



Schedule 1: Annex D

User Personas and Journeys

**26th July 2024 and
Version 1.01**

Introduction

The Digital Services will serve a broad spectrum of users in the UK retail energy market, collectively known as market participants or stakeholders. There are two main categories of users: **external users**, comprising a wide range of energy market participants divided into REC Parties and Non-REC Parties and **internal users**, consisting of RECCo and the Code Manager Service Providers; and other REC Service Providers such as the providers of the Gas and Electricity Enquiry Services and the Metering Scheme Auditors.

External Users: REC Parties are organisations that include Energy Suppliers, Gas Transporters, Distribution Network Operators, Metering Equipment Managers, and Meter Installers. These stakeholders interact with the digital services to comply with regulatory requirements, provide performance related data to comply with REC obligations, access vital information, and engage with other market participants.

Non-REC Parties include Third-Party Intermediaries, Consumers, Trade Associations, Price Comparison Websites, Consumer Groups, Charities, and Government Bodies such as Ofgem and the Department for Energy Security and Net Zero (DESNZ). These users engage with the digital services to access relevant data, compare energy options, advocate for consumer rights, support industry-wide initiatives, and oversee regulatory compliance.

A key aspect to consider is the varying sizes and types of organisations within both REC Parties and Non-REC Parties. These range from large global organisations to small local independent companies, startups and potentially retail energy consumers. The Digital Services must, therefore, be versatile and scalable to accommodate the needs of all these entities, providing a simple, effective user experience regardless of the organisation's size or scope whether they interact with the Code Manager Services digitally, online or in person.

Internal Users: Internal users include RECCo and the Code Managers Service Providers. Each Code Manager Service within the Code Manager Services framework is currently managed by a different service provider, all of whom rely on the digital solutions to effectively complete their daily activities. These internal users are crucial for ensuring the efficient operation and management of the REC, providing support to market participants and other stakeholders. The Digital Services Operation will enable these service providers to fulfil their roles, manage interactions, and deliver consistent, high-quality services to benefit the broader market.

Other REC Service Providers: This category includes service providers who deliver REC services outside the Code Manager framework, such as the providers of the Gas and Electricity Enquiry Services and the Metering Scheme Auditors. These providers interact with the Code Manager Service Providers and digital services to deliver their specific services.

By catering to these diverse internal and external user groups, the Digital Services Operation will ensure comprehensive support and engagement across the entire ecosystem, facilitating smooth operations, compliance, and enhanced user satisfaction.

1. Key Elements for the Design Consideration for Personas and Journeys, are as follows:

1.1. Familiarity with the REC:

It is important to understand that as there is a broad spectrum of users, there will be differing levels of familiarity of the REC that need to be accounted for within the design of any digital service and solution. Notwithstanding all solution design should be with a simplified user experience, prioritising an intuitive design with user-centric interfaces.

Across the Personas, the following levels of familiarity have been defined:

- **Novice:** New users or organisations with limited interaction and understanding of REC processes and systems.
- **Proficient at some:** Users who are familiar with certain aspects of the REC but not all functionalities.
- **Proficient at all:** Users with comprehensive knowledge and frequent interaction with all REC functionalities.

1.2. Interaction with the REC:

Similarly, it is important to acknowledge that there is differing approach across the broad spectrum of users as to the levels of interaction with the REC., Also notwithstanding the simple and effective user experience design principles, across the Personas the following levels of Interaction have been defined:

- **1st Connections:** Users who directly interact with the REC, likely having roles that require regular and influential communication with REC systems and managers.
- **2nd Connections:** Users who occasionally interact with REC, usually with support or guidance from a primary connection (*1st connection*).
- **3rd Connections:** Users with infrequent interaction, often engaging with REC for specific tasks or inquiries.

2. User Personas Overview

The personas span various market participants, each with distinct characteristics, behaviours, and objectives. Nine (9) personas have been identified as shown within Figure 1, below. Each Persona has a summary of their Behaviour, Characteristics and Objectives.



	<i>Customer Advisor</i>		<i>Enablers (RECCo/Code Manager)</i>		<i>Networker</i>
	<i>Consumer</i>		<i>Guardian (Legal, Regs, Compliance)</i>		<i>Business Process Owners & Users</i>
	<i>Developer</i>		<i>Innovator</i>		<i>Regulator</i>

Figure 1 Persona Summary

2.1. Behaviours and Characteristics Explained:

Having a good understanding of personas behaviours and characteristics is fundamental in the design of effective and intuitive solutions. As such, the following within Figure 2 and Figure 3 provide a summary of these attributes used within the personas.

2.1.1. Behaviours

A summary of the Behaviours and their descriptions are shown in Figure 2:

Works to Priorities	This behavior involves prioritising and pursuing personal or department-specific goals and objectives.	Seeks Feedback	Proactively requests input on their performance, ideas, or projects from colleagues, supervisors, or stakeholders.
Adopts Early	An individual who is quick to embrace new technologies, methods, or ideas before they become mainstream.	Prioritise Security	Consistently places a high emphasis on the security and protection of data, systems, and processes.
Networks with Peers	Actively builds and maintains professional relationships with colleagues within and outside the organisation.	Challenges Change / Enablers	Critically evaluates proposed changes or new initiatives, questioning their necessity, feasibility, or impact.
Influences Others	Possesses the ability to persuade or inspire colleagues to support certain ideas, projects, or changes.	Regularly checks analytics	Frequently reviews data and metrics to monitor performance and inform decision-making.
Volunteers for testing	Eagerly participates in the trial phases of new products, processes, or systems.	Neutral Position	Maintains an unbiased stance, avoiding taking sides in disputes or debates.
Critical Friend	Offers constructive criticism and honest feedback aimed at improving processes, projects, or ideas.	Interest peaks when it suits	Shows heightened engagement and enthusiasm for activities or projects only when they align with personal interests.

Figure 2: Behaviours Descriptions

2.1.2. Characteristics

A summary of the Characteristics and their descriptions are shown in Figure 3:

Detail Orientated	Pays close attention to small elements and nuances, ensuring accuracy and thoroughness in tasks.	Innovative	Embraces creativity and new ideas to solve problems or improve processes.
Risk Averse	Prefers to avoid risks and chooses safer, more predictable options.	Tech Savvy	Comfortable and proficient with modern technology and digital tools.
Empathetic	Ability to understand and share the feelings of others.	Analytical	Skilled at breaking down complex information and data to understand and solve problems.
Factual	Relies on objective data and evidence rather than opinions or emotions.	Communicative	Effectively shares and exchanges information with others.
Goal Driven	Focuses on setting and achieving specific objectives.	Experts in their own field	Possess deep knowledge and specialized skills in a particular area or discipline.

Figure 3: Characteristics Descriptions

2.2. Persona Overview in alphabetical order

2.2.1. Business Process Owner



Figure 4 Business Process Owner

2.2.2. Consumer



Figure 5 Consumer

2.2.3. Customer Advisor

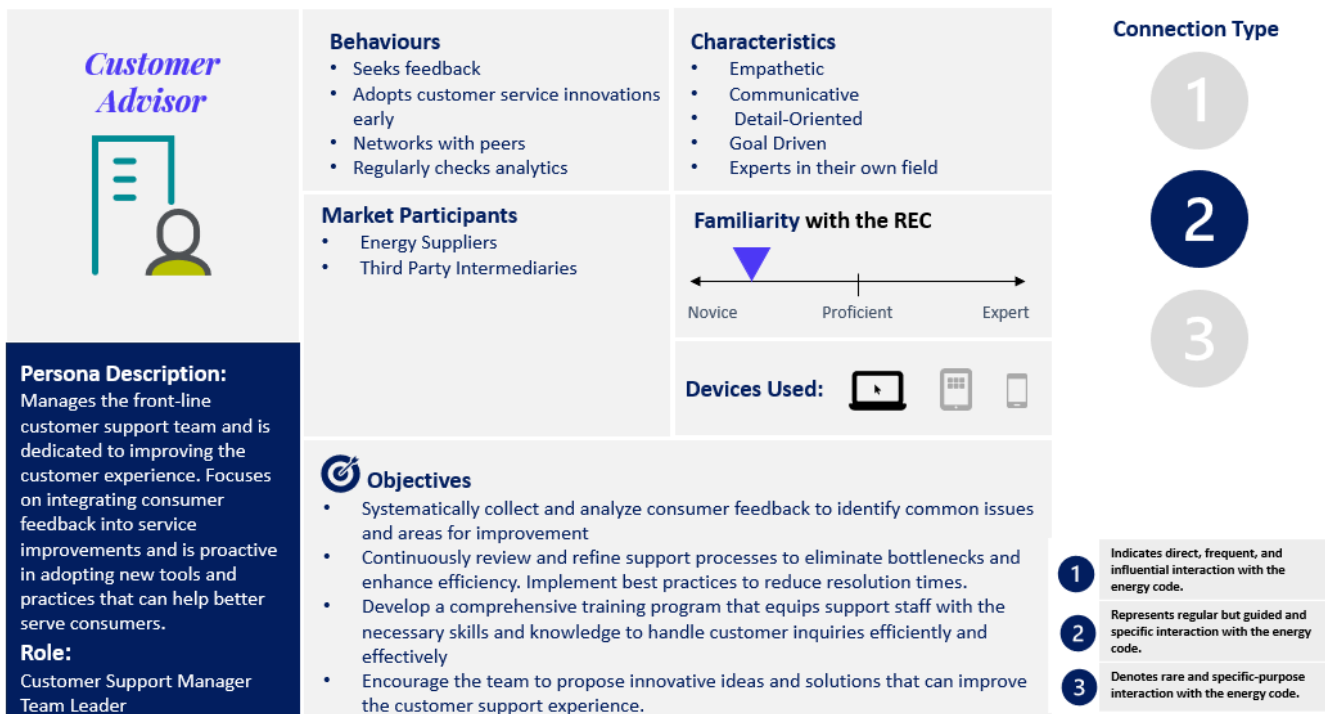


Figure 6 Customer Advisor

2.2.4. Developer

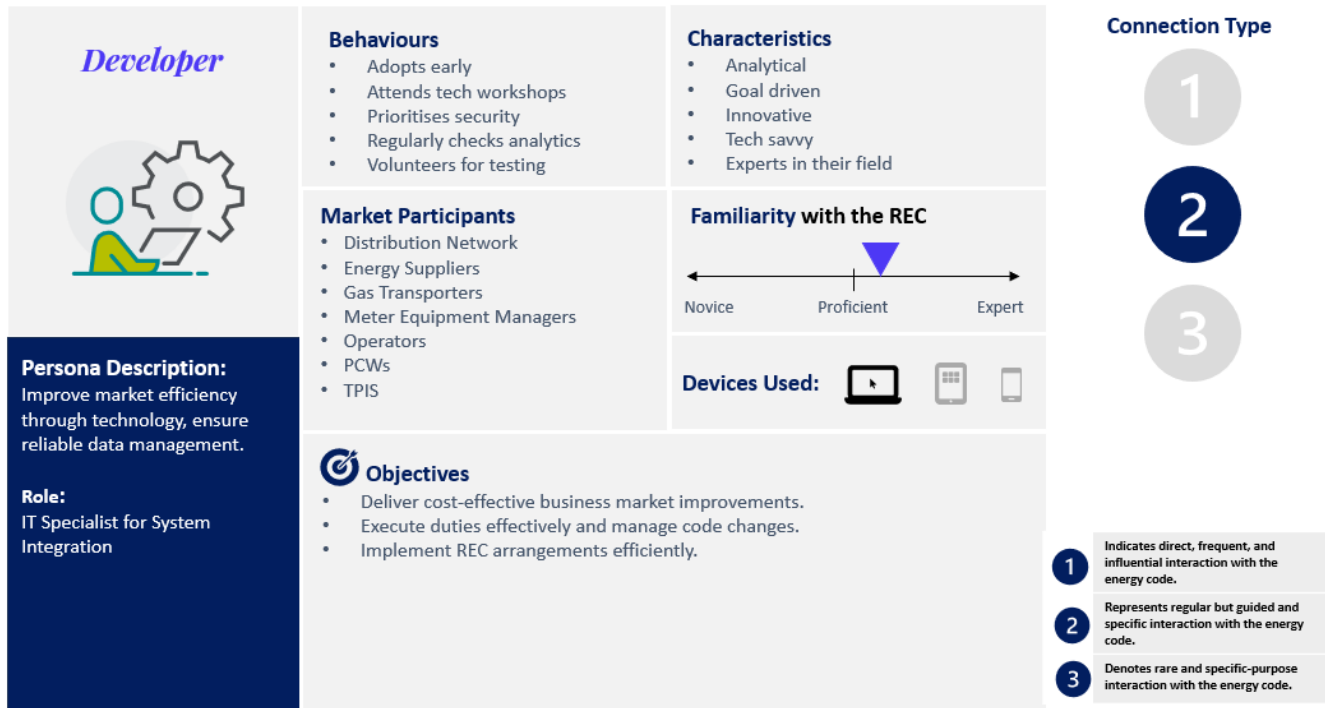


Figure 7 Developer

2.2.5. Enabler (RECCo/Code Managers)

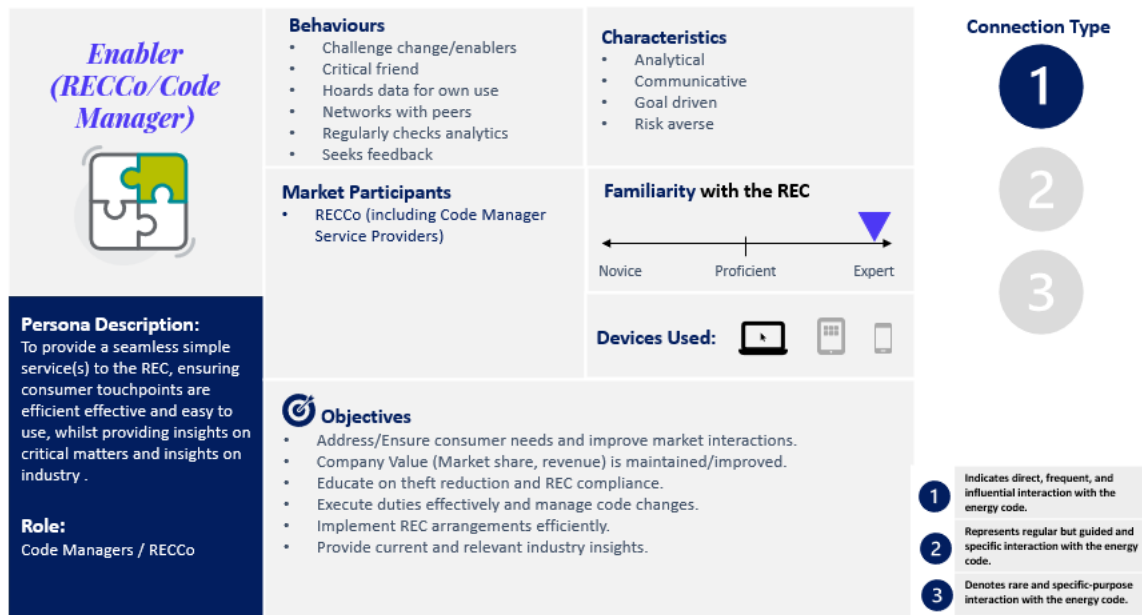


Figure 8 Enabler (RECCo / Code Managers)

2.2.6. Guardian (Legal, Reg, Compliance)



Figure 9 Guardian (Legal, Reg, Compliance)

2.2.7. Innovator

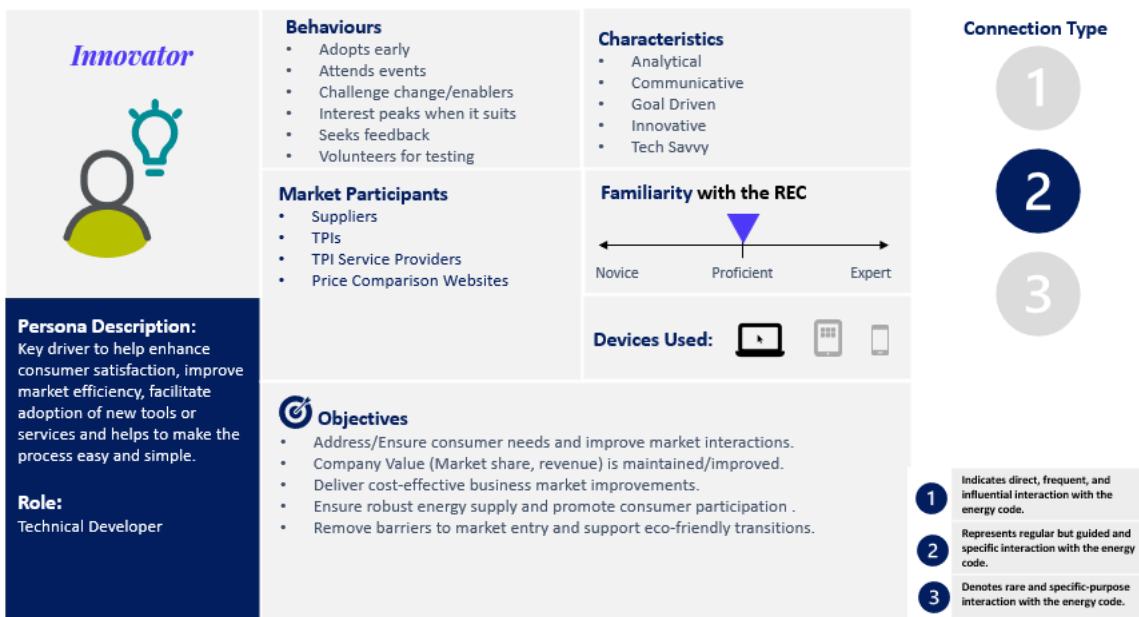


Figure 10 Innovator

2.2.8. Networker (Trade Associations Representatives)

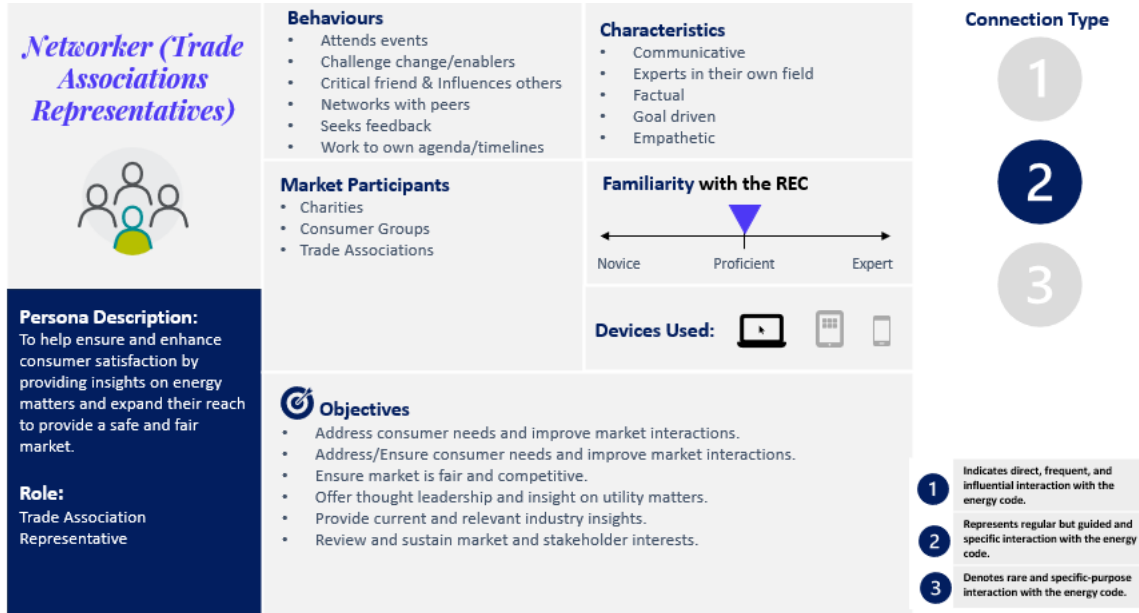


Figure 11 Network (Trade Associations Representatives)

2.2.9. Regulator

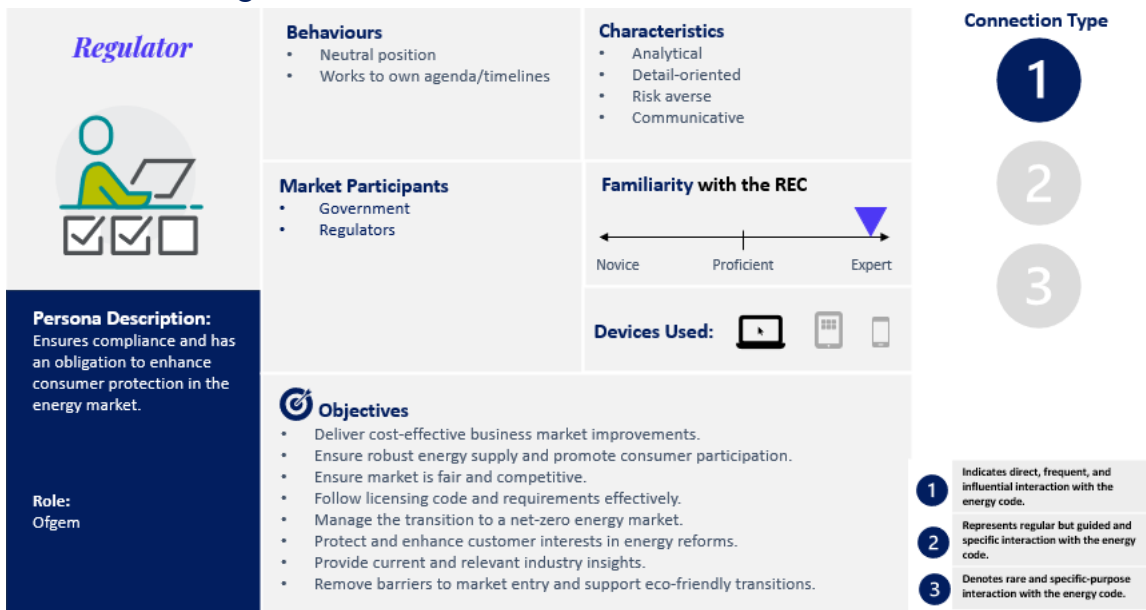


Figure 12 Regulator

3. User Journey Overview

User journeys provide narratives describing steps users take to achieve specific goals within the REC portal. These journeys are critical in understanding user interactions, pain points, and moments of delight. The key user journeys are as follows:







<i>Journey</i>	<i>Description</i>
 Interacting with the REC Portal	The Retail Energy Code (REC) portal is a centralized platform for accessing, managing, and adhering to regulatory standards and procedures in the retail energy market. The portal provides tools and resources to facilitate compliance, communication, and reporting for energy market participants.
 Interacting with the Digital REC (EMAR)	The Digital Retail Energy Code (Digital REC) and its associated Energy Market Architecture Repository (EMAR) within the REC Portal serve as central hubs for stakeholders in the energy market. They provide access to comprehensive information, regulatory documents, and tools necessary for compliance, operational efficiency, and market participation.
 Interacting with Change Management	The Change Management Hub within the Retail Energy Code (REC) portal is dedicated to managing and implementing changes to the Digital Code, including, Submitting changes, Consultation process, Impact Assessments, Approvals, providing a change log of approval and then to making the changes based on approvals.
 Interacting with Performance Assurance Dashboards	The Performance Assurance Dashboards in the REC portal are vital tools for monitoring and ensuring compliance with regulatory standards in the retail energy market. These dashboards provide a comprehensive and real-time view of performance metrics, allowing users to track their adherence to the Retail Energy Code.
 Interacting with Party & Service User Onboarding	This process ensures that all parties, including suppliers, distributors, and service providers, meet the necessary regulatory and operational requirements before they commence activities. Key uses of this onboarding process include the verification of compliance with the Retail Energy Code, provision of access and establishment of clear communication channels.
 Managing Organisations (Users/Company Information)	Managing Organisations within the REC portal involves overseeing user accounts and company information to ensure accurate and up-to-date records for all participants in the retail energy market. This functionality allows administrators to add or remove users, assign roles, and update contact details and company profiles.

Figure 13 User Journeys

3.1.1. User Journeys Overview

This section describes a high-level summary of key user journeys. Each user journey will include the following:

- **Stages:** Different phases of the journey.
- **Personas Involved:** Specific personas interacting at each stage.
- **Steps:** Detailed steps users take to progress through the journey.
- **Touchpoints:** Specific parts of the REC portal interacted with.
- **Improvements:** Potential enhancements to the journey.
- **Objectives:** Goals associated with each stage and step.

3.1.1.1. Interacting with the REC Portal

Stages	Access, navigate, complete tasks.
Personas	Customer Advisor, Consumer, Developer, Enabler.
Steps	Logging in, accessing dashboards, retrieving data, submitting forms.
Touchpoints	Login page, dashboards, forms.
Improvements	Intuitive navigation, efficient task completion, user satisfaction.
Objectives	Ensure seamless user experience, easy access to information, and smooth interactions.

3.1.1.2. Interacting with the Digital REC (EMAR)

Stages	Accessing information, regulatory documents, and tools.
Personas	All personas as required.
Steps	Navigating EMAR, retrieving regulatory documents, using compliance tools.
Touchpoints	EMAR interface, document repository, compliance tools.
Improvements	Comprehensive information access, user-friendly interface.
Objectives	Facilitate compliance, provide operational efficiency, ensure easy access to necessary information.

3.1.1.3. Interacting with Change Management

Stages	Submit changes, consultation process, impact assessments, approvals, change log.
Personas	Developers, Enablers, Guardians.
Steps	Submitting changes, participating in consultations, reviewing impact assessments, gaining approvals, tracking changes.
Touchpoints	Change management hub, consultation interface, assessment tools.
Improvements	Streamlined change submission and approval process, clear communication.
Objectives	Efficient change management, compliance with regulatory requirements.

3.1.1.4. Interacting with Performance Assurance Dashboards

Stages	Monitoring compliance, reviewing performance metrics.
Personas	Business Process Owners, Enablers, Regulators.
Steps	Accessing dashboards, reviewing metrics, analysing compliance data.
Touchpoints	Performance dashboards, analytics tools.
Improvements	Real-time data updates, comprehensive metrics.
Objectives	Ensure regulatory compliance, identify performance issues, improve operational efficiency.

3.1.1.5. Interacting with Party & Service User Onboarding

Stages	Verification of compliance, access provision, communication establishment.
Personas	Enablers, Developers, Business Process Owners.
Steps	Submitting onboarding documents, completing verification, establishing communication channels.

Touchpoints	Onboarding interface, verification tools.
Improvements	Simplified onboarding process, clear guidelines.
Objectives	Smooth onboarding experience, compliance verification, clear communication.

3.1.1.6. *Managing Organisations within the REC Portal*

Stages	User account management, company information updates.
Personas	Enabler, Business Process Owner.
Steps	Adding/removing users, updating contact details, assigning roles.
Touchpoints	User management interface, company profile tools.
Improvements	Easy-to-use management tools, accurate record maintenance.
Objectives	Maintain accurate records, streamline administrative tasks.