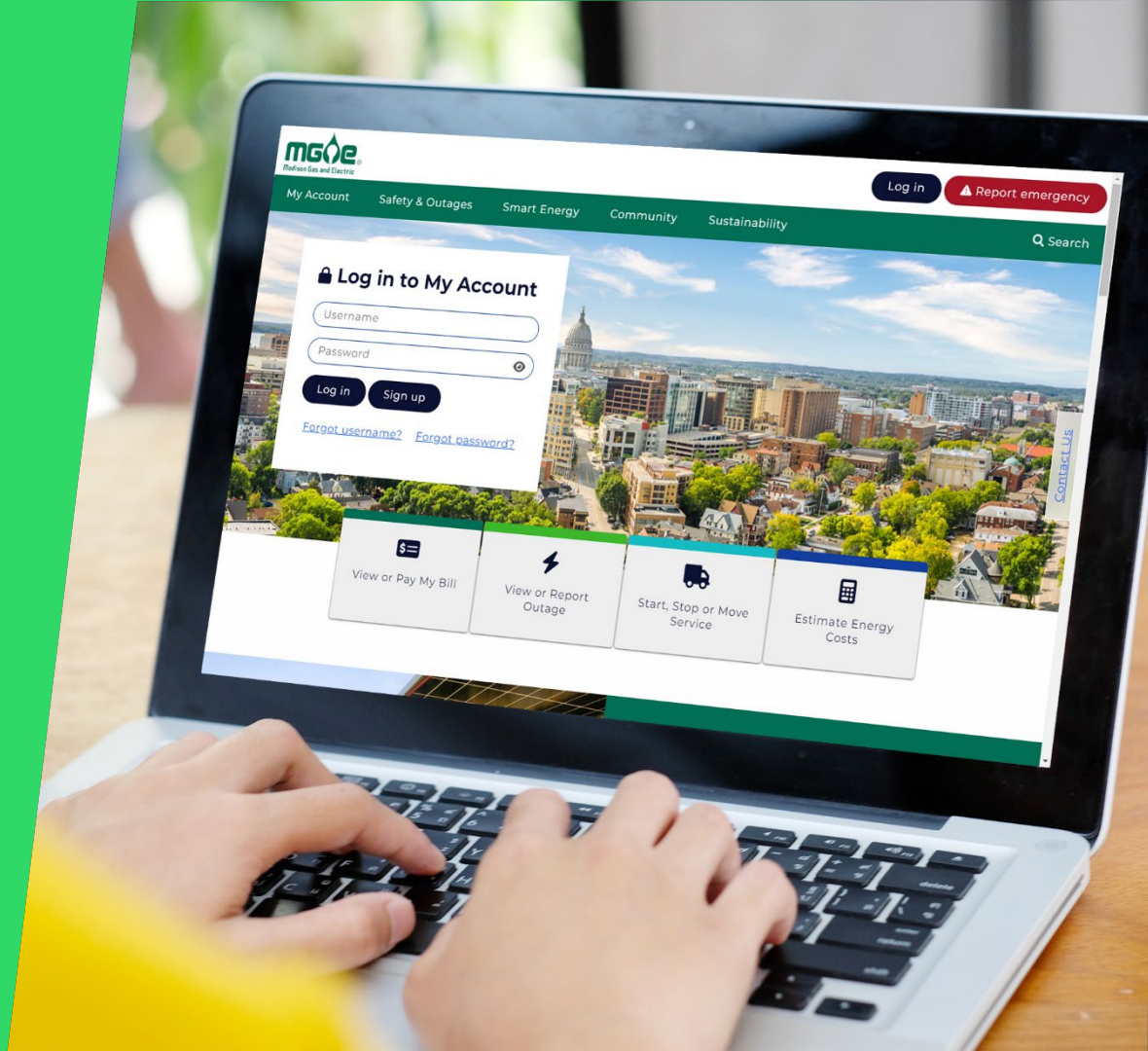# MGE.com User Group

October 2025

- Web Analytics
- Case Study
- Storytelling
- Super SME
- Activity
- Q&A / Discussion

Web Analytics: Unlocking User Stories

- Why and how we measure our websites interactions

- EV Owners Group Case Study

- OKRs and KPIs

- Personas and why they are useful

- User Journeys and what they can tell us

- Storytelling is an important tool

Beyond the Buzz: Why Analytics Matter to You

Marketing & Communication

Knowing if your campaigns are reaching the right people and if your messages are resonating.
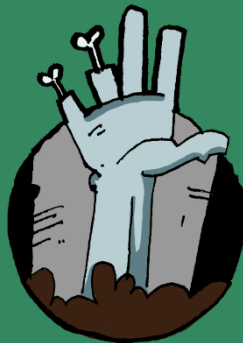
Program & Product Managers

Understanding if users are finding and using what you've built, and where they may be struggling.

Human Resources

Understanding candidate journeys or how employees are engaging with internal resources.

Data Recipe

1. **Google Analytics -** Tells us what is happening and what happened; visitors, engagement, clicks and more.

2. **Google Tag Manager -** This is how we tell our tools to track things like button clicks, video plays, etc.

3. **Looker Studio –** This is our storyteller. It takes all of our raw data and turns it into great looking visuals that are easy to understand.

4. **Microsoft Clarity –** Another piece of data, it does more than that though. Records users sessions in video format, heatmaps and click maps.

Case Study

EV Owners Group Team

Dave Benforado

Andrea Billinghurst

Katy Brunette

Jenny Newell

Tarek Salameh

Taylor Graham

Established goals

Defined User Journeys

Created Personas

Usability Tests

Updates

OKRS

KPIS

OKRs (Objectives and Key Results)

Think of Objectives as your big, ambitious goal. Key Results are how you will measure the objective.

For example, "We want 500 people to sign up for Shared Solar in the first month."

KPIs (Key Performance Indicators)

These are the individual metrics that we track and compare to our OKRs.

For the example, we may have had only 300 people sign up in the first month, giving us a 60% conversion rate.

These link our daily work to our bigger goals

Journeys & Personas

User Journey

The path a user takes to accomplish a desired task. With analytics we can see where they drop off or if they succeed.

Persona

Fictionalized, generic representations of our "ideal" customer or user.

EV Owners Group Persona
Epic Evan

Personal Data

Age: 45   Gender: Male

Occupation: Senior IT Analyst

Location: Madison, WI (Originally from Wisconsin Rapids)

Family: Married with one child

Education: College graduate

Income: $124,999

Home: Homeowner

Evan is the guy you want on your trivia team and your fantasy football league. On Wednesday nights, you'll find him at a local sports bar with a pint of local IPA in hand, confidently answering obscure questions about NFL history. He's a Green Bay Packers lifer and proud of his Wisconsin roots.

A craft beer connoisseur and a mountain biking weekend warrior, Evan balances his hobbies with a keen eye for the future. He's not just tech-savvy — he's an early adopter. He installed solar panels before it was trendy, owns first-gen EVs, and flies drones for fun (and to impress his kid).

He's efficient, informed, and values his time. If something's confusing or wastes his money, he's out. But when something just works — simple, fast, and smart — he becomes its biggest champion.

EV Owners Group Persona

Personal Goals

"I like trying out the newest technology — but it better work right out of the box."

Goals & Motivations

- Save money and avoid waste
- Interactions that are easy, clear, and intuitive
- Dependable companies with good self-service options
- Minimal setup, maximum automation

Technology Habits

- Installed solar panels at home
- Owns VR goggles and a drone
- Early adopter of electric vehicles
- Smart investor, watches the financial market
- First instinct is to self-serve via apps or websites

Needs & Expectations

- Seamless digital experiences
- Discounts, loyalty perks, or cost-saving offers
- Fast sign-ups and smart defaults
- High engagement during onboarding, less over time
- Information available when he wants it, not pushed at him constantly

Pain Points / Must Not Do

- Time wasted on inefficient experiences
- Overcommunication (especially unnecessary notifications/emails)
- Hidden or surprise charges
- Having to call support unless it's the last resort

Usability

Usability testing is a key step in validating our ideas and theories. Common usability tests we perform:

- 5 second test
- First-click test
- Card sorting
- Preference testing
- A/B testing
- Prototype testing
- Tree testing

EV Owners Group

Members of MGE's EV Owners Group receive discounted charging at select public chargers owned and operated by MGE.

Enroll today!

Public charging station locations

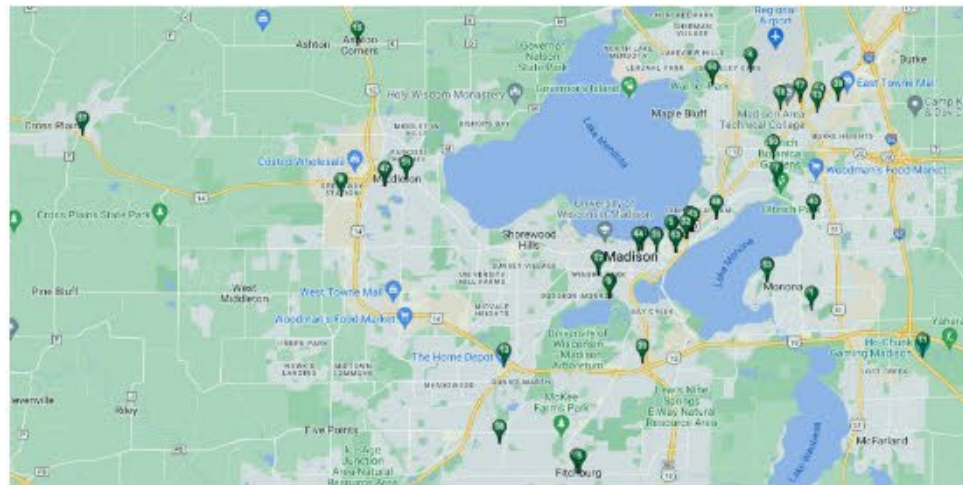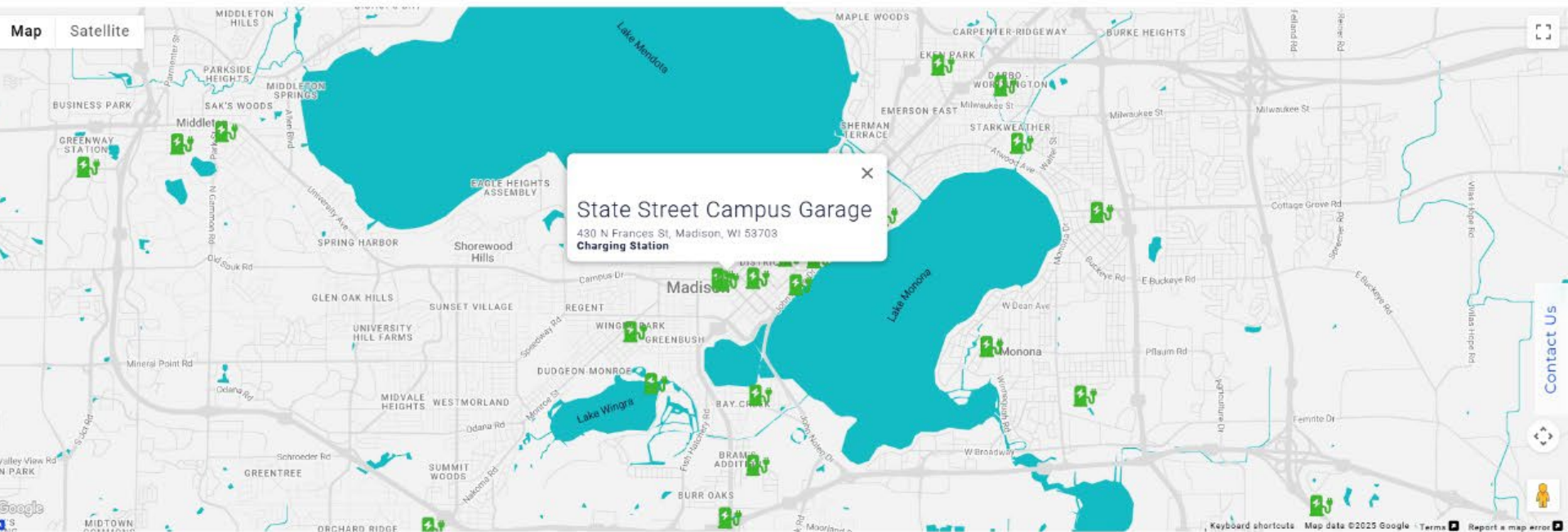| 1.	30.
Aldo Leopold Nature Center▣	MGE Pole-Mounted Charger▣

EV Owners Group

Members of MGE's EV Owners Group receive discounted charging at select public chargers owned and operated by MGE.

Join today!

Public charging station locations

Map | Satellite

State Street Campus Garage
430 N Frances St, Madison, WI 53703
Charging Station

*The stations, MGE Fast-Charging Hub - Charger 110385 - 110391, are not currently eligible for

User Interaction A Test

Total users	Returning Users	Views per user	Sessions
80	80	1.79	97
Views	Engagement rate		Average session duration
0	87.63%		00:00:00

CTA Interaction

Enroll Today Button Click	Enroll Today Button CTR
16	16.49%
Map Location Clicks	Map Location CTR
100	103.09%

User Interaction B Test

Total users	Returning Users	Views per user	Sessions
61	61	0	68
Views	Engagement rate		Average session duration
0	89.71%		00:00:00

CTA Interaction

Join Today Button Click	Join Today Button CTR
12	17.65%
Google Map Location Clicks	Google Map Click Rate
147	216.18%

	Map Location Link Clicks	Event count ▾
8.	Terrace Ave. Parking Lot (General Public)	3
9.	MGE Fast-Charging Hub - Charger 110385	2
10.	MGE Fast-Charging Hub - Charger 110386	2
11.	MGE Pole-Mounted Charger	2
12.	Overture Center Garage	2
13.	Wilson Street Garage	2

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	Google Map Location Name	Event count ▾
1.	(not set)	2,191
2.	MGE Fast-Charging Hub - Charger 110391	32
3.	S. Livingston St. Garage (ADA Compliant)	30
4.		17
5.	Piggly Wiggly	11
6.	Madison Public Library: Monroe St. (General Public)	8

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Iterative together

Perspective

SUCCESS

Collaboration

FUTURE GOALS

This is just the beginning.

Our goal is to embed this data-driven mindset into everything we do. We want to empower each of you to ask better questions and find the answers within the data.

Deeper Custom Reporting

Build more specific dashboards that cater to the unique needs of programs, products, and departments.

Proactive Insights

Moving from reporting to what happened, to predicting what *might* happen and identifying opportunities *before* they become problems.

Training & Support

Providing ongoing workshops and resources to help dive deeper into these tools and apply them to your specific needs.

Be a Super SME

Recognizing our Subject Matter Experts (SMEs) who help improve our website:

-       Update content

-       Share feedback

-       Bring ideas

SUPER SME VOTE

www.mge.com/SuperSME

Activity Time

Team Persona Development

- Tables are Teams

- Persona Development Sheet

- Choose your "Person"

- Work together to Create this Persona as a MGE Customer

- Review Personas

- Vote for "Best MGE Persona"

Q&A / DISCUSSION

Next Meeting...

Next meeting: **Thursday, February 25th @9AM**

National Drink Wine Day