

E M I L Y L A V E L L E U X

DESIGNER

PORTFOLIO ■

CURRENT POWERED BY GE

FINDING SOLUTIONS TO POWER THE FUTURE OF ENERGY WITH SMART TECHNOLOGY.

PROBLEM

Current Powered by GE faced a problem with the amount of content produced on the site and the relevance of that content. Within the last 12 months, approximately 200 individual information objects had been posted to their website, hub.currentbyge.com. When reviewing their current analytics, it was brought to the company's attention that more information is not necessarily better. In some instances, some content objects only received minute amounts of traffic.

With the entire hub receiving around 160k page views in a 13 month period, and the broader site receiving 1.2MM page views in the same period, the company wants to correct the problem of overpopulating the repository. Doing so can ultimately help generate high-quality content, avoid any opportunity costs from low-value content, and allow the company to focus on more effective activities rather than generating content.

ACTIONS

To establish a solution to the company's presented problems, I first analyzed their goals and their audience's needs. To gather this information, I watched an interview of one of the stakeholders that

was conducted by a UXD Instructor at Kent State University. With the help from the interview and the company's Strategy Background, I determined the top 7 goals that the company wanted to achieve. The goals of the company are as followed:

- Sell LED lighting to the customer now
- Sell customers sensor-enable networks
- Sell its proprietary energy management system to enterprises seeking a holistic approach to energy management within a fleet of buildings
- Promote Current on its website
- Provide social proof of Current's value proposition
- Generate contacts and leads for the company
- Generate a positive user experience through their 'nurture' campaign (present relevant content on website)

To gain a deeper understanding of the company's content and business goals, I analyzed the 3 user personas provided to me. To establish the 6 top-priority audience needs, I created a chart that compared each user persona. In this chart, I was able to point out the similarities in each persona. The 6 top-priority audience needs are as followed:

- Affordable electricity/cost savings

- Minimizing electricity use
- Reliability
- Easy to understand regulations and guidelines
- Modernize a fleet of stores
- Stay ahead of competition

With the company's business goals and audience's needs in mind, I then evaluated the content currently on the website. When evaluating the content, I treated each page evaluation from the user's point-of-view. When clicking around and looking at the content, I took notes based on the navigational structure, the type of content on the page, the terminology, and redundancy. From the company's perspective, I studied the business goals established and looked at the notes taken during the initial website review. Based on what I wrote down in the eyes of the user, I compared to see if the goals of the company were being met based on what the user was obtaining. In some instances, content that could meet the goals of the company and the audience's needs were either difficult to find or nonexistent.

To further understand the company's website, I reviewed the sitemap and analytics to further understand the structure of the website and the amount of content. On the sitemap, I compared the Head Keywords and Long Tail Keywords to my notes I took when reviewing the website. An issue I found was that some of the terms used on the sitemap did not match up with the content on the website. This led me to believe that one of the company's main issues was connecting their content to the correct form of terminology. The page views listed on the sitemap and analytics report helped validate this statement. When looking at page views to further prove my thinking, I first looked at the sitemap to see the overall page views for each section. In most cases, the Head Keywords had twice as many views as the Long Tail Keywords. This made me hypothesize that users were getting to these Head Keywords, but then leaving the secondary pages when they couldn't find the content they needed. To dig deeper into this concept, I looked at the analytics report to see what pages specifically had the least amount of page views and most bounce rates. I looked at these two categories specifically because a page with low page views means either users cannot find this information or it's irrelevant to them, and a page with high bounce rates means that users are going to these pages, but then leaving

that web page without exploring it any further. Singling out these pages helped establish what type of content was and was not bringing in page views.

RESULTS

When reviewing my findings, I established 5 recommendations that reflected the site's navigation and content structure, terminology use, accessibility, and content type. Below you will find a detailed description of each recommendation that was presented to the client:

Content Structure

Restructuring the flow of content and where to place specific stories, statistics, and solutions is critical. As of now, content is being repeated under multiple tabs (Featured Content, News, Industries, etc.). It is recommended that Current by GE revisits their site to place content in one single area of the site with the appropriate terminology used.

Data + Analytics Tab

The Data + Analytics tab under Explore poses an issue of associating money and energy saving numbers with this label. Majority of users would expect to see statistics to a specific energy solution. It is recommended that this tab be reworded to reflect the content that is placed on these pages.

Solution Statistics

To meet the audiences' needs, Current by GE should improve their content under the Solutions tab. This section should include text that explains what that particular solution is, as well as the statistics to back up their notion. As of now, this section is populated with success stories and various webinars and articles. It is recommended that Current by GE should create content specific to statistics, and an overview of what that solution is and how it works. The company should focus less on success stories to help eliminate the issue of overly repeating content throughout the website.

Accessing Solutions Calculators

One common issue throughout the site is access to the company's solution calculators. To achieve an effective user journey, these calculators should be made available from one of the tabs listed at the top. With one of the top-priority audience needs being affordable and cost effective energy solutions, it

would be beneficial for Current by GE to include these functions so consumers can compare different scenarios and determine whether or not it's right for them.

Type of Content

To meet both the company's goals and the audience needs, Current by GE should focus on creating content that touches these 5 key factors:

- Who we are
- What we offer
- Why you should switch (benefits)
- How to switch
- Success stories

As of now, the content on the site seems to be all over the place and labeled incorrectly. Most of the labels are misleading or irrelevant to what consumers want to know. Within those 5 factors, the company should focus on short videos, articles, and illustrations (statistics).

LESSONS LEARNED

When going through the initial planning phase of this project, I wish I would have spent more time planning out the scope of the project to prioritize each section. In some instances, I spent more time on a section when I should have spent it somewhere else. This led to some areas being weaker than others. Though my recommendations pose a solid foundation for further discussion, I felt that they could have been more extensive. If I could go back and rework some of my findings, I would add additional recommendations with more in-depth solutions to better suit the company.

Building off of providing more in-depth recommendations, I would go back and analyze the analytics report to pull out specific pages that should either be deleted, kept, or revised. I realize now that that would have been more beneficial to the company. Though I do provide specific content types the company should focus on moving forward, it would be useful to point out the pages they no longer need.

To fully understand the type of work the client does, I should have conducted research on energy solutions

with new technology. This would have benefited me when providing recommendations to the client. It would have helped me develop a better understanding of the field they are in and help me write out my recommendations to reflect the terminology used within the company/field.

Above all, I wish I would have spent more time structuring my thought process and reviewing my writing. I typically undergo multiple drafts, but time management was a major issue this time around. I was not pleased with the length of my report since I know there was a lot left unsaid.

Moving forward, I plan to continue to work on my time management, writing, and research skills to ensure I produce the best work I know I can do.