



## CHALLENGE

Over time, Westar Energy's website became out of date. The user experience was poor, the site architecture confusing and the content had grown to hundreds of rarely visited pages. Program managers had created several independent websites. Westar had been looking inward instead of focusing on their customers.

## SOLUTION

I managed a thorough analysis of the sites from users' and customers' perspectives and a corresponding redesign. This resulted in a wholesale revamp of the sites: architecture, UI, navigation, visual branding and customer transactional features.

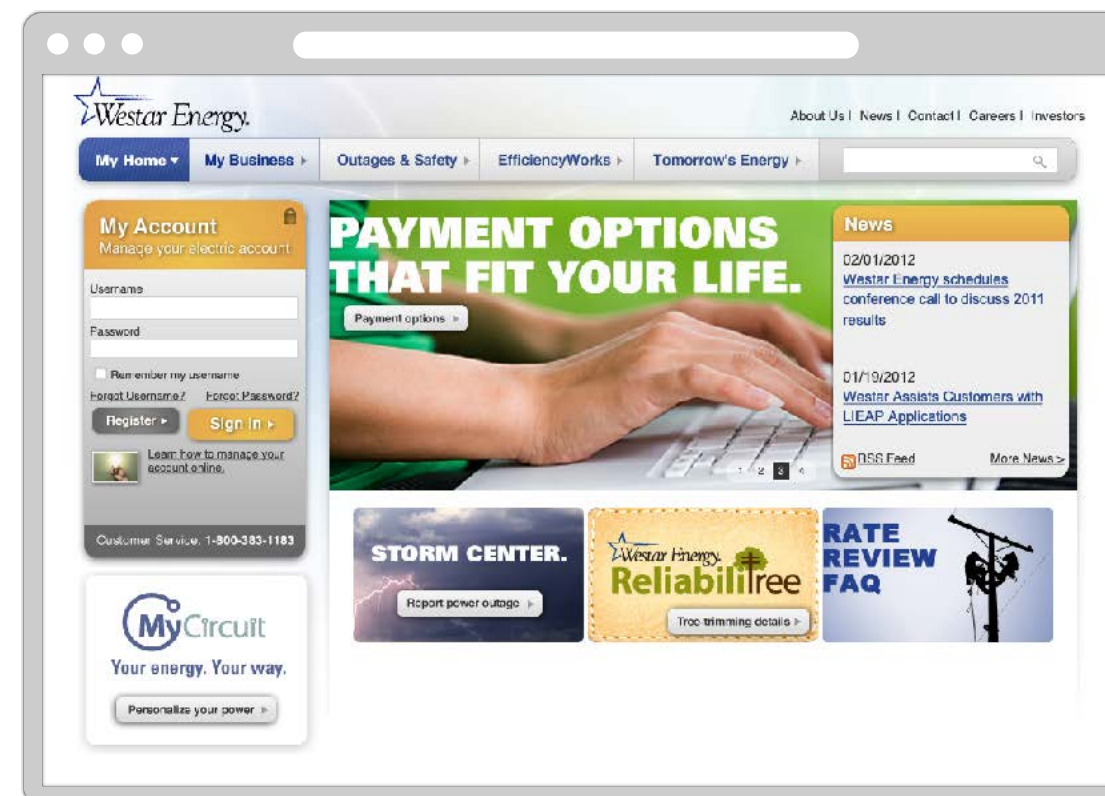
## MY ROLE

- ▶ Project lead
- ▶ Business analysis
- ▶ Project roadmap
- ▶ Information architecture
- ▶ UX/UI design
- ▶ User testing
- ▶ Technical development oversight
- ▶ Documentation

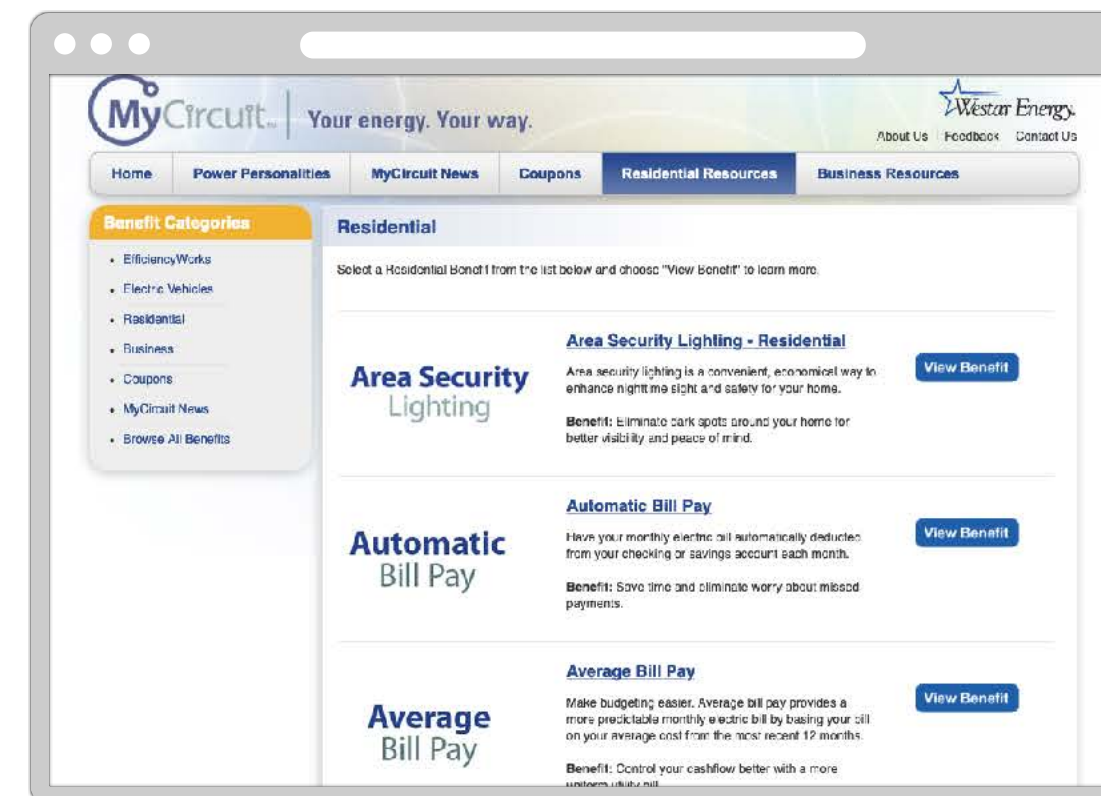
## SITUATION

- Westar's main website was cluttered with content as a result of competing priorities in the company. Everyone had pet project that was vying for attention.
- The site had grown into labyrinth of hundreds of pages of content — much of it rarely viewed.
- A few departments built their own stand-alone websites (MyCircuit for smart meter customers and ElectroGo for people with electric vehicles).
- The HR and Investor Relations departments maintained their own sites using third-party platforms.
- There was a lack of brand consistency.
- Customers' needs were being subordinated the internal priorities.

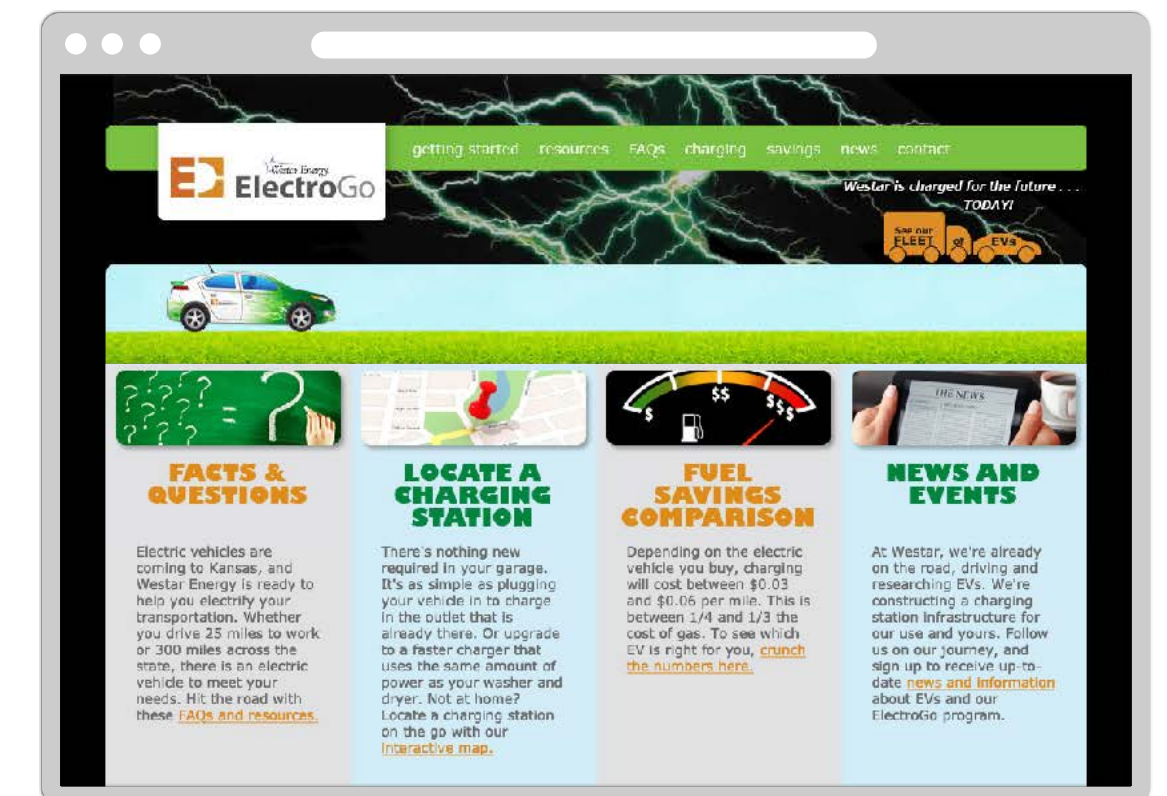
MAIN SITE



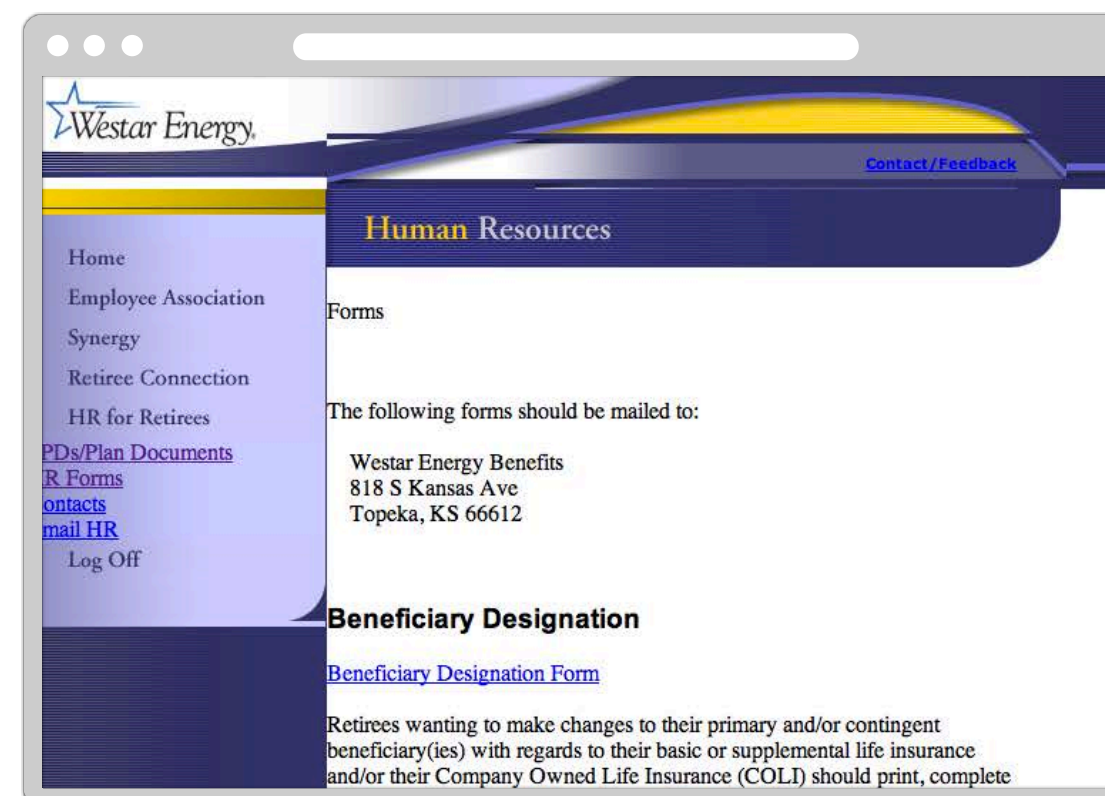
SITE FOR CUSTOMERS WITH SMART METERS



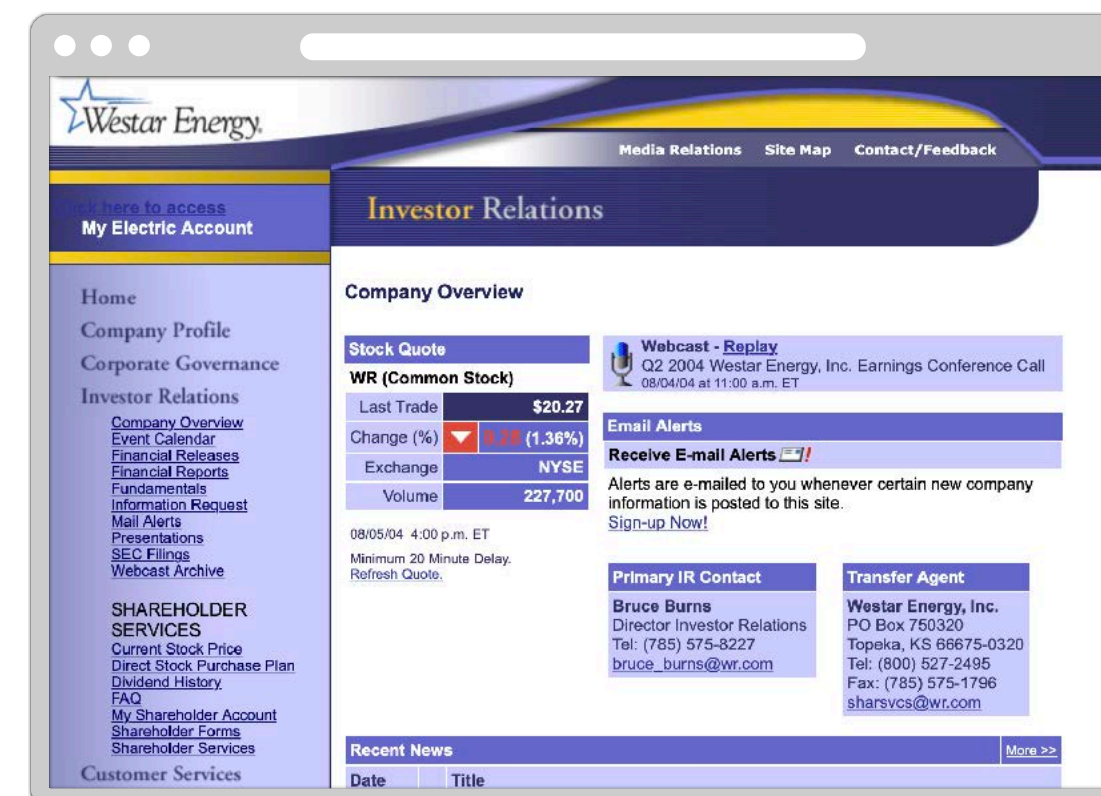
SITE FOR CUSTOMERS WITH ELECTRIC VEHICLES



HR SITE



INVESTORS SITE





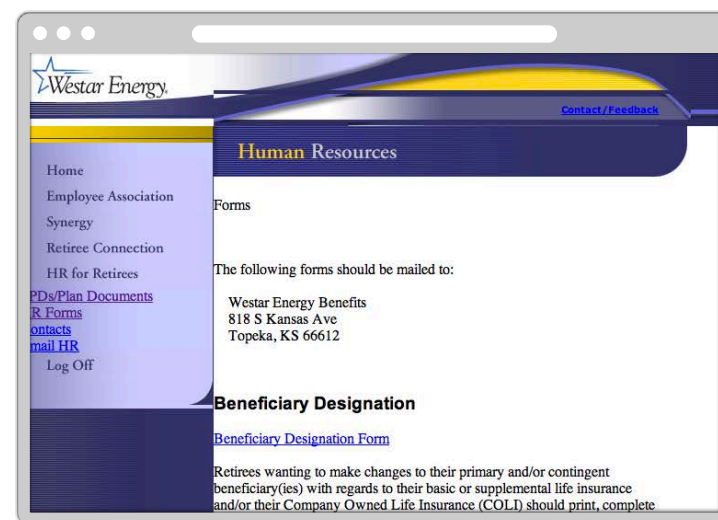
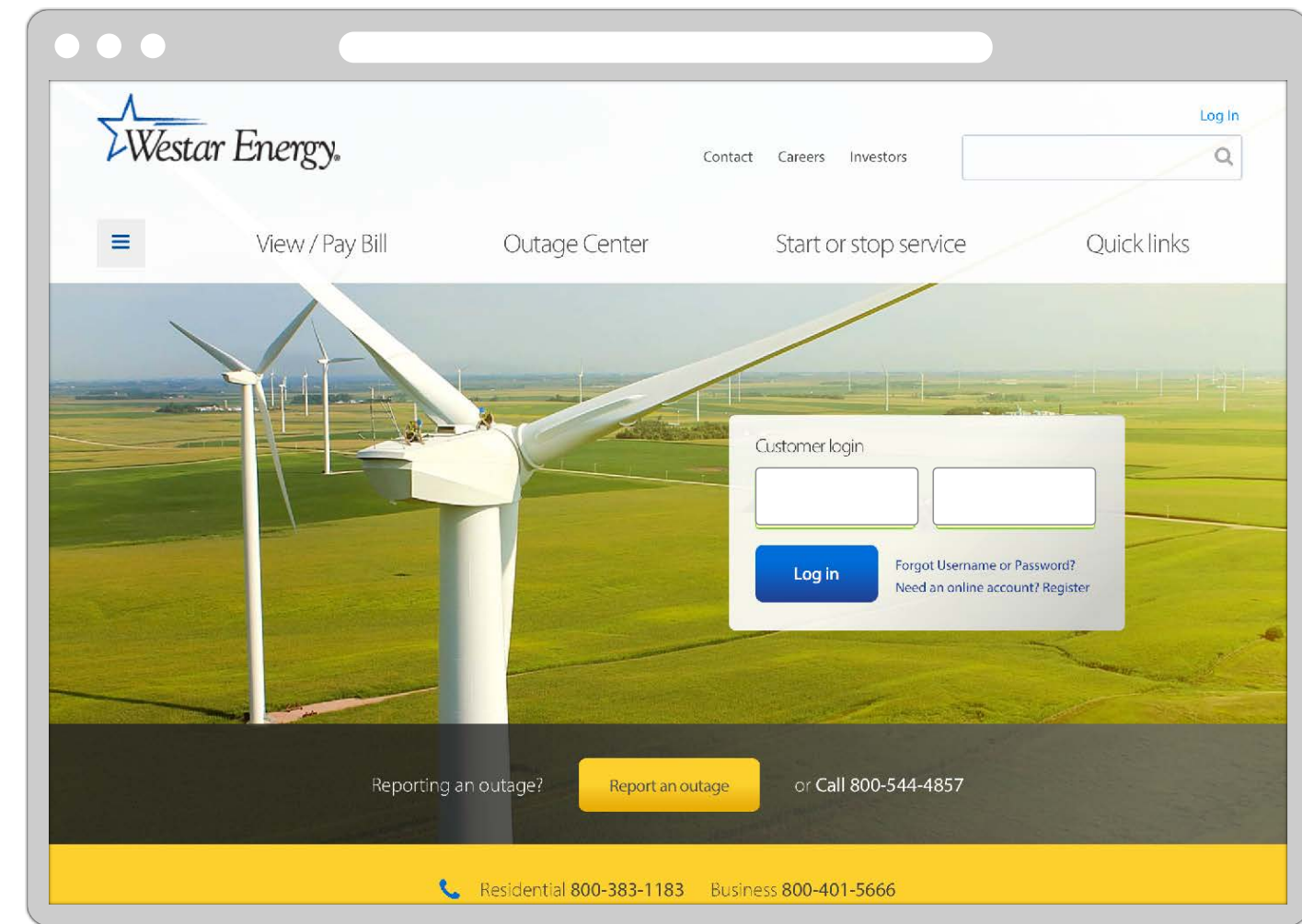


## APPROACH

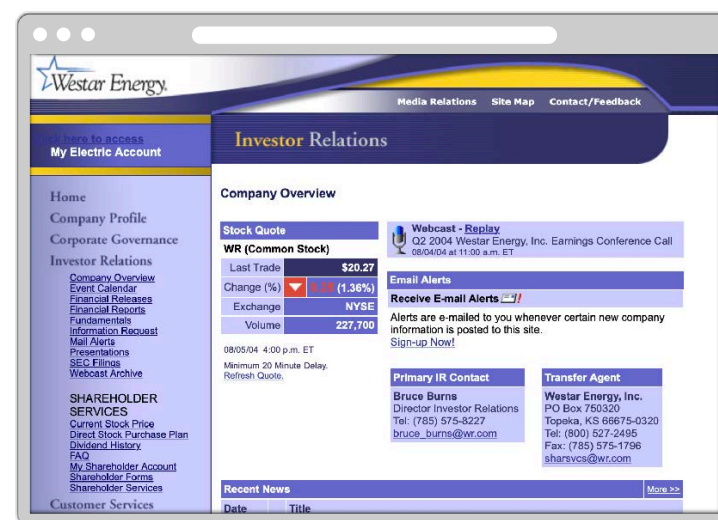
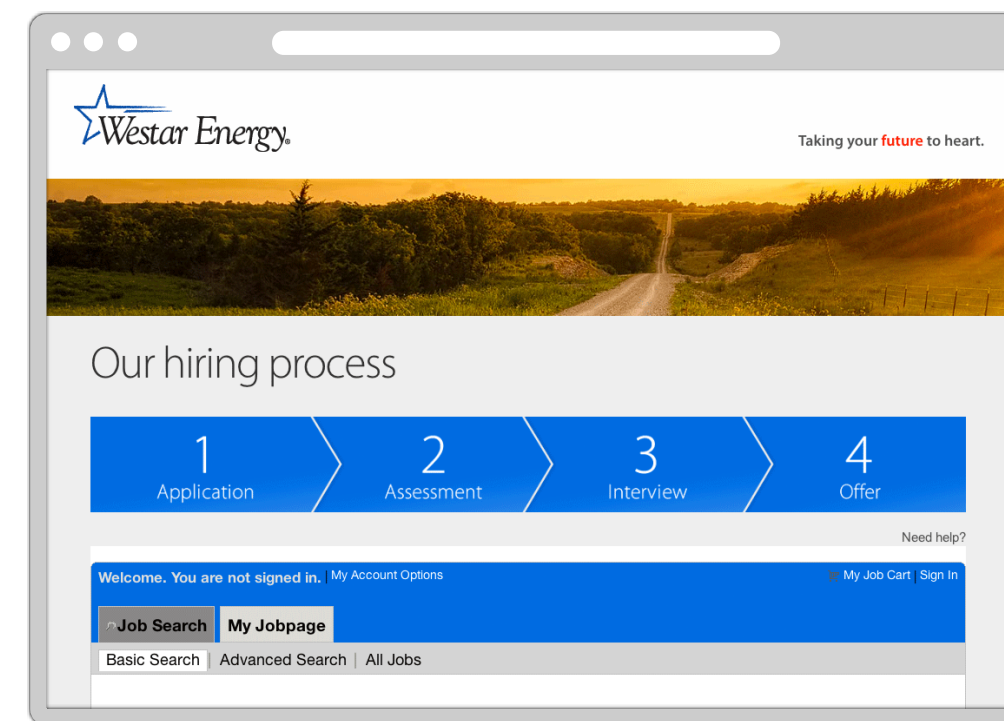
- ▶ The main site and the two stand-alone sites were folded into one.
- ▶ The HR and Investors sites — which had to remain on separate platforms — where reskinned to match.
- ▶ Navigation was simplified and content decluttered to correspond to the key reasons people used the site:
  - to pay bills
  - to check on or report outages
  - to start or stop electric service
- ▶ All other content was more or less a footnote in terms of traffic volume. Nonetheless, much of that content needed to be maintained, updated and better organized so it could be more easily found when needed.



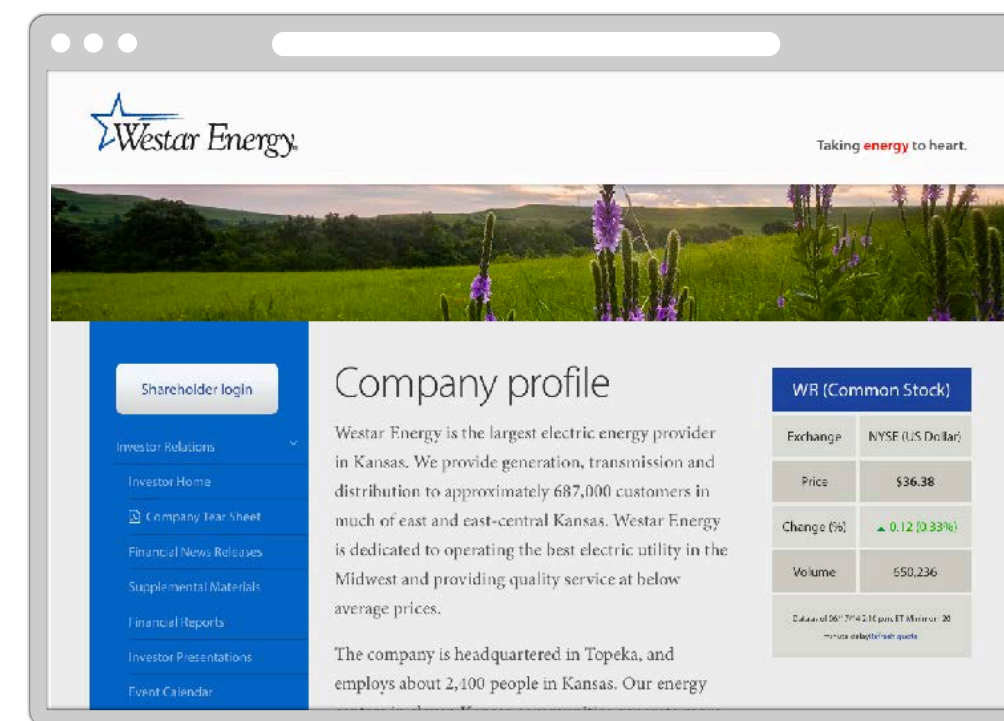
COMBINED



RESKINNED



RESKINNED

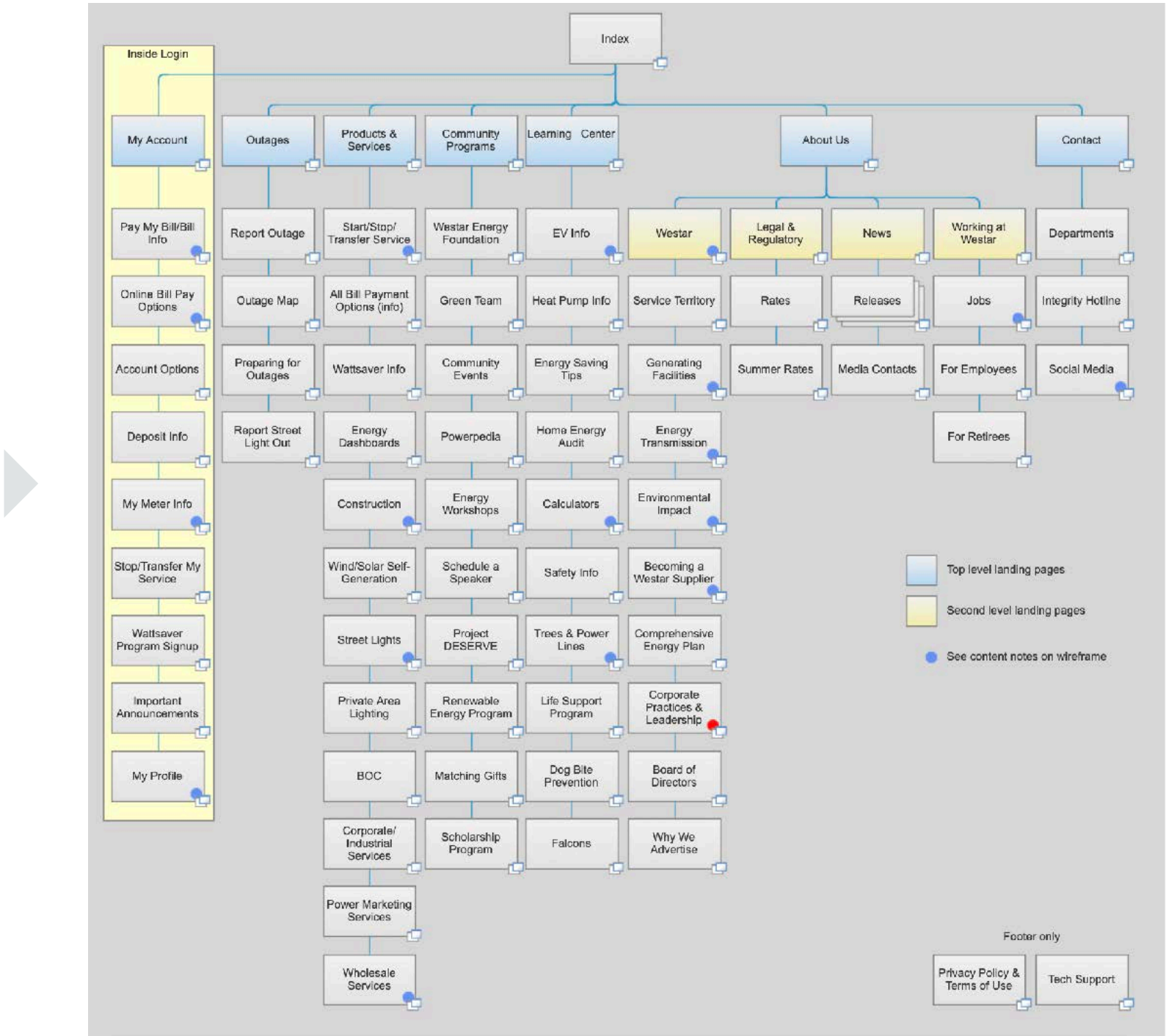






INFORMATION ARCHITECTURE

- ▶ To achieve the goal of combining the three sites and evaluating the content, I did an in-depth analytics review.
- ▶ As a result, the total number of content pages was reduced from over 700 to about 250.
- ▶ The remaining content was organized into eight sections based on user research (card sorting).
- ▶ The priority (transactional) content was placed in the top navigation.
- ▶ Access to all other content pages was intentionally subordinated using a hamburger icon in the header and text links in the footer.



AXURE PROTOTYPE:  
INFORMATION  
ARCHITECTURE



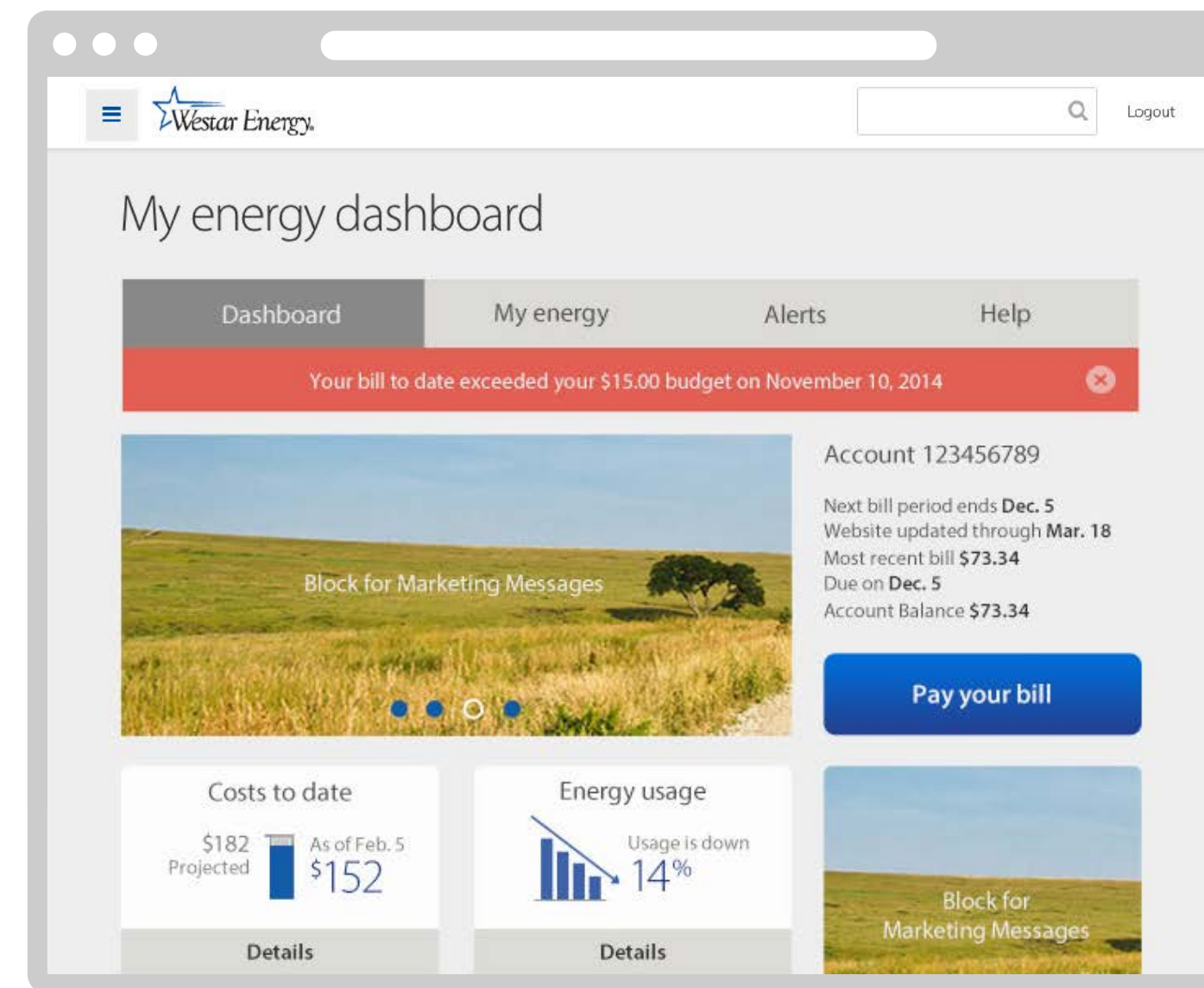
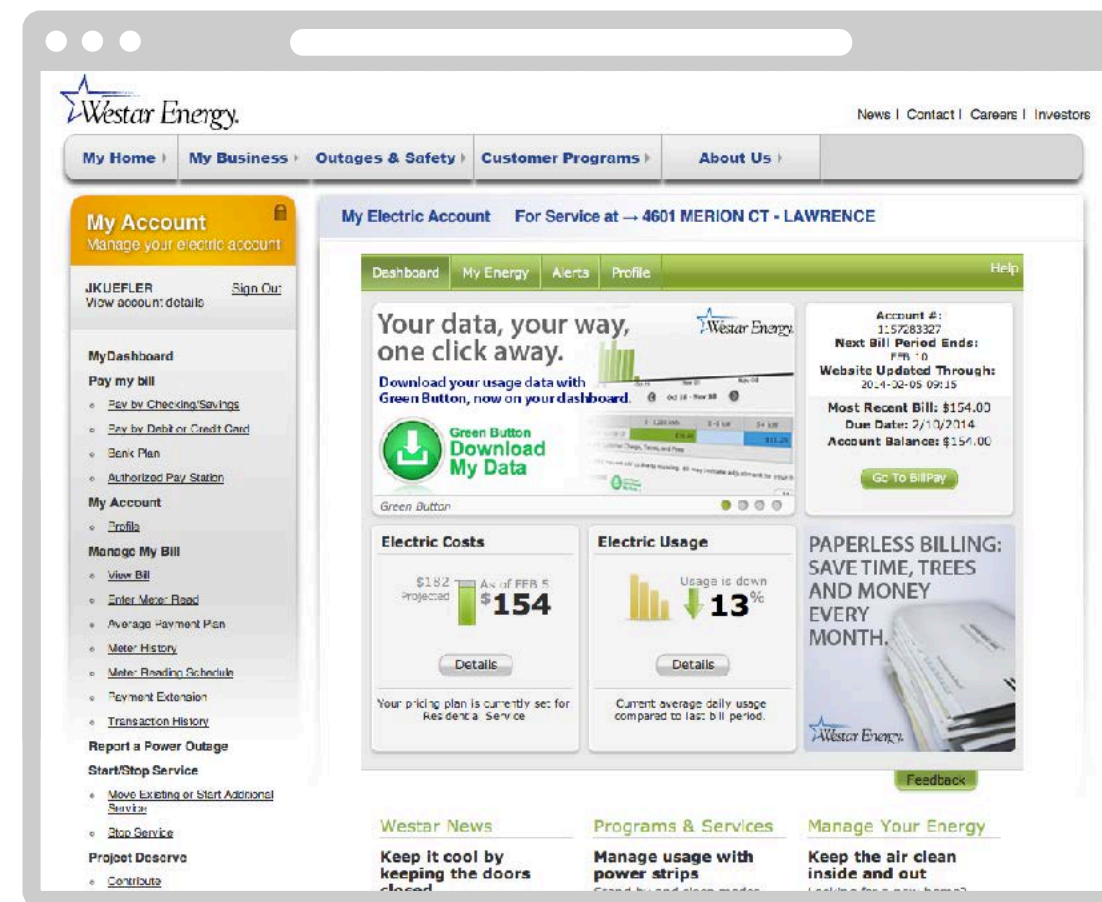
<b>My account</b> My account home View and pay my bill Stop service Move existing service More...	<b>Services</b> Start new service Create an online account Deposit information Commercial and industrial services More...	<b>Outages</b> Report an outage online Outage map Preparing for outages Report a street light out More...	<b>Helpful resources</b> Electric vehicles – getting started Energy efficiency videos Peregrine falcons ReliabilTree More...
<b>Community programs</b> Green Team Kanza Education and Science Park Project DESERVE Scholarship opportunities More...	<b>About us</b> Westar at a glance Our history News releases Investors More...	<b>Careers</b> View and apply for jobs Employee testing Compensation and benefits Working at Westar videos More...	<b>Contact</b> Contact details Online contact form Social media





## UI AND CONTENT DESIGN

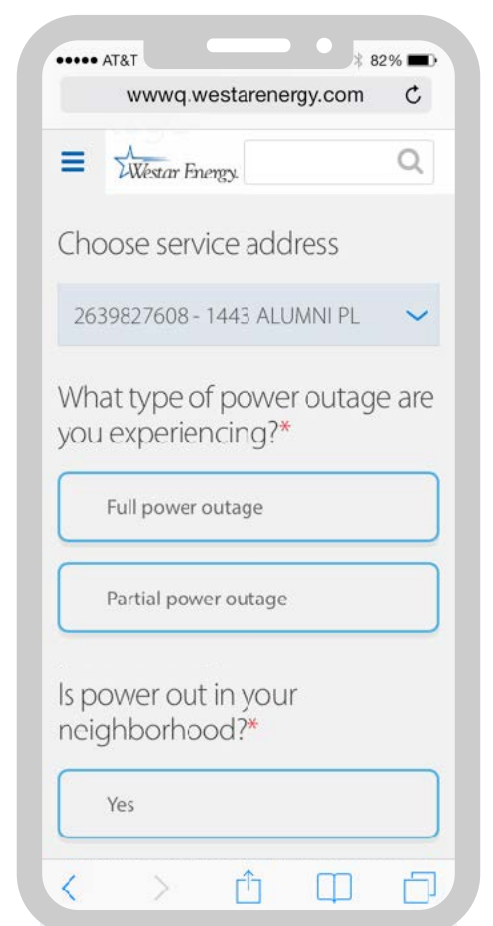
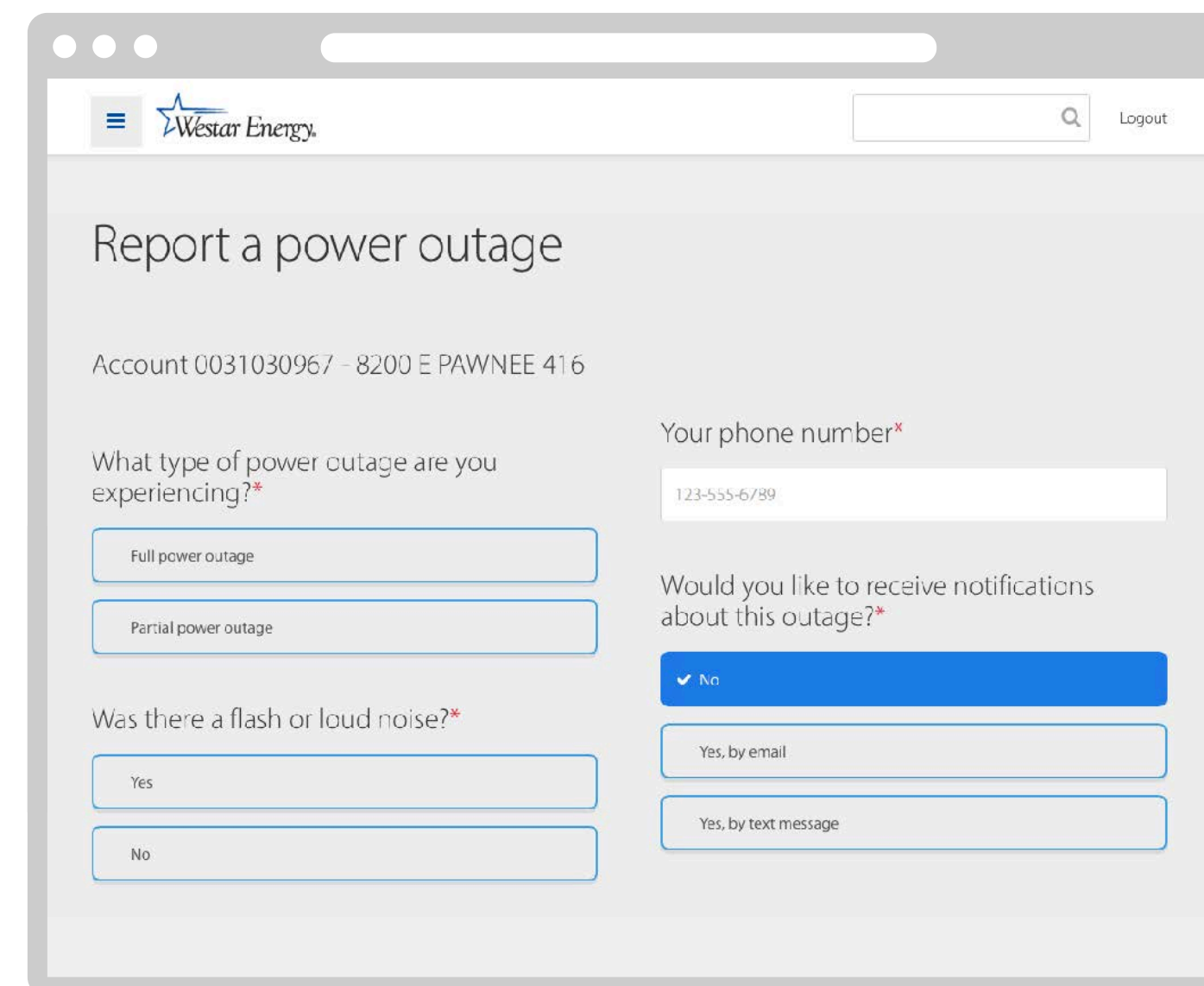
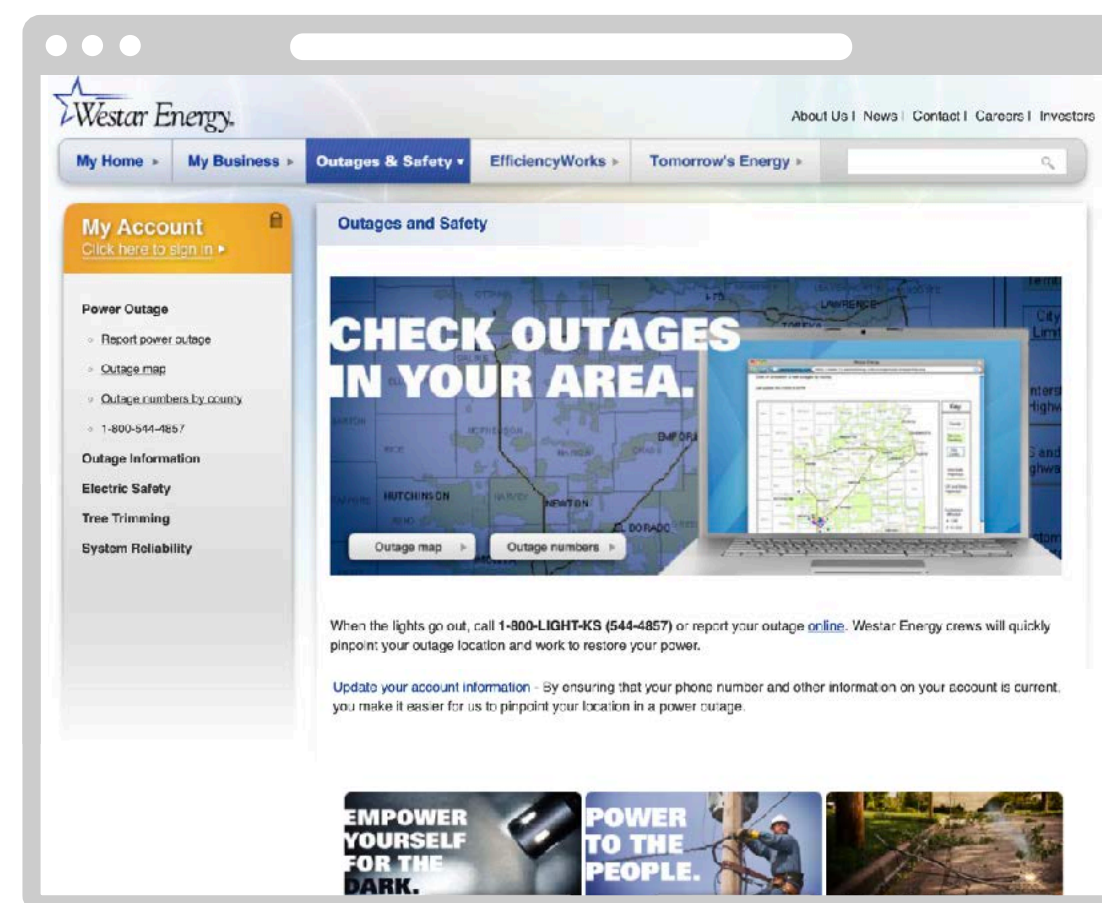
- ▶ Every aspect of the user interface and content was redesigned to declutter, simplify and focus on what the user is trying to accomplish.
- ▶ The new site is completely responsive, functioning equally well on phone, tablet or desktop.
- ▶ Third-party components (the bill paying system, outage maps, customer energy dashboards, etc.) were integrated gracefully and reskinned to match the new visual redesign.



AXURE PROTOTYPE:  
PASSWORD  
RECOVERY



AXURE PROTOTYPE:  
CUSTOMER  
PROFILE







DOCUMENTATION

- Over the course of the project I wrote dozens of requirements documents, business rules and style guides.
- I helped design usability testing which was conducted on key transactional and navigation features. I supervised the testing and wrote summaries of the key findings.

USER TESTING

### USABILITY TESTING EXECUTIVE SUMMARY

CLIENT	Westar
DATE	May 14, 2014
JOB NUMBER	54261
DESCRIPTION	Westar Website Usability Testing

METHODOLOGY

Eleven test participants of various ages, household income, experience with online payments and computer/mobile device skill levels were tested individually in one-on-one sessions. Each was asked to perform a variety of tasks on the new Westar website using a desktop computer for some of the tasks and then switching to a mobile device (iPad or smartphone) for the remainder of the tasks. All participants were current Westar customers. Six participants were "single property payers," and five were "multiple property payers." (Summary of participants appears on page 6.)

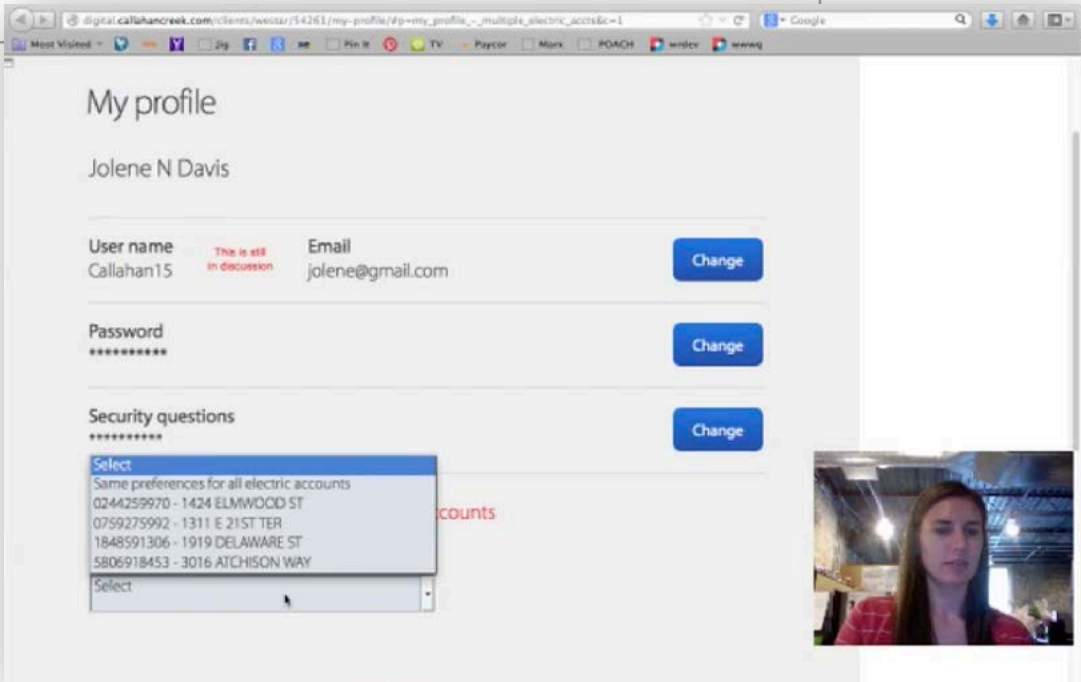
Tasks the participants were asked to perform included:

- Starting/transferring/stopping service
- Signing up for a new online account
- Starting additional service,
- Making online payments
- Signing up for automatic payments/average payment plans
- Finding electricity consumption history
- Research energy saving information
- Finding "Call Before You Dig" information
- Finding outage map and reporting an outage
- Changing account and profile information
- Finding a pay station
- Finding company financial information
- Locating employment information

Many of the tasks were drawn from a JD Powers survey assessing utility company websites.

Participants were also asked to comment on their impression of the site overall, and to compare their experience on the new site with the current Westar site (if they were familiar with the current site.)

Video recordings of all usability tests are available for review if desired.



BUSINESS RULE AND REQUIREMENTS

### Business Rules – Group Bill

5/28/14 - 5/20 updates blue; 5/27 call notes green; 5/29 feedback red; 6/3 clarifications magenta

- We will call the Group Bill "Header" account the "Group Bill Master Account"
- Individual electric accounts that are under a Group Bill can be paid online, in addition to the Group Bill Master Account.
- The table below and the comments on the following pages explain the business rules for Group Bill Accounts for specific pages/features on the website:

A	B Group Bill Master Account (See note on next page)	C Individual Electric Accounts (See note on next page)	D Neither	E Page includes "Choose Service Address" menu (For multi-account Non-Group Bill customers)
View and Pay My Bill	X	X		X
Pay with Checking or Savings	X	X		X
Automatic Bank Payments	X			X
Average Payment Plan			X	X
Payment History (1 - See next page)	X			X
Bill Delivery Options (will move to Profile page)	X			X
Payment Extension/Pay Agreement			X	X
Stop Service		X		X
Start Additional Service	When logged in a user can submit a Start Add'l Service or Transfer Service form. However the new electric account is not added to their Group Bill unless they call Customer Service.			
Transfer Service				X
My Electric Accounts (add/remove account)	Both Group Bill Master Account and Individual Electric Accounts appear on the list – see page 4.			
My Profile	N/A – one profile			

Request f

Enter Me

View Met

View Met

Create ar

page)

Project D

Report ar

### Westar Corporate Website Requirements Acceptance Form

**Purpose:** The Client Acceptance Form signifies sign-off of the requirements and defines the completed functionality for each feature, page or functional performance. This form will be completed prior to the final testing phase for each element.

Feature Name	View and Pay My Bill (includes Get Important Notices and Bill Inserts)
Feature ID Number	T-06 (Quickstart #96 and #113)
Approver	Ginger Elser
Project Manager	Francisco Tovar <a href="mailto:Francisco.Tovar@westarenergy.com">Francisco.Tovar@westarenergy.com</a>

### LIST OF ACCEPTANCE CRITERIA (REQUIREMENTS)

Requirements	
<ul style="list-style-type: none"><li>Account login is required.</li><li>There are no data entry fields on this page. The user chooses from various options:<ul style="list-style-type: none"><li>"Pay with bank account" button links to: <a href="http://www.westarenergy.com/Pay-with-Checking-or-Savings">http://www.westarenergy.com/Pay-with-Checking-or-Savings</a></li><li>"Pay with credit/debit card" button links to <a href="https://payments.westar.billmatrix.com">https://payments.westar.billmatrix.com</a> in a new window.</li><li>A menu allows users to select a date to download a PDF of the current or past detailed bills (from XNET). PDFs open in new windows.</li><li>A second menu allows the user to select a date to download current and past Bill attachments (a.k.a Bill Inserts) (from XNET). PDFs open in new windows. If more than one Bill attachment PDF is available for a given date, a new window opens with a list of links to download each PDF.</li><li>A third menu allows the user to select a date to download current and past important notices (from XNET). PDFs open in new windows. If more than one important notice PDF is available for a given date, a new window opens with a list of links to download each PDF.</li><li>Other bill pay options are listed with links to respective pages (phone, in person, automatic bill payments, average payment plan, more).</li></ul></li><li>Customers with current important notices see a yellow band across the top of the page with link(s) to PDF(s) of the notices (from XNET). If there is more than one important notice, each one has its own link. "Current" notices (displayed in yellow band at top and on menu at bottom) are considered anything within the last 75 days. "Past" notices are anything between 76 days old and 24 months old (listed on the menu at the bottom).</li><li>See the attached page layouts for the page content as it applies to each customer type:<ul style="list-style-type: none"><li>Regular customer</li><li>Regular customer with pending payment</li><li>Regular customer on automatic bill payment</li><li>Group Bill customer – Group Bill Master Account selected</li><li>Group Bill customer – individual Electric Account selected</li></ul></li></ul>	

STYLE GUIDE

Pay My Bill Report an Outage Start or Stop Service Services

HOME LEARNING CENTER NOTICES ABOUT US BUSINESS JUNE 1

## We need your help in stopping copper theft

**A WESTAR ENERGY EMPLOYEE** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Place inline images to the right, center or left of content. Margins and wrapping will be applied automatically. Do not apply any additional styling to images. Consider cropping images such that the height is a minimum of 100px and increases by 30px increments.

100px  
130px  
160px  
190px

100px  
130px  
160px  
190px

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Use standard content node as content will automatically scale to 100% width.

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**This is really about trying to stop outages before they happen.**

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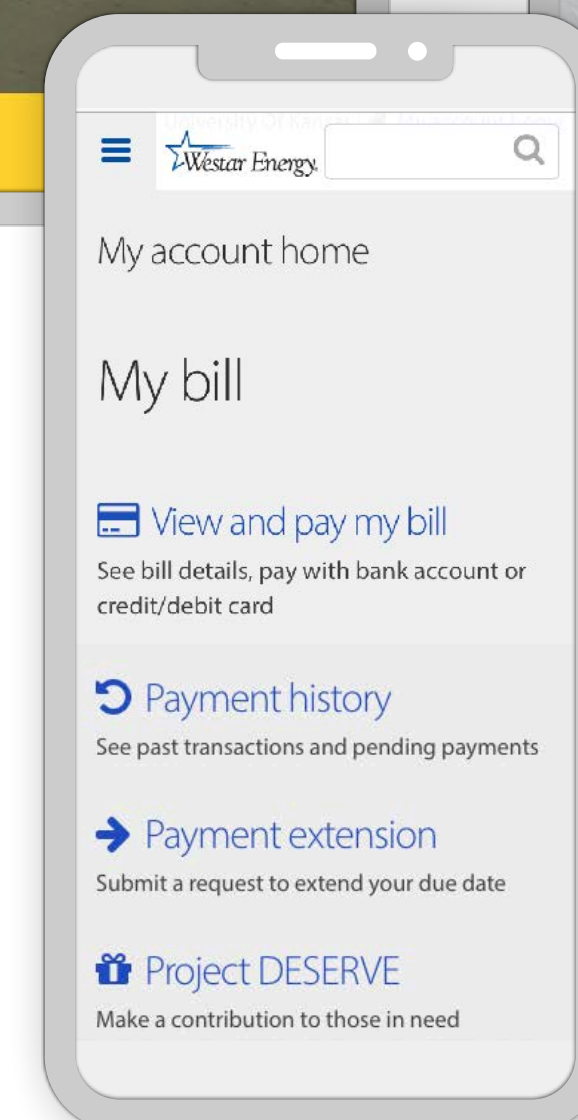
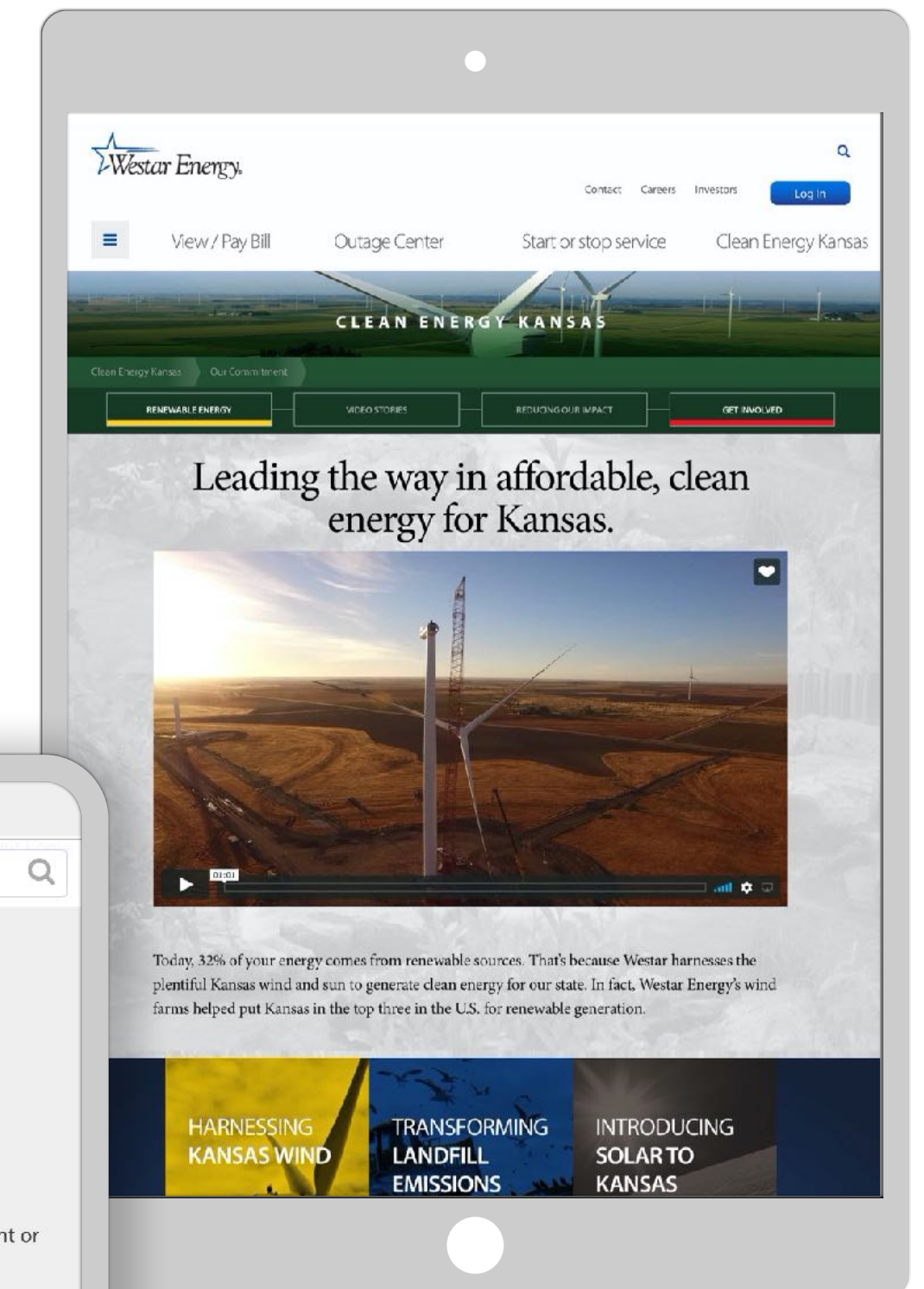
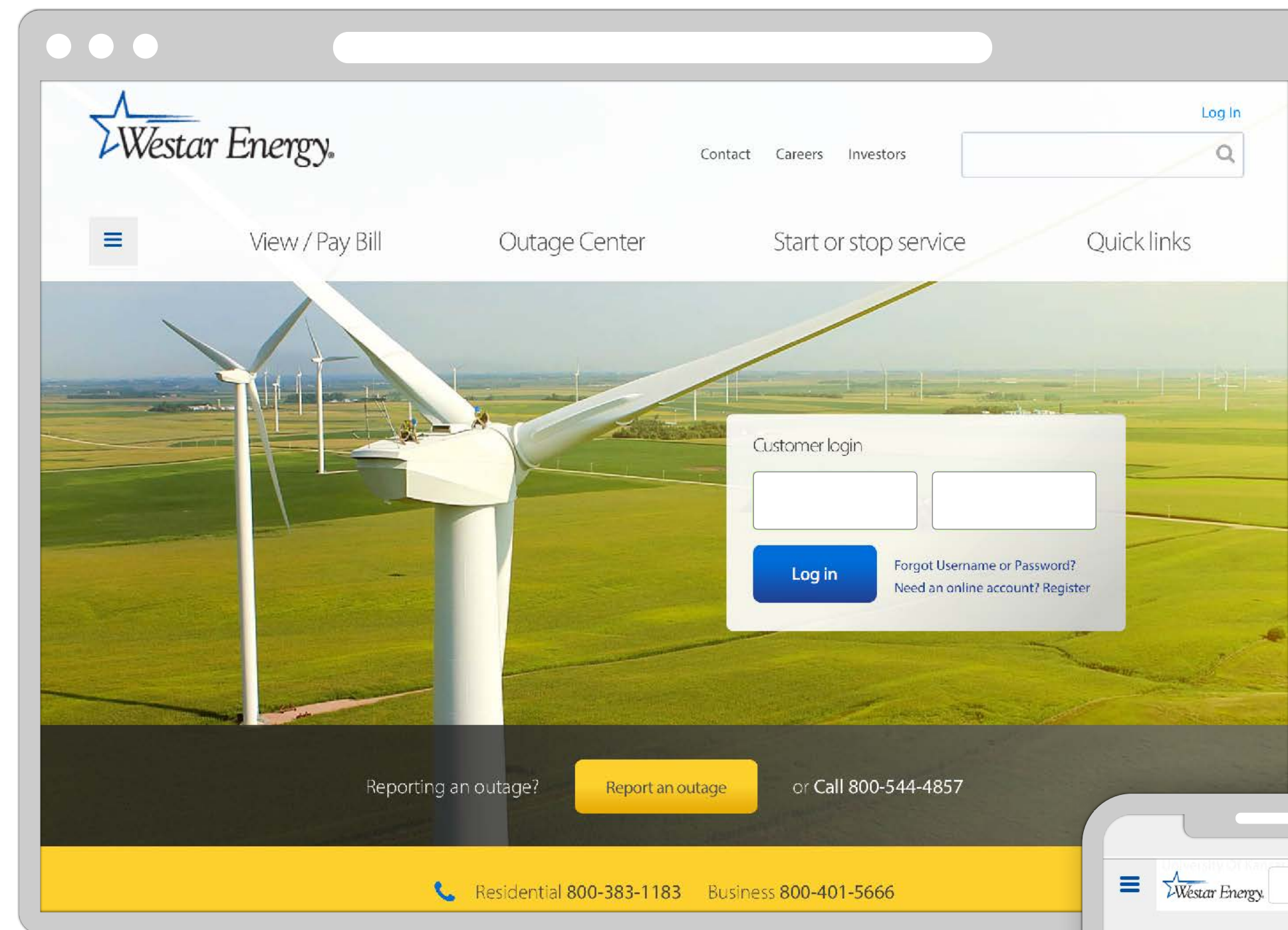
Heading	Heading
1 mA or less	Slight tingling sensation.
This is some cell data.	Extreme pain, respiratory arrest, individuals can not let go, death is possible.





## RECOGNITION

- ▶ The new site received praise from internal audiences and most importantly from customers.
- ▶ J.D. Power & Associates ranked the site in the top three of 66 U.S. utility websites evaluated.



"J.D. Power & Associates rated our website in the top three of 66 utility websites, performing particularly well in overall ease of use."

**Michel' Cole** | Westar VP Corporate Communications