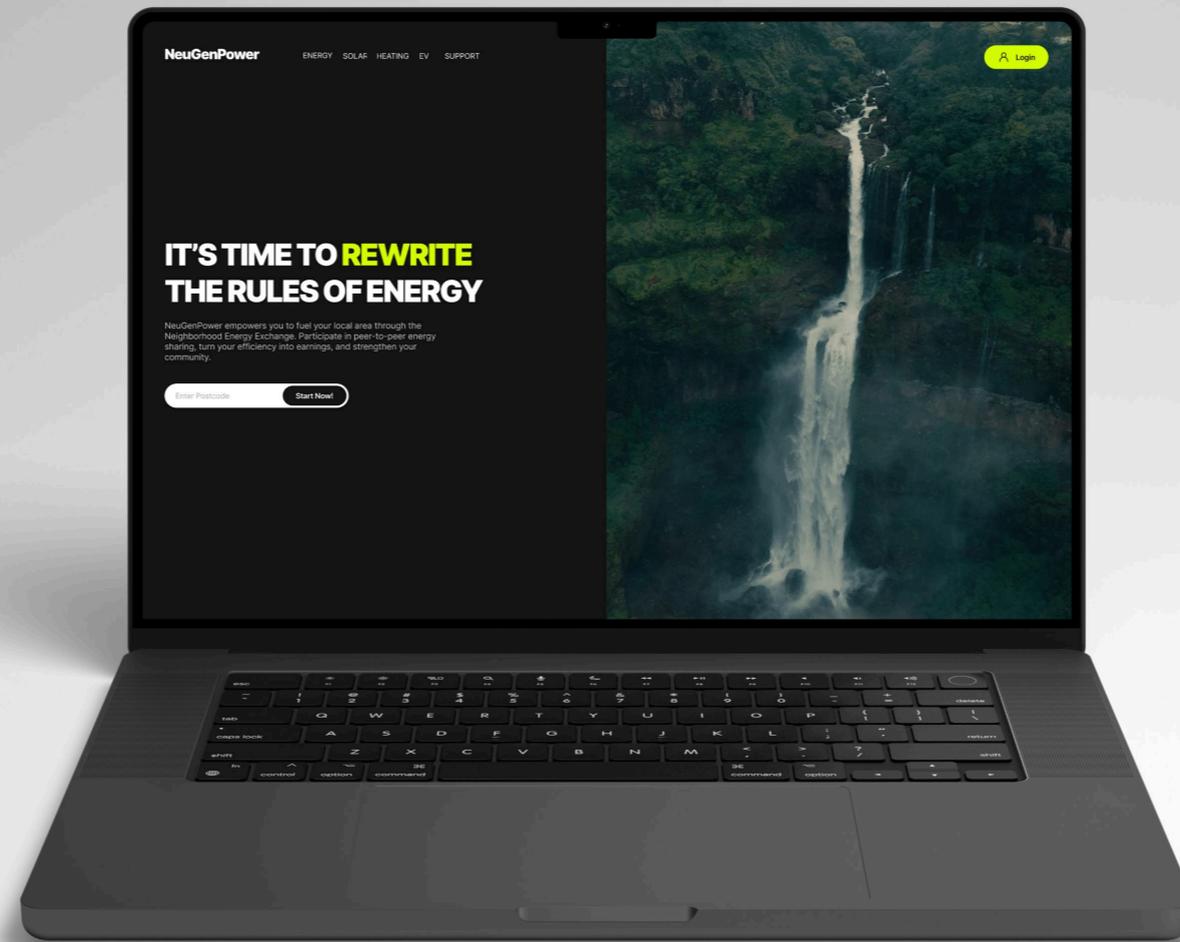
After effect completed, shining effect will start in last part.

ADVANTAGES ANIMATION CARD



Advantages cards has different animations. All of them planed and prepared detailed.

Purpose of those animations explain our significant features with clean and interactive way.



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FIGMA LINK

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PROTOTYPE LINK

<https://www.figma.com/proto/hlyoWmT1uEwV4cPum5RezO/Visual-Design---Prototyping?page-id=1%3A6&node-id=699-31402&viewport=505%2C256%2C0.06&t=Lcg0j4AjVnENFPg-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=699%3A31402>

In this project I had been developed whole process of a website. I totally understand design basics, principles, functionality, strategic planning, visuals, animations and prototyping. Each step, from defining the wireframes to building the functional structure, was crucial in refining my workflow and understanding the logical flow required for a complex dashboard interface. I also realized the power of colour psychology by creating and selecting the moodboard, which strategically communicates innovation and trust over a traditional utility image.

Making user research and persona helps to find my general design concept like modern colours, big, narrow and short displays, interaction etc. I can say in design process I never skip this process. I understand very well what I need to do before starting the design. At the end of the day, I see that I actually save a lot of time.

In competitor insight and research help to clarify NeuGenPower idea and structures. It really helps to accelerate the design process. Before I found my dotted concept, I didn't know I needed a concept. But later, I noticed that competitor sites used illustrations to support their energy categorises. Then I incorporated this into my design, making it more modern and creative.

Moreover, wireframe process is very important for designing process to gain time and managing budget. Then I can say that, when I design the wireframe I've update the design compare to previous wireframe. It is also allows to user testing before actual design.

About design system, I really focus to harmony of colours and typography. It has been very useful so I've understand after high-fidelity user testing. Also knowing where every detail comes from makes me proud.

The hardest part is conveying our advantages with the right animation. Also after finding animation concept, it was really challenging for me to creating the design. I believe interaction design are perfect way to feel emotions easily.

Lastly, Design is always something that can be improved. What I learned in this project is to produce the most efficient design by using time in the most appropriate way. In future project I need to focus on more accessibility details and more user flow testing. In addition, I will add more principles from user psychology like Gestalt psychology that I used in NeuGenPower website.