

# Getting it Right: Redesigning My Account

Web Self-Service History  
User-Centric Design Process  
The Results  
Summary

# Chris Bond Bio



Utility Experience: 29 years  
Usability / UX Experience: 25 years

- Past 28 years as an employee of PGE:
  - IVR, Web, CIS, Outage, Intranet design
  - Last 2 years, integrating usability into Agile software development (portal technology)
  - Mobile user interface design and two-way texting
- Past 12 years private consulting (w/ PGE permission):
  - 2006 – 2007 Conducted Comparative Usability Study for 22 energy utilities
  - Developed and participated in Market Strategies IVR Energy Utility Evaluation for 3 years (over 100 utilities)
  - Provide usability design, testing and evaluation for over 40 utilities
- Clients outside the utility industry include:
  - Corillian Software, InfoUSA, Virgin Mobile, Microsoft, Sound Transit, King County Metro

# Dennis E. Crumb Bio

Utility Experience: 14 years  
Proj. Mgmt / CX Experience: 19 years

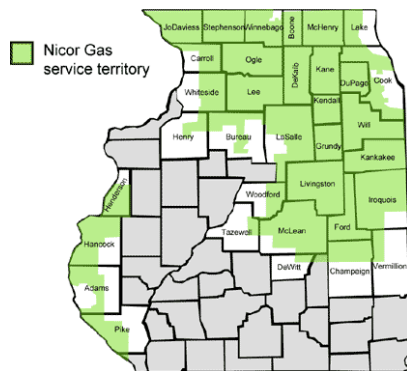
- Avista Utilities Web Redesign
  - Business Project Manager
  - Sr. Web Architect
  - IS/IT Lead Manager
- 1 yr – E-Commerce
- Past 3 Yrs – FT Consulting
  - Web Redesign Process
  - Mobile/Social Media
  - Cust. Exp. Management



# About Nicor Gas



- 1954: Northern Illinois Gas founded
- 1997: Name change to Nicor Gas
- 2011: Nicor merged with AGL
- Natural gas utility serving the northern third of Illinois
  - 2.2 million customers
  - Headquartered in Naperville, IL

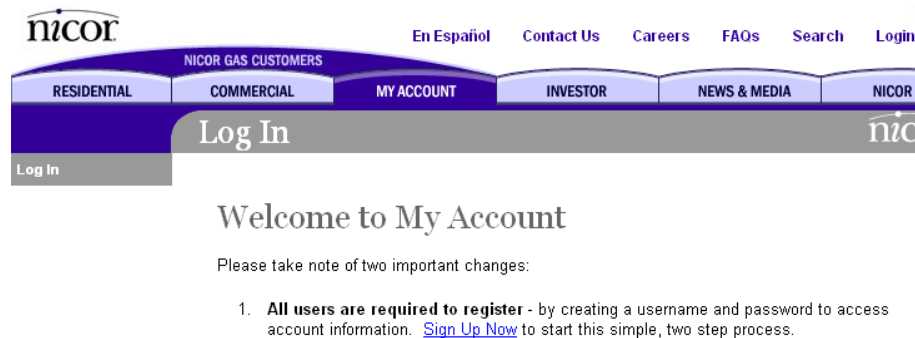


# **WEB SELF-SERVICE HISTORY**

# Nicor Gas' Web Self-Service History



- In 2003, the company launched its first web self-service site



- Current offerings – 2003-2010 (~ 300,000 customers enrolled)
  - Account balance, due date, meter reading, BP, etc.
  - Web forms (moving orders, meter read appointments)
  - Email reminders
  - Links to other websites – CheckFree, etc.

# Customers were dissatisfied (2010 verbatims)

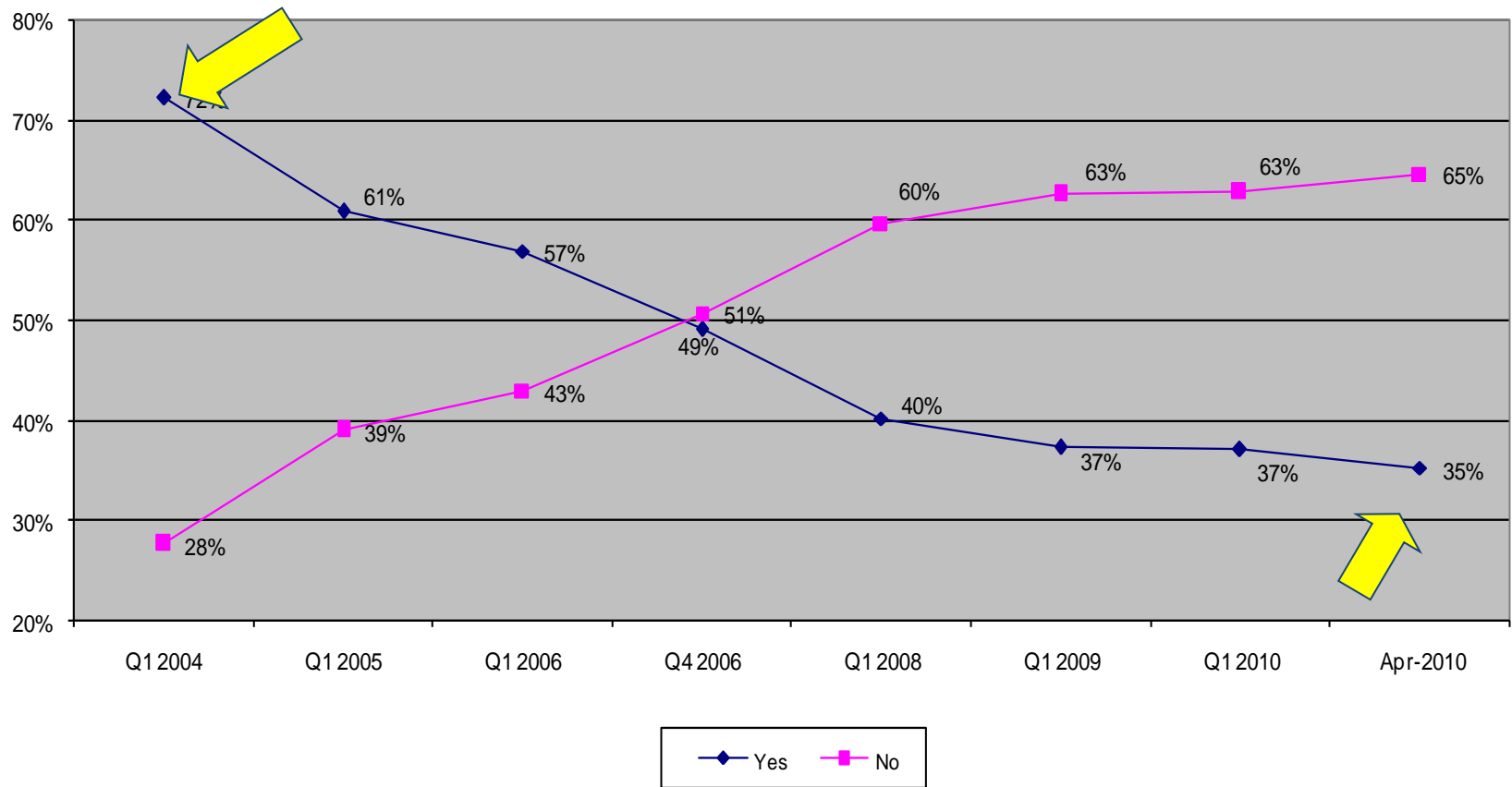


- Web self-service feedback
  - ePayments
    - “You have one of the WORST web sites for paying bills of all the ones I use, every month! Update your web site so I can pay my bill easily, please.”
    - “Make the site a bit easier to do business with. I want to pay my bill. I should not have to go through a ton of questions to do so. If you had my account information [use it] so that next time I would just click and pay...”
  - Bill View and eBill enrollment
    - “Add the monthly statement feature as other utility companies provide. Or, if you do have it on the web site, make navigation to it more prominent.”
    - “I would like to be able to download a PDF copy of the monthly bill like I can on all other web sites I use (electric, cable, credit cards, garbage, phone, etc.)
  - Payment History
    - “Make it user friendly so customers can access payment/billing history.”
    - “I was looking for payment history from previous year for tax records. Add payment history.”
  - Comparison to other websites
    - The ability to print your bill or save in PDF format for future use. Most others use that format – electric, mobile phone, mortgage companies, etc.”
    - “Copy the electric company’s web site – that one at least works well.”
    - “Tracking of payment information. Take a look at other gas and electric utility web sites. They are much easier to use and navigate. Information is much more useful.”

My Account Transaction Survey  
(Residential and Commercial Customers)



Did you find what you were looking for or accomplish what you intended?





# Challenges



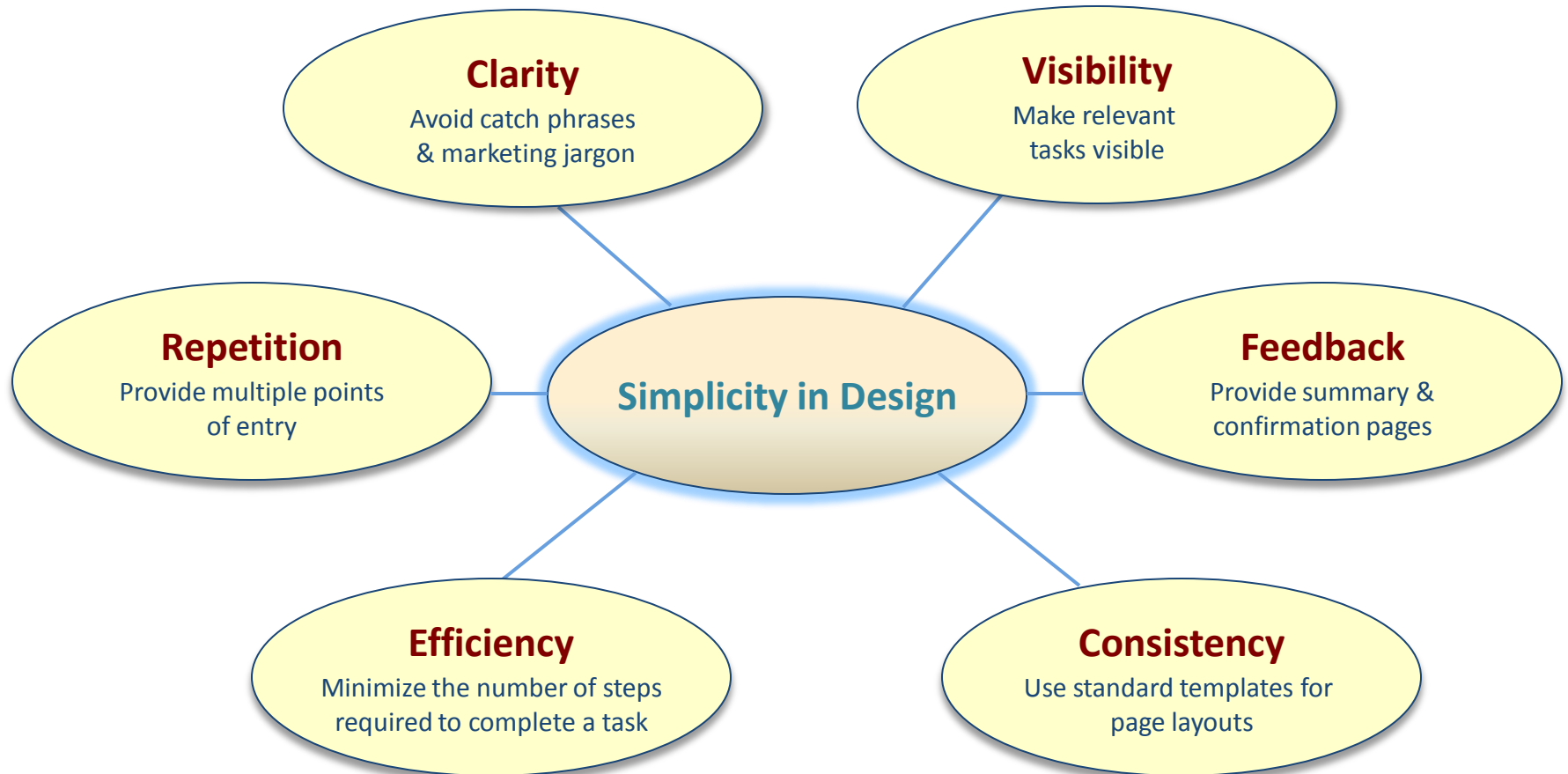
- Limited in-house expertise
- Project budget
- Timeline constraints
- Merger announced

# **USER-CENTRIC DESIGN PROCESS**

# 7 Keys to a Positive Customer Experience



# Key Principles of Usability








# A Comprehensive Approach to User Experience Design



A number of techniques were used ensure optimum usability:

- Current State Assessment
- Heuristic Review (expert evaluation of existing My Account)
- Card Sort Exercises (IA design)
- Task Flows
- Conceptual Design
- Interactive Prototype
- User Testing
- Usability Oversight (throughout development)
- Exploratory Usability Testing
- Validation Usability Testing

# Current State Assessment - Ratings

Rating	Title	Definition
	<b>Exemplary</b>	<ul style="list-style-type: none"> <li>» Business processes are best practices and highly documented</li> <li>» Existing resources meet or exceed business requirements</li> <li>» No additional work is necessary prior to or post redesign launch</li> </ul>
	<b>Above Average</b>	<ul style="list-style-type: none"> <li>» Business processes are in place but not fully documented or best practices</li> <li>» Existing resources may not fully meet all business requirements</li> <li>» Some work may be needed prior to or shortly after redesign launch</li> </ul>
	<b>Meeting Basic Needs</b>	<ul style="list-style-type: none"> <li>» Business processes are known but not documented or explainable by non SME's</li> <li>» Existing resources may meet business requirements but are not SME's</li> <li>» Work is needed prior to or shortly after redesign launch</li> </ul>
	<b>Needs Improvement</b>	<ul style="list-style-type: none"> <li>» Business processes exist but informally and little or no documentation exists</li> <li>» Existing resources have significant capability gaps</li> <li>» Major work is needed prior to redesign launch</li> </ul>
	<b>Needs Major Improvement</b>	<ul style="list-style-type: none"> <li>» Business processes are defunct or don't exist.</li> <li>» No resources exist or resources not supporting basic needs of the organization</li> <li>» Significant work is needed prior to redesign launch</li> </ul>

# Current State Assessment

Work Area	Rating	Comments
<b>Content</b>		<ul style="list-style-type: none"> <li>» No formal Content Strategy today</li> <li>» Lack of Nicor Corporate Communications resources will be future problem</li> </ul>
<b>Branding</b>		<ul style="list-style-type: none"> <li>» Brand Guidelines applied inconsistently today</li> <li>» Extent of branding on future content/My Account not clear</li> </ul>
<b>UX/IA</b>		<ul style="list-style-type: none"> <li>» No current Usability Guidelines</li> <li>» Distinction of Nicor Gas, Nicor Inc. &amp; Affiliates not clear</li> </ul>
<b>My Account</b>		<ul style="list-style-type: none"> <li>» Integration w/ future Nicor.com not clear</li> <li>» New My Account still charging a fee to accept a payment</li> </ul>
<b>Governance</b>		<ul style="list-style-type: none"> <li>» No formal Governance Committee</li> <li>» Lack of 3-5 year Roadmap leaves Priorities unclear</li> </ul>
<b>Technology</b>		<ul style="list-style-type: none"> <li>» Current CMS has major limitations</li> <li>» Web architecture and tools are challenging the business</li> </ul>

# Current State Assessment - Governance



## **Needs Major Improvement**

- » No formal Governance Committee
- » Lack of 3-5 year Roadmap leaves Priorities unclear

## Summary

Currently, it's tough for any group to take clear responsibility for the site because procedures weren't put in place seven years ago (last redesign).

Knowing who has authority over content, branding, voice, and style will create a more usable website.



# Heuristic Review

A heuristic review is a structured inspection of a user interface based on guidelines, checklists and expert opinion. Heuristic reviews are a user-centered approach, in which an expert (or panel of experts) evaluate a system to identify potential design problems. Problems are noted when the system characteristics violate constraints known to influence usability. The constraints are based on principles derived from research with actual energy utility customers and are based largely on performance, perception and design problems.

Each aspect of the customer experience was evaluated, and potential stumbling blocks customers may face were identified with regard to:

- Login/Registration
- Account Overview
- My Bill
- Analytics
- Payments
- Self Service
- Profile

# Heuristic Review

## Login Page

Red text should be used for errors only; the red text and asterisks imply an error condition upon page load.

My Account

[Nicor.com](#) | [Contact Us](#)

Login

### Welcome to My Account

Please take note of two important changes:

1. All users are required to register -
2. You can pay your bills on-line, it's

Thank you for using My Account.

Log In

Not Registered?

Sign Up Now

\* User ID

\* Password (Case sensitive)

☐ Remember my User ID on this computer

Log In

\* Required

This section is superfluous information – the purpose of this page is self-evident.

Field labels should be left-justified (next to the field) and blue links should be closer to their associated fields.

Field labels and key information are obscured by the blue background.

Font size is too small (should be minimum of 11 pt). Provide a short list of key tasks and a link for more information.

Sign up now button should be in the proximity of the sign up section on the right side of the page.

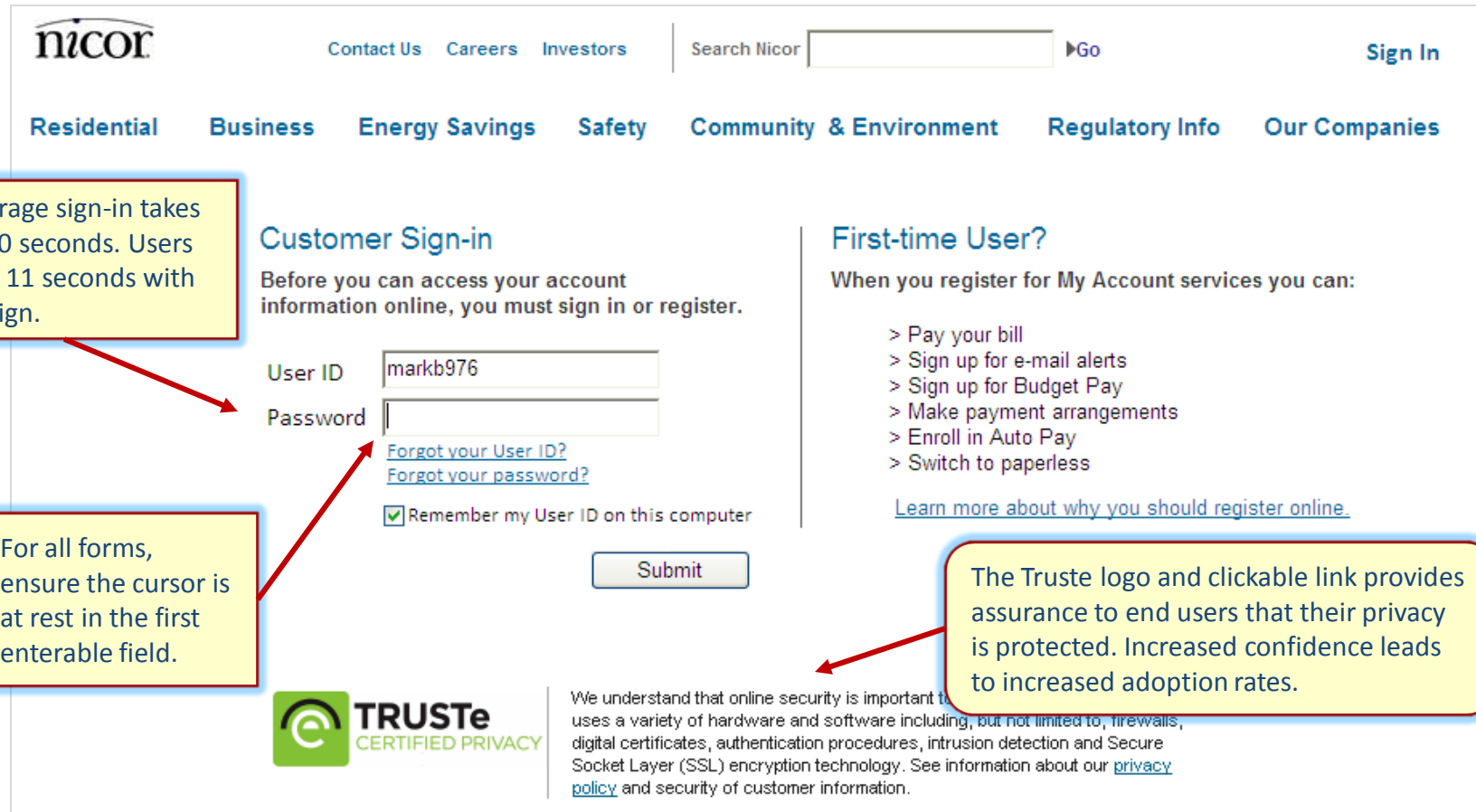
A vague term like, “learn more” violates accessibility guidelines. Needs to be more specific, i.e., “JavaScript enabled” should be the link.

Note: Your browser must be JavaScript enabled to use My Account. [Learn More.](#)

- Pay your bill
- Update your account information
- Sign up for the Budget Plan
- Make payment arrangements
- Enroll in Nicor Gas' Auto Payment
- Check your recent account activity
- Enter a meter read and view meter reading information
- Schedule or check an appointment
- Find a payment center
- View 12 months of your gas use history
- Sign up for e-mail reminders

# Heuristic Review

## Proposed Login Page



The screenshot shows the Nicor Customer Sign-in page. At the top is the Nicor logo and navigation links: Contact Us, Careers, Investors, Search Nicor (with a search bar and Go button), and Sign In. Below this is a secondary navigation bar with links: Residential, Business, Energy Savings, Safety, Community & Environment, Regulatory Info, and Our Companies.

The main content area is titled "Customer Sign-in" and includes the text: "Before you can access your account information online, you must sign in or register." It features input fields for "User ID" (containing "markb976") and "Password". Below the password field are links for "Forgot your User ID?" and "Forgot your password?". A checkbox labeled "Remember my User ID on this computer" is checked. A "Submit" button is at the bottom of the form.

To the right of the sign-in form is a section titled "First-time User?" with the text: "When you register for My Account services you can:". It lists several benefits: "> Pay your bill", "> Sign up for e-mail alerts", "> Sign up for Budget Pay", "> Make payment arrangements", "> Enroll in Auto Pay", and "> Switch to paperless". A link "Learn more about why you should register online." is at the bottom of this section.

At the bottom left is the "TRUSTe CERTIFIED PRIVACY" logo. To its right is a paragraph of text: "We understand that online security is important to... uses a variety of hardware and software including, but not limited to, firewalls, digital certificates, authentication procedures, intrusion detection and Secure Socket Layer (SSL) encryption technology. See information about our [privacy policy](#) and security of customer information."

Three red arrows point from yellow callout boxes to specific elements on the page:

- One arrow points from the top-left callout box to the "User ID" input field.
- Another arrow points from the bottom-left callout box to the "Password" input field.
- A third arrow points from the bottom-right callout box to the "TRUSTe CERTIFIED PRIVACY" logo.

The average sign-in takes about 30 seconds. Users average 11 seconds with this design.

For all forms, ensure the cursor is at rest in the first enterable field.

The Truste logo and clickable link provides assurance to end users that their privacy is protected. Increased confidence leads to increased adoption rates.

# Card Sort Exercises



A total of 30 content items or task items were selected for the initial round of card sorting. The 30 items were selected because they are content items or task items where it may not be clear into what category they would fall. My Account Content items and task items that are quite clear (such as 'View My Bill', 'Pay My Bill', etc.) were left out of the exercise on purpose.

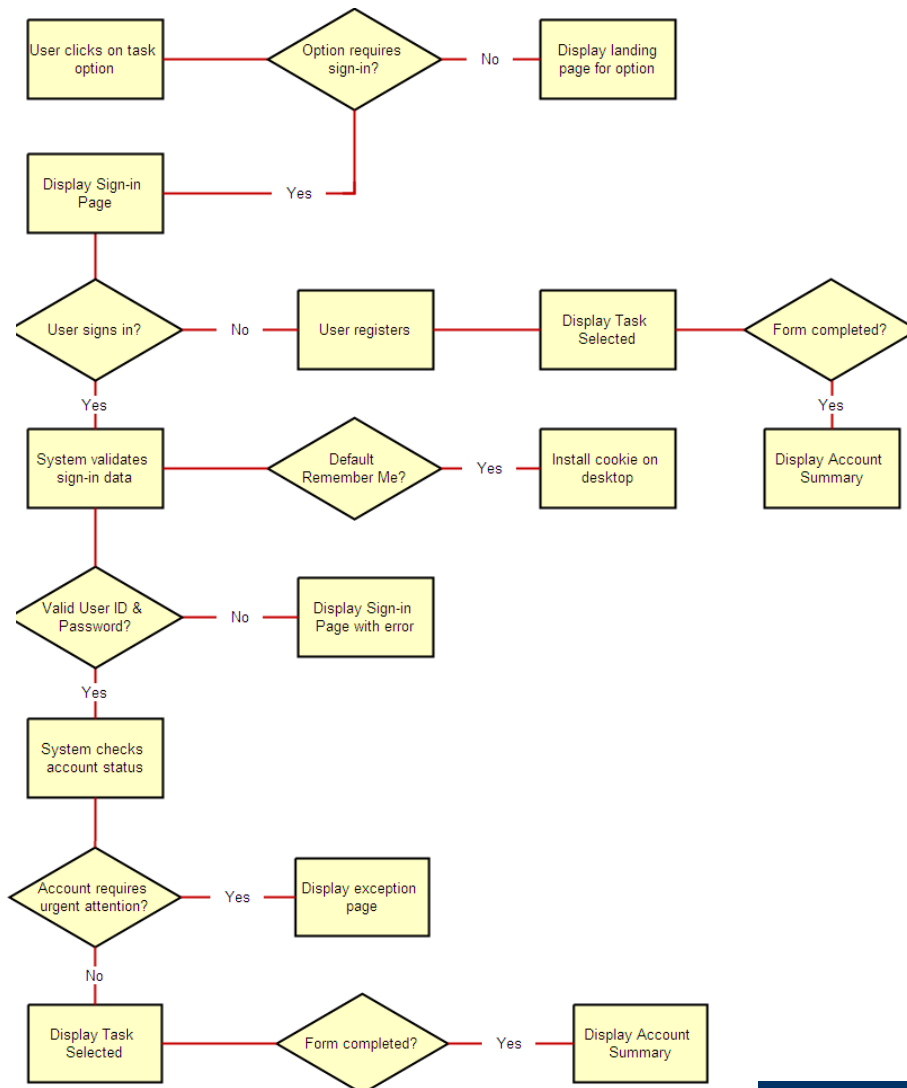
Three rounds of participants were:

1. Utility-industry usability and user experience experts – 10 participants invited; 8 participated
2. Nicor.com Evaluation Steering Committee – 10 participants invited; 6 participated
3. Nicor.com customers – 73 participants invited; 13 participated

# Card Sort Exercises

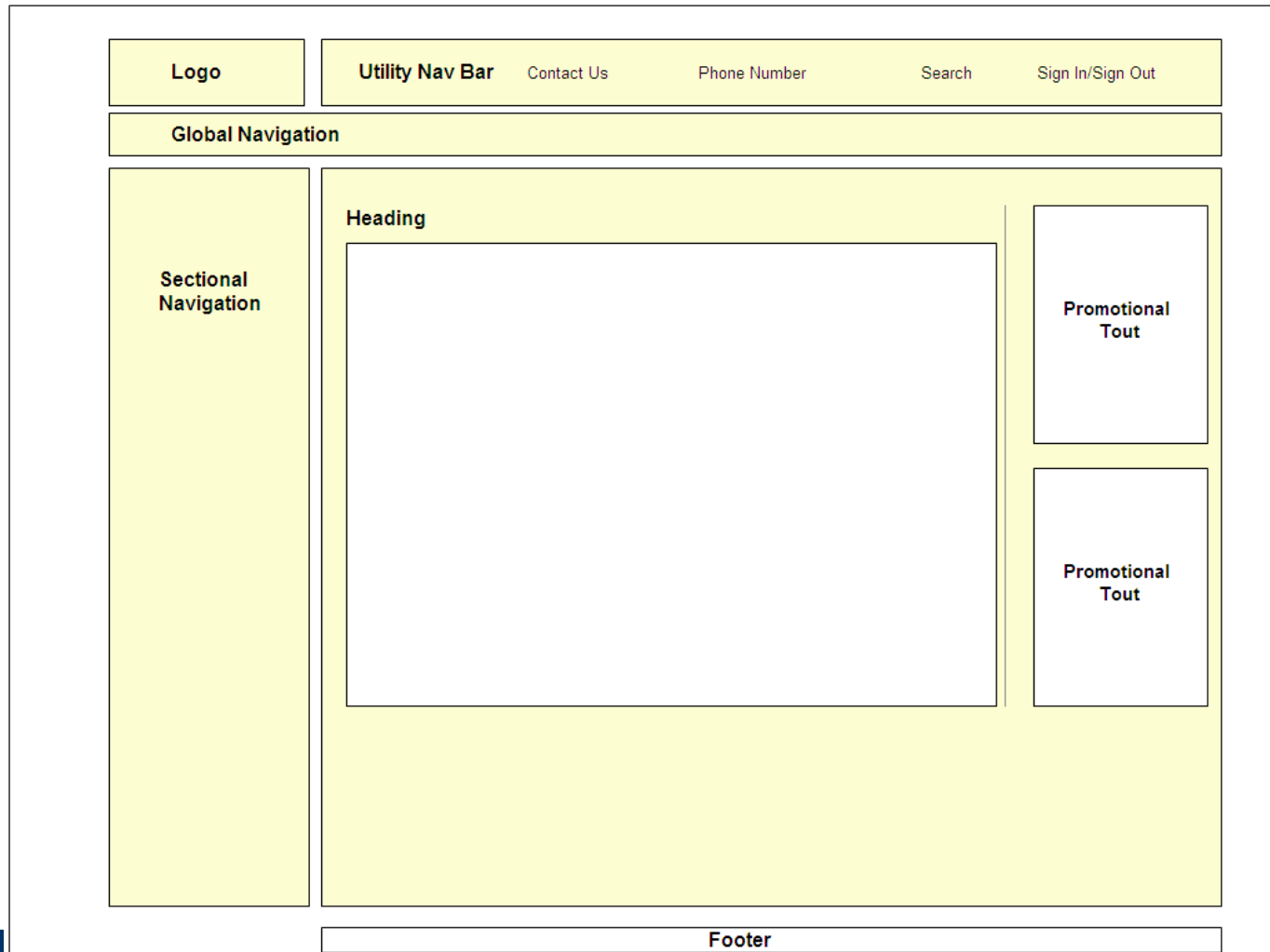
UX / Usability Experts	Steering Committee	Customers
About your gas meter	About your gas meter	<del>About your gas meter</del>
Adventures in reading	Adventures in reading	Adventures in reading
Annual environmental statement	Annual sustainability report	Annual sustainability report
Awards and recognition	Awards and recognition	Awards and recognition
		Budget billing plan
Call before you dig	Call before you dig	Call before you dig
Charitable giving	Charitable giving	Charitable giving
Clean air counts	Clean air counts	<del>Clean air counts</del>
		Customer newsletter
Economic development	Economic development	Economic development
Emergency contact info	Emergency contact info	Emergency contact info
		Energy efficiency tips
Energy assistance programs	Assistance agencies & programs	Assistance agencies & programs
Federal energy tax credits	Federal energy tax credits	Federal energy tax credits
Gas prices	Gas prices	Gas prices
Help someone in need	Donate to help someone in need	Donate to help someone in need
Home energy audit	Home energy audit	Home energy audit
Information for new construction	New construction checklist	New construction checklist
Maintaining your gas pipelines	Maintaining your gas pipelines	Maintaining your gas pipelines
Moving in or out	Moving in or out	Moving in or out
Natural gas appliances	Natural gas appliances	<del>Natural gas appliances</del>
Natural gas suppliers for your home	Natural gas suppliers for your home	Natural gas suppliers for your home
Prairie grassland restoration	Prairie grassland restoration	Prairie grassland restoration
Reference guide to natural gas codes & specifications	Natural gas construction codes & specifications	Natural gas construction codes & specifications
Report a problem	Report a problem	Report a gas leak
Special offers and rebates	Energy efficiency rebates	Energy efficiency rebates
Sponsorships	Sponsorships	Sponsorships
Submit a meter read	Submit a meter read	Submit a meter read
Switch to natural gas	Convert to natural gas now	Convert to natural gas now
Understanding your bill	Understanding your bill	Understanding your bill
Update your online info	Update your online info	Update your online info
Ways to pay	Ways to pay	Ways to pay
Ways to save	Ways to save	Save energy, save money

# Task Flows - Task Selection



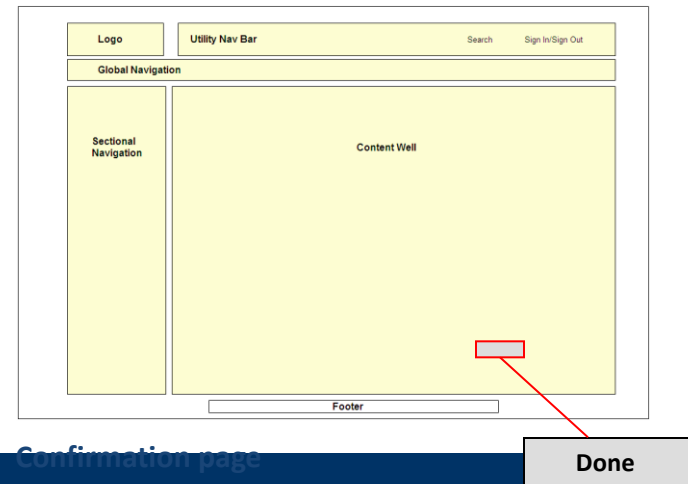
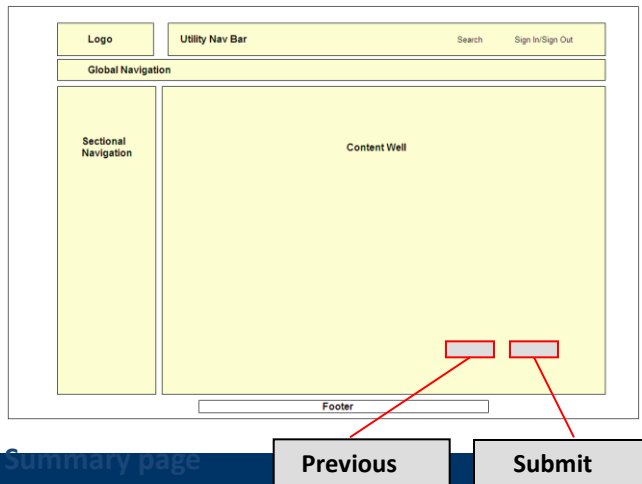
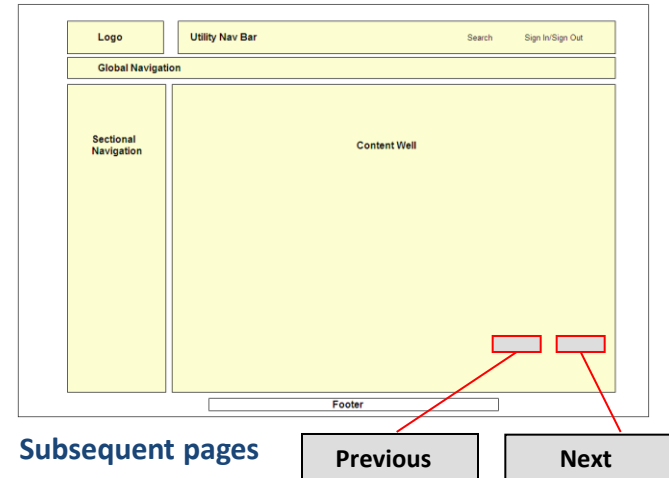
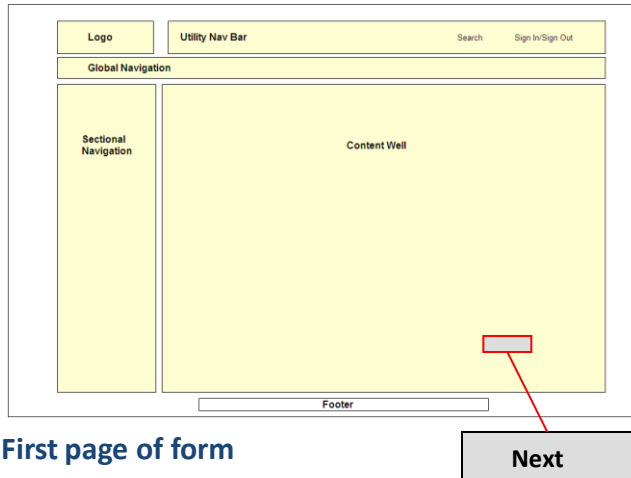
# Conceptual Design

## Landing Page Template #1



# Conceptual Design - Form Navigation

## Use of Action Buttons on Self-Service Forms





# Interactive Prototype



An AGL Resources Company

**Account Summary**

**John Smith**

Account Number 59-22-11-6763 0

Service Address 1844 Ferry Rd  
Naperville, IL 60563

Mailing Address [Add Mailing Address](#)

Email Address markb976@yahoo.com  
[Change Email Address](#)

Amount Due \$77.10 [Pay Bill](#)

Due Date 10/21/2010 [View Bill](#)

Payment Received 09/22/2010 \$89.00 [View History](#)

[Manage Alerts](#)

**Billing & Payment Options**

Bill Delivery Paper [Switch to Paperless](#)

Auto Pay Not Enrolled [Signup for AutoPay](#)

Billing Plan Regular [Enroll in Budget Plan](#)

Monthly Therm Use

[Ways to Save](#) [Analyze Your Bill](#)

**Account Summary**

**John Smith**

Account Number 59-22-11-6763 0

Service Address 1844 Ferry Rd  
Naperville, IL 60563

Mailing Address [Add Mailing Address](#)

Email Address mark976@yahoo.com  
[Change Email Address](#)

Amount Due \$0.00 [Pay Bill](#)

Due Date ----- [View Bill](#)

Payment Pending 10/21/2010 \$83.75 [View History](#)

[Manage Alerts](#)

**Billing & Payment Options**

Bill Delivery Paper [Switch to Paperless](#)

Auto Pay Not Enrolled [Signup for AutoPay](#)

Billing Plan Regular [Enroll in Budget Plan](#)

Monthly Therm Use

[Ways to Save](#) [Analyze Your Bill](#)

**Pay Bill**

Use this page to pay your Nicor Gas bill. Please allow 1 business day for your payment to post.

A service fee of \$1.65 will be added to your payment amount. This fee is charged by the payment processor, not by Nicor Gas.

**John Smith**

Account Number 59-22-11-6763 0

Service Address 1844 Ferry Rd  
Naperville, IL 60563

Select payment method

☒ Use saved account

☐ Enter a new account

Enter payment information

Payment Date 10 / 15 / 2010

☒ Amount Due 77.10 (Current Account Balance)

☐ Account Balance 123.48

☐ Other Amount

Sharing Contribution 5.00 [Learn more about the Nicor Gas Sharing Program](#)

☐ Make this a monthly donation

[Next](#)

**Pay Your Bill Summary**

Please confirm the following information is correct before submitting your payment.

Payment Date 10/21/2010

Payment Amount \$77.10

Processing Fee 1.65

Sharing Donation 5.00

TOTAL \$83.75

Routing Number 1234567890

Banking Account Number 0987654321

**Authorization**

By clicking on Submit, I authorize a payment of \$83.75 to Nicor from my bank account. This account has a routing number of 1234567890 and an account number 0987654321. I also authorize Nicor to initiate this deduction.

[Previous](#) [Submit](#)

**Pay Your Bill Confirmation**

**Transaction Complete**

Your authorization for the payment of \$83.75 was successfully sent.

Your confirmation number is 67549765

**Print Authorization Summary**

Print this authorization summary and retain for your records. After you click on the link below a new browser page will appear. From the new page, select File, Print from the drop-down menu or use your standard method for printing a web page.

[Print Authorization Summary](#)

[Done](#)



# Self-service Formula for Success

*The best way to eliminate unnecessary (costly) calls to the contact center is by providing three levels of confirmation:*

1. **Confirmation page** with a confirmation number. A “Done” button which indicates the task is complete.
2. An automatic **e-mail confirmation** which includes the confirmation number and transaction details (with sensitive data masked).
3. After clicking on the Done button from the confirmation page, the **Account Summary** displays with the updated status, i.e., amount due is now zero (if full payment was made).

# User Testing

The 12 participants in this study spent 10-15 minutes performing approximately 6 tasks to locate target content. They did not sign in or complete actual self-service tasks

## Benefits

- Inexpensive
- Quick assessment of concept
- Observational
- Qualitative feedback
- Validation of design

## Drawbacks

- Facilitator not present with participants
- Prototype does NOT represent fully functional site
- Search not operational
- No error handling
- Limited test time (10 minutes vs. 90 minutes)

# User Testing

http://www.usertesting.com/?file=R%2BgS0%2bplIP1%3d - UserTesting.com - Video for Job Number 58 - Windo...

How useful was this user tester? (?) ☆☆☆☆☆ ☐ Keep rating confidential [Report a problem with this video](#)

Task 5: You want to have your natural gas utility send you an email reminder a week before your bill is due and every time a payment is made on your account. Where would you go to sign up for these email reminders?

Task 6: You are interested in job opportunities at Nicor. Where would you go to find out what...

My Account - Windows Internet Explorer

Screen Recorder - Version 1.8

05:56

Record Pause Movie Start Over

Task 5: You want to have your natural gas utility send you an email reminder a week before your bill is due and every time a payment is made on your account. Where would you go to sign up for these email reminders?

Task 6: You are interested in job opportunities at Nicor. Where would you go to find out what...

My Account - Windows Internet Explorer

http://nicor.umdemo.com

Norton

Google

Search

Share

Sidewiki

Check

Translate

AutoFill

HP Smart Deals

Sign In

My Account

Manage My Account

We make it easy for you to do business with us.

**Billing & Payments**

- Account Summary
- View Bill
- Pay Bill
- Analyze Bill
- View History
- Understanding Your Bill
- Paperless Bill
- Auto Pay
- Budget Plan
- Ways to Pay Your Bill
- Payment Arrangements
- Payment Assistance
- Buy a Gift Certificate
- Make a Contribution

**Start, Stop or Move**

- Start Service
- Stop Service
- Move Service
- Landlord Agreement

**Your Account**

- Update Account Information
- Update Lease Information
- Manage Alerts
- View Current Meter Reading
- Submit a Meter Reading
- Change Password
- Change Email Address

**Save Money & Energy**

- Ways to Save
- Home Energy Audit

**Sign In**

For your home or business

User Name:

Password:

☒ Remember me

[Forgot your User ID?](#) [Forgot your password?](#) [First Time User?](#) [Register Now](#)

**Paperless Billing**

Use Paperless Billing service to receive, view and pay your bill online.

**Automatic Monthly Payment**

Automatically withdraw payment from your bank account.

Done

Internet | Protected Mode: Off

100%

9:03 AM

12/6/2010

06:03

08:47

To add a comment, pause the video and click on the plus sign in the lower right.

# User Testing

Questions? 1-800-903-9493

Your Account | Sign Out

User Testing.com

Home FAQ Buzz About Us Try It

Answers to your Questions

http://nicor.umfdemo.com

User tester: sjneubauer

Date: December 06, 2010

Did you find the web site easy to use or hard to use?

- I found it very easy to use. Well laid out and didn't have problems finding anything.

What did you like about the site?

- simplicity of use, easy to find commonly needed information
- As a customer you has used your current site, I find this to be a MUCH improved experience

What other ideas do you have about how this site could be improved?

- Nothing really, just make sure one can get back to the home page easily enough. Some of the links that should have taken me back there didn't seem to work, but I imagine that will be fixed in the final version.

How would you rate this site on a scale of 1 (poor) to 10 (outstanding)?

- 9

# Usability Oversight

When is it appropriate to use a pop-up window and when do we keep the user on the same page?

Pop-up windows are problematic because they . . .

- **Interrupt the task**
- **Require the user to remember the message (after clicking on the OK button) and locate the problem**
- **Require the user to use the mouse**
- **Only address one problem/error at a time (can be tedious and time consuming)**
- **Can be potentially very confusing**

# Usability Oversight

Pop-up windows should only be used when . . .

- **The user invokes them**
- **Example: link for a glossary term**
- **Example: view sample check**

A better alternative is a secondary browser, sized to be smaller than the current window, with a Close button.

As a rule, a separate page should be used for preventing the user from a potentially destructive action or informing them the task cannot be completed.

The majority of error handling should be done on the page, with bold, red text displayed above the field in error.

# Usability Oversight

Example: User clicks on link for sample check from Pay Bill

## Pay Your Bill

Use this page to pay your Nicor Gas bill. Please allow 1 business day for your payment to post.

A service fee of \$1.65 will be added to your payment amount. This fee is charged by the payment processor, not by Nicor Gas.

**John Smith**

Account Number 59-22-11-6763 0

Service Address 1844 Ferry Rd.  
Naperville, IL 60563

**Select payment method**

☐ Use saved account Checking \*\*\*\*\*7948

☒ Enter a new account Checking

Routing Number

Bank Account Number

Confirm Account Number

☒ Remember my account information for future payments

**Enter payment information**

Payment Date  /  /

☐ Amount Due  (Current Account Balance)

☐ Account Balance

[Sample check](#)

Sample Check - Windows Internet Explorer provided by Comcast

Check Number  
0000

Date \_\_\_\_\_

Pay to the Order of \_\_\_\_\_ \$

Dollars

For \_\_\_\_\_

:000000000: 000000000: 0000

Routing Number Account Number Check Number

Close



# Exploratory Usability Testing



A usability test is a formal study in which 8-10 users are observed individually performing tasks with a system. Findings and recommendations are made according to objective data from the test such as number of errors, task times, problems and assists.

Other important measures include task failures (where users abandoned the task) and preference ratings for each of the functions tested.

*Direct observation with actual customers to isolate design problems is one of the most reliable methods for ensuring the design is usable and meets the needs of customers.*

**Exploratory tests are conducted on new designs that have not been tested with actual customers.**

# Exploratory Usability Testing

*On a scale of 0 to 10, with 10 being the most favorable, participants responded with an average of 8.75 when asked how likely is it that they would return to the site in the future.*

Several metrics were used to gather data which indicates a high degree of usability:

- **Task times** – the average task time for all tasks combined is 1:43 (exceeds best-in-class)
- **Error rate** – the average number of errors was 1.08 (best-in-class)
- **Problems** – the average number of problems was 1.19 (best-in-class)
- **Assists** – the average number of assists was 0.35 (best-in-class)
- **Preference ratings** – the average preference rating was 8.48 (best-in-class) on a scale of 0 to 10, with 10 being the most favorable.

# Validation Usability Testing

**Validation tests are conducted to verify that changes made after the first round of testing have measurably improved the user experience.**

*On a scale of 0 to 10, with 10 being the most favorable, participants responded with an average of 9.13 when asked how likely is it that they would return to the site in the future.*

- **Task times** –average task time for all tasks is 1:43 (exceeds best-in-class)
- **Error rate** – average number of errors was 0.71 (exceeds best-in-class)
- **Problems** – average number of problems was 0.53 (exceeds best-in-class)
- **Assists** – average number of assists was 0.24 (exceeds best-in-class)
- **Preference ratings** – the average preference rating was 8.66 (best-in-class) on a scale of 0 to 10, with 10 being the most favorable.

NOTE: Most usability tests uncover an average of 100 problems; this test yielded fewer than 30 problems.

# THE RESULTS

# My Account – today Full Site



[Contact Us](#)

[Sign Out](#)

## My Account

## Rebate Program

## Safety

## Gas Service

## Community

## Environment

### Billing

- [Account Summary](#)
- [View My Bill](#)
- [Go Paperless](#)
- [Bill and Payment Activity](#)
- [Compare My Bills](#)

### Payment Options

- [Pay My Bill](#)
- [My Payment Info](#)
- [AutoPay](#)
- [Budget Plan](#)
- [Payment Arrangements](#)
- [Give to Sharing](#)

### My Profile

- [Update My Information](#)
- [Email Alerts](#)
- [Change Password](#)
- [Change Email Address](#)

### My Gas Service

- [Move In](#)
- [Move Out](#)
- [Service Appointments](#)
- [Meter Reading](#)

[Take Our Survey](#)

## Account Summary

### Brian H Maruyama

Account Number 1000 2

Service Address 123 Main St.  
Glen Ellyn, IL 60137

Email bmaruya@aglresources.com  
[Change Email Address](#)

Phone (630)123-4567  
[Change Phone Number](#)

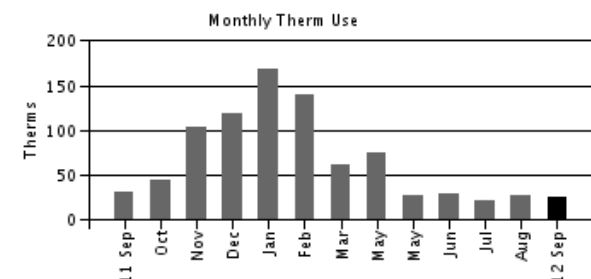
### Billing & Payment Options

Bill Delivery Paperless [Change Bill Delivery](#)

Auto Pay Enrolled [Change AutoPay](#)

Billing Plan Budget [Cancel Budget Plan](#)

<b>Amount Due</b>	<b>\$0.00</b>
Due Date	10/19/2012 <a href="#">View Bill</a>
Payment Received	\$41.00 <a href="#">View History</a>
10/19/2012	
Current Balance	\$125.07 CR



	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Avg. Temp	64	56	46	36	31	34	54	66	66	74	82	75	67
Natural Gas Cost \$	.51	.51	.48	.48	.44	.33	.34	.22	.22	.31	.34	.39	.39

[Compare My Bills](#)

# My Account – today Mobile Site



## Login

A screenshot of the mobile app's login screen. The status bar at the top shows "AT&T 4G", "3:37 PM", and "95%" battery. The app header has the "nicor" logo and "My Account". Below the header, there's a "Customer Sign-in" section. It includes a blue link "Utility Customer Scam Alert!", a "User ID" label with a text input field, a "Password" label with a text input field, a "Remember me" checkbox, and a blue "Submit" button. At the bottom, there's a "Sign in" button with a right arrow icon. The bottom navigation bar shows standard mobile icons: back, forward, home, and a tab icon with the number 5.

## Make a payment

A screenshot of the mobile app's "Make a payment" screen. The status bar at the top shows "AT&T 4G", "3:38 PM", and "96%" battery. The app header has the "nicor" logo, "My Account", and a "Sign Out" button. Below the header, there's a "Pay My Bill" section. It includes a grey box with the text "Use this page to make a one-time payment.", a "Select Payment Methods" section with a dropdown menu, a "Payment Date (mm/dd/yyyy)" section with a date picker showing "08/09/2012", and a "Payment Amount" section with two radio button options: "Amount Due \$0.00" and "Balance \$0.00". The bottom navigation bar shows standard mobile icons: back, forward, home, and a tab icon with the number 5.

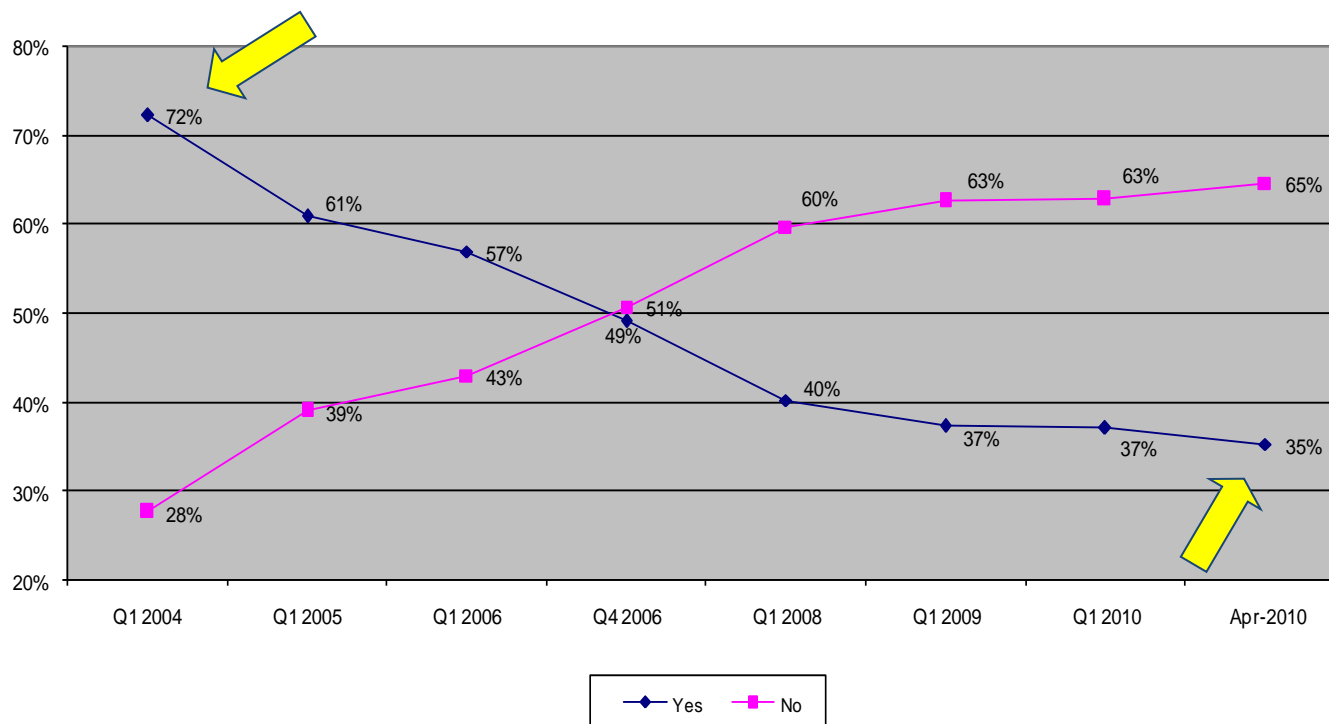
# Customer Experience Trend

## "Prior to usability improvements"

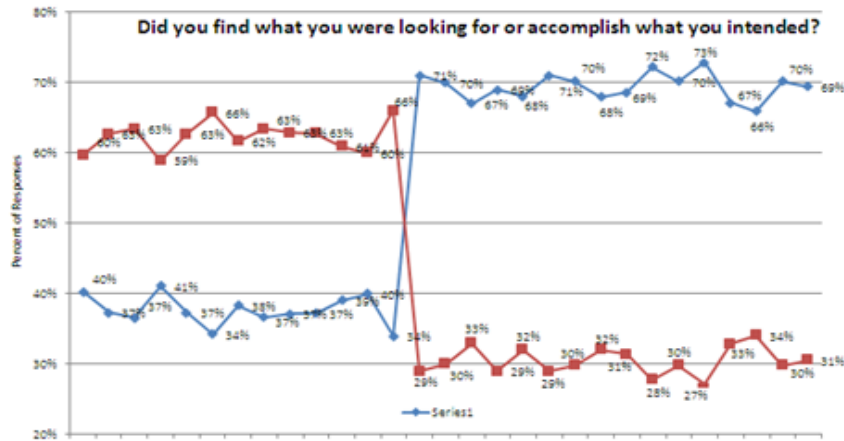


My Account Transaction Survey  
(Residential and Commercial Customers)

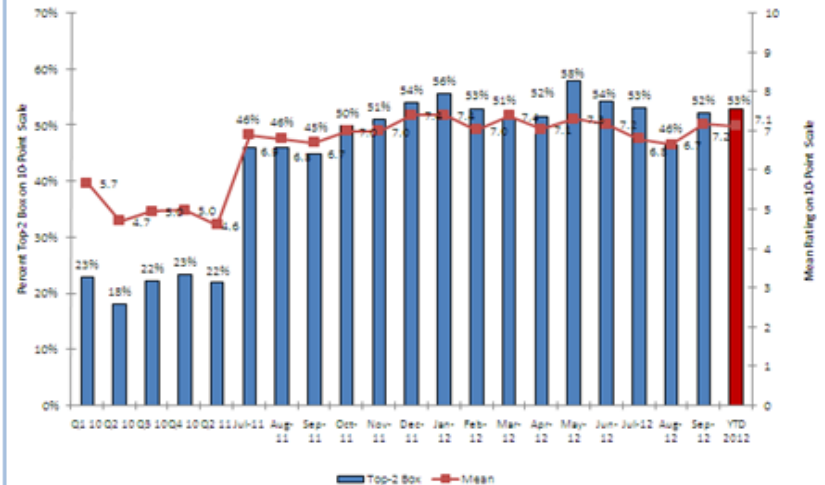
Did you find what you were looking for or accomplish what you intended?



### My Account Transaction Survey (Residential and Commercial Customers)

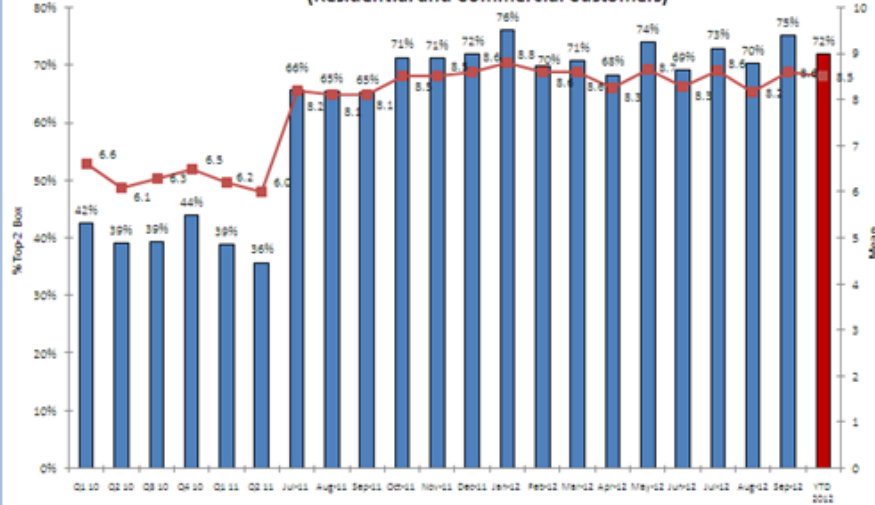


### My Account Transaction Survey (Residential and Commercial Customers) Overall Satisfaction with the My Account Customer Contact Experience

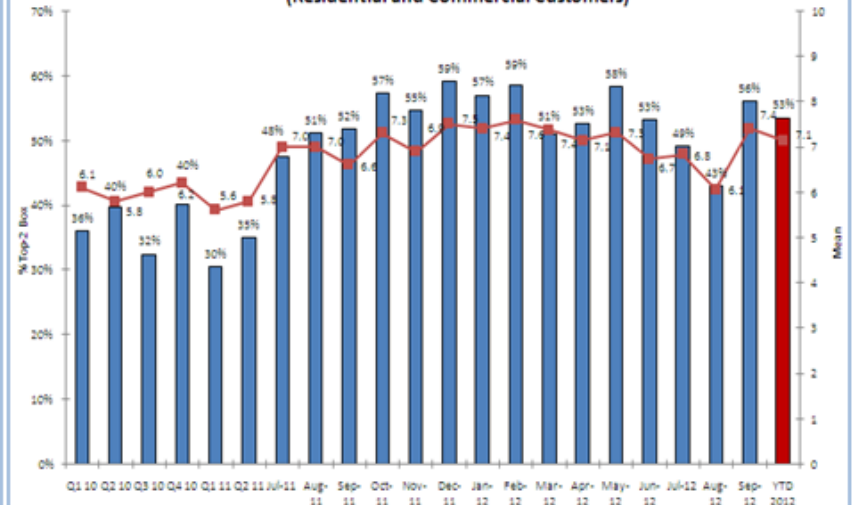




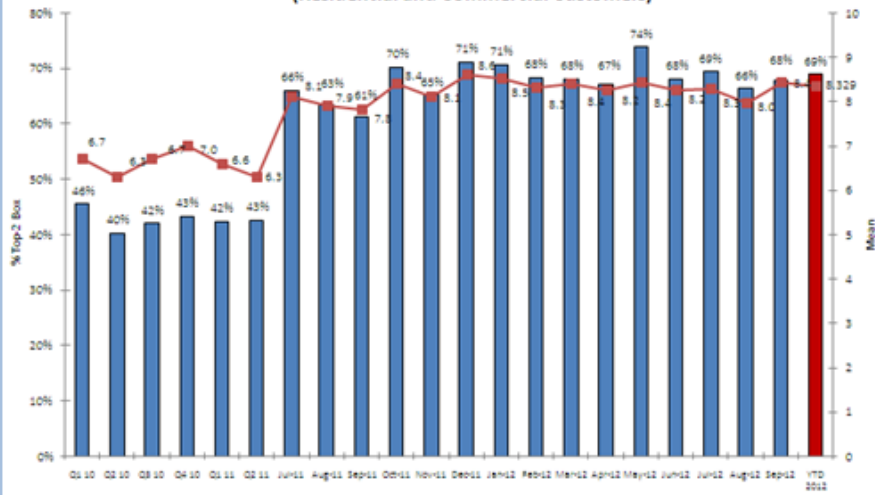
**Quick Way to Check Account Balance, Last Payment Amount, Due Date  
(Residential and Commercial Customers)**



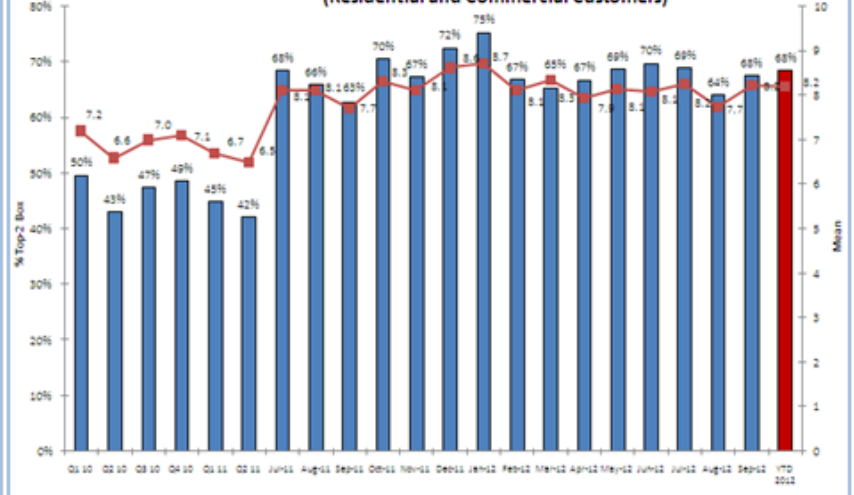
**Ease of Entering Meter Readings Online  
(Residential and Commercial Customers)**



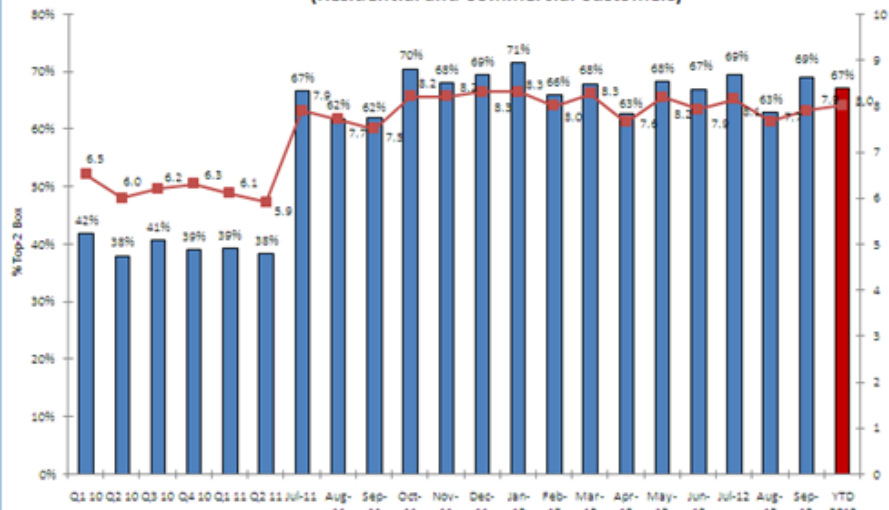
**Useful Historical Account Gas Use Information  
(Residential and Commercial Customers)**



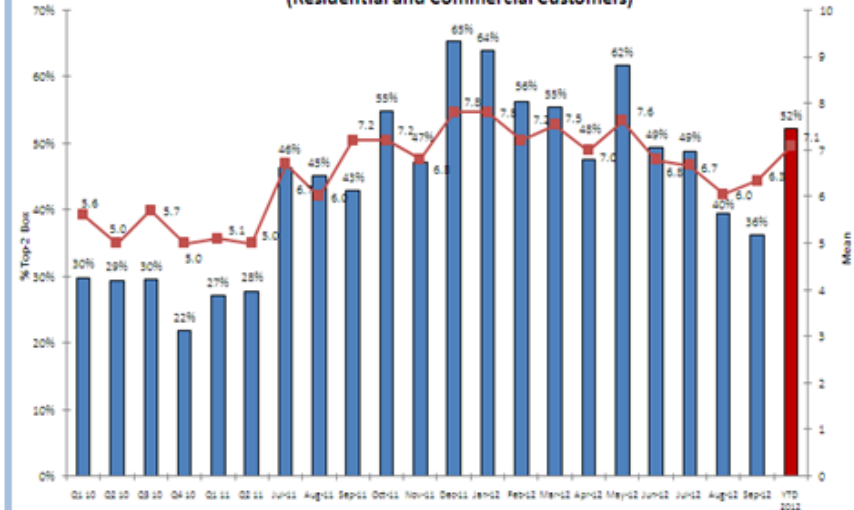
**Convenient Email Reminders  
(Residential and Commercial Customers)**



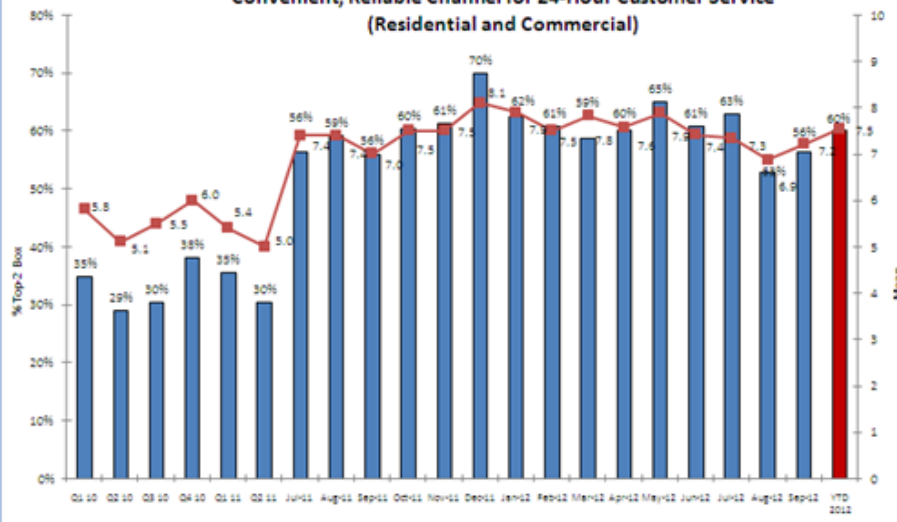
**Helpful Tool to Update or Verify Account Information  
(Residential and Commercial Customers)**



**Ease of Scheduling Service Appointment  
(Residential and Commercial Customers)**



**Convenient, Reliable Channel for 24-Hour Customer Service  
(Residential and Commercial)**



# Customers are satisfied (2012 verbatims)



## Web customer survey feedback

- “Great system – so much easier than calling.”
- “Totally easy to use...all other utilities should have such easy sites. Thanks.”
- “You have the best website for your clients - from ease of use and general information, I was able to locate anything I needed and quickly. I also liked that you posted the information on your home page about that email scam - your website tells us you care.”
- “Quick way to check account balance, last payment amount and due date”
- “I haven’t used your website for a very long time because the last time I did use it, the experience was very frustrating. You have made many excellent improvements and I am very pleasantly surprised.”

# SUMMARY

# Keys to Success



1. Executive support
2. Clear vision
3. Cross-functional team
4. Customer-centric design
5. Customer Market Research

# Questions?



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