



Watts Wrong

Powering the city. Playing by our rules.

The Current Website

- The site lacks practicality and polish
- Descriptions are vague, missing the brand's unique voice
- Broken, inaccessible, or unclear buttons and links
- Terms and privacy content lack authenticity and structure



The Objective

- Rebuild the layout with clear, clickable buttons
- Add a login system so users can view pending bills
- Clean, consistent access to Terms & Privacy Policy
- Improve copywriting to better reflect DoubleU's voice
- Refresh styling to ensure modern visuals & usability





Is there a need for this?

- Boosts credibility with users and stakeholders
- Reduces friction in accessing core services
- Brings authenticity to policy/legal pages
- Matches the organizations tone: bold, fast, and slightly controversial
- It's not just a refresh, it's a full reconnection

