

Proposal subject

The goal of this proposal is Saint John Energy web portal customer experience improvement. As a target for improvement was selected “Rates” page of the portal, available at:

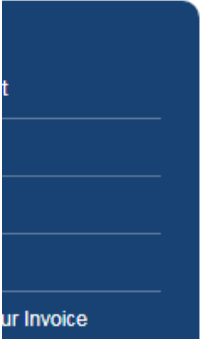
<http://www.sjenergy.com/index.php?page=rates>

Existing solution analysis

The “rates” page contains three types of information:

1. “Did you know” block, that is important for all customers
2. “Residential Customers” block, that is important for particular group of customers
3. “Commercial & Industrial Customers” block, that is also important only for particular group of customers

What do we have:



RATES

Did you know?

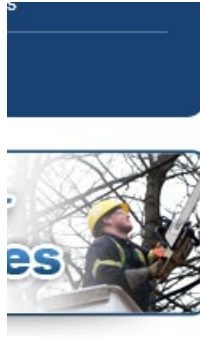
On average, our rates are lower than others in the province, due to the specific urban geographic area we serve and our excellent relationship with NB Power, our wholesale electricity

Our rates are among the lowest in the region
Households save ~ 10%
Businesses save ~ 3%

Each year, we pass along savings equaling:

- \$8 million for members of the public

Important for everyone, but is not primary for this page



Residential Customers


We're proud to be the premier energy provider for more than 36,500 Saint John residents. In addition to the info provided below, visit [Operations](#) to learn about more of our programs and products.

Residential Rates

We set rates based on a cost of service basis, and all rates are approved by the E
charges shown do not include applicable taxes.

Rate per kWh: 9.93 cents

Important for residential customers only



For a complete listing of rates, [click here to download our rate manual](#) in PDF format or [click here to download a copy of our service entrance standards](#).

Commercial & Industrial Customers

For large-scale customers, we offer the following commercial and industrial account administrative services to better serve you and meet your unique requirements.

Rate Interpretation: Rate structures related to your account are explained in detail in the [Rate Manual](#). For a complete listing of rates, [click here to download our rate manual](#) in PDF format or [click here to download a copy of our service entrance standards](#).

Site Visits: An account representative will visit your facility and discuss your requirements regarding your account(s).

Important for commercial/industrial customers only

What is good

All important information is presented on the page.

What can be improved

Depending on the screen size and resolution, really important for the customer information (target information for this page – rate information for residential or commercial/industrial customers) is not visible on the screen when the page is opened – user must scroll down the page and read the text to find appropriate rate. It is critical for the customer experience to find required information on the page as quickly as possible.

How it can be improved

First, “Did you know” block is useful for all customers, but it is supporting information for this page. According to existing architecture of the portal such information usually is presented in the right side of the page.

Second, we have two target groups of customers, and these groups need different information blocks to be shown, there is no need in both information blocks presence on the one screen simultaneously. But both customer groups need quick and simple access to their particular information block. It can be achieved by adding links to these information blocks from the top of the page, either horizontally (as tabs), or vertically (as links list).

Improvement proposals

Option 1: links to different customer groups information are listed vertically, “Did you know” on the right



RATES

- [Residential Customers](#)
- [Commercial & Industrial Customers](#)

Residential Customers

We're proud to be the premier energy provider for more than 36,500 Saint John residents. In addition to the info provided below, visit [Operations](#) to learn about more of our programs and products.

Residential Rates

We set rates based on a cost of service basis, and all rates are approved by the Board of Commissioners. Rates and charges shown do not include applicable taxes.

Rate per kWh: 9.93 cents

Monthly administrative fee, to cover costs associated with each account, including meter reading, billing and payment processing: \$16.61

Late Payments

An interest charge of 1.5% per month is added to invoices not paid by the due date. If your cheque is returned to us, a charge of \$25.15 is added to your account balance.

For a complete listing of rates, [click here to download our rate manual](#) in PDF format or [click here to download a copy of our service entrance standards](#).

Commercial & Industrial Customers

For large-scale customers, we offer the following commercial and industrial account administrative services to better

Did You Know?

On average, our rates are lower than others in the province, due to the specific urban geographic area we serve and our excellent relationship with NB Power, our wholesale electricity supplier.

- Our rates are among the lowest in the region
- Households save ~ 10%
- Businesses save ~ 3%
- Each year, we pass along savings equaling:
 - \$2 million for the City of Saint John
 - \$8 million for members of the public

Pros:

- all required information is presented in one screen for particular group of customers on not mobile/small devices;
- returning customers will not be forced to study new interface, because they will be able to scroll down the page (use the original way) to find out commercial and industrial customers rates information.

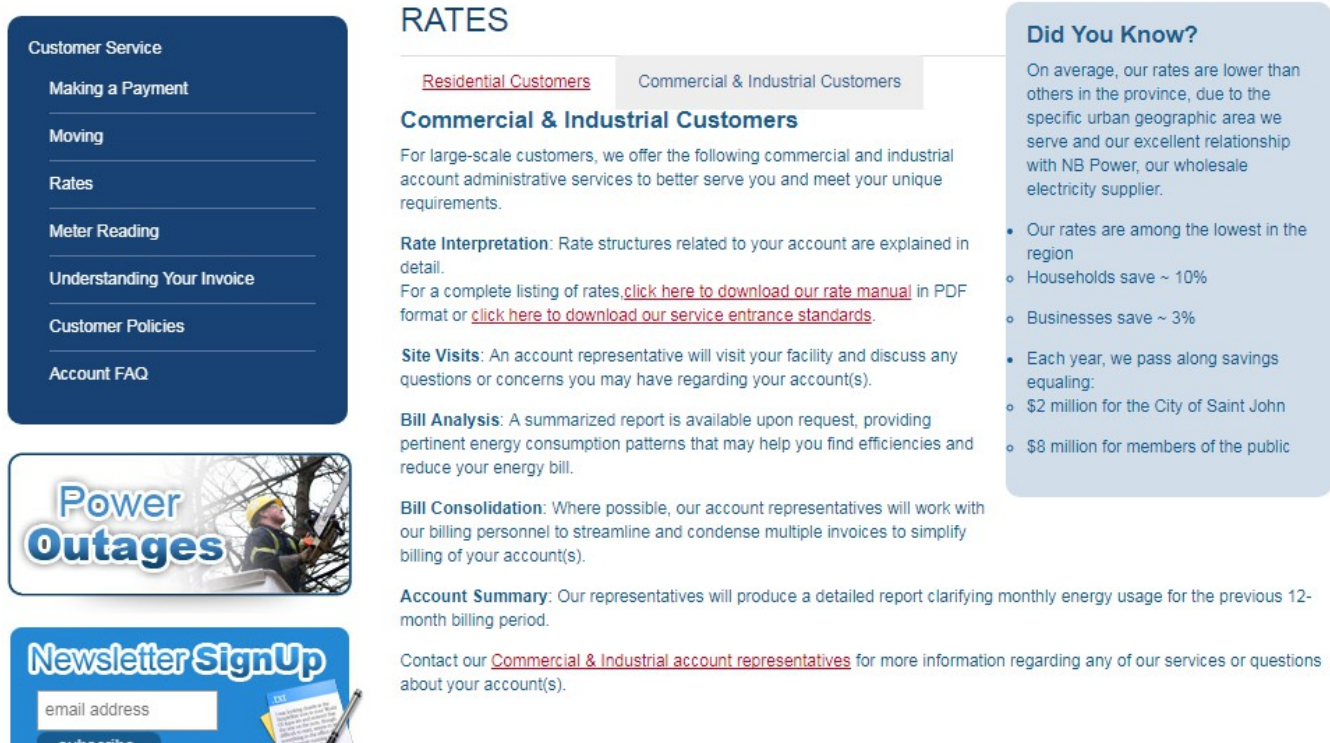
Cons:

- vertical links layout require extra line of screen, it makes the layout less compact – with some devices/resolutions users will need to scroll page down to read the whole article about their rates;
- commercial and industrial customers will not see “Did you know” block after the navigation to their specific rates block.

Deployed/working mock-up application can be found here:

<https://natalja-olefire.github.io/SJEnergy/option1/rates.html>

Option 2: links to different customer groups information are presented as tabs, “Did you know” on the right



Pros:

- all required information is presented in one screen for particular group of customers on not mobile/small devices;
- every group of customers can see only relevant information, design is compact and allow customer to focus on the essential information

Cons:

- returning customers will be forced to learn new interface feature – tabs, commercial and industrial customers information is available only by pressing or tapping the link in this design.

Deployed/working mock-up application can be found here:

<https://natalja-olefire.github.io/SJEnergy/option2/rates.html>

Conclusion

Suggested proposal can be analyzed by business owners, and decision about particular implementation can be made taking into account different other, not reviewed here factors.