

# Gas South Enrollment Test

## Requirements

### Target Audience

Prospective Gas South customers that enter the online enrollment form.

### Testing Flows

Below is an overview of the six (6) scenarios:

#### Enrollment Flow 1: Service First

This flow is the closest to the current enrollment system by featuring a similar flow. The process is broken down over 6 potential steps and does not feature a process indicator that the current system offers.

Since this flow is the closest to what is featured on the site, we will use this as the control and test all other flows against this flow.

- Choose Service
- Contact Information/Service Address
- Credit Requirement Additional (DOB/Promo)
- Credit Approval Rates/Terms
- Confirmation Additional (Referred by)

#### Enrollment System Flow 2: Zip Code First

The objective of this flow is to understand the potential of shrinking the first step down into the smallest and most inviting step possible. This flow will preview the benefits of going with numerous small steps or one large step. Opening with Zip + Home or Business is commonly used throughout the deregulated market for companies or aggregators that feature numerous states. The quick first step has proven successful in flows outside energy such as 1-800-Dentist, which increased completions 23.3% shrinking from 3 questions to just Zip on their first step. This flow also seeks to understand the potential benefits of displaying rates early in the process to the user.

- Zip (Home or Business)
- Rates
- Choose Service
- Contact Information
- Service Address
- Get Credit Requirements, Rate Plan Summary, Additional (DOB, Promo)
- Credit Approved Rates/Terms
- Confirmation, Additional (Referred by)

#### Enrollment System Flow 3: Service Address First

This flow will focus on the potential of leading with service address and controlling outputs based on this address. A GA address will be checked against the AGL API to provide additional enrollee insight.

- Service Address
- Contact Information
- Choose Service
- Credit Requirements/Additional (DOB, Promo)
- Credit Approved Rates/Terms
- Confirmation, Additional (Referred by)

#### Enrollment System Flow 4: Rates First

This flow will display rates first and will feature two tabs: home or business. Gas South currently features rate tabs throughout its website for residential customers, and we're seeking to test with rates early. Scana does this as well for its residential section.

- Rates
- Choose Service
- Contact Information/Service Address
- Credit Requirements, Additional (DOB, Promo), Rate Plan Summary
- Credit Approved Rates
- Confirmation, Additional (referred by)

#### Enrollment System Flow 5 & 6 will use the same flow as Enrollment Flow 1

#### Enrollment System Flow 5: One Page Form

This flow will feature all fields on one page. As the user inputs and progresses down the page, the backend will be continuously validating the fields with rate changes reflected at the bottom. This page will function as a living page that seeks to speed up enrollment by validating and calling the APIs immediately without requiring the user to click to the next page.

- Choose service/Contact Information/Service Address/Credit Requirements/Additional (DOB, Promo)/Rates & Click to Confirm

#### Enrollment System Flow 6: Progressive Form

This flow will perform similarly to Flow 5; however, the fields will open up as the user progresses. GS currently deploys this model on their Mobile site. This flow seeks to provide greater understanding on the benefits of a progress indicator and hiding certain parts of enrollment as not to overwhelm the user initially.

- Choose service/Contact Information/Service Address/Credit Requirements & Additional (DOB, Promo)/Rates & Click to Confirm

### Testing Strategy

We recommend a two phase test in an effort to best determine the optimal experience for users prior to light-up. In order to minimize development time, and to ensure a sufficient test window, all test layouts will utilize the baseline content "control" flow.

#### Test Phase 1: Enrollment Flow Split Test

In order to best inform page section flow, Nurun recommends a 4-way split test, including all versions that are directly testing the same form layout with different enrollment flows:  
Control (Choose Service First)  
Zip + Home/Business First  
Service Address First  
Rate Tabs Incorporated First  
All pages will feature the multi-page layout. Given the importance of content flow to enrollment performance, Nurun recommends conducting the flow test first.

#### Test Phase 2: Enrollment Page Layout Split Test

Nurun recommends a 3-way split test to inform the optimal page layout for the Enrollment platform, including:  
Control (Multi-Page)  
Single-Page  
Single-Page, Expandable (Mobile-style)

In order to best conduct full page tests, each form page variation will need to be on its own unique URL (unique "Thank You" page URLs are recommended as well).

**Test Setup**  
Visual Website Optimizer (VWO) will be leverage to aggregate test statistics, as well as segment and manage user sessions. Nurun will build URL split tests within the VWO tool, utilizing unique Form and Thank You pages in the week following URL launch.

#### Measurement

Conversion rates will be the key success metric; however, each step of the flow will be analyzed to provide greater insight and potential changes.

Test success will be judged upon form conversion rate (from start enrollment to completion). To award a winner, a 20% performance differential will need to be achieved by one test variation.  
When examined within the context of the current enrollment form, 8%, form-to-conversion rate, a 2% differential will need to be achieved by one test variation to declare a winner.

Once the winner for each test is declared, we will combine the winner flow from the test phase 1 with the winner layout from the test phase 2 to become the new enrollment system on the Gas South website and to replace the current enrollment system.

#### Additional Metrics

Nurun recommends the tagging of individual form fields within each test variation. This will help to provide additional qualitative insights to the findings of the test, isolating more granular areas of success or failure in each form. Nurun recommends implementing these tags within Google Analytics, but alternative platforms can be leveraged as needed.

**Timing**  
Given the current flow of traffic to the Gas South Enrollment funnel and the number of test variations, we expect to see statistically significant results in approximately one month per test.

This window assumes a performance differential of approximately 20% to occur within this window at the desired statistical significance. As a note, estimated times to declare test winners may vary, pending funnel visit volume, conversion quantity, and discrepancies in test success.

Progress reports will be conducted weekly to gauge test progress and significance. Wrap-up reports will be provided following each test.

#### Learnings & Results

The winning versions of each test will be aggregated into a final working page to be implemented following both tests.

#### Creative

Overall Key Messaging

Sign Up with Gas South for everyday low rates, plus never pay a deposit

#### Consumer Benefits

Gas South provides great everyday low rates tailored to meet your natural gas needs and help you save on natural gas.

#### Style/Tone

Intrigued – wanting to know more about Gas South.

Motivated – to sign up with Gas South.

Confident – Gas South will provide them what they need at the right price.

#### Creative Considerations

Align creative look and feel with the new design direction. Reference recent Paying Your Bills page update as an example (GAS-001-14).

#### Additionally the designs should:

Feature touch-friendly design

Reduce the number of distractions

Integrate modern suite and form design cues and technology

## Gas South Enrollment Test

### Thoughts

- The tests are mainly focused around variations in flow, not in visual design. Any design elements will need to be consistently applied to every flow, as not to introduce other variables
- **Flow 1 through 4** are necessary, as each tests a fundamentally different ways to navigate through the enrollment test
- **Flow 4's** focus is not on tabs. The design of the tabs is irrelevant to the flow. However, the importance is on letting users view and select Rates as the first step.
- We might want to create another test flow that leads with a Zip code and Rate selector
- The system includes many reusable modules which can be swapped out between the designs. Keeping each module identical between the designs allows for speed and maintainability, and won't confound the tests.
- Add a Floating / always available promo code as a persistent element as a future test

### Design Notes

- Show section-to-section progress indication for Flows 1-4
- Show section titles for Flow 5-6. These will use the same flow as Flow 1

### Flow Observations

- Flow 1 is very similar to the current flow, but because we've added the Business portion, this part might affect user decisions. The Home portion remains identical to the current flow.
- Should **Pay As You Go** be offered as a selectable option during rate selection?
  - These prices might affect user decision-making. (*Flow 2*)
- Added a copy that says promo code can be added later. (*Flow 2, Flow 4*)
  - This note will also show how much is saved if through a promo link
- Proposing moving the Contact Info step to after Service Selection (*Flow 3*)
  - Users who select Transfer will not need to enter Contact info
- The wireframe and design of Flow 5 and 6 will be almost identical

## Gas South Enrollment Test

### Enrollment Flow 1: Service First

This test is the closest to the current enrollment system by featuring a similar flow. This flow adds a business option.

Since this flow is the closest to what is featured on the site, we will use this as the control and test all other flows against this flow:

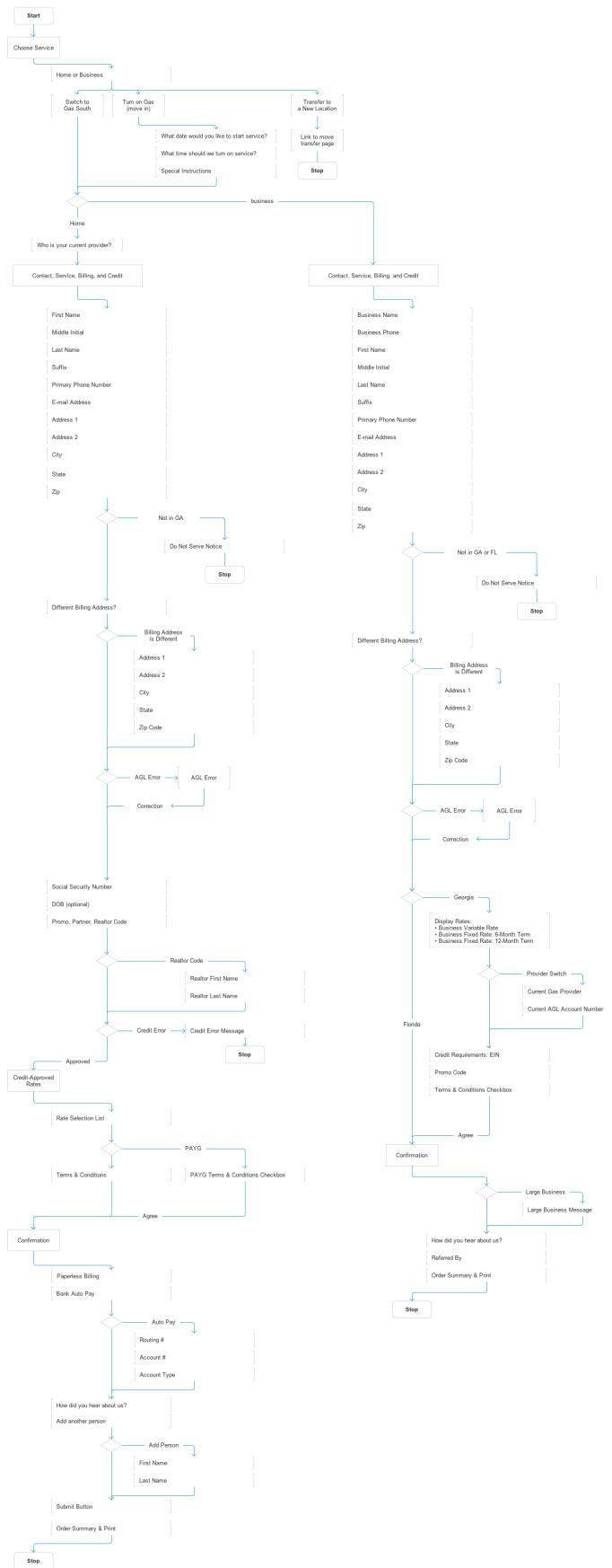
- Contact Information/Service Address
- Credit Approval/Rates/Terms
- Credit Approval Rates/Terms
- Confirmation/Additional (Referred by)



A new page or separated section. When the flowchart reaches one of these boxes, the previous sections and form elements are hidden.

One or more form elements appear on a page, at the same time.

Decision Point. When the flowchart reaches a decision point, these are like forks in a road. Different things will happen depending on what the user selects.



## Gas South Enrollment Test

### Wireflow 1: Service First

This test is the closest to the current enrollment system by featuring a similar flow. This flow adds a **Business** option.

Since this flow is the closest to what is featured on the site, we will use this as the control and test all other flows against this flow.

- Choose Service
- Contact Information/Service Address
- Credit Requirement Additional (DOB/Promo)
- Credit Approval Rates/Terms
- Confirmation Additional (Referred by)

Page

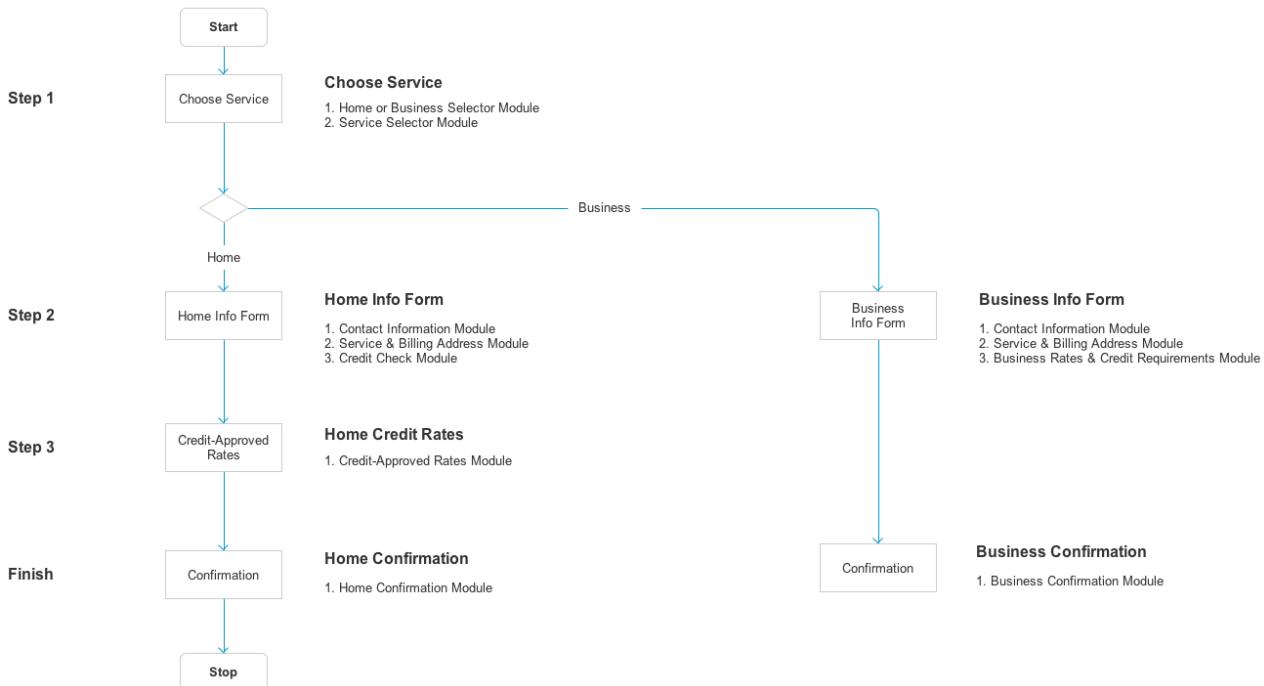
A new page or separated section. When the flowchart reaches one of these boxes, the previous sections and form elements are hidden.

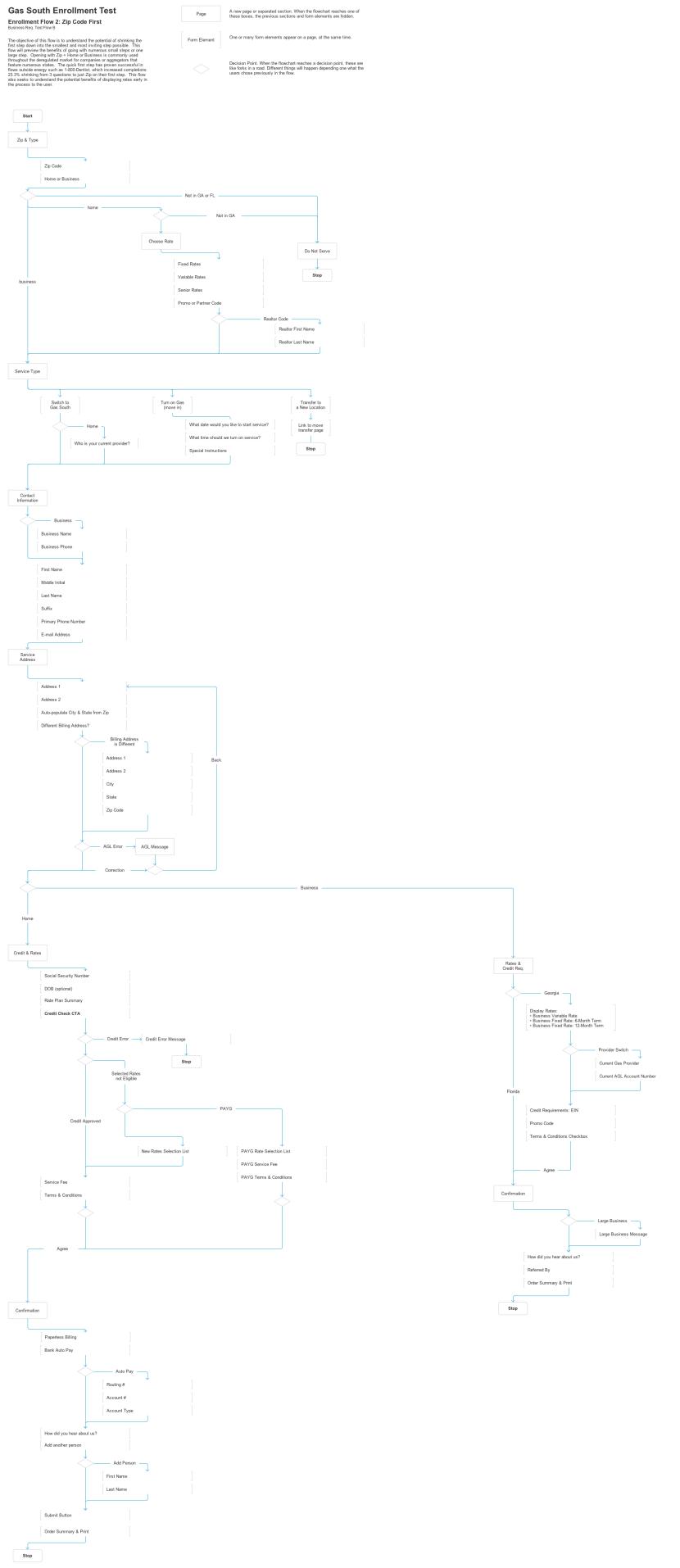
Form Element

One or many form elements appear on a page, at the same time.



Decision Point. When the flowchart reaches a decision point, these are like forks in a road. Different things will happen depending on what the users chose previously in the flow.





## Gas South Enrollment Test

### Wireflow 2: Zip Code First

The objective of this flow is to understand the potential of shrinking the first step down into the smallest and most inviting step possible. This flow will preview the benefit of going with numerous small steps or one large step. Opening with Zip + Home or Business is commonly used throughout the deregulated market for companies or aggregators that feature numerous states. The quick first step has proven successful in flows outside energy such as 1-800-Dentist, which increased completions 23.3% shrinking from 3 questions to just Zip on their first step. This flow also seeks to understand the potential benefits of displaying rates early in the process to the user.



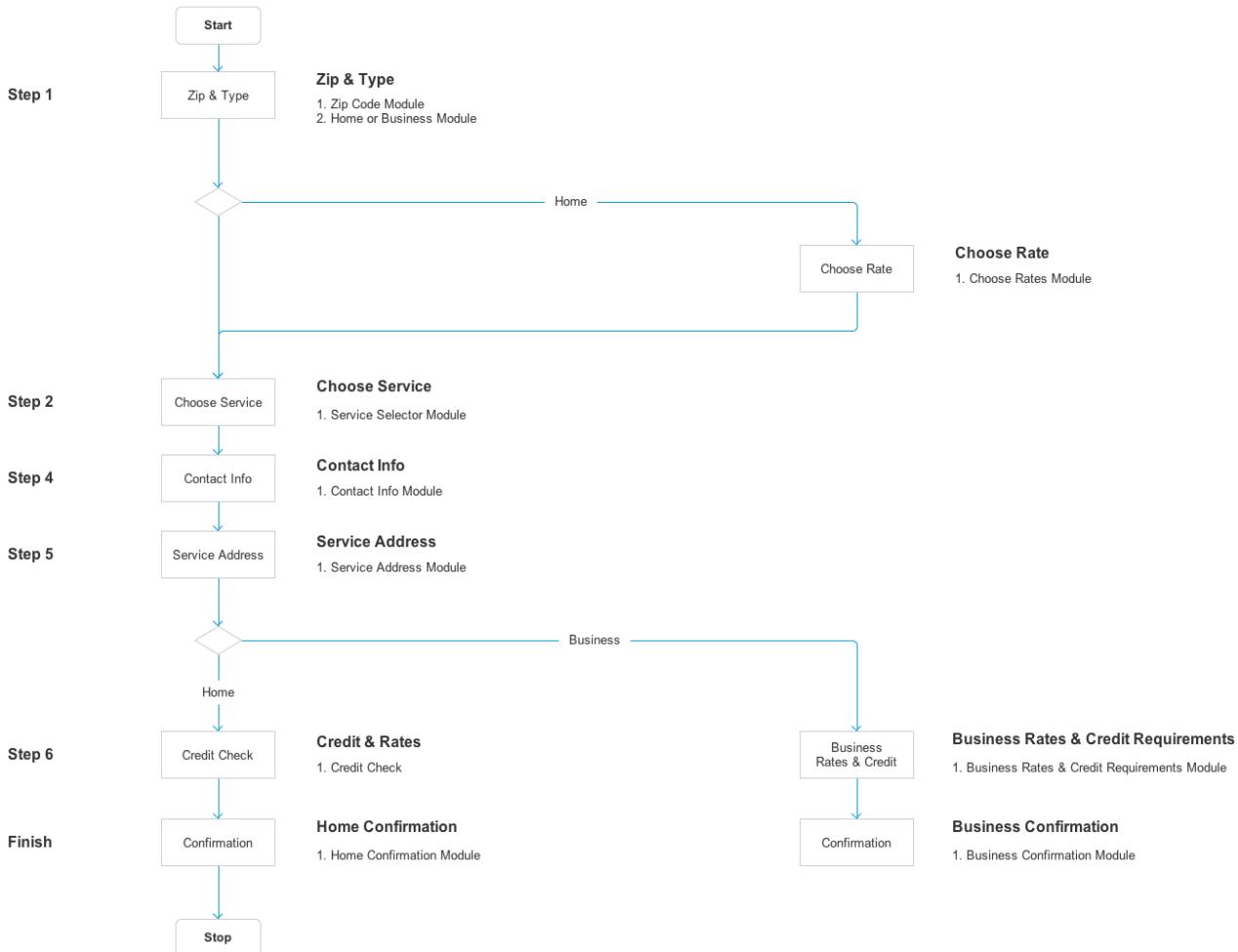
A new page or separated section. When the flowchart reaches one of these boxes, the previous sections and form elements are hidden.



One or many form elements appear on a page, at the same time.



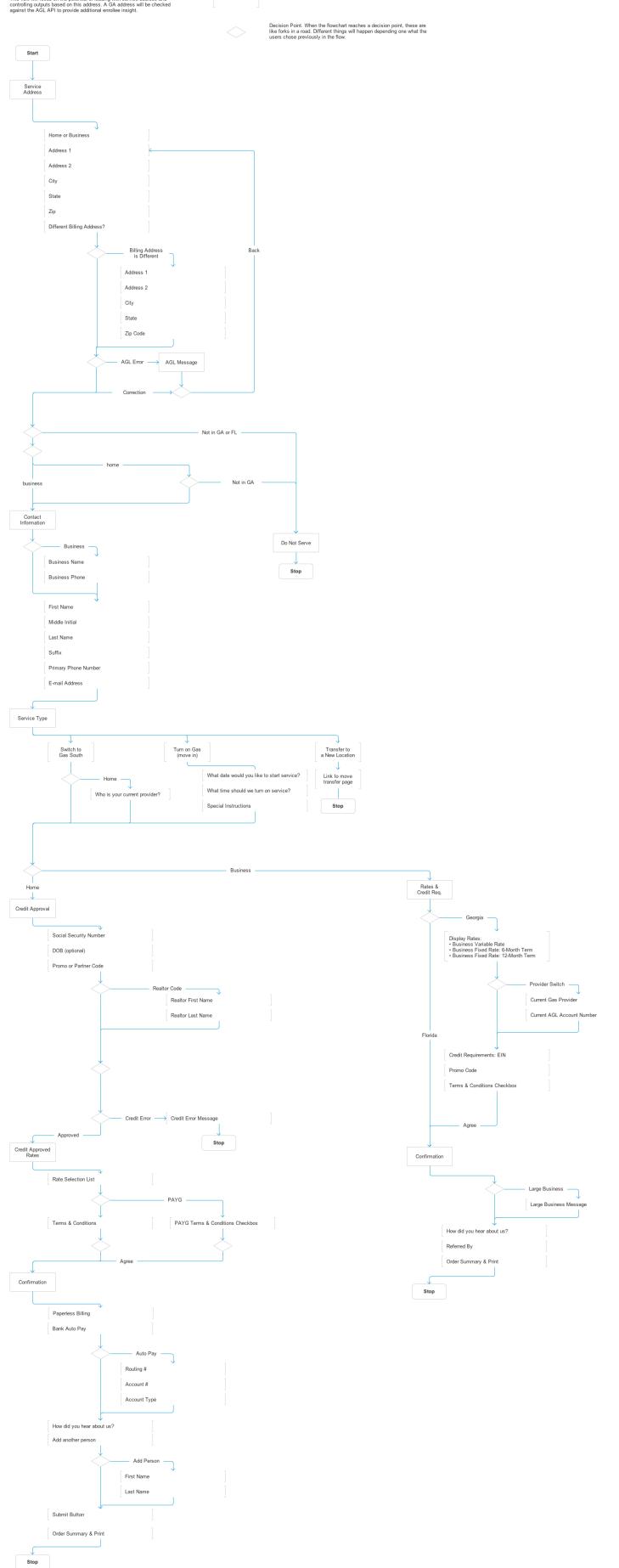
Decision Point. When the flowchart reaches a decision point, these are like forks in a road. Different things will happen depending on what the users chose previously in the flow.



### Gas South Enrollment Test

#### Enrollment Flow 3: Service Address First

Business Rule: TestFlow C  
This flow will focus on the potential of reading wth service address and contrating outputs based on this address. A GA address will be checked against the AGL AGI to provide additional address insights.



### Gas South Enrollment Test

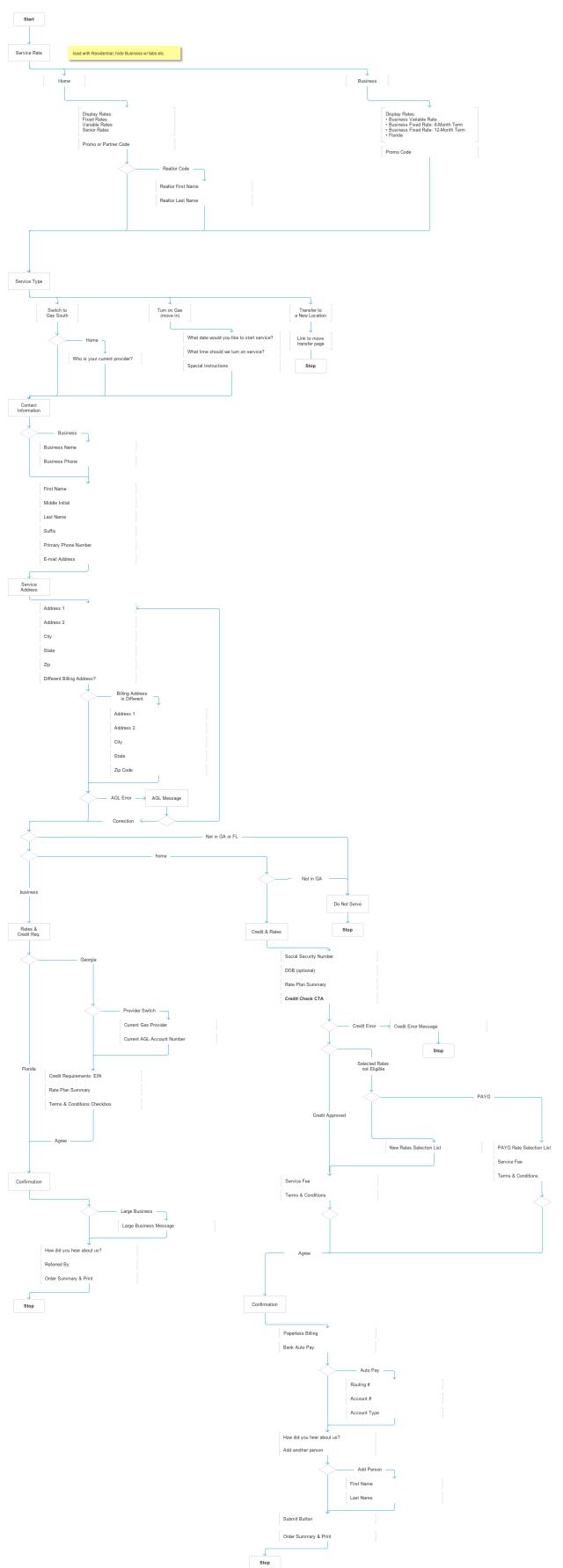
#### Enrollment Flow 4: Rates First

This flow will display rates first and will feature two tabs: Home or Business. These tabs are used to determine which rates are displayed for residential customers, and we're seeking to test with rates early. Since this is the test flow, we will not be using the standard sections.

A new page or separated section. When the flowchart reaches one of these boxes, the previous sections and form elements are hidden.

One or many form elements appear on a page, at the same time.

Decision Point. When the flowchart reaches a decision point, these are like forks in the road where the flow can branch depending on what the user chose previously in the flow.

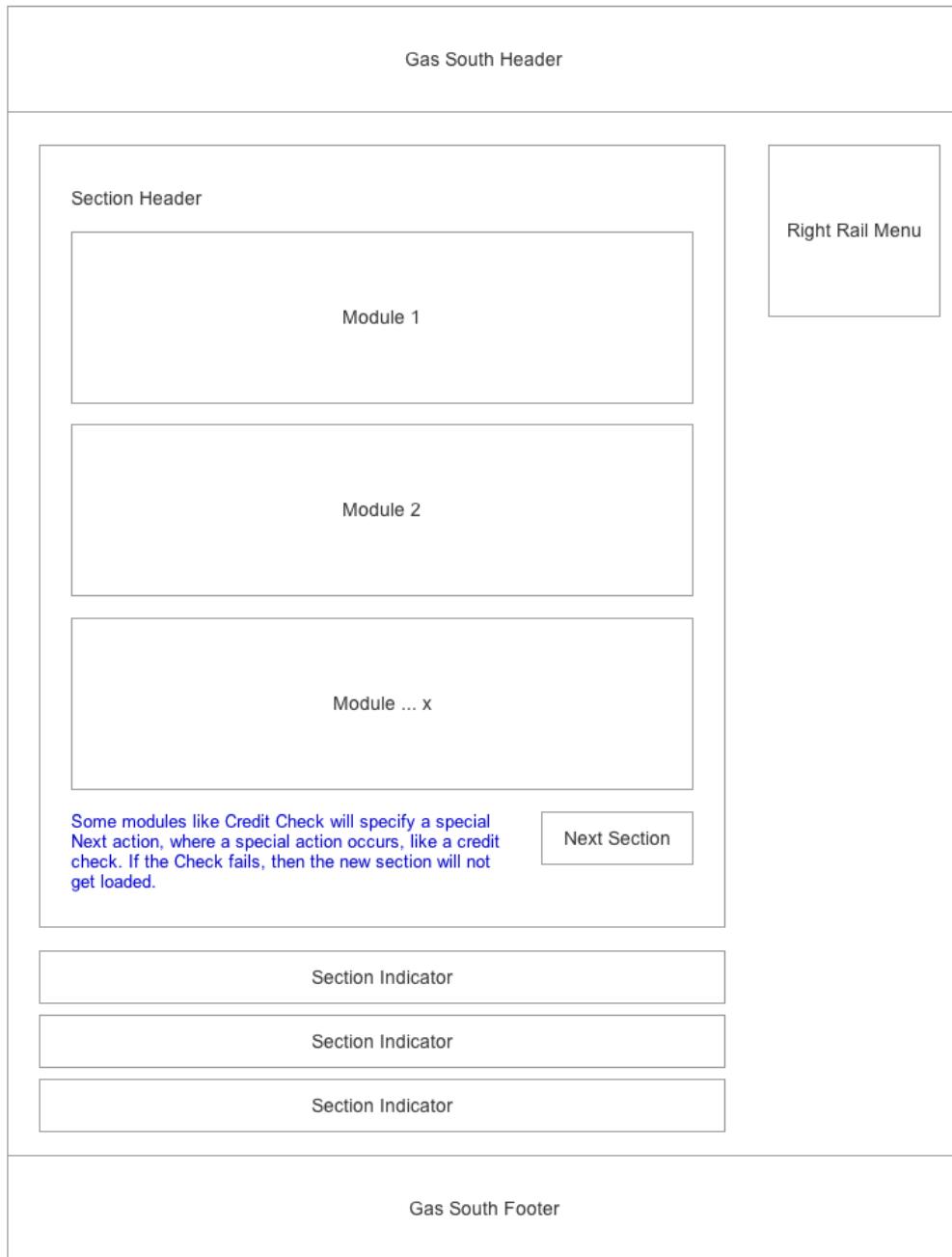


# Gas South Enrollment Test

## Wireframes

Pieces of functionality called **Modules** are used to keep each enrollment flow modular and separate. Each section of the flow will feature one or more modules, as detailed in the wireflow page for each flow.

The following shows a general design outline. Note how each module is stacked on top of each other, to maintain interchangeability.



Each view will feature a Summary box that will notify users of current status and selections, and will allow users to navigate among prior visited sections. Changing some prior sections will affect future sections, and might reset or change them completely.

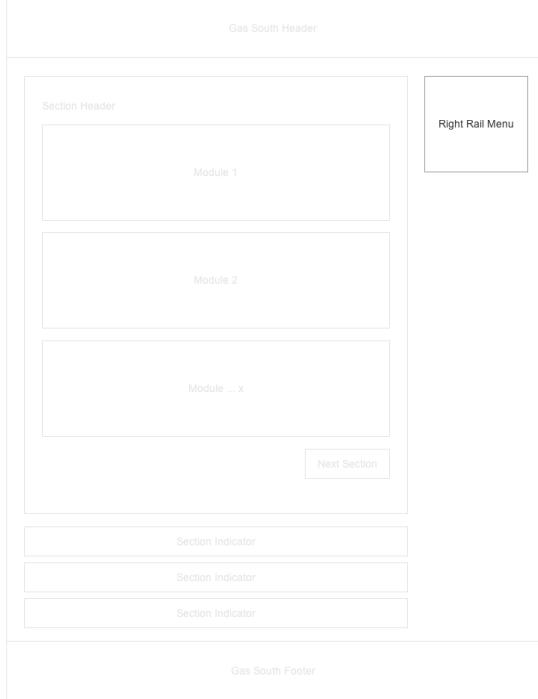
## Gas South Enrollment Test

### Right Rail Menu

The Right Rail menu stays the same within all flows, and lets users know their previous selections and allows them to navigate through all the previously visited sections.

Changing the sections that affect logic (for example changing Home to Business) will reset the form to their current selection.

Module details for each flow will be shown in each Module. The right rail details shown in each module will **only show up once the user has selected the option**.



### Default

Sign Up for Service	
Step 1 Name	
Module 1 Content	
Step 2 Name	
Module 2 Content	
Module 3 Content	
Step 3 Name	
Module 4 Content	

Using section titles for each module might be possible, but remember the right rail should be short and concise.

Future modules will not be shown, as we don't know if the users will select "Home" or "Business" among other selections, which will change the content.

Clicking the content of previous modules will open the previous page and show the module. Users can freely change between sections and modules, but if they save, they might affect the flow.



## Gas South Enrollment Test

### Home or Business Module

Copy Status: Not Approved Waiting for Approval Approved

The Home or Business module lets users choose if they are Home or Business customers.

If users have previously chosen to Transfer, they will receive messages to perform other actions, and the user will not be able to continue. The Next button will be disabled.

When this module precedes the Service Selector module (Flow 1), the Home needs to be preselected.

### Flow 1



### State 1

#### Service for Home or Business

I would like Gas Service for:

Home       Business

### Right Rail Menu

#### Residential Service

I would like gas service for my home



### Gas South Enrollment Test

#### Contact Information Module

**Copy Status:** Not Approved | Waiting for Approval | Approved

The Contact Information module asks users for their contact information.

If it turns that a user is a Business customer, we will business Name and Business Phone to this module. We can also change the title to use "Business" in front of "Name and Contact Info".

#### Flow 1



#### State 1 Home customer

Please provide Your Name and Contact Information

First Name *	M.I.	Last Name *	Suffix
Email *		Confirm Email *	
Primary Phone Number *			
<a href="#">Use phone masking</a>			

General Error Box  
This box will highlight all errors on the page.  
Emphasized form elements will change appearance and text color and grab the user's attention.

#### Right Rail Menu

Contact Information  
Johnny E. Samplename Sr.  
jSample@gmail.com  
(404) 555-1234

#### State 2 Business customer

Please provide Your Business and Contact Information

Business Name *	Business Phone *
Email *	Confirm Email *
Primary Phone Number *	
<a href="#">Use phone masking</a>	

General Error Box  
This box will highlight all errors on the page.  
Emphasized form elements will change appearance and text color and grab the user's attention.

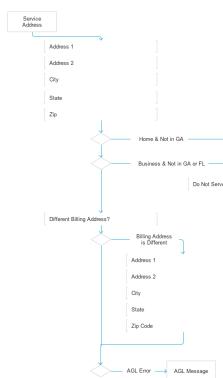
#### Right Rail Menu

Contact Information  
Business Name  
(123) 456-4379  
Johnny E. Samplename Sr.  
jSample@gmail.com  
(404) 555-1234

### Gas South Enrollment Test

Service & Billing Address Module      Copy Status: Not Approved Waiting for Approval Approved  
 The Service & Billing Address module requests the service and billing information from the user (specifically address).  
 \* AGL Errors will appear here.  
 \* The Residential and Business states look identical.

Flow 1



State 1

Please provide your Service Address

Where will the service be turned on?

Address 1 \*      Address 2 (suite or apartment)

City \*      State \*      Zip Code \*

My Billing Address is different from my Service Address

General Error Box:  
This box will highlight all errors on the page.  
Erroneous form elements will change appearance and text color and grab the user's attention.  
Sorry, we don't serve [ Selected Location ]

Right Rail Menu

Service Address  
Address 1 Address 2 Optional  
Atlanta, GA, 30309

State 2

Please provide your Service Address

Where will the service be turned on?

Address 1 \*      Address 2 (suite or apartment)

City \*      State \*      Zip Code \*

My Billing Address is different from my Service Address

Please provide your Billing Address

Address 1 \*      Address 2 (suite or apartment)

City \*      State \*      Zip Code \*

General Error Box:  
This box will highlight all errors on the page.  
Erroneous form elements will change appearance and text color and grab the user's attention.  
Sorry, we don't serve [ Selected Location ]

Select the Correct Service Address

This error message appears after the user has selected an option from the list below. This box will highlight all errors on the page. This box will appear as soon as they fill out the first field in the list below.

123 Service Address Option 1, Atlanta, GA, 30309  
 123 Service Address Option 1, Atlanta, GA, 30309  
 123 Service Address Option 1, Atlanta, GA, 30309

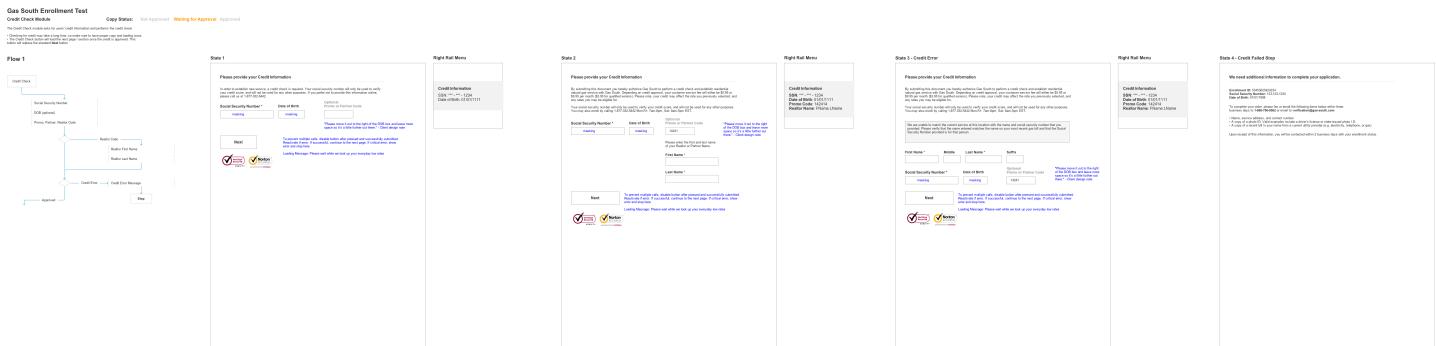
This error message appears after the user has selected an option from the list below. This box will highlight all errors on the page. This box will appear as soon as they fill out the first field in the list below.

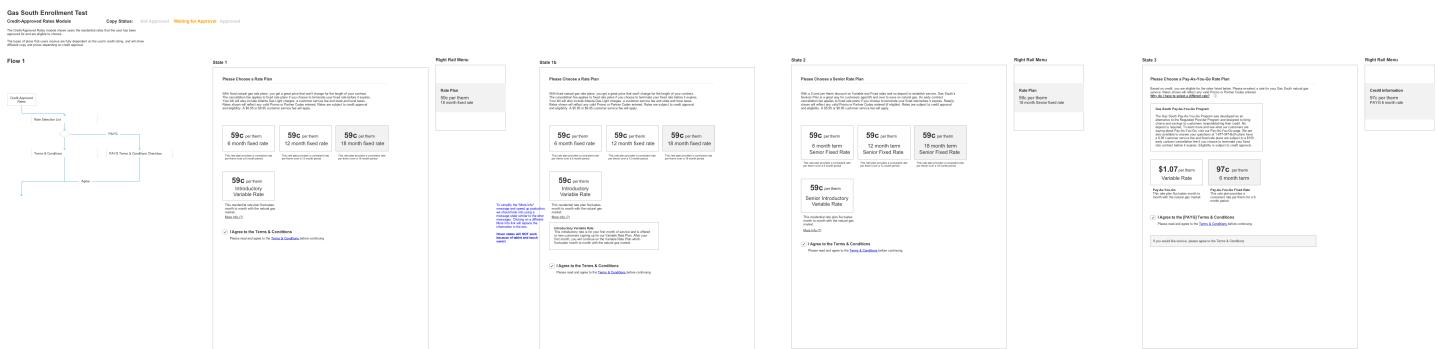
Selecting an option should NOT populate the above field as this would cause a validation to produce false technical and/or challenging results.

Right Rail Menu

Service Address  
Address 1 Address 2 Optional  
Atlanta, GA, 30309

Billing Address  
Address 1 Address 2 Optional  
Atlanta, GA, 30309





**Gas South Enrollment Test**

Creates Rates Module

Copy Status: **Not Approved** Pending for Approval: **Approved**

This page is used to test the functionality of the Rates module. It contains several sections for creating rates, including State, Right and Left Rate creation, and various rate plan configurations.

### State 2

**Fixed Rates**

**Right Rate Plan**

**State 15**

**Right Rate Plan**

**State 2**

**Right Rate Plan**

**State 3**

**Right Rate Plan**

**Customer Information**



## Gas South Enrollment Test

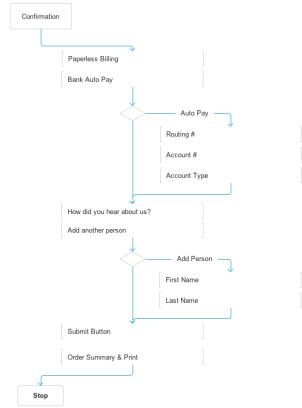
Home Confirmation Module

**Copy Status:** Not Approved Waiting for Approval Approved

The Home Confirmation module shows the confirmation screen for the residential path. At this point users have already filled out their information and have already been enrolled into that system.

This page is the last page of the flow, and will not need a right-rail element.

### Flow 1



### State 1

**Thank You!**

We appreciate you choosing Gas South for your natural gas service!

Sign me up for paperless billing  
Your monthly bill will only be sent to the e-mail you provided

Sign me up for bank auto pay  
Auto pay is a free service. Please note Auto Pay will draft the total amount due on your due date.

**How did you Hear about us?**

List item

Add another person  
This person will be able to access the account by providing the last four digits of the social security number on the account.

First Name   
Last Name

**Complete**

**Order Summary**

**Service Type**  
Start Service at a New Location  
Your service is scheduled to be turned on the first available date, between 8am and 12pm.  
You have opted to be home. Other Instructions: "none"

**Contact Information**  
Name: John R. Smith Sr.  
Email: JohnSmith@google.com  
Primary Phone Number: (404) 555-1234

**Service Address**  
Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Billing Address**  
Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Rate Plan**  
Rate Plan: 60 months Business fixed rate  
Customer Service Fee: \$5.96  
Connection Fee: \$60

### State 2

**Thank You!**

We appreciate you choosing Gas South for your natural gas service!

Sign me up for paperless billing  
Your monthly bill will only be sent to the e-mail you provided

Sign me up for bank auto pay  
Auto pay is a free service. Please note Auto Pay will draft the total amount due on your due date.

**Routing Number**

**Account Number**

**Account Type**

**How did you Hear about us?**

List item

Add another person  
This person will be able to access the account by providing the last four digits of the social security number on the account.

First Name   
Last Name

**Complete**

**Order Summary**

**Service Type**  
Start Service at a New Location  
Your service is scheduled to be turned on the first available date, between 8am and 12pm.  
You have opted to be home. Other Instructions: "none"

**Contact Information**  
Name: John R. Smith Sr.  
Email: JohnSmith@google.com  
Primary Phone Number: (404) 555-1234

**Service Address**  
Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Billing Address**  
Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Rate Plan**  
Rate Plan: 60 months Business fixed rate  
Customer Service Fee: \$5.96  
Connection Fee: \$60

## Gas South Enrollment Test

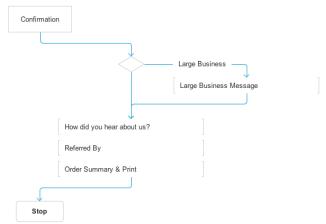
Business Confirmation Module

Copy Status: **Not Approved** Waiting for Approval Approved

The Business Confirmation module shows the confirmation screen for the business path. At this point users have already filled out their information and have already been enrolled into that system.

This page is the last page of the flow, and will not need a right-rail element.

### Flow 1



### State 1

**Thank You!**

We appreciate you choosing Gas South for your natural gas service!

**How did you Hear about us?**

List Item

**Referred By**

First Name  Last Name

**Complete**

This button is necessary to submit the information on this page, since users can't click next. Clicking this button may just show an updated thank you message for this page. Not a fan of the word "submit"?

**Order Summary**

**Service Type**

**Start Service at a New Location**

Your service is scheduled to be turned on the first available date, between 8am and 12pm.

You have opted to be home. Other Instructions: "none"

**Contact Information**

Name: John R. Smith Sr.  
Email: JohnRSmith@google.com  
Primary Phone Number: (404) 555-1234

**Service Address**

Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Billing Address**

Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Rate Plan**

Rate Plan:	60 months Business fixed rate
Customer Service Fee:	\$5.96
Connection Fee:	\$60

### State 2

**Thank You!**

We appreciate you choosing Gas South for your natural gas service!

We've determined that you are a large business and qualify for our large business rate. We will call you shortly, how does the self-determined large-business selector work?

**How did you Hear about us?**

List Item

**Referred By**

First Name  Last Name

**Complete**

This button is necessary to submit the information on this page, since users can't click next. Clicking this button may just show an updated thank you message for this page. Not a fan of the word "submit"?

**Order Summary**

**Service Type**

**Start Service at a New Location**

Your service is scheduled to be turned on the first available date, between 8am and 12pm.

You have opted to be home. Other Instructions: "none"

**Contact Information**

Name: John R. Smith Sr.  
Email: JohnRSmith@google.com  
Primary Phone Number: (404) 555-1234

**Service Address**

Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Billing Address**

Address 1: 123 Ponce de Leon  
Address 2: Apt. 15  
City: Atlanta  
State: GA  
Zip Code: 30314

**Rate Plan**

Rate Plan:	60 months Business fixed rate
Customer Service Fee:	\$5.96
Connection Fee:	\$60