

DTE Energy

User Experience Research Report

Group 8

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Executive Summary

This report serves as a summary of our user experience research for the customer section of the DTE energy website (www.dteenergy.com). We have been asked to analyze the sections of the website that allow people to check their energy usage and learn how they can best conserve energy. In order to learn more about the site and gain insight for potential improvements, we interviewed four users in different areas of the target demographic. We asked them how often they used the site, what they used the site for, and what would encourage them to use the usage tracking and energy conservation sections more.

We discovered that people are happy with their experiences on the DTE website, although they are not consistently finding and using the features that DTE would like them to use. In particular, some of the static, educational content about energy conservation doesn't get viewed because users are focused on paying their bills and aren't looking to browse further.

A possible solution for this is to integrate the energy conservation information into the screens showing usage data. What would also be helpful are graphs and other visualizations that can better convey the data. This is especially important as DTE explores other options for collecting additional energy usage data.

Introduction

The DTE Energy website contains a section for customers to log into, enabling them to pay their bills online, check their usage statistics, and learn more about saving energy. It also allows users to contact DTE, to learn more about the utility company in general, and to update their information (contact information, credit card, etc.). The site is password protected and only available to those who get electricity through DTE have access.

Our focus for this study is how often people use the sections pertaining to tracking their usage and learning how to reduce it by conserving energy, and their specific patterns of use for these sections. Usage tracking can be seen on the billing page or on the third party site energyguide.com, which is linked to from several places on the DTE site, and is called MyEnergy Analyzer. These links pass usage data to energyguide.com, which uses the data to create graphs and recommendations. These recommendations can be strengthened if customers input which appliances they own; the site will then estimate where the most energy is used, and can suggest which appliance to replace first. There is also a lot of educational material and offers for rebates on appliances on the main DTE site, under the "Saving Energy" tab. DTE wants to know whether this material is seen by users, and if so, how useful it is. They also are interested in the usefulness of the third party MyEnergy Analyzer, because they have to pay for its use and wonder if they can implement similar features on their own.

Offering usage tracking and energy conservation tips is important because DTE is the only entity that has customers' usage data, so it can only be examined on this DTE website (as opposed to personal finances, which can be tracked by hand and then analyzed in a personal spreadsheet). Customers are interested in conserving energy usage to reduce their bills and their impact on the environment.

Methods

In this phase of the investigation, we used interviews to learn more about DTE Energy and users of the website. We performed a series of four interviews with current website users. The goal of the interviews was to get qualitative data about the users and their experiences with the DTE Energy website, such as most accessed features, and likes or dislikes.

DTE Energy is prominent in the majority of southeast Michigan and their users reflect the diversity of the area. Their website is used by a smaller subset of all their patrons. For this particular investigation, we chose to focus on current users of the website. When recruiting interviewees, we tried to include users with an array of technological experience, ages, and lifestyles. Team members reached out to family and friends and were able to recruit four diverse users.

The first user is a thirty-four year old male. He is married and has two young children: ages ten and two. He has been in Ann Arbor for eight years, and lives in a three-bedroom condominium. He works for a small business in Farmington Hills, Michigan and is interested in saving energy, mostly for the purpose of saving money. The second user is a fifty year-old female and longtime resident of Ann Arbor. She has two children in their twenties, one is a senior in college, while the other lives and works in Illinois. She currently operates a small preschool in the area, but is looking to retire soon. Her main purpose for visiting the website is to review information about her appliance insurance through DTE. The third interviewee is a male MBA student who also lives in Ann Arbor. He is twenty-seven years old and uses the website a few times a year to check up on bill increases and usage statistics. Our fourth user is a male interaction designer who lives in Ann Arbor. He has a computer science degree and uses the site once a month to pay his bill.

In most cases, the interviews were conducted in the location the interviewee would use the DTE Energy website. Each interviewee was asked questions from a standard guide that was created prior to the interviews (see Appendix I). Due to the variety of uses and diversity of users, the interviewer adjusted the questions to best accommodate the interviewee's specific situation. Essentially, the team was trying to gather background information on the users, and information on their use of the DTE Energy website, with a focus on usage tracking and saving energy. Many of the interview questions revolved around these topics and some included observations of the subject using the website.

After the interviews were conducted, team members gathered to interpret the data. We shared interview notes with one another and reported our findings to the entire team (see Appendix III). As a group, the team discussed the most important findings and recommendations based on the interviews. We concluded by talking about the implications of this phase on future investigations.

Findings and Recommendations

Summary Results

The interviewed users' responses regarding DTE's site were largely positive. Respondents liked the dynamic features that allowed them to view their energy usage compared to past history and neighbors. However, it became apparent that the majority of respondents were unaware of many of the static features of the site that would provide additional tips to decrease their energy costs. Through interviews and site analysis, we have identified potential causes for users not finding this information. The first is the overwhelming sub-navigation on DTE's website, the weak integration of static and dynamic content, along with users' incentive to log on and off of the website as quickly as possible.

Though these issues are significant, there are many possible solutions that could bolster the effectiveness of the site in persuading customers to reduce their usage. Our

recommendations include: relevant integration of static content on pages that house dynamic content, reducing the number of tabs on the navigation into, linking static content to pages with dynamic content, and reducing the granularity of the third party "Energy Analyzer" feature to increase ease of use.

Key Findings

We generated two main findings from our interview data.

Main Finding 1 *Users did not dig deeply enough into DTE's site to find the useful static features, such as rebates and energy-saving tips.*

Supporting evidence:

- Many users did not know that there are multiple paths to get to one page on the website. Though they communicated that they had no problem finding the content they needed, it signifies that they use routine paths on the website. This is understandable, as there are dozens of links on each page of the site (see Fig. 1) which can seem overwhelming. As the website appears to be so vast, users seem to be deterred from clicking off of the "beaten path."
- Users' typical motivation for visiting the DTE site was to do bill payment or determine the reasons behind bill increases. Both of these functions involve pages with dynamic content. As the static and dynamic content have very little overlap (and are created and managed by different groups at DTE), users are unaware that this useful information exists.

Main Finding 2 *Users were fond of viewing information of past energy usage.*

Supporting evidence:

- Users were most enthusiastic about comparing energy usages to both past billing cycles and neighbors. This indicates people are very interested in seeing the impacts of their energy use habits.



Figure 1. Many of the sidebar links in the "Save Energy" section go to the same static pages

- Many users were primarily motivated to reduce their energy usage because of monetary cost. This would suggest that behavior would best be adapted if the relationship between buying decisions (for appliances, light bulbs, etc.) and long term savings were made clear.

Recommendations

In order to keep up with projected future energy demands, DTE's present goal is to reduce customers' energy usage per household by leveraging the energy conservation content on their website. Though the redesign of the DTE website provides a solid user experience, not enough users see the valuable information that could help them save energy. In order to accomplish this, the following recommendations could bolster the overall effectiveness of the website:

- Right now, various tabs and links seem to perform the same functions on the site. Our recommendation is to collapse the static information with dynamic content — such as billing pages — into a more concise and logical side menu (see Fig. 1).
- As mentioned before, static content is very relevant to the offered dynamic content. There are multiple opportunities to more effectively demonstrate the impacts of purchasing decisions and long-term energy costs. For example, the usage and billing page should provide concrete tips on how to save energy, ideally generated from specific customer data.
- DTE should develop more dynamic visualizations of changes in energy use. The paper bills now have a space dedicated to a graph of yearly energy usage. At the very least, the website should contain similar graphs. Ideally these graphs should be interactive and annotatable, so that users can customize them. For example, a customer can record when he put plastic over his windows or when he bought a new fridge, to see how much it impacts his energy usage.

Discussion

The purpose of this study was to gain an understanding of the target population of DTE Energy's website. The team worked to accomplish this goal through the technique of qualitative user interviews. Although we were able to gather a lot of valuable information, our investigation did have some shortcomings, mostly due to the limitations of our sample. First, even though our sample of users varied in many respects, we were unable to incorporate geographic diversity, as all of the interviewees were Ann Arbor residents while DTE Energy serves the majority of Southeast Michigan. Second, three out of four users were male, leading to a possible gender bias. Finally, our sample size was quite small, making it difficult to cover many subsets of possible users. Based on these reasons, our sample may not have been ideally representative of the target population of the DTE Energy website. The outcomes of our study were likely affected by these limitations. For example, it is possible that another group of users would have

had much more experience with the static content in the “Save Energy” portion of the site. In addition, users from other geographic areas may have been more or less interested in tracking their usage based on their energy conservation views and socioeconomic status.

In our findings, we reported that users did not spend enough time on the site to discover energy saving related static features, and that they were interested in viewing and analyzing their past energy usage. The team interpreted these findings and generated a list of recommendations, including integrating static and dynamic content, and simplifying navigation and the My EnergyAnalyzer tool. These recommendations were based on the evidence that although stated that they were interested in learning how to save energy, they were either unaware of how, or too short on time to locate the tips themselves. An alternate interpretation of the evidence may be that the users that have not taken the time to explore the static content on energy savings are actually not concerned with saving energy. It might be the case that users who are likely to act on the tips, are also willing to look for them on the website.

This study left some questions unanswered and brought up some new points of investigation. In the future, the team is interested in finding out how users who have explored the site more deeply feel about its navigation. Through site analysis and interaction mapping we have discovered redundancies in some features and multiple links to the same content and we would like to know how this affects user experience. In addition, we would like to find out what specific features and topics within the theme of saving energy are most relevant to users, and what types of analysis tools would they be most interested in. These questions could be addressed in future studies by possibly recruiting more experienced users. Also by examining MyEnergy Analyzer closely and testing out which portions are most useful to customers.

Conclusion

To analyze the customer section of the DTE energy website (www.dteenergy.com), we have conducted four interviews of users in different areas of the target demographic. Our interview questions included how often they used the site, what they used the site for, and what would encourage them to use the usage tracking and energy conservation sections more.

Our analysis revealed that users are generally pleased with their experiences on the DTE website, although sometimes they are not aware of many features that DTE would like them to use. In particular, some of the static, educational content about energy conservation doesn't get viewed because users are focused on paying their bills and do not spend much time on the site and thus aren't looking to browse further.

Our recommendations to improve user experience of the site include creating a more concise and logical side menu, providing tips on how to save energy from specific customer data and developing more dynamic visualizations of changes in energy use.

Appendix I - User interview questions

How often do you use the site?

When is the last time you went on the site? What was the purpose of your visit?

What was the experience like?

Is there anything about it that stood out to you?

How often would you say you visit the site?

What are some other reasons you go to the site?

What are the features on it that are most useful to you?

What features would you like to see added to it?

Do track your electricity usage?

Do you use the bill pay system? How was your experience with that?

Do you compare your usage to previous years? Where do you do that?

Where do you usually use the website?

Are there any positive aspects or strengths of the DTE Energy site in your opinion?

Are there negative aspects, weaknesses? If so, what?

When you encounter a problem on the site, how do you usually (or would you) solve it?

How do you feel about energy conservation? Is it something that is important to you?
Why?

Have you visited the "Saving Energy" portion of the website? Why?

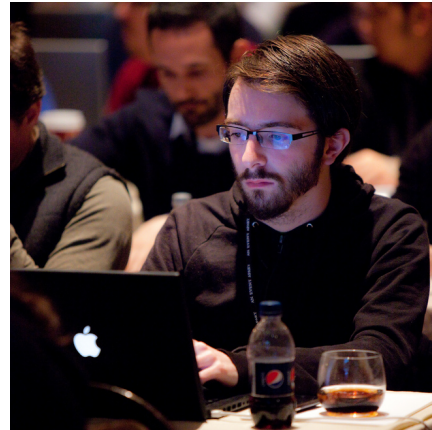
What do you think about the "Save Energy" part of the site?

Have you used the "MyEnergy Analyzer"?

Appendix II - Personas

Roger Anderson

- Male
- 28 years old
- Married, no children
- Lived in a two bedroom house outside of Ann Arbor
- Works at software company, from home 1-2 days per week
- Wife teaches middle school
- Enjoys playing soccer and taking photos in his spare time. He's invested quite a bit into his photography equipment and is in pretty good physical shape.
- Uses computers a lot, has no trouble with different browsers and operating systems. Owns a Linux machine and uses several different laptops and mobile phones in the course of his job.
- Somewhat concerned with saving energy but doesn't have too much time to worry about it or investigate more. Interested in learning what would help him conserve but doesn't know where to start.
- Generally just logs in every month to see what his bill is and then pay it. He is hesitant to set up automatic online payments because he doesn't want to forget about how much his bill is.



Cindy Smith

- Female
- 45 years old
- Was married for 10 years but is now divorced
- Lives in an apartment in Ann Arbor, just off campus. Has lived in several houses and apartments throughout Ann Arbor.
- Teaches elementary school in Ann Arbor. She was an English major in college and her specialty is language arts.
- Reads a lot, mostly nonfiction like autobiographies and "pop-science" books. Has a subscription to the New York Times and the Wall Street Journal because she doesn't read news online. She also reads the Michigan Daily to keep up on campus news.
- Uses a Mac laptop for school because it was given to her. Has an older desktop PC at



home. Doesn't understand the difference and has used whichever web browser her brother set up for her. Can use Word and Outlook very efficiently, but hasn't taken an interest in broadening her computer knowledge.

- Would prefer not to use the online interface for DTE energy but is interested in saving energy because of her modest teaching salary. Has been to the website before because she was prompted by emails from DTE, but didn't browse around very much.

Douglas Gross

- Male
- 25 years old
- In a relationship
- Lives in a shared apartment with friends on UM's central campus
- Likes biking and listening to pop music. He is looking for a job and has been traveling a lot for interviews with various consulting and finance companies.
- He uses internet explorer but makes use of tabbed browsing. He can do most things quickly online if the website is designed well, but often gets confused with poorly designed websites. Tries not to surf the internet too much because offline things (networking, reading, discussions) are very important to him.
- He thinks that energy conservation is important, not high priority. Has been trying to replace older light bulbs and wants to insulate his windows with plastic but doesn't know how.
- He uses the site two to four times per year to check his bill and take a quick look at his MyEnergy Analyzer, but he doesn't own enough appliances for it to be very helpful. He has automatic deductions set up but checks online when he gets a statement in the mail, just to make sure everything is OK.



Appendix III - Interview notes

User interview 1

Age: 34 years old

Gender: Male

Occupation & Employer: Works in sales for a small business in Farmington Hills, MI

Location: Ann Arbor, MI

Marital Status: Married for 12 years.

Responsibilities: Sales, accounting, marketing etc...

Level of Computer Savvy: uses computer, internet daily for work and personal purposes, usually a pc. Has programming experience in Java and C++

When is the last time you went on the site? What was the purpose of your visit?

About six months ago.

I got an email about energy savings for the winter. It was about how to save energy.

This is usually the only reason I go to the site. Or to check usage.

What was the experience like?

I don't really remember, I think it was easy to use.

Is there anything about it that stood out to you?

...It was a really long time ago.

What are some other reasons you go to the site?

To check my usage and compare yearly statistics, of both gas and electric use.

What are the features on it that are most useful to you?

The comparisons. They have up to two or three years of data.

They let you compare how the unit price and your usage changed. From this year to last year.

If my bill increases for one month, I check to see why.

I also like to compare my usage to those in my neighborhood.

What features would you like to see added to it?

nothing

So you do track your usage, can you show me how?

(Forgot password, easy process to get new one, logs in)

(Goes to Billing/Payment on horizontal nav, then doesn't seem to know where to go)

They changed this site a bit...

(Goes to View Bill on left nav and find Annual Comparison link)

(explains how he can change from gas to electric and compare usage in terms of unit, price, etc...)

Usually, I print this out and compare the usage.

They also used to have a way to compare yourself to your neighborhood average usage somewhere here (pointing to Billing/Payment left nav bar)

Do you use the bill pay system? How was your experience with that?

Yes, its easy to set up.

I'm also signed up for paperless billing.

Are there other sites where you've setup automatic bill pay? How was that experience?

I've done it for my phone bill. It was easy to setup.

Are there any positive aspects or strengths of the DTE Energy site in your opinion?

I like the annual comparison a lot. That's a feature that's not available on other websites, like my phone company.

I really liked the neighborhood comparison feature too. So I could tell if everyone's bill went up, or if it was just my family.

Are there negative aspects, weaknesses? If so, what?

No.

Are there any changes you would like to see in the website? What changes?

Maybe they could send energy-saving coupons in the emails they send, instead of just tips.

Then people might be more likely to follow through on the tips.

How do you feel about energy conservation? Is it something that is important to you? Why?

I use window films to save energy every winter. I turn off the vents in rooms that I don't use often. I use auto programming on my thermostat. I use energy saving bulbs. I'll use any energy saving thing I can find.

(Why important?)

Saves money.

Have you visited the Saving Energy portion of the website? Why?

No

(Clicks on Save Energy and looks at "Tour the House", house opens)

What do I do here? (eventually figures it out)

Have you used MyEnergy Analyzer?

Yes, but not recently. (Clicks on it, puts in the info and get results)

Now what do I do with this?

Is there anything else you would like to add?

No

User interview 2

Age: 50

Gender: Female

Occupation & Employer: Runs a preschool

Location: Ann Arbor, MI

Marital Status: Married for 27 years.

Responsibilities: Principal/teacher in school

Level of Computer Savvy: uses Microsoft Office for lesson planning, administrative tasks at work. Email, web-browsing. Uses on a daily basis. (PC, Internet Explorer)

When is the last time you went on the site? What was the purpose of your visit?

A couple days ago. My dishwasher broke so I went to the site to visit the appliance saver and green cash back plan information

They have a new plumbing plan as well.

What was the experience like?

There website is pretty informative. Its very detailed, especially the appliance part.

Is there anything about it that stood out to you?

They explain things very well.

How often would you say you visit the site?

Maybe once a month.

What are some other reasons you go to the site?

I go to the appliance information part mostly.

What are the features on it that are most useful to you?

I like the energy saving plan. I got this email where it said that if I let them shutout my house, they'll give me a hefty discount on my bill.

I haven't done it yet, but it seems like a good deal. I went to the website to check that information out.

What features would you like to see added to it?

It would be nice to be able to pay online for business customers. Right now, business customers have to pay over the phone and they charge a 7 dollar fee to do that.

So you have two accounts? One for the school and one for home?

Yes

Other features?

It would be nice if the third-party company that does appliance repairs, could leave their feedback online.

So that DTE and I could look at the same information at the same time.

Do track your usage?

Yes, but not online. I track it on my paper bills that I get in the mail.

Do you use the bill pay system? How was your experience with that?

Yes, its easy to set up.

I'm also signed up for paperless billing.

Do you compare your usage to previous years? Where do you do that?

I do it on my paper bills. They give you your usage from the same month last year. So I compare those two.

Where do you usually use the website?

Usually at work, at the school.

Are there any positive aspects or strengths of the DTE Energy site in your opinion?

I like the protection plan and the start/stop service feature.

Are there negative aspects, weaknesses? If so, what?

Like I mentioned before, it would be nice to have business customers be able to pay online.

When you encounter a problem on the site, how do you usually solve it?

I haven't encountered problems.

the first time I used it, a long time ago, I was on the phone with the company, so they told me where to go.

How do you feel about energy conservation? Is it something that is important to you? Why?

Yes, its important. People waste so much energy. Like my neighbors, they have their a/c and heat blasting all the time, even if they aren't home.

Its important to save energy for future generations, to save the planet!

Have you visited the Saving Energy portion of the website? Why?

Yes, I know about these light bulbs (points to CFL light bulb link).

At Home Depot, they actually always have a DTE person standing in the light bulb aisle.

He'll stand their and convince you to buy the CFL bulbs.
I've visited the Lighting and Weatherization links in this part.
I think in the weatherization part, they tell you where you might be losing energy. Like in outlets, and outer walls etc... (looks for it on the site, but can't find it)

What do you think about the Save Energy part of the site?

I think its informative.

Have you used MyEnergy Analyzer?

(Goes to it.) I haven't used it before. I get similar information from my paper bill though. It gives tips about what you can do to save energy. I like that, its a nice featurer.

User interview 3

Age: 27

Gender: Male

Occupation & Employer: MBA student

Location: Ann Arbor, MI

Marital Status: Relationship

Level of Computer Savvy: uses IE, uses tabbed browsing, pretty quick online, has Palm smartphone

uses the site 2-4 times per year

When is the last time you went on the site? What was the purpose of your visit?

sept

bigger bill than usual wanted to see if it was a rate hike or change in usage
used the "Analyze My Bill" link to see his usage was higher

What was the experience like?

used the energyguide.com portion
plugging in "generic" appliances to get usage, want to input specific appliance brand data
hoping to narrow it down more
gives where can save the most

"relative to most utilities, this is a good website"
comcast bad, sprint's even worse

wanted daily cost curve

Is there anything about it that stood out to you?

How often would you say you visit the site?

What are some other reasons you go to the site?

What are the features on it that are most useful to you?

What features would you like to see added to it?

smart electric meter

"more information"

only uses site for getting usage and rate, estimated breakdowns

Do track your usage?

sometimes

Do you use the bill pay system? How was your experience with that?

has automatic deduction set up

Do you compare your usage to previous years? Where do you do that?

Where do you usually use the website?

from home, or from laptop, not from phone (Palm)

Are there any positive aspects or strengths of the DTE Energy site in your opinion?

Are there negative aspects, weaknesses? If so, what?

When you encounter a problem on the site, how do you usually solve it?

contact us and then email is how he would solve it

How do you feel about energy conservation? Is it something that is important to you? Why?

important, not high priority, have CFL light bulbs

Have you visited the Saving Energy portion of the website? Why?

no

didn't even really notice it

What do you think about the Save Energy part of the site?

Have you used MyEnergy Analyzer?

uses "Analyze My Bill" link on the left side a lot
didn't notice that he wasn't on the DTE energy site any more

did learn some things online, learned tips on from energyguide.com in the "Find ways to save" and "Improve my home" tabs

[User interview 4 \(e-mail interview\)](#)

Age: 25

Gender: Male

Occupation & employer: Interactive Developer

Location: Ann Arbor, MI

Level of computer savvy: CS major

How often do you use the site?

Once a month, when my calendar alarm goes off to pay my bill.

When is the last time you went on the site? What was the purpose of your visit?

Last week, to pay my bills (gas and electricity, for some reason they're separate).

What was the experience like?

Quick and painless. I know my way in and out for my task pretty well and I've found that the shorter I can make it the happier I am.

Is there anything about it that stood out to you?

Not anything about this particular visit, no.

How often would you say you visit the site?

Once or twice a month. Once for sure to pay my bills and maybe once more to see if the amount due has been posted yet.

What are some other reasons you go to the site?

It's really just those two, checking the current bill and paying bills.

What are the features on it that are most useful to you?

They make it easy to see my accounts and their balance right away. That's the only thing I really care to find out about on the site and it's right there. Comcast could learn a lot from this.

What features would you like to see added to it?

Ideally they'd make it so that I could monitor my energy usage but I have no idea if my apartment's meter makes that possible (I highly doubt it).

Do track your electricity usage?

Not at all but I'd love to. If I could sign up for those digital Google meter readers I'd do it in a second. I don't even care if it'd cost me a bit extra, I'd love to know those details so I could figure out myself how to lower my bill (though any tips they could offer would be awesome).

Do you use the bill pay system? How was your experience with that?

Quick and painless which is what I like. I trust them just enough to store my credit card number so I can just go in, choose both of my accounts, click "Make a payment" and be all done in about 2 minutes.

Do you compare your usage to previous years? Where do you do that?

Nope, but I haven't been in any one residence for more than a year since 2005 and that place was a heat sieve. Honestly, one month in one winter that 9 person house had a \$900 bill for that one month.

Where do you usually use the website?

At home on my laptop.

Are there any positive aspects or strengths of the DTE Energy site in your opinion?

It doesn't use Flash loading animations like, oh, Comcast does. It's quick, it seems reliable and it lets me do the only task I care about without much pain.

Are there negative aspects, weaknesses? If so, what?

I feel like they probably offer other things on their site I'd find interesting but I honestly don't know if they exist or I just wish they existed. Whether they do or not, they could do a better job explaining what their site does.

When you encounter a problem on the site, how do you usually (or would you) solve it?

Punch it harder? Honestly, beyond the initial setup it's worked just fine for me.

How do you feel about energy conservation? Is it something that is important to you? Why?

Absolutely it is. I track my gas mileage on every fill-up and I'd love to do the same for my household energy usage. I try to keep my place just on the cold side during the winter and I'm careful to turn off lights when I leave the room, but beyond that I don't know how to find out more about my energy usage.

Have you visited the "Saving Energy" portion of the website? Why?

No, but I did just now and it seems to me that it doesn't apply to me because I rent an apartment. I'm not in charge of buying appliances, I can't replace my windows, I already use CFL bulbs, and the analyzer tool seemed like it required a lot of setup to use without a clear benefit so I passed on it.

What do you think about the "Save Energy" part of the site?

Mostly the above. I'm not in charge of most of these aspects of my apartment (water heater, appliances, weatherization, etc) so I don't see how I can use this info today. I wish this were otherwise, but I don't trust my rental company Arch to turn even a deaf ear to these things so it seems futile for now. I do keep this info in the back of my head though because I know that one day I will need it.

Have you used the "MyEnergy Analyzer"?

Nope, and that's because I didn't know it existed until today BUT, after checking it out briefly it seems like it requires more setup than I'm willing to give it since I'm not sure what benefit it will actually give me.

Stakeholder interview

What do they already know?

re: Demographics using the system

Marketing Group has this info (we asked if he could send it to us).

General Trend: The higher the income, the more likely it is that the customer uses the website.

Used Foresee Results to do some surveying last year- 60% of the users surveyed were women.

System Strengths

Site was redesigned last year, released in June. The general opinion from customers is that it looks good.

System Faults

What are the burning questions?

The site should allow the customer to answer the question "How do I cut down on my usage?" in the best and easiest way possible. Customer should be happy with the experience.

We want to know how helpful the MyEnergy Analyzer tools are.

Particularly, which tools and features are most helpful to customers. We might want to build those features into the DTE Energy site.

What features in tools such as Google PowerMeter, are customers looking for?

A meter tool is in the works for DTE.

What kind of feedback will they be able to use?

Feedback in any form is useful.

Identify the gaps and overlaps in usage analysis for customers.

Interested in visualizations for the smart meter tools in order to change user long term behavior.

Why, in particular, do you want to analyze this section of the site?

The new site was launched in June. It used data from focus groups, card sorting exercises etc...to design the navigation. Start/stop Services and Transaction processes were looked at as well.

We want you to focus on usage analysis because there are grants coming in soon (end of 1st quarter) for things along the lines of saving energy that could be applied to usage analysis.

What does DTE have to gain from it?

DTE promotes saving energy for a couple reasons

State regulations asking them to lower demand. If they lower demand, they are allowed to increase the rate.

Energy usage will likely increase over time as the use of electronics increases. In order to cope with this increase, while not increasing production, energy has to be saved in other places.

State issued grants