

Consumers Energy

Heuristic Evaluation Report

SI 622 Section 2

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Executive Summary

This report presents the findings of a heuristic evaluation of the Consumers Energy website based on Nielsen's usability heuristics (1994). First, each group member evaluated the site via the heuristic metrics individually, rating heuristic violations by severity. Second, the group discussed these findings and compiled the main findings from the results. The findings and recommendations are as follows:

Key Findings

1. Links and page names are not consistent, which makes users feel confused when navigating from page to page.
2. There are visibility problems with important and frequently used information, which makes it difficult for users to find information quickly.
3. Only a few error detection and prevention measures are applied to the forms.
4. Many of the symbols on the site do not map to users expectations of meaning.
5. There are a lack of cues to indicate a user's navigation history and login status.

Recommendations

1. Make the links and page names consistent without duplicated information.
2. Use relevant images, buttons, and icons for important and frequently used links.
3. Redesign forms and implement constraints on the inputs as needed.
4. Employ commonly used symbols or text that users recognize to indicate options and follow standard conventions in the labeling of maps.
5. Provide "breadcrumbs" to show the user where they have been and display a static message that the user is logged in on every screen.

Introduction

Consumers Energy is the primary public utility company in western and northern Michigan, providing energy to more than 6 million of Michigan's nearly 10 million residents (Census, 2010). The Consumers Energy website (www.consumersenergy.com) is the main electronic resource for customers, offering a centralized location for company information, educational resources, bill payment, and power outage reporting. In addition to providing these services, the Consumers Energy website is a critical brand touch point for the company.

Customer complaints related to the website have increased in recent years, with customers voicing discontent over difficult and non-responsive transactions. In response, Consumers Energy has launched a complete website redesign, which began in January 2014 and will continue for approximately 18-24 months (Customer Experience Design, 2013). The first goal for this redesign is to make sure the website is responsive for all devices. Second, Consumers Energy wants to create relevant and meaningful content, guided by personas, user scenarios, and site analytics. Third, the website redesign seeks to keep customers coming back with a memorable and enjoyable experience. Finally, Consumers Energy wants its website to increase the operational efficiencies of the overall organization.

In this report, we conducted a heuristic evaluation to examine how the Consumers Energy site aligns with usability best practices. A heuristic evaluation is a technique for evaluating usability without users via a set of metrics. This evaluation allows us to gather an overview of the site's usability issues before conducting usability testing with users. By discovering serious usability problems and success areas, this study helps pinpoint areas of the Consumers Energy that need attention in the future website redesign.

Our research questions for this analysis are:

1. In what ways does the Consumers Energy site succeed in meeting usability standards?
2. What features of the current Consumers Energy website should be maintained and which should be removed or improved based on usability best practices?
3. How can best practices defined by Nielsen's usability heuristics be incorporated into a redesigned Consumers Energy website?

Methods

Our team held a pre-evaluation coordination meeting to discuss key scenarios and tasks to evaluate the website. Based on our domain knowledge of the website, each person contributed what they thought was important. We also examined our personas and scenarios from our previous report, *Interviews, Personas and Scenarios*, to inform our areas of focus. We choose to focus on evaluating five key areas: looking up education materials, reporting an outage, updating personal information, looking at information on how to contact Consumers Energy, and viewing payment history.

Nielsen's heuristics are a set of ten general usability principles. Their purpose is to identify issues in a tool that do not align with these usability principles and provide recommendations for future improvement. We discussed the interpretation of Nielsen's usability heuristics and went through a few examples together to make sure everyone had a shared understanding of what each heuristic meant.

Each evaluator independently performed an evaluation based on Nielsen's heuristics. Each evaluator went through the website in multiple iterations, focusing on three to four of the ten heuristics in each round. Evaluators recorded their findings and recommendations on a rubric we created during our pre-evaluation coordination meeting. Each finding was assigned a severity rating from 1 (cosmetic problem only) to 3 (major usability problem). Nielsen suggests three to five evaluators; we had five.

After the individual evaluations, our team held a debriefing session to aggregate our findings, assigning severity ratings for each. We brainstormed solutions and came to a consensus about our top recommendations.

Findings and Recommendations

Summary Results

Based on our heuristics evaluations, we found that the Consumers Energy website had problems with consistency in page names and links. Also, important information, links and system statuses are not salient on the page. The website uses some icons to help people interact with the system; however, users feel that these icons are confusing in meaning. Although the forms on the website are designed with some error prevention methods, they fail to work sometimes or pop up too late. Based on our findings, we recommend Consumers Energy make important information, links and system status more visible, improve its error detection measures in the forms, use icons more carefully and make links and names consistent across pages.

Key Findings

- **Finding #1: Links and page names are not consistent, which makes users feel confused when navigating from page to page.**
- ◆ **Severity Rating: 3/5**
- ◆ **Heuristic violations: #4 Consistency and Standards**

Evidence:

1. Similar names are used for different pages.

Example:

There are three “homes” on the website: the homepage, “Your Home” and “eServices Home”. Although the names are very similar, the linked pages are totally different. The users may take Your Home as the homepage and not able to find the homepage information they’re looking for.

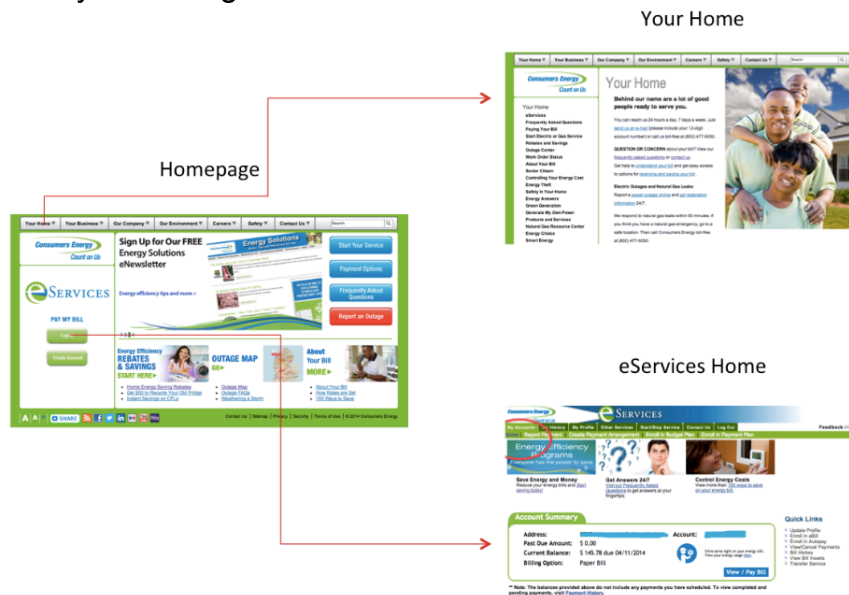


Figure 1.1 Three “Homes” on the Website

2. Similar names are used for different links.

Example:

There are two quick links to view history information on eServices Home: the Payment History and the Bill History. When the users click on Payment History, they will be taken to the My Payments page rather than a page named Payment history; when they click on Bill History, the My Paid Bills page loads. Links and page names are not consistent. People may expect the same thing for Payment History and Bill History because the names are very similar and do not reveal the difference in content clearly.

Payment History → My Payments

The image shows three screenshots of the eServices Home interface. The top screenshot is the 'My Payments' page, which displays a table of payment history. The middle screenshot is the 'eServices Home' dashboard, with red circles highlighting the 'My Payments' and 'My Paid Bills' links in the navigation menu. The bottom screenshot is the 'My Paid Bills' page, which displays a table of bill history. Red arrows indicate the flow from the dashboard links to their respective pages.

Bill History → My Paid Bills

Figure 1.2 Payment History and Bill History

3. Links to the same pages have different names.

Example:

The names of the links on the drop-down menu are sometimes different from the side menu, even though they are linked to the same page. For example, the “Renewable Energy History” link on the drop-down menu will take the users to the same page as the link named “Renewable Energy” on the side menu, but the names are not exactly the same.

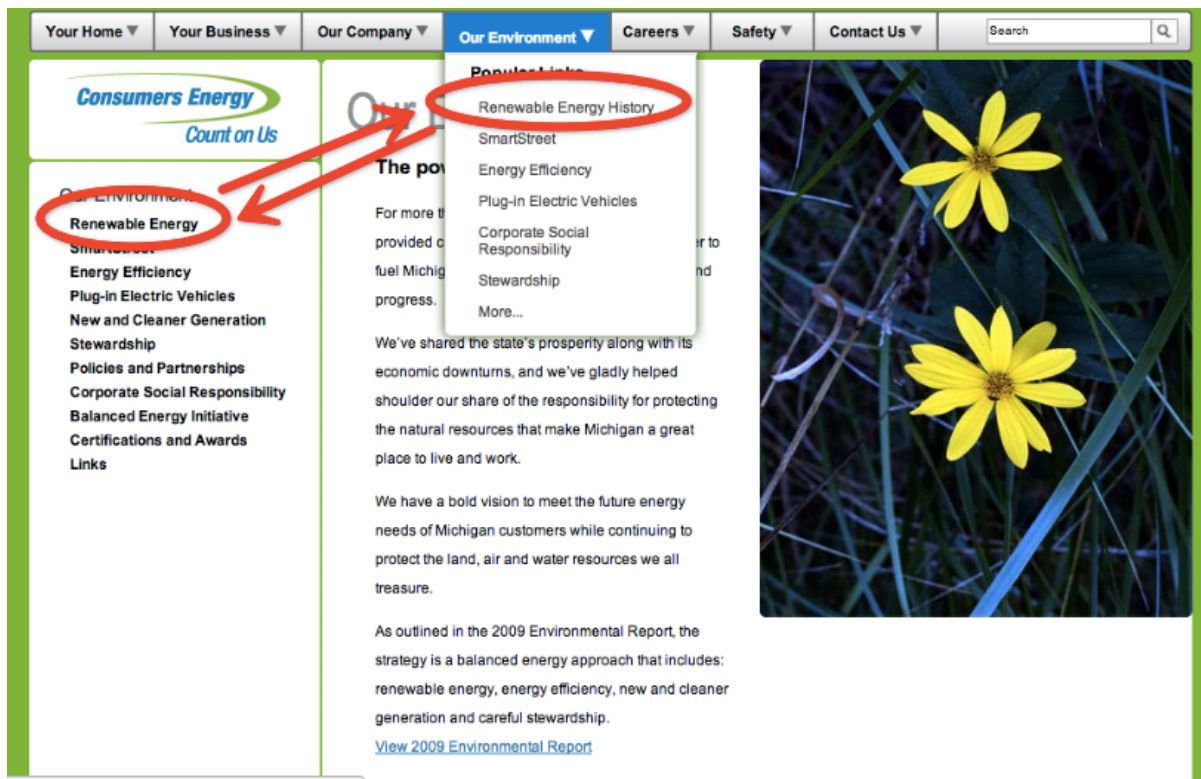


Figure 1.3 Renewable Energy History and Renewable Energy

Recommendation: Make the links and page names consistent so that the users will not be confused about where they are.

Consumers Energy should also avoid using similar names for different pages. Once the links and page names are consistent, we recommend Consumers Energy remove the duplicated information to keep the interface simple and clean.

- **Finding #2: There are visibility problems with important and frequently used information, which makes it difficult for the users to find this information quickly.**
- ◆ **Severity Rating: 3/5**
- ◆ **Heuristic violations: Heuristic #1 Visibility of System Status, #7 Flexibility and Efficiency of Use, #8 Aesthetic and Minimalist Design**

Evidence:

1. Important and frequently used information is difficult to find because it is buried within the text.

Example:

The frequently asked questions link is buried in paragraph text. Because there is no strong contrast between important information and the rest of the paragraph, the users may miss information and find it difficult to navigate to what they are looking for.

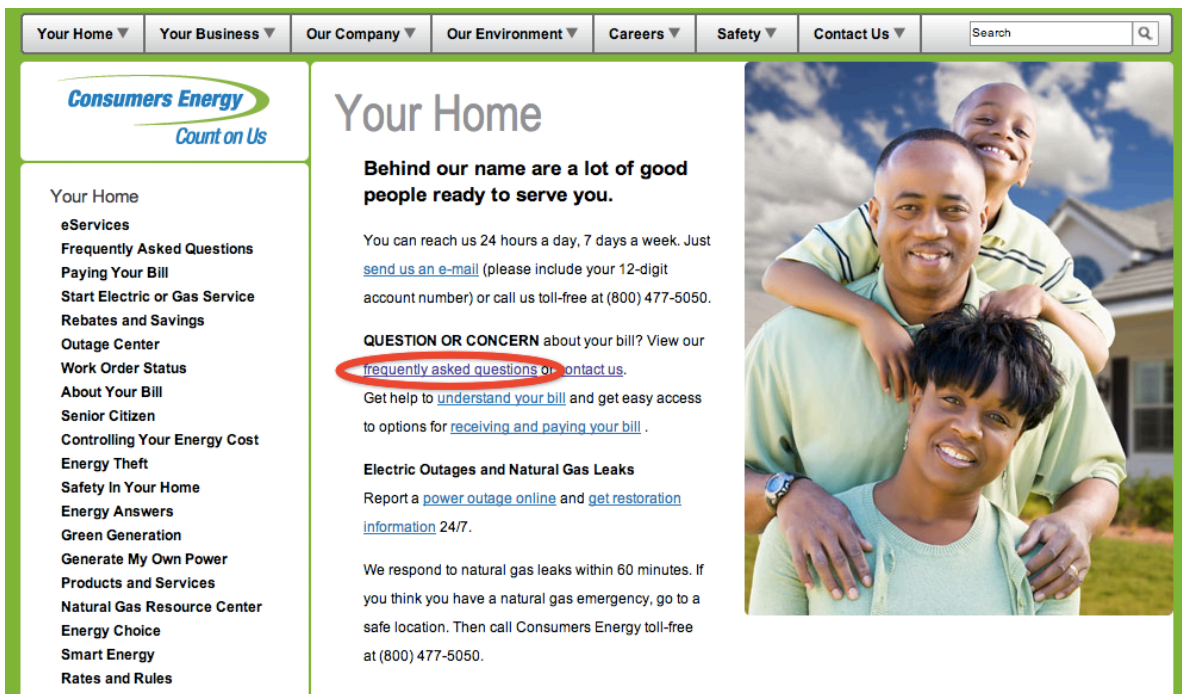


Figure 2.1 Frequently asked questions link is buried in text.

- Important and frequently used information is difficult to find because it is not in a salient position.

Example:

The eServices system login section is in the bottom left corner of the page. It is not visible unless the users scroll down to the very bottom of the page. The users may not be able to login if they do not notice that there is more information at the bottom or do not pay attention to the information in the corner.



Figure 2.2 eServices login is at the left bottom corner of the page.

Recommendation: Make important information and links more salient on the page to catch users' attention as soon as the page is loaded.

In order to make it easier for users to understand what they can do and what information they can get from the page, we recommend that Consumers Energy makes important information and links more salient on the webpage. For example, rather than adding underlines to the links, the website should make these important links appear as buttons, especially when the page is very text-heavy. UMSI's Career iTrack system makes the "apply" links buttons so that when the page is loaded, users quickly know that they can apply for the companies on the page, even though the page is text-heavy.

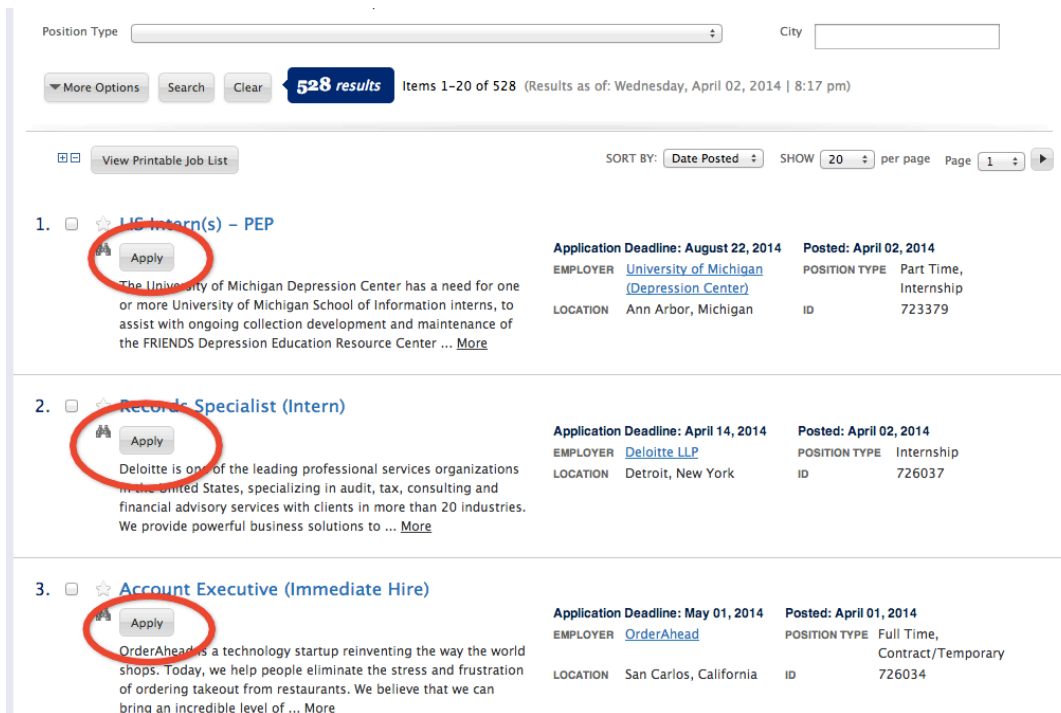


Figure 2.3: Rather than using underlines, UMSI Career iTrack system makes the "apply" links into buttons to distinguish item from other text.

Moreover, the website should also make important links in more salient places. For example, rather than placing the login section in the left bottom corner, the Consumers Energy website can follow Chase website or Discover Card website's examples and put it in the center or at the top of page, since online bill payment is one of the most important functions of the website (see below).

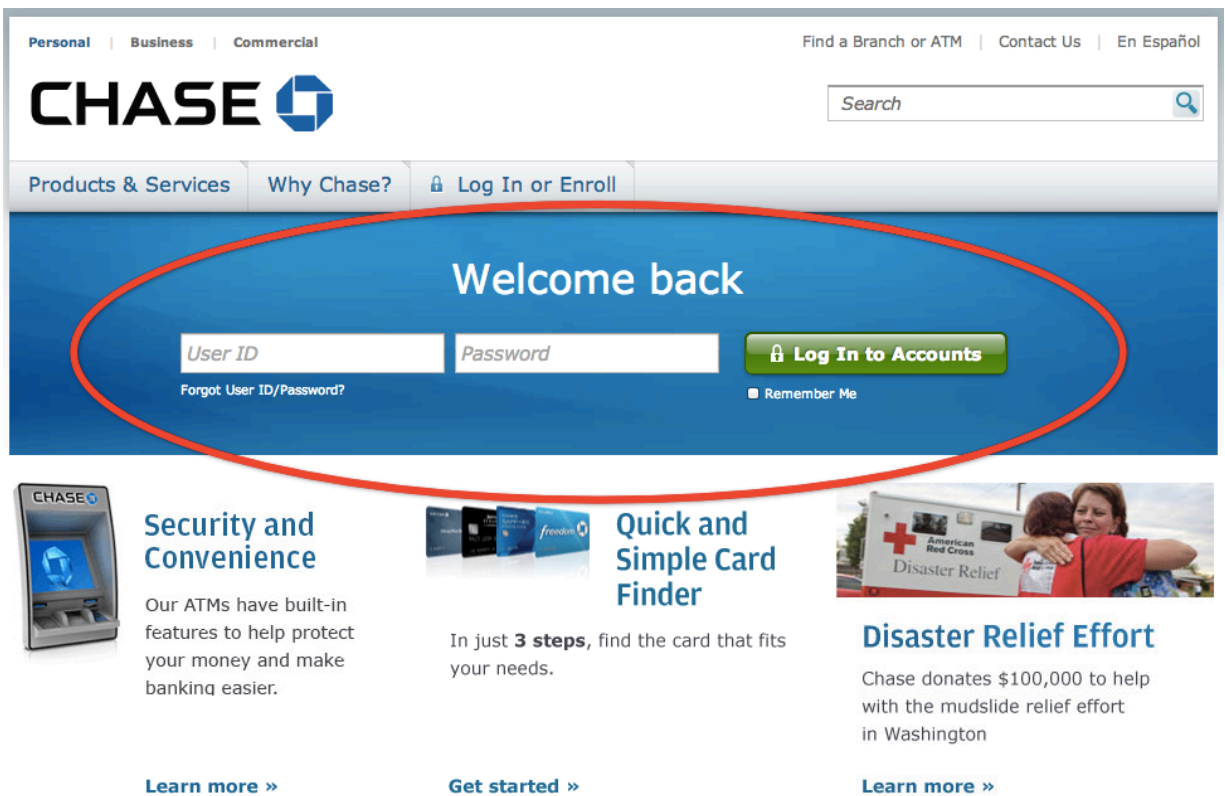


Figure 2.4: The login section of Chase.com is in the center of the page. Users know that they can login on this page immediately when they open the page.

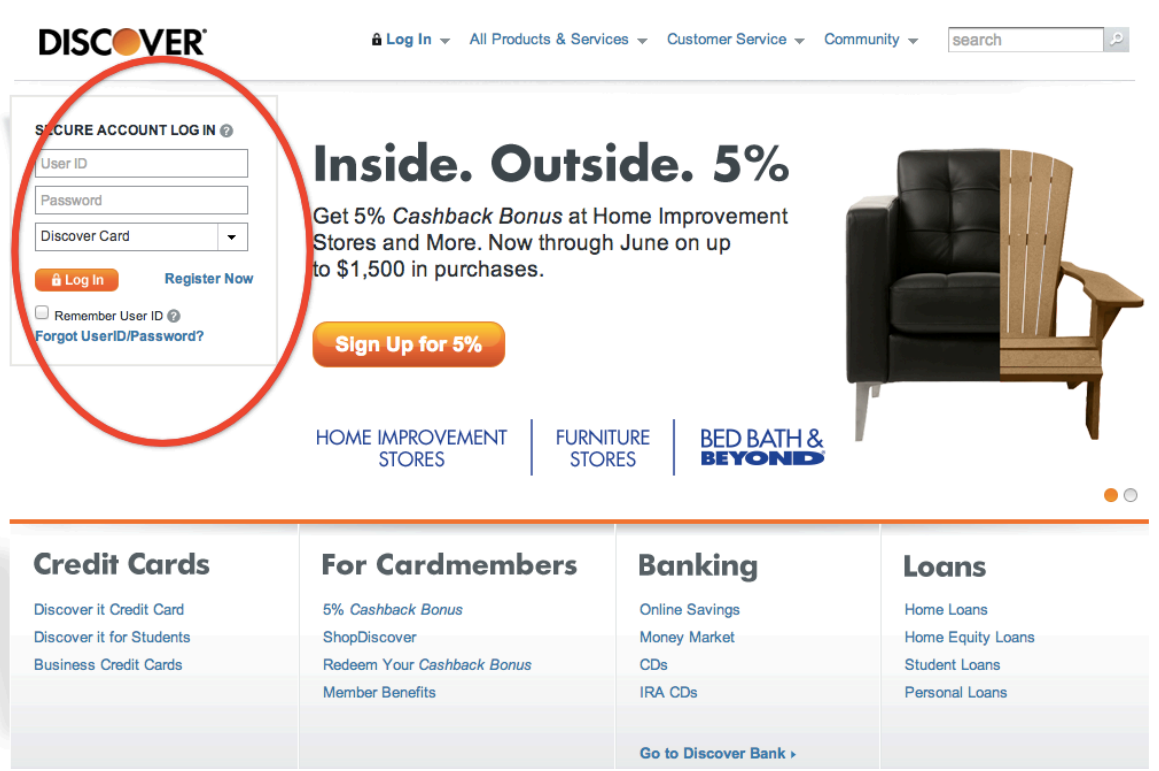


Figure 2.5: The login section of Discovercard is at the top left of the page. Users know that they can login on this page immediately when they open the page.

- **Finding #3: Only a few error detection and prevention measures are applied to the forms.**
- ◆ **Severity Rating: 2/5**
- ◆ **Heuristics: #5 Error Prevention, #9 Help Users Recognize, Diagnose and Recover from Errors.**

Evidence:

1. Some input errors on the forms are not prevented in the first place.

Example:

The form doesn't have any instruction about whether the telephone number should be entered as "123-345-7890" or "1234567890." What's more, the system accepts letters in the text box and users are only notified of their error after hitting the submit button.

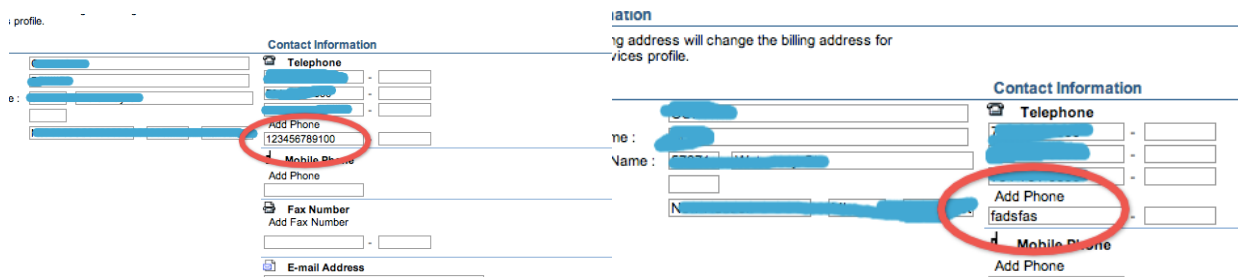


Figure 3.1 Errors in telephone numbers are not prevented in the first place.

2. When multiple errors occur, the error message indicates only one error at a time.

Example:

When invalid values of month, date and year are entered, the system only reminds the users of the error in the month when they hit the submit button. The user may only fix one error at a time, which makes the correction process inefficient, frustrating and slow.

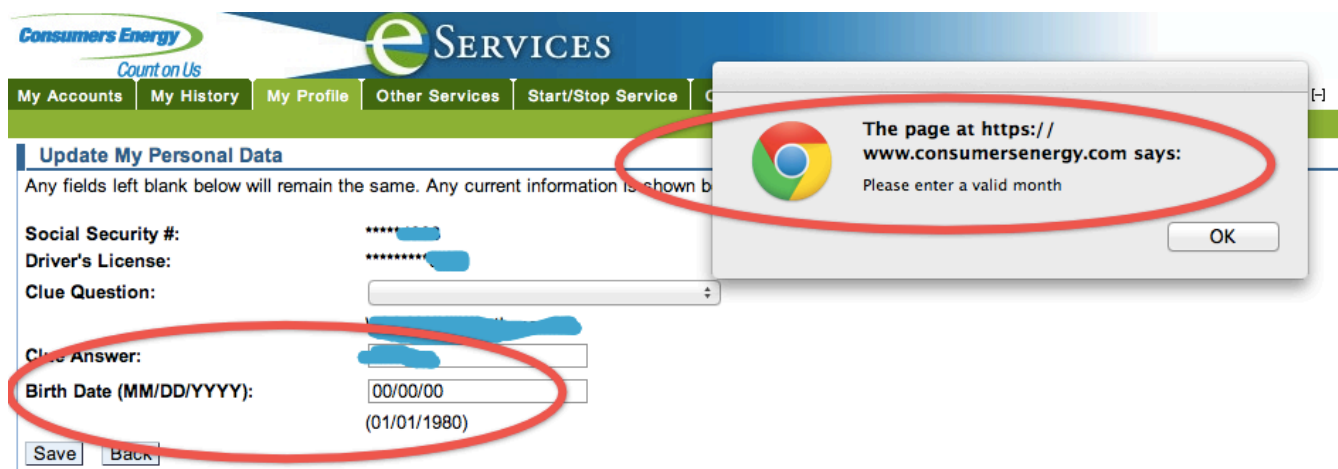


Figure 3.2 When invalid values are entered in month, date and year at the same time, the system only reminds the users of one error at a time.

Recommendation: To prevent the errors in the first place, redesign the forms and implement constraints on the inputs as needed.

Many websites allow the input values to be checked immediately line by line when the users enter the information in the registration process. Consumers Energy can apply this model to their forms so that users can be aware of the errors immediately and fix them more efficiently. For example, when new users want to sign up on Facebook, the system checks the input line by line and pops out alert when error happens before the users submitting the forms. Consumers Energy can do this as well.

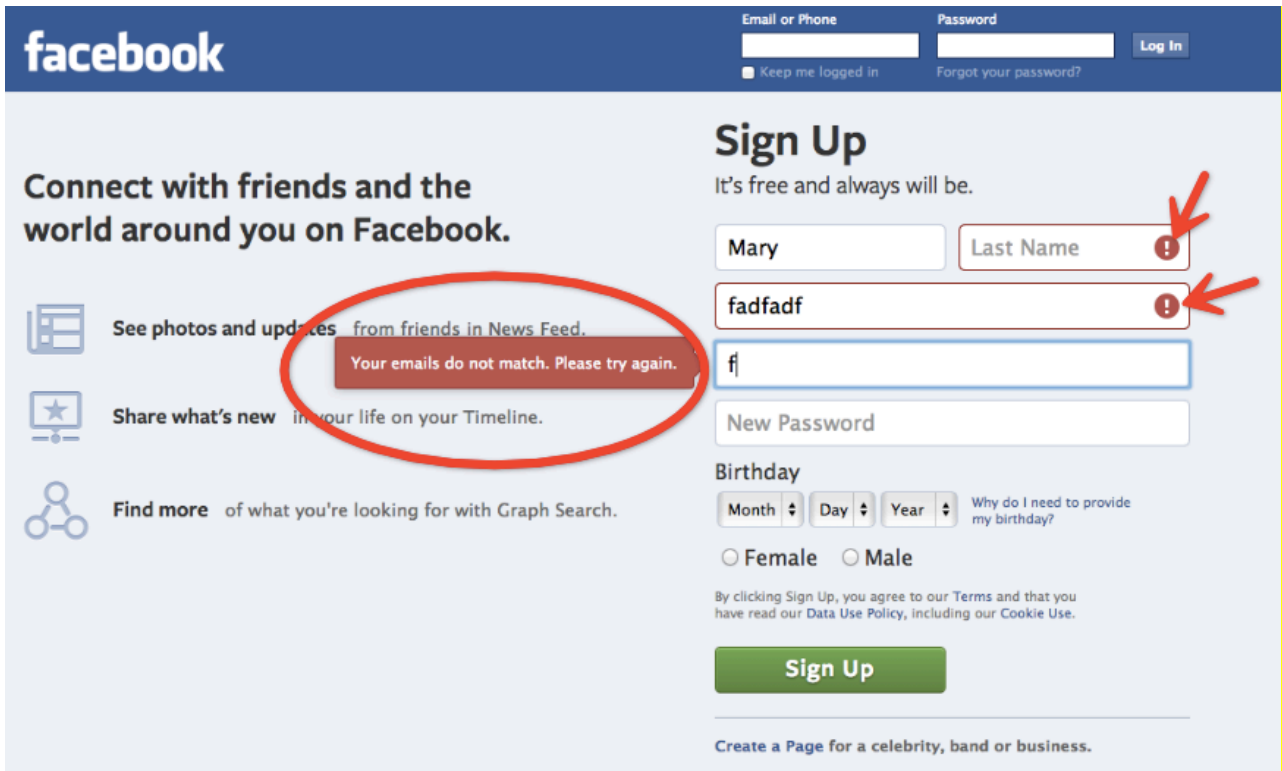


Figure 3.3 Facebook checks users' input line by line and pops out alerts when error happens.

Moreover, rather than simply giving users examples of input, Consumers Energy should implement constraints to the forms as needed. For example, Facebook designed dropdown list for Birthday Month, Day and Year respectively so that users are not likely to have invalid input in the birthday fields.



Figure 3.4: Facebook uses dropdown menus to prevent invalid birthday information from entering.

- **Finding #4: Many of the symbols on the site do not map onto users expectations of meaning.**

- ◆ **Severity Rating: 2/5**

- ◆ **Heuristic violations: #2 Match Between the System and the Real World, #4 Consistency and Standards, and #6 Recognition and Recall**

Evidence:

1. Symbols used on the website do not map onto user expectations.

Example:

When users are viewing their payment history, the symbols used do not map onto logical expectations of meaning. An exclamation point indicates a payment in process that cannot be canceled while a red “X” symbols indicate pending payments (see screenshot below).

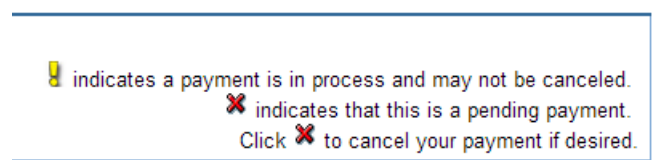


Figure 4.1 Screenshot of legend in payment history section.

This is inconsistent with Nielsen’s heuristic requirement that the system map naturally onto the words, phrases and concepts used in the real world. While users will likely recognize an exclamation point as an indication of emphasis, the user will not know what the exclamation point refers to until referencing the legend. Likewise, a red “X” will likely be noted as something that is problematic, but the user will not know what the issue is without reading the legend. If symbols are used, they should aid the user in understanding function and create mental shortcuts that allow them to quickly recognize information on the screen. However, these symbols require the user to exercise their recall to remember functions, which have no relation to the symbol’s appearance. In addition, the symbols used by Consumers Energy are not consistent with other symbols used on computers to indicate pending actions.

2. Map legends differ from those used in the real world.

Example:

Heuristic testers noted another example of symbols failing to map onto user expectations of the real world on the power outage map. In general, the map is user-friendly and intuitive, with colors to indicate the number of customers affected by a power outage. However, the map also indicates areas that are not covered by Consumers Energy service by cross-shading (see below). This was confusing for our heuristic testers, which expected the map to be shaded by the subject indicated in its title, in this case “power outages.” Shading something that is not indicated in the title of a map will likely contradict user expectations of other maps used in the past.

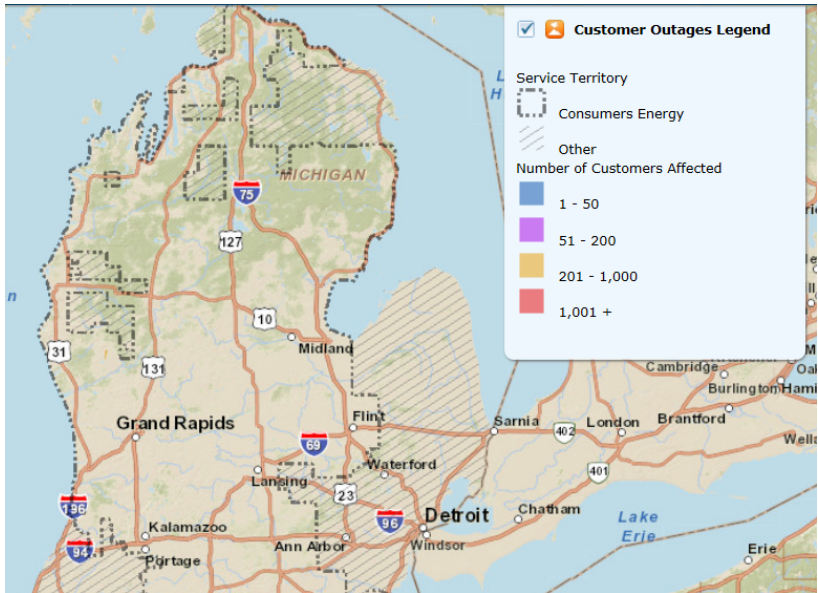


Figure 4.2 Confusing labeling on a power outage map.

Recommendation: Employ commonly used symbols or text that users recognize to indicate options and follow standard conventions in the labeling of maps.

In order to overcome potential confusion from the symbols used in the billing section of Consumers Energy, the website should utilize text hyperlinks that state in plain language transactions which can be canceled (see below).

Pending Payments

| Payment Posting Date | Amount | Payment Method | Account / Nickname | Payment Confirmation # | |
|----------------------|---------|----------------|--------------------|------------------------|---|
| April 7, 2014 | \$96.47 | Online | [REDACTED] | [REDACTED] | Edit Cancel |

Please note: Payments made online or by phone must be edited or canceled by 5:00 p.m. Eastern Time on the payment posting date for changes to take effect.

Figure 4.3 Screenshot of the Discover Card billing transactions section in which users can easily see transactions that can be altered through hyperlinks on the right.

Transactions that can be canceled would appear in the standard hyperlink blue, while those that cannot would appear in light grey. This coloring for hyperlinks is standard across websites, so that users will know if they can edit a transaction based on the hyperlink color. In addition, conveying the ability to edit and change a payment through a plain language hyperlink is standard across banking and shopping websites.

If the website decides to use symbols, the symbols should be simple and either map onto symbols from the real world, or symbols they are used to from their online experiences. For example, a symbol to stop an online payment might employ a small, red stop sign. This maps easily onto the user’s real-world expectation that a stop sign indicates the halting of an action. Another example is an “i” letter placed within a circle, which has become a commonly used web symbol used to indicate additional information or help.

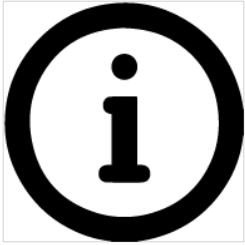


Figure 4.4 An “information symbol” is an example of a commonly used web symbol that meets user expectations.

For maps on the website, we recommend that Consumers Energy utilize standard mapping conventions and only shade elements which closely relate to the subject of the maps title. In the case of a “Power Outage Map,” areas to which Consumers Energy does not provide service should not be shaded as a default when the visitors open the map.

- **Finding #5: There is a lack of cues to indicate the user’s navigation history and login status.**
- ◆ **Severity Rating: 2/5**
- ◆ **Heuristic violations: #1 Visibility of System Status, #4 Consistency and Standards, #6 Recognition Rather than Recall**

Evidence:

1. There are no digital “breadcrumbs” to show users where they have been.

Example:

As we clicked through pages and drilled down deeper into the site, it was often difficult to tell how we had gotten to a particular section. This is because there was often no indication on the sidebar to show the hierarchy of pages we had clicked through to arrive at the present page. This violates Nielsen’s heuristic requiring visibility of a system’s status, and hinders users who want the ability to quickly click back to previous pages through a logical page hierarchy. Page link hierarchies are a standard practice in many websites with complex content, and users may expect the ability to quickly retrace their steps. The visualization of previous pages that users have been to in a hierarchy is commonly called leaving digital “breadcrumbs” for the user. Without this hierarchy, users are forced to remember the sequence of steps they took to get to certain pages, rather than simply recognizing the page from a listing.

2. It is difficult for users to tell whether they are logged in to a transactional portion of the website.

Example:

We found that there is no indication to tell users whether they are logged on or not. It is a common practice on many websites to have a status in the upper right corner that either tells the user that they are logged in or gives them the option to log in. Lacking this, the Consumers Energy website violates Nielsen’s heuristic rule of consistency and standards and visibility of system status. Without knowledge of whether they are logged in or not, many

users may be confused as to whether the website simply lacks some of the transactional options they are looking for, such as bill-pay and billing history, or if they need to log in to access these features.

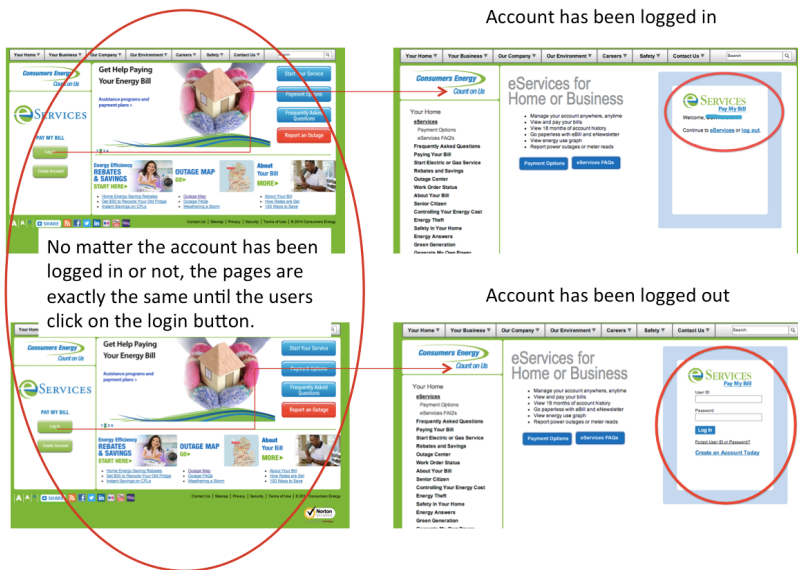


Figure 5.1 The users are not able to see their status outside the eServices system unless they hit the login button in the login section.

Recommendation: Provide ‘breadcrumbs’ to show the user where they have been and display a static message that the user is logged in on every screen.

In order to help users see where they have been and quickly navigate back as they drill down into the site, it would be useful to have a hierarchical listing of the pages the user has been to. This would aid users in efficiency backtracking on the site and reduce the amount of information they need to remember to get to previous pages.

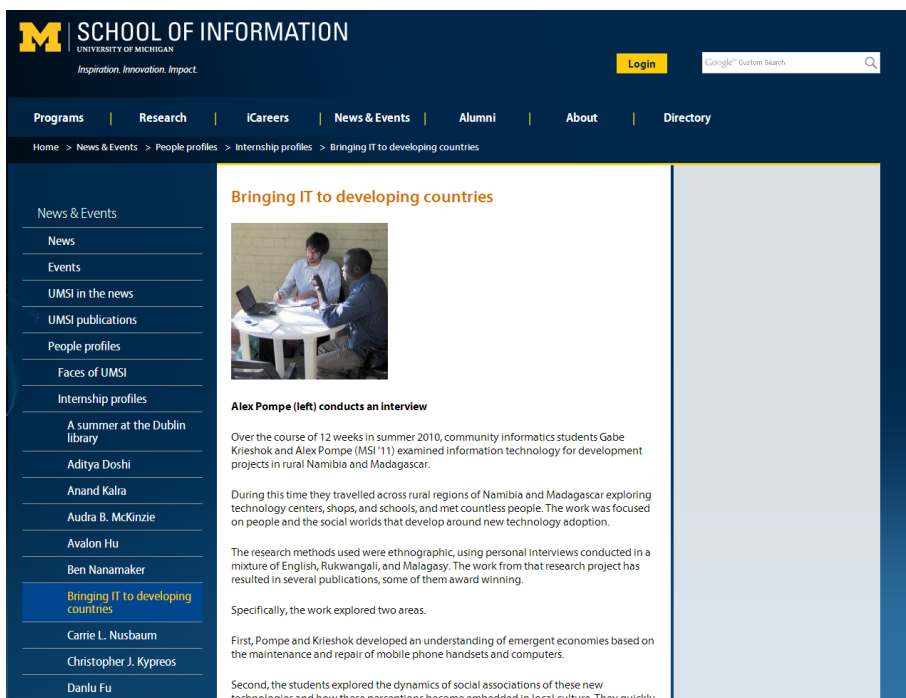


Figure 5.2 The University of Michigan School of Information “IT in developing countries” page. The user is easily able to backtrack by seeing that the page is nested under “Internship profiles,” which is under “People profiles” by looking at the indented hierarchal list.

In order to show users that they are logged in, the website could indicate this with a message at the top of each screen. This would allow users to easily tell when they are logged into the site and able to access all of its transactional components.

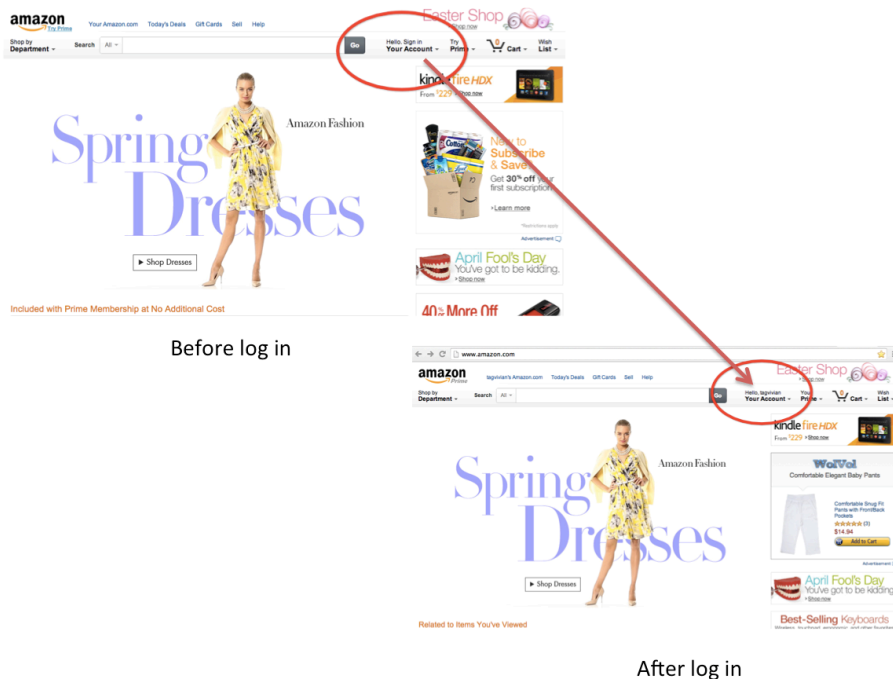


Figure 5.3 Amazon.com shows the user's name on the top right section of the navigation bar on every page when the user is logged in.

Discussion

Because our group has had several passes through the Consumers Energy site already, we may be biased as evaluators to particular problems. Therefore, our findings and recommendations may lean toward issues that are particularly salient to us, rather than representing a balanced view of the site. Having new evaluators review the site with the usability heuristics would have helped alleviate this problem.

We used a scale of 1-3, with 3 being a major usability problem. Nielsen recommends that we use a scale of 1-4, with 4 being a "usability catastrophe." On the advice of our instructor, we limited the scale to 3. This coincided with our own assessment that nothing on our website warranted a "usability catastrophe" rating.

Nielsen also recommends that no one user should be trusted to provide the unified severity rating. As such, he provided the Spearman-Brown formula for estimating the reliability of combined judgments from several evaluators. Our team did not use measures for determining reliability. Instead our group discussed and came to consensus on severity ratings.

Conclusion

From the heuristic evaluation, we addressed five main findings after consolidating individual analysis. These were:

1. Links and page names are not consistent, which makes users feel confused when navigating from page to page.
2. There are visibility problems with important and frequently used information, which make it difficult for the users to find this information quickly.
3. Only a few error detection and prevention measures are applied to the forms.
4. Many of the symbols on the site do not map onto users expectations of meaning.
5. There is a lack of cues to indicate to user's navigation history and login status.

Based on these findings, we recommended that Consumer Energy improve webpage consistency, links visibility, and "breadcrumbs" showing users where they have been, matching between the system and the real world expectations, and visibility of system status for an improved user experience. In our future usability tests, we will utilize findings from our heuristic evaluation to develop usability questionnaires and task design.

References

- Jakob Nielsen. Heuristic Evaluation. In J. Nielsen and R. L. Mack, eds. Usability Inspection Methods. John Wiley & Sons, New York, New York. 1994.
- U.S. Census Bureau. (2010). State & County QuickFacts: Michigan. Retrieved from <http://quickfacts.census.gov/qfd/states/26000.html>

Appendices

A. Jacob Nielsen's Usability Heuristics (1994)

| No. | Heuristic Name | Description |
|-----|---|--|
| 1 | Visibility of system status | The system should always keep users informed about what is going on, through appropriate feedback within reasonable time. |
| 2 | Match between system and the real world | The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order. |
| 3 | User control and freedom | Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through extended dialogue. Support undo and redo. |
| 4 | Consistency and standards | Users should not have to wonder whether different words, situations, or actions mean the same thing Follow platform convention. |
| 5 | Error prevention | Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place. |
| 6 | Recognition rather than recall | Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate. |
| 7 | Flexibility and efficiency of use | Accelerators-unseen by the novice user-may often speed up the interaction for the expert user to such an extent that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions. |
| 8 | Aesthetic and minimalist design | Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility. |
| 9 | Help users recognize, and recover from errors | Help users recognize, diagnose, and recover from errors: errors messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution. |
| 10 | Help and documentation | Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large. |

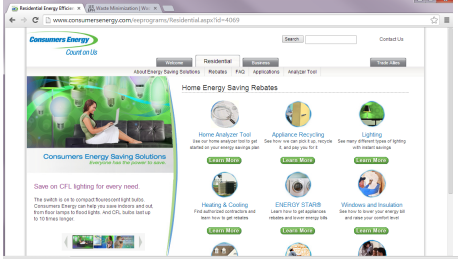
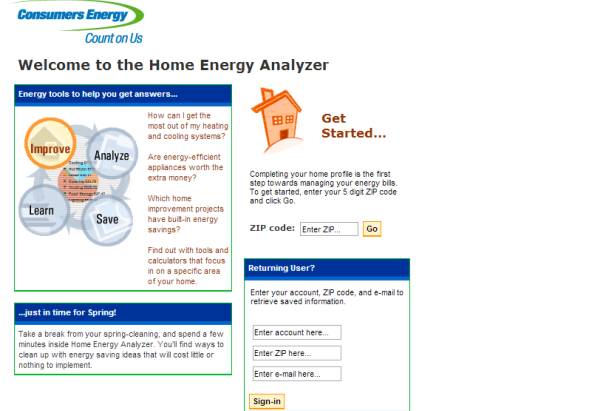
B. Severity Rating Scale


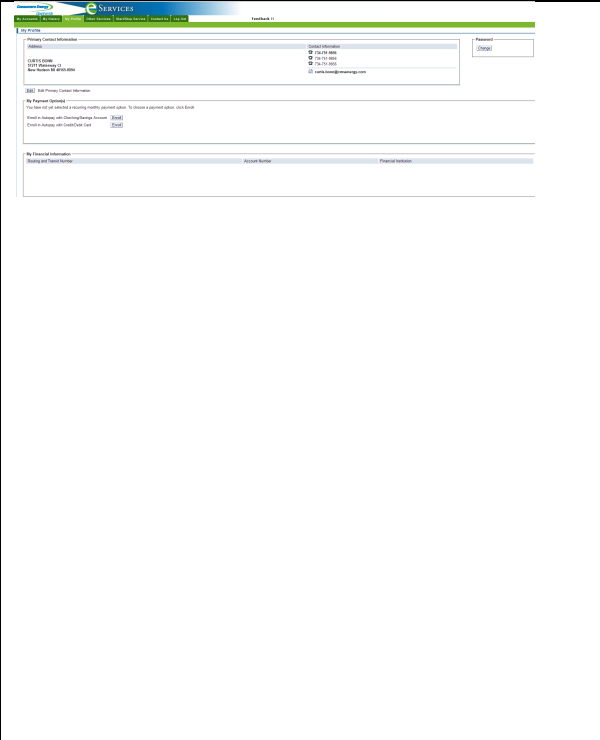
There are the severity scores and explanations used to determine the severity of the usability issue discovered in evaluation

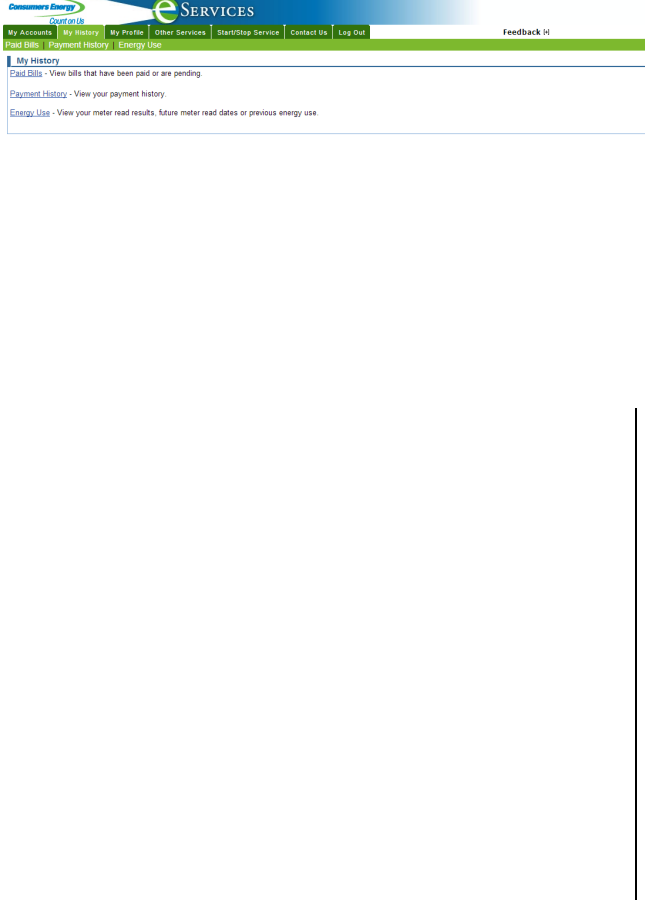
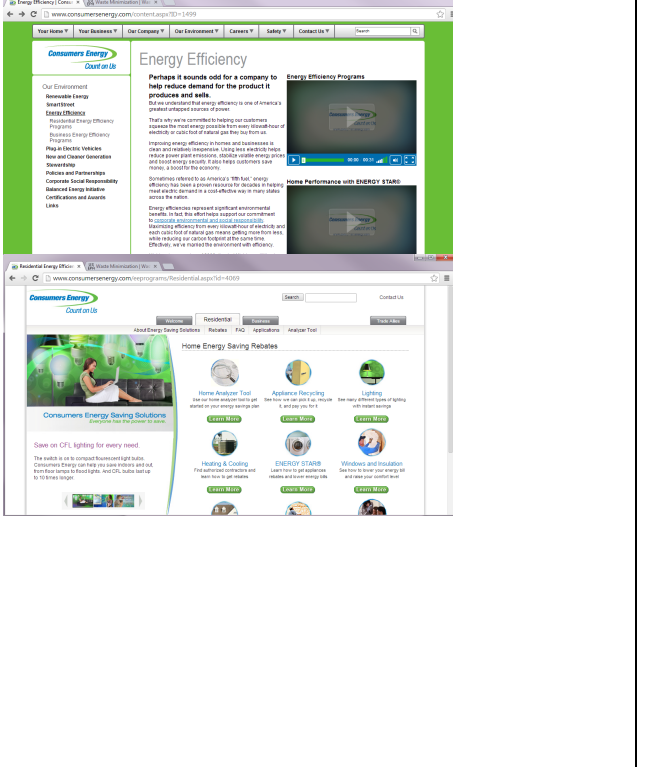
| Score | Explanation |
|-------|---|
| 0 | I don't think it's a usability problem at all |
| 1 | Cosmetic problem only—need not be fixed unless extra time is available on project |
| 2 | Minor usability problem—fixing this would be given low priority |
| 3 | Major usability problem—important to fix, so should be given high priority |

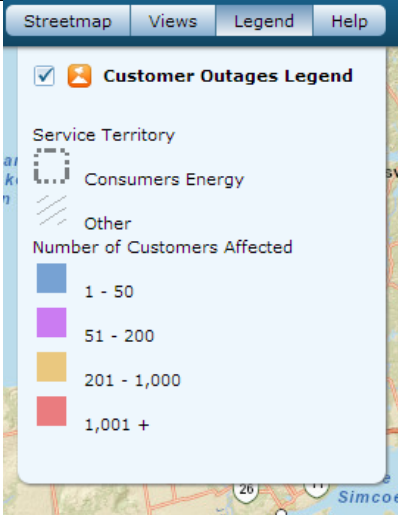
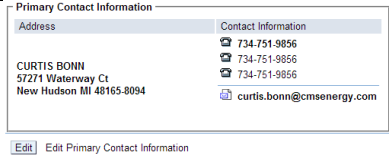
C. Individual Heuristic Evaluations




(MG: Michael Garisafe, RW: Robert Wang, WW: Wei Wang, CL: Catherine Lu, KL: Katrina Lanahan)

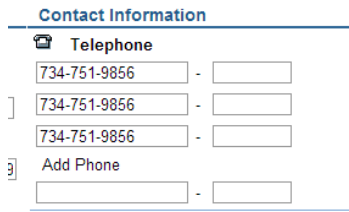
| Heuristic # | Evaluator (MG, RW, WW, CL, KL) | Brief description of the issue related to the heuristics | Recommendation | Individual Severity Rating (0-3) | Screenshots (if any) |
|-------------|--------------------------------|--|---|----------------------------------|--|
| 2, 6 | MG | Some of the pages on “green energy” are so buried that users must use the search function to find them rather than looking through the pages on the site. Green energy resources on the site often employ terms that the user may not think to look for. For instance, to find out how efficiently a person’s energy use is, they must | Survey users about the names that they use to search for aspects of the website, and re-label them with these intuitive names. Provide clearly recognizable symbols for highly used concepts or links, to promote recognition of options. | 3 |   |



| | | | | | |
|------|----|---|---|---|--|
| | | remember the resource is called the “Home Analyzer Tool” which is relabeled on other pages as the “Home Energy Analyzer.” | | | |
| 2 | MG | Although a user can report an outage once they go to the “Outage Map,” it may be difficult to find for users starting on the home screen. | Place a large button to report an outage on the home screen. | 2 |  |
| 2, 6 | MG | In order to change a person’s personal information, such as their address, email, and phone number, users need to locate and click the “My Profile” tab. This is unintuitive and it may be difficult for users to remember that the option is | On the landing page of a person’s account, there should be a large button or tab which states, “change my contact information .” This is much more intuitive than the labels under which this | 3 |  |

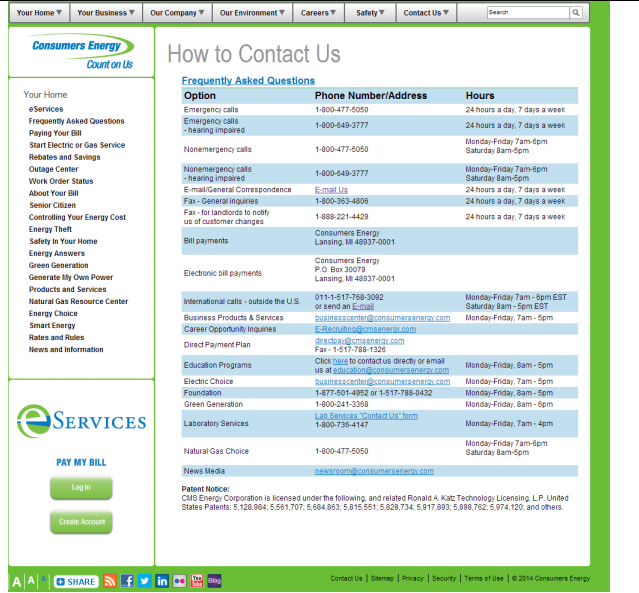
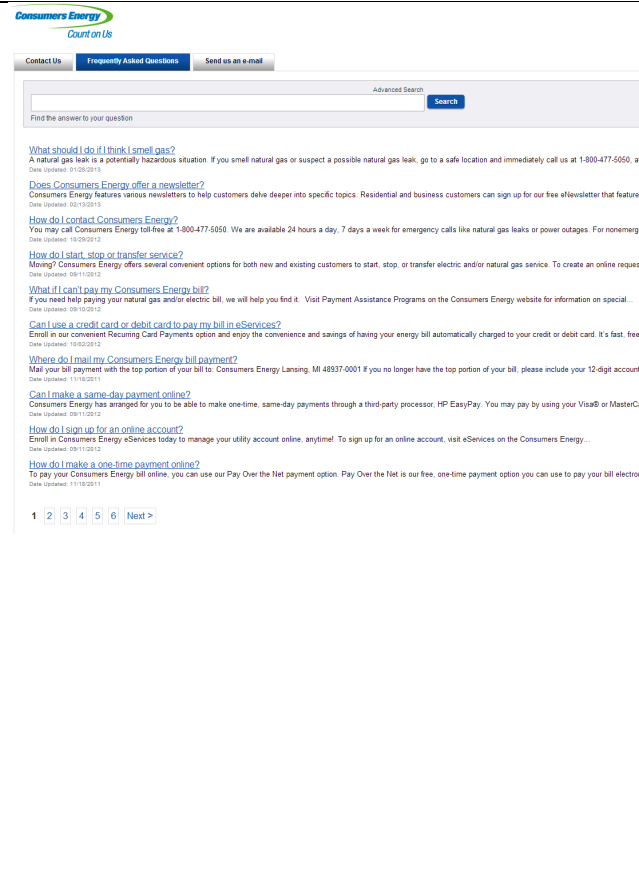
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| | | located there. | information is currently nested. | | |
| 2, 4 | MG | In order to view their payment history, the user must first click on “My History” and then click on one of two duplicate hyperlinks. Most other websites with bill payment features have “payment history” as a standard link on their landing screen. Because of this standardization, users will likely expect this. | Payment history is a commonly used function and there should be a direct link to this from the landing page of the user’s account. | 3 |  <p>The screenshot shows the Consumers Energy website's 'My History' page. The navigation bar includes 'My Accounts', 'My History', 'My Profile', 'Other Services', 'Start/Stop Service', 'Contact Us', and 'Log Out'. Below the navigation, there are three main links: 'Paid Bills - View bills that have been paid or are pending', 'Payment History - View your payment history', and 'Energy Use - View your meter read results, future meter read dates or previous energy use'. The page content is mostly blank, suggesting the user is on a sub-page or the content is not fully rendered.</p> |
| 3, 4 | MG | When browsing through the environmental information pages of Consumers Energy, it is often difficult to backtrack to previous pages. This is because some of the links take the user to pages with no links to go back. For example, clicking “Residential Energy Efficiency | Maintain a consistent layout for pages with navigation bars that contain the same options and links to previous pages. | 3 |  <p>The screenshot shows two pages from the Consumers Energy website. The top page is titled 'Energy Efficiency' and features a navigation bar with 'Home', 'Business', 'Our Company', 'Our Environment', 'Careers', 'Safety', and 'Contact Us'. The main content area includes a section on 'Energy Efficiency Programs' and a video player. The bottom page is titled 'Residential Energy Efficiency' and features a navigation bar with 'Home', 'Business', 'Our Company', 'Our Environment', 'Careers', 'Safety', and 'Contact Us'. The main content area includes a section on 'Home Energy Saving Rebates' and a grid of links for 'Home Analyzer Tool', 'Appliance Recycling', 'Lighting', 'Heating & Cooling', 'ENERGY STAR', and 'Windows and Insulation'.</p> |

| | | | | | |
|------|----|--|---|---|--|
| | | Programs” takes user to a page with a different layout and an entirely different navigation bar. | | | |
| 4, 6 | MG | The outage map has a legend in which other energy providers’ service areas are shaded. Most users will probably interpret shaded regions as being either a power outage or the regular Consumers Energy service area. Because the shading is unintuitive, users are either forced to remember what the shading means, or repeatedly refer to the legend. | Only shade portions of the map in which Consumers Energy provides service. Provide outage areas in another color. | 2 |  |
| 4 | MG | The “Edit” button for a person’s contact information is outside of a div box with a border. Because of this, the user may not notice that this button relates | Place edit buttons within the same div boxes as the information they allow users to edit. | 2 |  |

| | | | | | | | | | | | | | | | | | |
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| | | to the information above it. | | | | | | | | | | | | | | | |
| 4, 6 | MG | When a user is viewing their payment history, the symbols used to not map onto logical expectations of meaning. An exclamation point indicates a payment in process that cannot be canceled, while red "X" symbols indicate pending payments. | Change payment symbols to a red circle to indicate a pending payment that is in process (and cannot be canceled) and green circle to indicate a payment that can be cancelled. This maps onto user expectations of a stoplight in which red indicates an action which cannot move forward and green indicates an action which can move forward. | 2 |  indicates a payment is in process and may not be canceled.  indicates that this is a pending payment. Click  to cancel your payment if desired. | | | | | | | | | | | | |
| 4 | | Users clicking on "Contact Us," may often be seeking a phone number or resource for a customer service representative to discuss billing issues. However, within this page, there is | Include a customer service number for bill payments or a live chat service. | 3 | <table border="0"> <tr> <td>Fax - General inquiries</td> <td>1-800-363-4806</td> <td>24 hours a da</td> </tr> <tr> <td>Fax - for landlords to notify us of customer changes</td> <td>1-888-221-4429</td> <td>24 hours a da</td> </tr> <tr> <td>Bill payments</td> <td>Consumers Energy Lansing, MI 48937-0001</td> <td></td> </tr> <tr> <td>Electronic bill payments</td> <td>Consumers Energy P.O. Box 30079 Lansing, MI 48937-0001</td> <td></td> </tr> </table> | Fax - General inquiries | 1-800-363-4806 | 24 hours a da | Fax - for landlords to notify us of customer changes | 1-888-221-4429 | 24 hours a da | Bill payments | Consumers Energy Lansing, MI 48937-0001 | | Electronic bill payments | Consumers Energy P.O. Box 30079 Lansing, MI 48937-0001 | |
| Fax - General inquiries | 1-800-363-4806 | 24 hours a da | | | | | | | | | | | | | | | |
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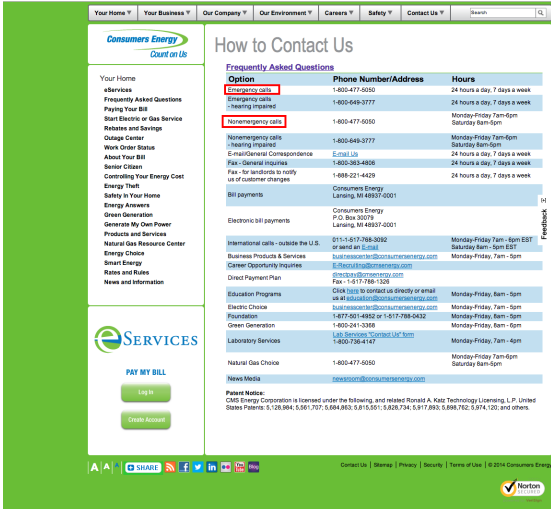
| | | | | | |
|---|----|---|--|---|--|
| | | no customer service number for bill payments listed. | | | |
| 5 | MG | In adding phone numbers to a person's profile, the fields do not separate information into the three fields corresponding to standard phone number chunks. This standard practice could help with error prevention | Separate phone number text fields into three chunks. | 2 |  <p>Contact Information</p> <p>☎ Telephone</p> <p>734-751-9856 - <input type="text"/></p> <p>734-751-9856 - <input type="text"/></p> <p>734-751-9856 - <input type="text"/></p> <p>Add Phone</p> <p><input type="text"/> - <input type="text"/></p> |
| 7 | MG | In order to find information about green energy or articles about specific topics, users must often click through a convoluted series of links that do not progress in a logical order. Some of the links point to duplicate sources and there are links which sound similar and may misguide users. Even when I know a page exists, it is often difficult for me to find it again if I leave the page. | Reorganize information and pages into logical hierarchies, eliminate duplicate links, and make sure that buttons and links sound like distinct concepts for users. | 3 | |

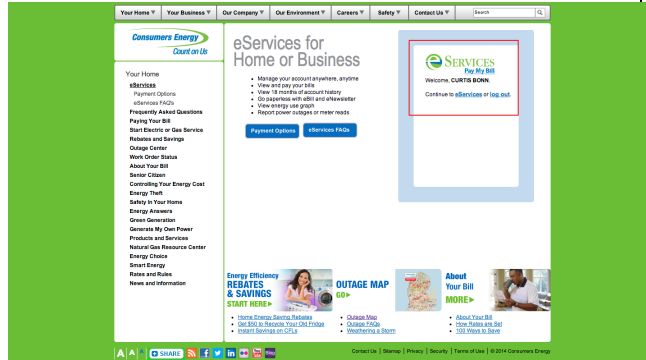
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|---|----|---|--|---|---|
| 8 | MG | The home screen that users see after logging in to their account is cluttered with information, making it difficult to find the resources they are looking for. | Consumers Energy should reduce the number of links on the page and place less critical information, such as articles (now at the top center), on the right sidebar. | 3 |  |
| 8 | MG | Pages are often cluttered with in-text hyperlinks, a number of buttons, and images that serve as hyperlinks, overloading the user with information. | Eliminate most of the in-text hyperlinks and place these links as sub categories of some of the larger navigation categories. Reduce the number of photos and photos acting as buttons on each page. | 3 |  |

| | | | | | |
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| 8 | MG | The contact page for Consumers Energy is visually cluttered with numbers and emails. | Add simple headings and bolded sections to separate information . | 2 |  |
| 10 | MG | There is no help section for the Consumers Energy personal account to assist users in understanding how to pay their bill, change account options, or see their usage history. Instead, there is a FAQ section, which leads to a page with hyperlinks for general questions about energy use. | Create a help section to provide information to users on how to do common account tasks. | 3 |  |
| 1 | RW | Search bar on "home page is too small." Raises issues of credibility and confidence. | Make the search box bigger. | 1 | |
| 1 | RW | Fonts on the home page | Make font size at | 2 | |

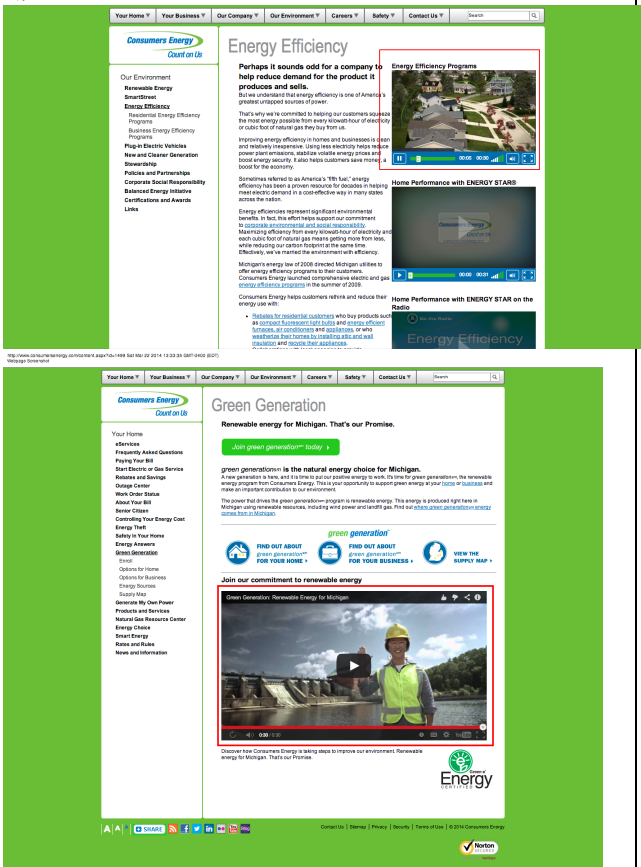

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| | | are too small. Issue for nearsighted users. | least 12 pt. | | |
| 1 | RW | “Cost calculator” took 4 seconds to load; no progress bar to show app was loading. Slowness is exceptional, raises credibility issues. | Either: Use more lightweight code for “cost calculator” or add a progress bar to show loading. | 3 | |
| 4 | RW | Some pages are rich in multimedia, while others aren’t. For example “Green Energy Generation” is rich, while the homepage is deficient. | Should have rich and relevant multimedia on its front page to showcase its offerings and make the whole website seem more congruent. | 2 | |
| 1 | RW | Login dialogue boxes for eServices too small. In addition, the login button is too small. Problematic for all users according to Fitt’s Law. Small dialogue boxes and buttons slow down the speed of interaction. | Make dialogue boxes and buttons bigger for login. | 3 | |
| 1 | RW | Icons on eService page | Follow this best | 0 | |

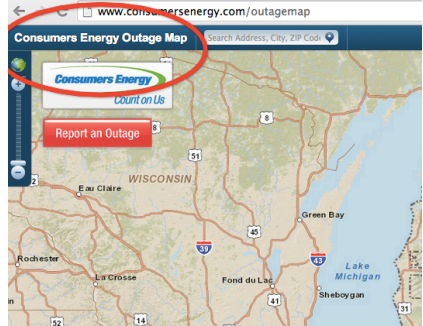
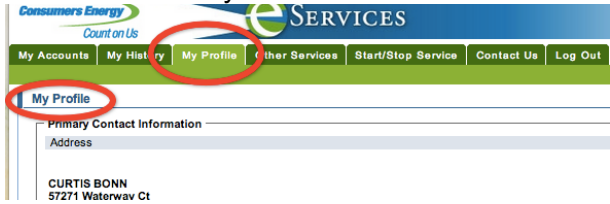
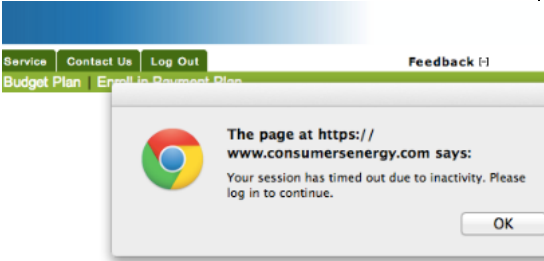
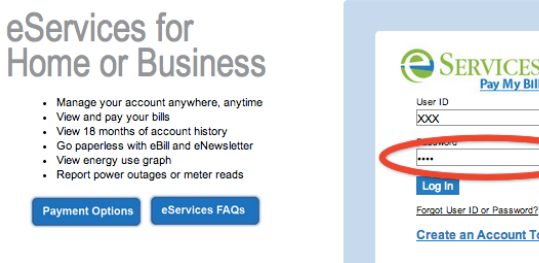
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| | | look nice. | practice in other areas of the website. | | |
| 1 | RW | “Payment history” link on “eServives” page too small; belies its importance. | Should be made larger and be made a button. Its placement should follow the hierarchy of the page according to its importance . | 2 | |
| 4 | RW | Yellow “!” represents payment in process and may not be canceled. Red “x” indicates that this is a pending payment, and cancel your payment if desired. Confusing models of what’s possible and what the colors and icons actually represent. | Should use green, yellow, red mental model. | 1 | |
| 4 | RW | “eService” page looks and feels very different from that of the main pages. Eg. No search bar | Harmonize the eService and regular pages; follow the best practices the better site. | 2 | |

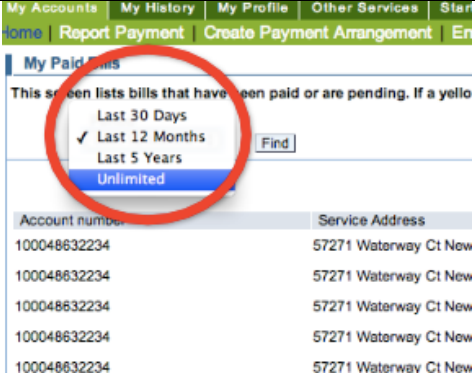
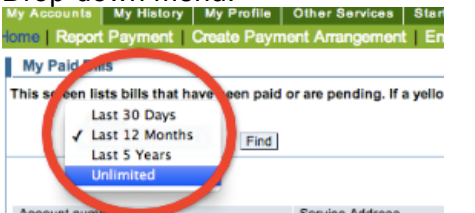
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| 4 | RW | "Contact Us" navigation button text moves down when users press down on it. This is awkward and not a web standard. | Text needs stay aligned when users push on the button. In general, the whole top navigation bar needs to be revamped. | 3 | |
| 4, 10 | RW | "Contact Us" page labels the general customer service line as "Non-emergency calls". This is not intuitive since users probably won't be scanning for these keywords when looking for the general customer service number. | Label "non-emergency calls" as "General customer service / billing." Reorganize and consolidate categories according to customer needs. Document what constitutes an emergency. | 3 |  |
| 6 | RW | Should have easy to recognize icons to help users navigate to fax, emergency, and non-emergency calls. | Use easy to recognize icons to help users quickly find the kind of service they are looking for. | 1 | |
| 7 | RW | On the "Contact Us" page, the general customer service phone | Move "non-emergency calls" to the top of the page. | 3 | |


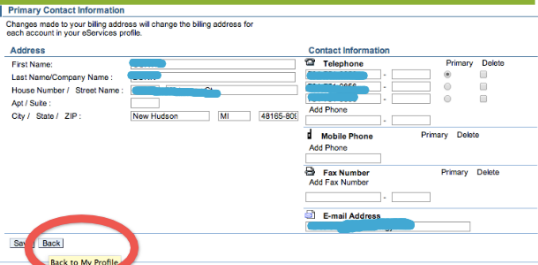
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| | | number is tucked in the middle of the page. This is not helpful to users of who want fast answers. If users can't find the page number easily, it raises questions of how committed CE is to customer service. | | | |
| 8 | RW | “Contact Us” categories for customer service are vague and complex. E.g. “Direct payment plan,” and “International Callers.” | Consider grouping less used phone numbers in a separate category towards the bottom. | 2 | |
| 8,7 | RW | “eServices” login functions are at the bottom of the “homepage.” | “eServices” login functions should be brought to the top of the “homepage.” | 3 |  <p>The screenshot shows the Consumers Energy website homepage. The navigation bar at the top includes links for 'Your Home', 'Your Business', 'Our Company', 'Our Environment', 'Careers', 'Safety', and 'Contact Us'. The main content area is divided into several sections. On the right side, there is a prominent 'eServices for Home or Business' section with a 'Log In' button and a 'Welcome, CURTIS BORN' message. Below this, there are sections for 'Energy Efficiency REBATES & SAVINGS', 'OUTAGE MAP GO', and 'About Your Bill MORE'. The footer contains social media icons and contact information.</p> |
| 8,7 | RW | “eServices” has buttons to take you to another page to log in on “homepage.” | Offer a login opportunity directly on the homepage instead. | 3 | |
| 1,4 | RW | In all areas of the website, users are unable to tell if they are already logged. Their | Offer a “Welcome, [user name]” text on the top navigation | 3 | |

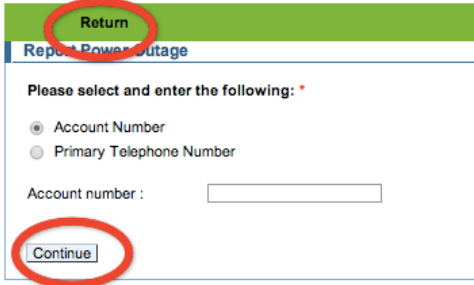
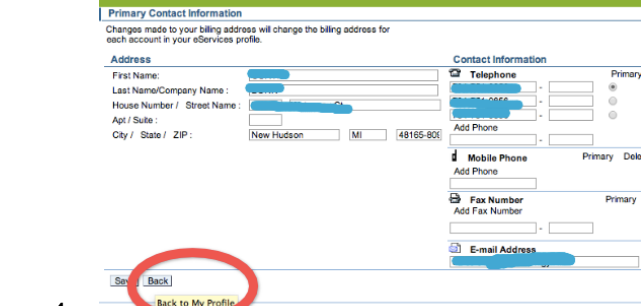
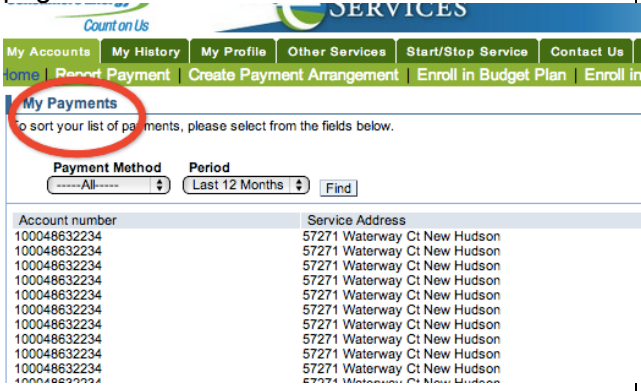
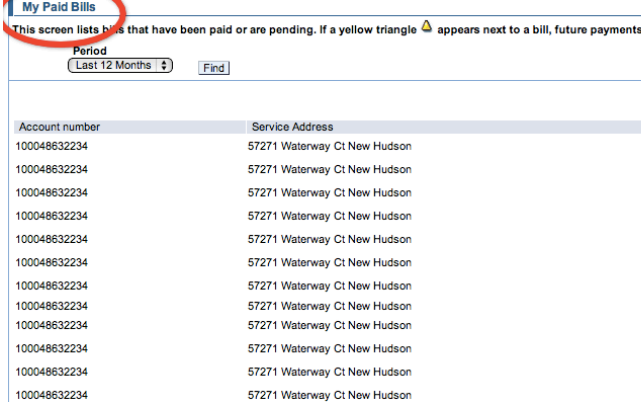
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|-----|----|---|--|---|--|
| | | system state is not reflect on the page. | bar on all areas of the website. This is similar to what Amazon does on its website. | | |
| 4xx | RW | “Edit” button and the “enroll” buttons on “My profile” page offers a incongruent mental model on how they work. | “Edit” button on “My profile” page should be place adjacent to the value being edited. | 2 | |
| 7 | RW | When users go to “Report Outage.” The user’s name and contact information is already filled out | Continue this best practice. | 0 | |
| 8 | RW | On CE’s homepage, the large buttons and placement of “Start Service” and “Payment Options” are of questionable value. | Consider eliminating buttons which may not be used as often on its homepage for a majority of users in order to give it a better look and feel. The homepage should reflect CE’s breadth of offerings and increase | 2 | |

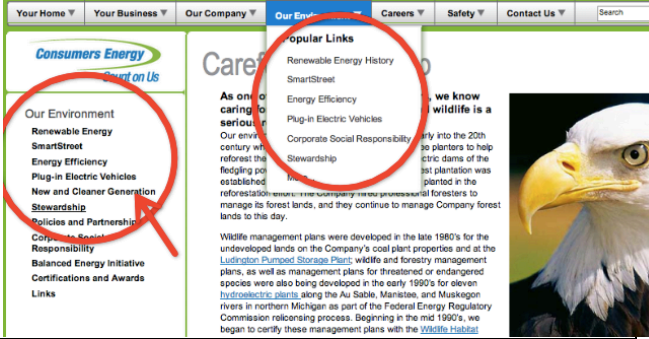
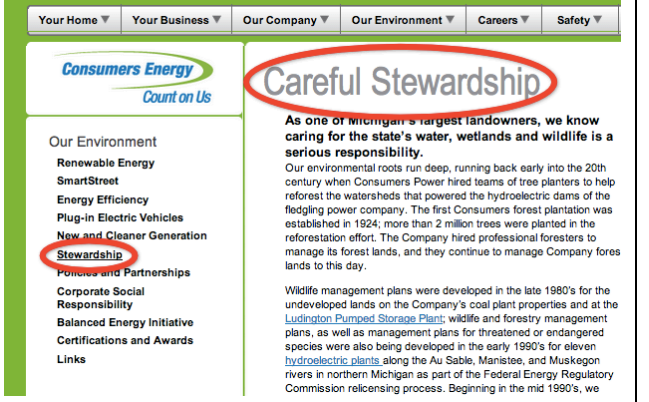
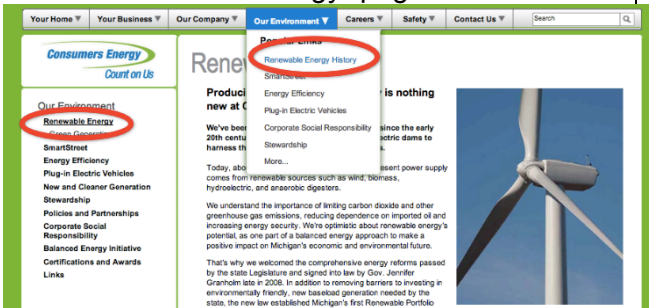
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| | | | its standing among customers. | | |
| 1 | RW | The colors of buttons, navigation bars, and background colors on its homepage clash. | Consider a more aesthetically pleasing juxtaposition of colors. | 3 | |
| 4 | RW | Video player technology on "Energy Efficiency (VideoPublishing.com)" is different than one offered for "Green Generation. (YouTube.com)" Makes website seem more unpredictable and less credible. | Use consistent video playing technology . | 2 |  |
| 1 | WW | Users can tell where they are from the headings of the pages or the highlighted tab on the top menu. | / | 0 | <p>1. The headings tell the users where they are:</p>  |

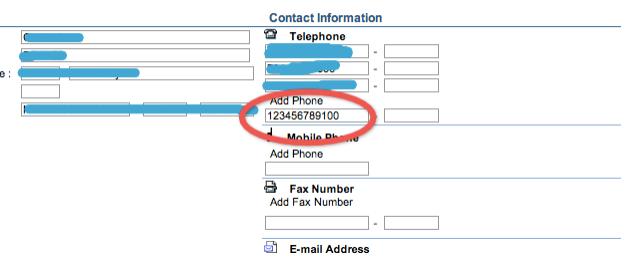
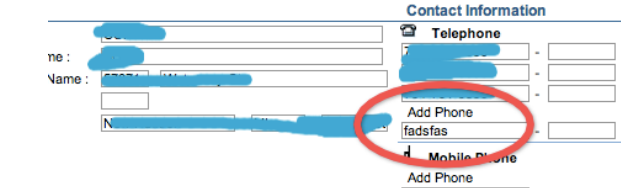
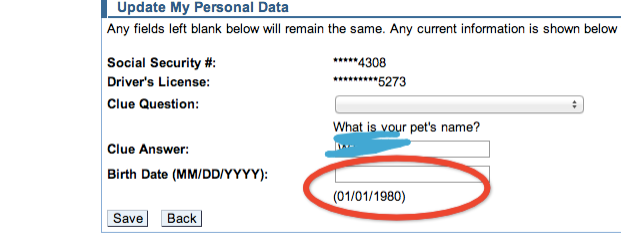
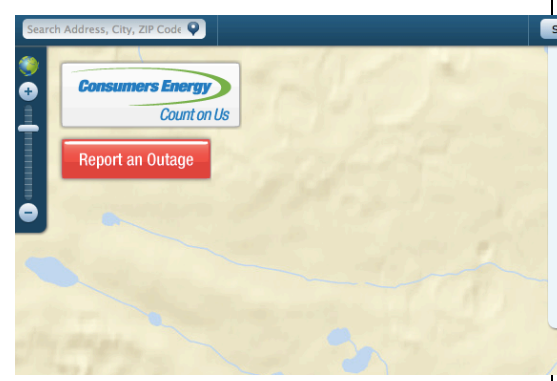
| | | | | | |
|---|----|--|--|---|---|
| | | | | |  <p>2. The highlighted tabs tell the users where they are:</p>  |
| 1 | WW | Users can tell the status of the system. When the session has timed out and the user has been logged out by the system, a window pops out informing the users of the status. | / | |  <p>3.</p> |
| 1 | WW | When users input the password, the password is completely masked. The user can't see what they have just typed in. | The system should allow the users to see the last letter/number that they have just typed in in the password text-box. | 2 |  <p>4.</p> |

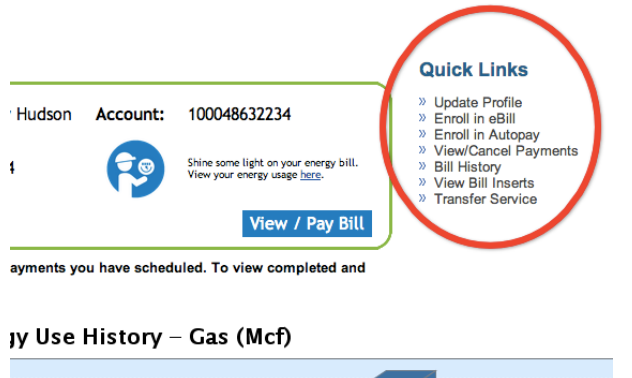
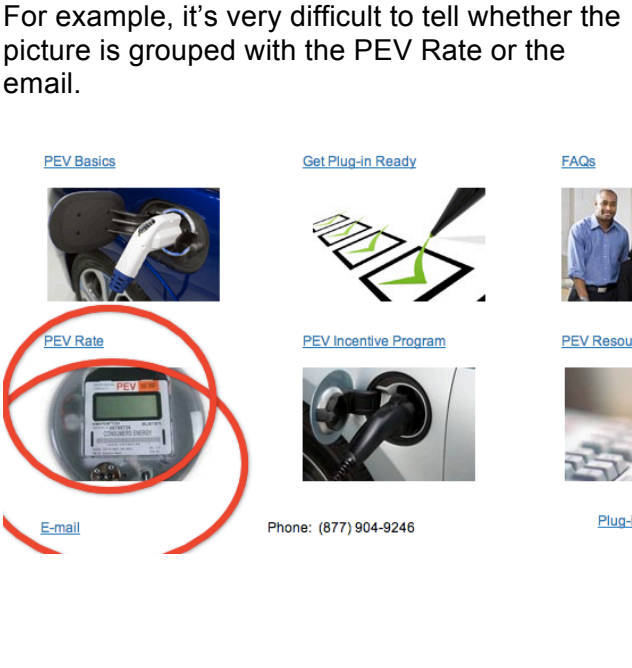
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|---|---|--|---------------------------------------|----------------|---|-------------------------------|---------------------------|-------------------------------|-------------------------|----------------|-------------------------------|--|----------------|-------------------------------|---------------|--|--|--------------------------|--|--|--|---|---|------------------------------|--|--------------------------|
| 1 | WW | <p>When the cursor hovers over the links, the “pointed figure” appears. When the cursor hovers over the drop-down menu, the background of the hovered option changes to blue.</p> | / | 0 |  <p>5.</p> | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WW | <p>User can tell which options are available and what's the next step because the links are either underlined or appear as buttons. Available options are also displayed in drop-down menus.</p> | / | 0 | <p>1. Links are underlined:</p> <table border="1" data-bbox="914 730 1417 951"> <tr> <td>Nonemergency calls - hearing impaired</td> <td>1-800-363-3777</td> <td>Monday-Friday 7am-6pm Saturday 8am-5pm</td> </tr> <tr> <td>E-mail/General Correspondence</td> <td>E-mail Us</td> <td>24 hours a day, 7 days a week</td> </tr> <tr> <td>Fax - General Inquiries</td> <td>1-800-363-3636</td> <td>24 hours a day, 7 days a week</td> </tr> <tr> <td>Fax - for landlords to notify us of customer changes</td> <td>1-888-221-4429</td> <td>24 hours a day, 7 days a week</td> </tr> <tr> <td>Bill payments</td> <td>Consumers Energy Lansing, MI 48937-0001</td> <td></td> </tr> <tr> <td>Electronic bill payments</td> <td>Consumers Energy P.O. Box 33079 Lansing, MI 48937-0001</td> <td></td> </tr> <tr> <td>International calls - outside the U.S.</td> <td>011-1-517-408-3000 or send an E-mail</td> <td>Monday-Friday 7am - 6pm EST Saturday 8am - 5pm EST</td> </tr> <tr> <td>Business Products & Services</td> <td>business@consumersenergy.com</td> <td>Monday-Friday, 7am - 5pm</td> </tr> </table> <p>2. Buttons:</p> <p>My Payment Cards</p> <p>Manage My Payment Cards</p> <p>Personal Data</p> <p>Social Security #: *****4308 Driver's License: *****5273 Clue Question: What is your pet's name? Clue Answer: ***** Birth Date (MM/DD/YYYY): 01/01/1980</p> <p>Edit Edit My Personal Data</p> <p>3. Drop-down menu:</p>  <p>6.</p> | Nonemergency calls - hearing impaired | 1-800-363-3777 | Monday-Friday 7am-6pm Saturday 8am-5pm | E-mail/General Correspondence | E-mail Us | 24 hours a day, 7 days a week | Fax - General Inquiries | 1-800-363-3636 | 24 hours a day, 7 days a week | Fax - for landlords to notify us of customer changes | 1-888-221-4429 | 24 hours a day, 7 days a week | Bill payments | Consumers Energy Lansing, MI 48937-0001 | | Electronic bill payments | Consumers Energy P.O. Box 33079 Lansing, MI 48937-0001 | | International calls - outside the U.S. | 011-1-517-408-3000 or send an E-mail | Monday-Friday 7am - 6pm EST Saturday 8am - 5pm EST | Business Products & Services | business@consumersenergy.com | Monday-Friday, 7am - 5pm |
| Nonemergency calls - hearing impaired | 1-800-363-3777 | Monday-Friday 7am-6pm Saturday 8am-5pm | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E-mail/General Correspondence | E-mail Us | 24 hours a day, 7 days a week | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fax - General Inquiries | 1-800-363-3636 | 24 hours a day, 7 days a week | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fax - for landlords to notify us of customer changes | 1-888-221-4429 | 24 hours a day, 7 days a week | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| International calls - outside the U.S. | 011-1-517-408-3000 or send an E-mail | Monday-Friday 7am - 6pm EST Saturday 8am - 5pm EST | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Business Products & Services | business@consumersenergy.com | Monday-Friday, 7am - 5pm | | | | | | | | | | | | | | | | | | | | | | | | | | | |

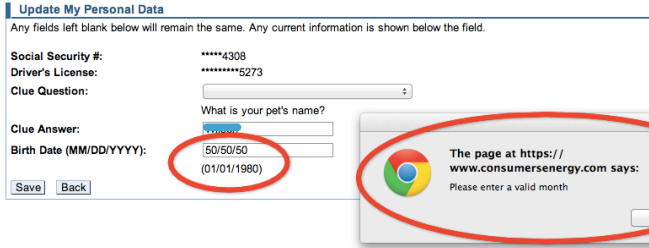
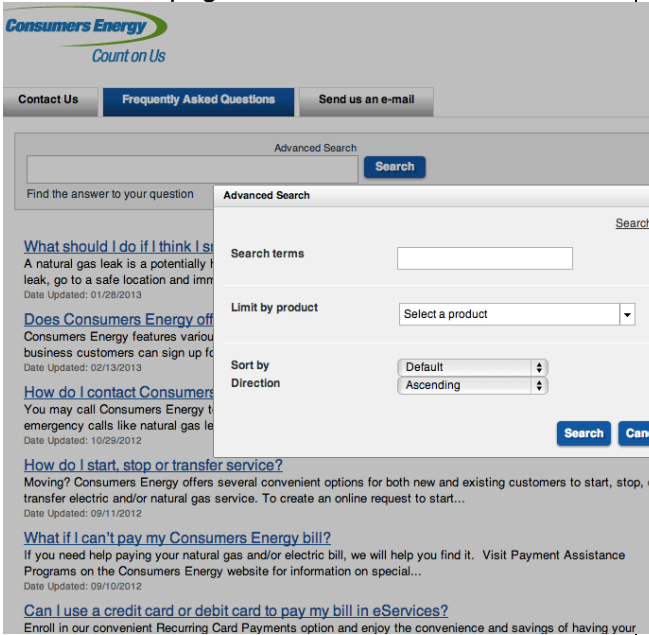
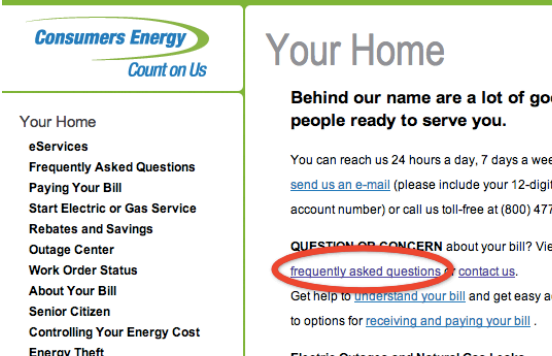
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| 1 | WW | The system hides the customer service email address and replaces it with an "Email us" link. | Make the email address visible so that users can copy the address. | 2 |  <p>4.</p> |
| 2 | WW | The website uses language that is familiar to the users. The language is simple and easy to understand. | / | 0 | 5. / |
| 3 | WW | The users can go back to their previous step in the forms by clicking on the "back" button. When the next step cannot be cancelled, the system uses red for the reminder texts. | / | 0 | <p>1. The "Back" button:</p>  <p>2. When the next step cannot be cancelled, the system uses red for the reminder texts:</p> <p>* Have you checked your fuses or circuit breakers? <input type="radio"/> Yes <input type="radio"/> No</p> <p>Please verify that you are completely without electric power and that your circ charged a service fee if we arrive and find that the problem is not with our ele</p> <p>Pertinent information such as landmark, etc. - limited to 180 characters.</p> <p>6.</p> |
| 3 | WW | For some pages without the "back" button, when the users want to abandon the task and go away, they can simply close the window. | / | 0 | 3. / |
| 4 | WW | Different names are used for the buttons with the same function. | The system should make the names of the buttons with the same function consistent | 3 | For some pages, the "go back" button is named as "return": |


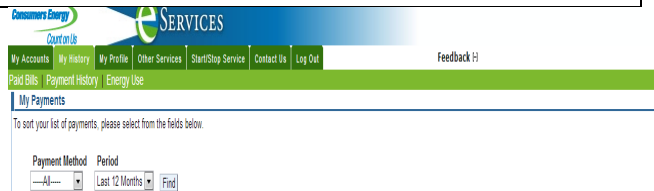
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| | | | across pages. | |  <p>While for other pages, the “go back” button is named as “back”:</p>  <p>4.</p> |
| 4 | WW | Similar buttons take the users to different pages. | The system should make the names of the buttons consistent with the names of the linked pages. The system should also use the names that the users are able to tell the differences | 3 | <p>When click on “payment history” button, the system takes the users to the “My Payments” page:</p>  <p>While if they click on “bill history” button, the system takes the users to “My Paid Bills” page, which is very confusing:</p>  |
| 4 | WW | The page | The | 3 | “New and Cleaner Generation” is in the side |

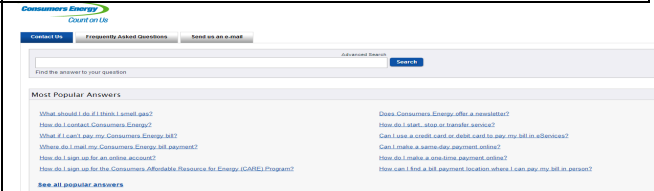
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| | | <p>names in the drop-down menu are different from the page names in the side menu. Some page name appears in one menu but is missing in the other.</p> | <p>system should make the page names consistent across different menus.</p> | | <p>menu but missing in the drop-down menu on the top.</p>  |
| 4 | | <p>The headings of the pages are different from the names of the links to these pages.</p> | <p>The system should make the headings consistent with the names of the links.</p> | 3 | <p>1. When the users click the “stewardship” button, the system will take them to the “careful stewardship” page:</p>  <p>2. When the users click the “renewable energy history” button in the drop-down menu, the system takes them to the “renewable energy” page”:</p>  |
| 5 | WW | <p>There’s no guidance for some input areas. Invalid input values are not prevented.</p> | <p>The system should prevent invalid input values to be accepted by providing users with clear</p> | 3 | <p>1. There’s no instruction about whether the telephone number should be entered “123-345-7890” or “1234567890”; moreover, even if the telephone number is longer than the reasonable value, the system accepts the value as it is.</p> |

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| | | | <p>examples or instructions to follow.</p> | | <p>profile.</p>  <p>2. Moreover, even if the telephone number is entered as letters, there's no error message showing up:</p>  <p>3. Although example is provided for entering birth date, it would be even better if the system could provide 3 boxes for the users to year, month and date separately:</p>  <p>3.</p> |
| 6 | WW | <p>The system didn't force the users to remember any information. For example, rather than listing the names of the outage reported areas, the system uses different colors on the map to help the users identify the areas.</p> | / | 0 | <p>4.</p>  |

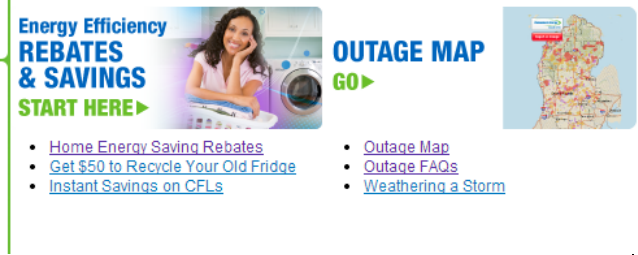
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| 7 | WW | For novice users, quick links are provided for them to quickly locate the information. | / | 0 |  |
| 7 | WW | There's no short-cut for experienced users and the users cannot tailor frequent actions. | Implement "your recent pages" link group to help users get to the frequently used pages quickly and reduce their memory load of their previous pages. | 2 | |
| 8 | WW | Some images and their links are not grouped together and the surrounding texts are very distracting. | The system should apply Gestalt Principles to its interface design. For example, follow the proximity rule and group the images and their related texts/links together. | 3 | <p>For example, it's very difficult to tell whether the picture is grouped with the PEV Rate or the email.</p>  |
| 5, 9 | WW | When error occurs, the alert window | Provide instructions to fix all | 2 | When invalid values are entered for the birth month, date and year, the alert message only tells the users that they should fix the birth |

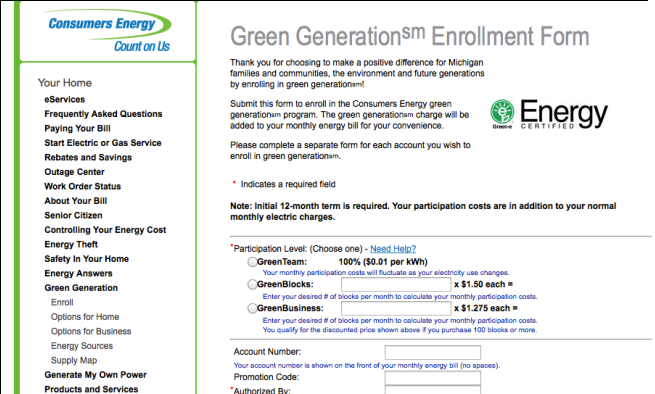
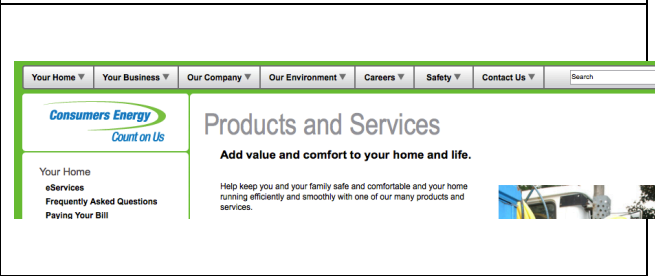


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| | | <p>will pop out and tell the users how to fix it. The users are able to be aware of the error and follow the instructions to fix it. However, the instruction doesn't tell all errors but only once a time.</p> | <p>errors at a time.</p> | | <p>month.</p>  <p>The screenshot shows a form titled 'Update My Personal Data' with fields for Social Security #, Driver's License, Clue Question, Clue Answer, and Birth Date. A Chrome error message is overlaid on the right, stating 'The page at https://www.consumersenergy.com says: Please enter a valid month.' The error message is circled in red.</p> |
| <p>1, 4, 10</p> | <p>WW</p> | <p>There's Q&A on the website and advanced search engine is provided for the users to search by key words or by specific products. However, the links to Q&A are not salient on the pages and are not in the same place across the pages, which make it difficult for the users to find the links to the information.</p> | <p>Make Q&A or "Help" button salient and consistent across pages.</p> | <p>3</p> | <p>1. Advanced search is provided on the Q&A page:</p>  <p>The screenshot shows the Consumers Energy website's 'Frequently Asked Questions' page. An 'Advanced Search' dialog box is open, allowing users to search for answers to their questions. The search results list several questions with their respective dates updated.</p> <p>2. However, it may be difficult for the users find the links to get there:</p>  <p>The screenshot shows the 'Your Home' navigation menu on the Consumers Energy website. The 'Frequently Asked Questions' link is circled in red, indicating it is difficult to find.</p> |

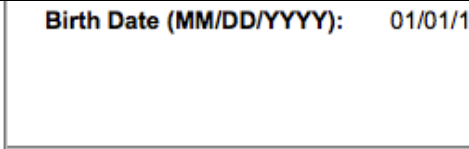
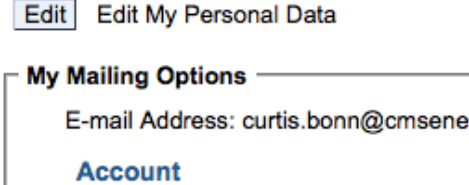
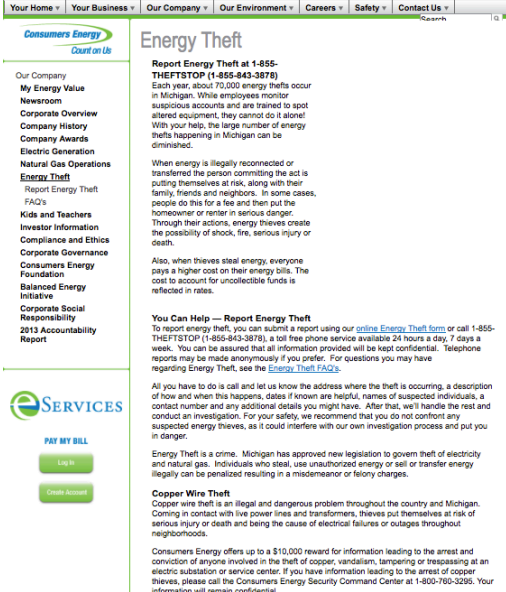
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| 1 | CL | In "My Profile," if user wants to change the password, the website didn't provide feedback on last character typed. | We recommended the website providing the feedback on last character typed for account password input. | 3 | |
| 2 | CL | In "My Payment," there is a short statement on the right of page, showing symbol red X as pending payment, also canceling payment at the same time. This symbol makes user confused. | We recommended the website providing intuitive symbols with one function once a time, and also clarify the symbols with statement. | 1 |  |
| 3 | CL | In "Report Power Outage," if user clicks the button "Clear Address," there is no undo option. | We recommended the website providing multiple or selecting undo | 3 | |

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| | | | option in order to prevent unintentionally clear the history. Or the pop-out questions ask for clear action permitted. | | |
| 4 | CL | When user click the button “Contact Us,” it will show a search engine rather than real contact information with Consumer Energy. | We recommended the website use different category for searching engine, not included in the “Contact Us” section which might confuse the users. Also provide a clear phone numbers or email after section directly. | 3 |  |
| 4 | CL | When user clicks in the section of “Renewable Energy,” there is another same “Renewable Energy” link highlighted in the paragraph. If you click the | We recommended the website to use different word term for different page and information . | 2 | |

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| | | link, it will lead you to another different page which makes user confused with the external consistency | | | |
| 5 | CL | There is no just in time prevention function in “My Profile,” especially when people want to change the password. | We recommended the website to provide small click icon showing next to the place where user input their password or account number. | 3 | |
| 6 | CL | When user log in, there is no “remembered my user ID” turbotax under the log in section. | We recommended the website to provide a small turbotax under the log in section in order to prevent the user’s burden of memorizing. | 2 | |
| 7 | CL | For experienced users, there is no adding/editing account option in the “Report Payment.” User can only use the saved account number for paying the bill. | We recommended the website to add the payment options for different cards or bank account when user pay the bill. So | 3 | |

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| | | | user doesn't need to go back their account to edit it back and forth. | | |
| 8 | CL | Under the homepage, there is a row about indicating different information with arrow with "Start Here", "Go" and "More" next to photos. However, the aesthetic makes user confused with whether clicking the arrow or the photo. | We recommended the website combine photo and words together as one button, to let people clearly see which button directs them to where they are looking for. | 2 |  <p>Energy Efficiency REBATES & SAVINGS START HERE ►</p> <p>OUTAGE MAP GO ►</p> <ul style="list-style-type: none"> • Home Energy Saving Rebates • Get \$50 to Recycle Your Old Fridge • Instant Savings on CFLs • Outage Map • Outage FAQs • Weathering a Storm |
| 10 | CL | In "Contact Us," the searching engine will not spontaneously pop out with keywords while user typing, which is not context-sensitive for users. | We recommended the website add the keywords function in order to facilitate elder users without spelling burden in searching engine. | 2 | |

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| 1, 4, 6 | KL | Navigation doesn't include breadcrumbs or an easy way to go back a level. | Include breadcrumbs or another clear way of navigating back up layers of pages. | 2 |  <p>Consumers Energy Count on Us</p> <p>Your Home eServices Frequently Asked Questions Paying Your Bill Start Electric or Gas Service Rebates and Savings Outage Center Work Order Status About Your Bill Senior Citizen Controlling Your Energy Cost Energy Theft Safety In Your Home Energy Answers Green Generation Enroll Options for Home Options for Business Energy Sources Supply Map Generate My Own Power Products and Services</p> <p>Green GenerationSM Enrollment Form</p> <p>Thank you for choosing to make a positive difference for Michigan families and communities, the environment and future generations by enrolling in green generation!</p> <p>Submit this form to enroll in the Consumers Energy green generationSM program. The green generationSM charge will be added to your monthly energy bill for your convenience.</p> <p>Please complete a separate form for each account you wish to enroll in green generationSM.</p> <p>* Indicates a required field</p> <p>Note: Initial 12-month term is required. Your participation costs are in addition to your normal monthly electric charges.</p> <p>*Participation Level: (Choose one) - <u>Need Help?</u></p> <p><input type="radio"/> GreenTeam: 100% (\$0.01 per kWh) Your monthly participation costs will fluctuate as your electricity use changes.</p> <p><input type="radio"/> GreenBlocks: <input type="text"/> x \$1.50 each = Enter your desired # of blocks per month to calculate your monthly participation costs.</p> <p><input type="radio"/> GreenBusiness: <input type="text"/> x \$1.275 each = Enter your desired # of blocks per month to calculate your monthly participation costs. You qualify for the discounted price shown above if you purchase 100 blocks or more.</p> <p>Account Number: <input type="text"/> Your account number is shown on the front of your monthly energy bill (no spaces).</p> <p>Promotion Code: <input type="text"/></p> <p>*Authorized By: <input type="text"/></p> |
| 3, 4 | KL | Links within top navigation headers overlap multiple categories. If users click on one of these links, it takes them to another category of navigation, e.g. from "Your Home" to "Your Environment" or "Your Home" to "Safety" | Clean up pages and navigation so that users can clearly see where they are within the site. | 3 | |
| 4, 7 | KL | Logo/link to home is below top navigation and unclear that it is a link. | Move logo/link to home to top left corner, above or beside top navigation. | 3 |  <p>Your Home ▾ Your Business ▾ Our Company ▾ Our Environment ▾ Careers ▾ Safety ▾ Contact Us ▾ Search</p> <p>Consumers Energy Count on Us</p> <p>Your Home eServices Frequently Asked Questions Paying Your Bill</p> <p>Products and Services</p> <p>Add value and comfort to your home and life.</p> <p>Help keep you and your family safe and comfortable and your home running efficiently and smoothly with one of our many products and services.</p> |
| 1 | KL | Users can see which page they are on – title is repeated in main body of text. | / | 0 |  <p>Consumers Energy Count on Us</p> <p>eSERVICES</p> <p>My Accounts My History My Profile Other Services Start/Stop Service Contact Us Log Out</p> <p>Home Report Payment Create Payment Arrangement Enroll in Budget Plan Enroll in Payment</p> <p>Report Payment</p> <p>Service address: 57271 Waterway Ct New Hudson 48165-8094</p> |
| 5, 9 | KL | System allows non-numerical entry, but catches errors when the user clicks submit. | Create number-only fields where relevant. | 1 |  <p>ZIP*: <input type="text" value="4d4fd"/></p> <p>Meter Number: <input type="text"/></p> <p>Move-In Date* (MM DD YYYY): <input type="text"/></p> <p><input type="button" value="Continue"/> <input type="button" value="OK"/></p> <p>*Required fields</p> <p>https://www.consumersenergy.com Please enter a valid zip code.</p> |

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| 2 | KL | Site flips between use of “your” in navigation to “my” depending on where user is in site. | Make pronouns consistent across the site. | 2 | |
| 8 | KL | Layout of editing buttons on My Profile makes it difficult to determine what to click on. | Place edit button within box of information for user to edit, such as in the upper right corner. | 2 |   |
| 8 | KL | Site is very text heavy and contains redundant and unclear information in many places. Extra information confuses users and dilutes the point the page is trying to make. | Clean up content, focusing on one specific message per page. Eliminate information just for information’s sake. | 2 |  |
| 4 | KL | Login for business customers is below the fold of the page – “Your Business” page. | Move this feature to a more prominent place on the page. | 2 | |
| 3, 4 | KL | Clicking on a Way to Pay under Payment Options, advances down the page, but to | Consider reorganizing information on the page so that the user | 2 | |

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| | | the same location for all links. | doesn't have to jump around for information . | | |
| 4, 6 | KL | From the Payment Options page, a user cannot link directly to setting up a new type of payment. For instance, when clicking on "enroll in eBill" under AutoPay, the user has to click 3 more links to reach the actual enrollment page. | Link users directly to the place they want to go, rather than making them figure it out themselves. | 3 | |
| 10 | KL | The site offers help links throughout. Links open in another window, which means that users need to navigate back to their original window to continue their path. | Consider using modal windows so that directions don't sidetrack users. | 2 | <input checked="" type="radio"/> Enter the information below to enroll in Autopay with a checking/savings account. Routing Number <input type="text"/> Account Number <input type="text"/> What is this? Is this a Checking or a Savings Account? <input type="radio"/> Savings <input type="radio"/> Checking |