

Reliant

Community
Thu Dec 02 2010



Project Objective

Redesign and/or restructure the Community pages to account for the following content buckets: Education, Low Income Programs, Environment, Health, Charities and Events, Sponsorships.

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Community

Education

Low Income Prog.

Health

Events

Sponsorships

1

Community Showcase

We have a true commitment to the people and communities we serve. Through community outreach, sponsorships and energy assistance programs, our goal is to improve the quality of life where we live and work.

2010 Houston Heart Walk

The Start Heart Walk brings communities together in celebration of progress in the fight against heart diseases and stroke. This inspirational day is filled with energy, excitement and hope!

[Find out more in the Events section »](#)

2

Education

[Read more about how Reliant is educating everyone about power »](#)

Low Income Programs

[Learn about how Reliant can help you supplement your power needs »](#)

Sponsorships

[Learn how Reliant sponsors your professional sports teams »](#)

Health

[Learn how Reliant is partnering with your local health organizations »](#)

Charities and Events

[See what Reliant is doing for your communities »](#)

Reliant Renewables

[Find out what Reliant is doing for the environment »](#)

Featured Stories

3

Reliant Energy Selected to be Supplier for Houston Rockets

We are proud to be powering up the Houston Rockets and the Toyota Center facility and look forward to opportunities this partnership affords in our community.

[Learn More »](#)

Local events mark the launch of Cap-and-Save

A visit from "Captain Save" and an awe-inspiring sky-scraper dance highlighted the celebration of the innovative plan.

[Watch video and see pictures from the day's activities »](#)

Reliant Energy

Our Company

Welcome | En Español

em

YouTube

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Site Goal:
Reliant's Community page directed at potential customers provides one-way public engagement for Reliant and showcases their community efforts.

Page Goal:
Introduce Reliant in the community to the general public.

1. "Hero" Space – Feature a hero event/program that the public will really grab on to.

2. Sub Section Preview – Shows at a glance, an overview of sub sections of the Community page.

3. Other Features – Other priority featured events/programs. Could link to the news room or other relevant page.

4. Reuters RSS Feed – Pulled from the Reuters RSS feed, which displays press releases in real time.

5. Bucket Navigation – Some names are not finalized.

4. Sale Conversion Opportunity

– The link is a smart-phone call link.

Site Goal:
Reliant's Community page directed at potential customers provides one-way public engagement for Reliant and showcases their community efforts.

Page Goal:
Detail Reliant's educational initiatives.

1. Non-Expanding Section –

Site Goal:
Reliant's Community page directed at potential customers provides one-way public engagement for Reliant and showcases their community efforts.

Page Goal:
Detail Reliant's charitable initiatives.

- 1. Hero Space** – Dedicated section to featuring a charity.
- 2. Tab jQuery Carousel** – Displays charities' logos. Current selection remains fixed as carousel rotates.
- 3. Upcoming Events** – Displays 3-5 upcoming events with a link to the complete list.
- 4. Work with Reliant** – A space that asks the user to give back.
- 5. Relevant Photo** – In this case, I would use a photo of the nature center to reinforce the connection to real world places.
- 6. Optional Quick Donate Button** – Uses PayPal for a secure donation to the charity.
- 7. Optional Event Module** - this is a dedicated space for when we would like people to donate to a specific event.

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Page Goal:
Introduce Reliant in the community to the general public.

- 1. Hero Space** – To feature a promotional tie-ins.
- 2. Team / Organization Logo**
- 3. Opportunity to Link to News Room**
- 4. Relevant Photo** – To reenforce the attachment to real world space. For example, an image of the Rockets' stadium or a photograph of the Rockets team.

Next Steps

Reliant to review and provide final wireframe feedback and approval by EOD 12/3

Schematic to begin RD 1 design