

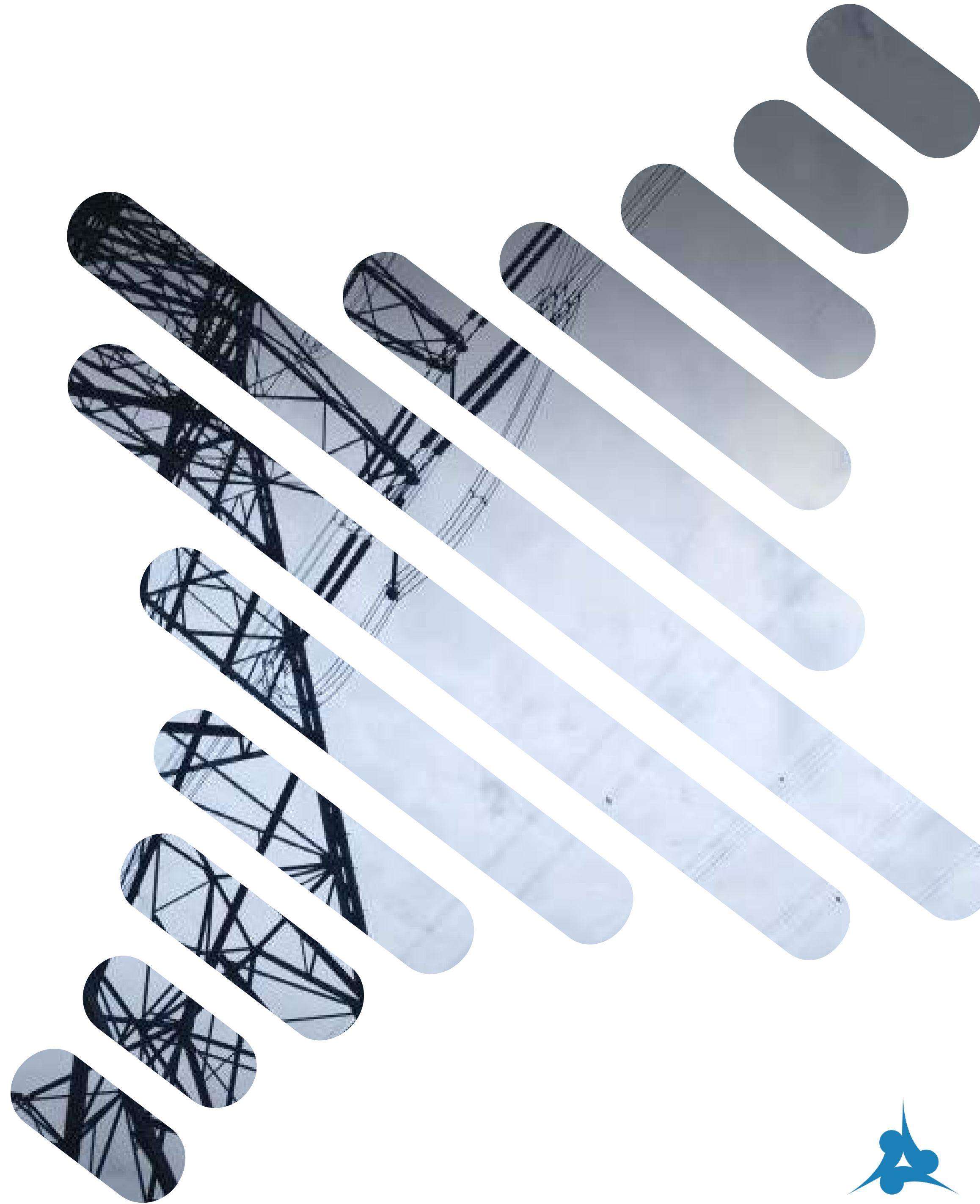
NYISO

Website Focus Group



Prepared for the New York Independent System Operator by
Chateaux

DRAFT





TYLER BISSET

Welcome.

I will be your guide to web design.

Senior Technologist at Chateaux with over a decade of experience designing and building complex user interfaces and user experiences.

Agenda

- Website Goals
- Website Flow Charts
- Survey Results
- Q&A



Website Goals

What are we trying to [achieve](#)?

We’re beginning the process of redesigning the entire NYISO website. We need your help to identify specific areas of improvement to achieve these goals:

Streamlined Navigation
Consistent Look & Feel

Improved Performance
Better Security

Mobile Compatibility
Clear Information



NEW YORK
INDEPENDENT
SYSTEM OPERATOR

Search

Recent Postings Press Contact Us MyNYISO Market Acc

ABOUT US MARKET PARTICIPANTS CUSTOMER SUPPORT EVENT CALENDAR CAREERS

People who power New York

Reliably managing NY's power grid and wholesale energy markets

REAL-TIME DATA & MARKET PRICING

DAY AHEAD MARKET



18,348 MW
NY State Real-Time Load

\$22.59/MWh
2:00 PM EDT
Wholesale Cost

Click for interactive map

DAILY FUEL MIX



15,425 MW
Total MW output

3,772 MW
Renewables MW output


Click for interactive map

SYSTEM CONDITIONS

Official NYISO Time: NaN:NaN:NaN EDT



Click for current conditions



FOR MARKET PARTICIPANTS CAREERS AT NYISO CUSTOMER SUPPORT

LOGIN

VALUE FOR NY ACCOUNTABILITY ABOUT NYISO RESOURCES & MEDIA CONTACT NYISO

RELIABILITY. POWERED BY MARKETS.


The New York Independent System Operator (NYISO) operates competitive wholesale markets to manage the flow of electricity across New York—from the power producers who generate it to the local utilities that deliver it to residents and businesses.

24/7/365


Twenty-four hours a day, seven days a week, we make electricity available when and where New Yorkers need it, at the lowest possible cost.

Learn More

VALUE FOR NEW YORK



NYISO-managed electric markets benefit all New Yorkers.



For Market Participants Careers at NYISO Services & Support

Search

Live Chat Contact Us

ABOUT NYISO Markets & Operations Planning For The Future NYISO's Media Room

Markets & Operations

Markets & Operations

The Markets & Operations section provides data, tools, services, and information to our Market Participants.

What Are You Looking To Do? Choose From Below

Market Data

- MARKET & OPERATIONAL DATA
 - Pricing Data
 - Power Grid Data
 - Load Data
 - Reports & Information
 - Postings by Date
 - Zone Maps
 - Graphs
 - Market Access Login
 - Custom Reports
- TCC
- ICAP
- DEMAND RESPONSE
- Interregional Data
- System Conditions

NYISO Services

- BUDGET & FINANCE
 - NYISO Budget
 - Billing & Settlements
 - Credit
- CUSTOMER REGISTRATION
 - General Customer Registration
 - Additional Registration Services
- MARKET TRAINING
 - Training Course Catalog
 - Self-Learning Online
 - Previous Course Materials
 - Training Resources
- MARKET MONITORING
 - Reports & Investigations

Customer Support

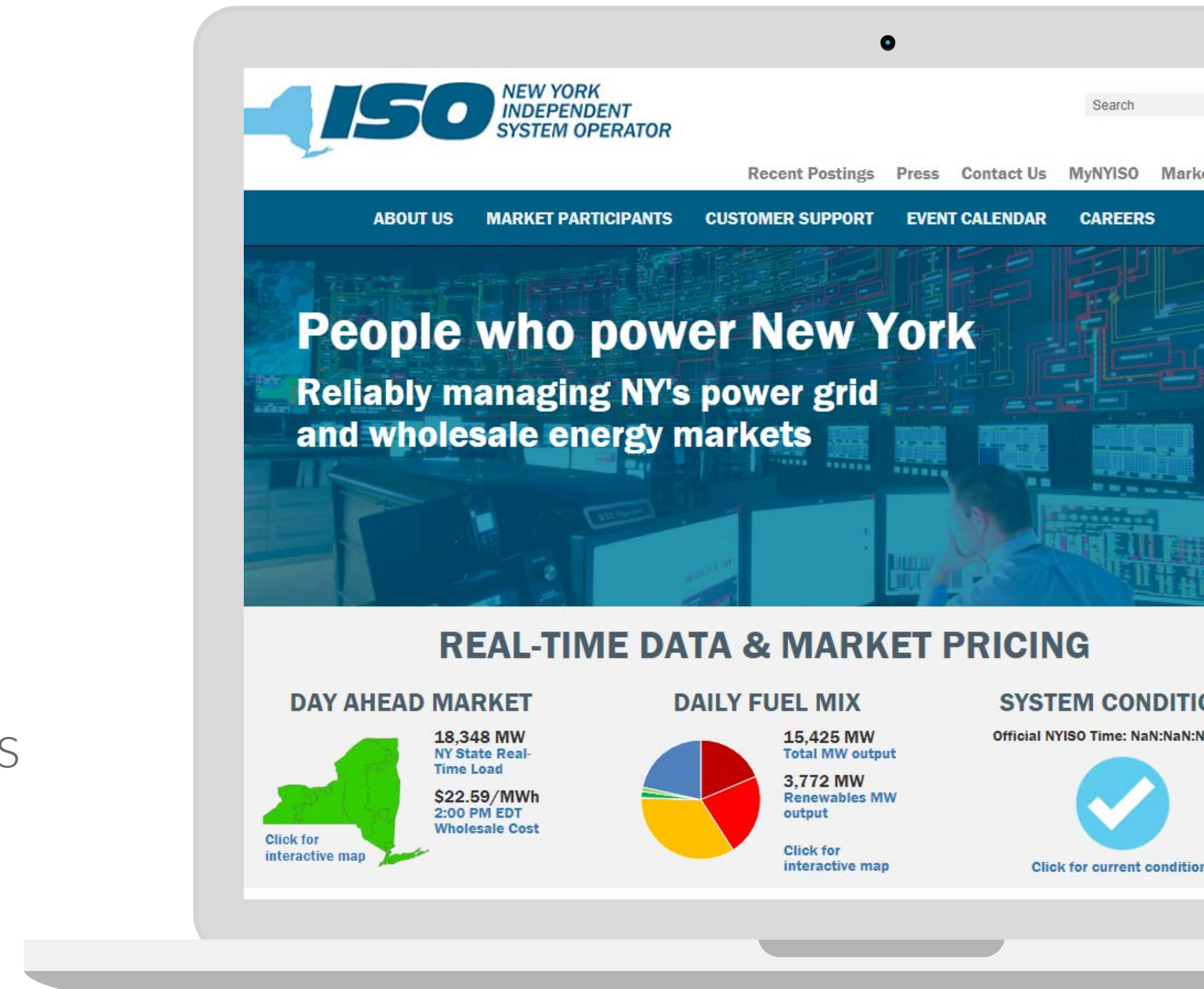
- CUSTOMER SUPPORT
 - Request SOC 1 Type II Report
 - Register For myNYISO
 - Acronvm List
 - NYISO Glossary
 - Market Monitoring
 - Subscribe To Committee List
 - Subscribe To TJE List
 - Adobe Acrobat Reader
 - Adobe Flash Player
 - Corel WinZip
 - Java Plug-ins
 - Webex Player

Survey Results

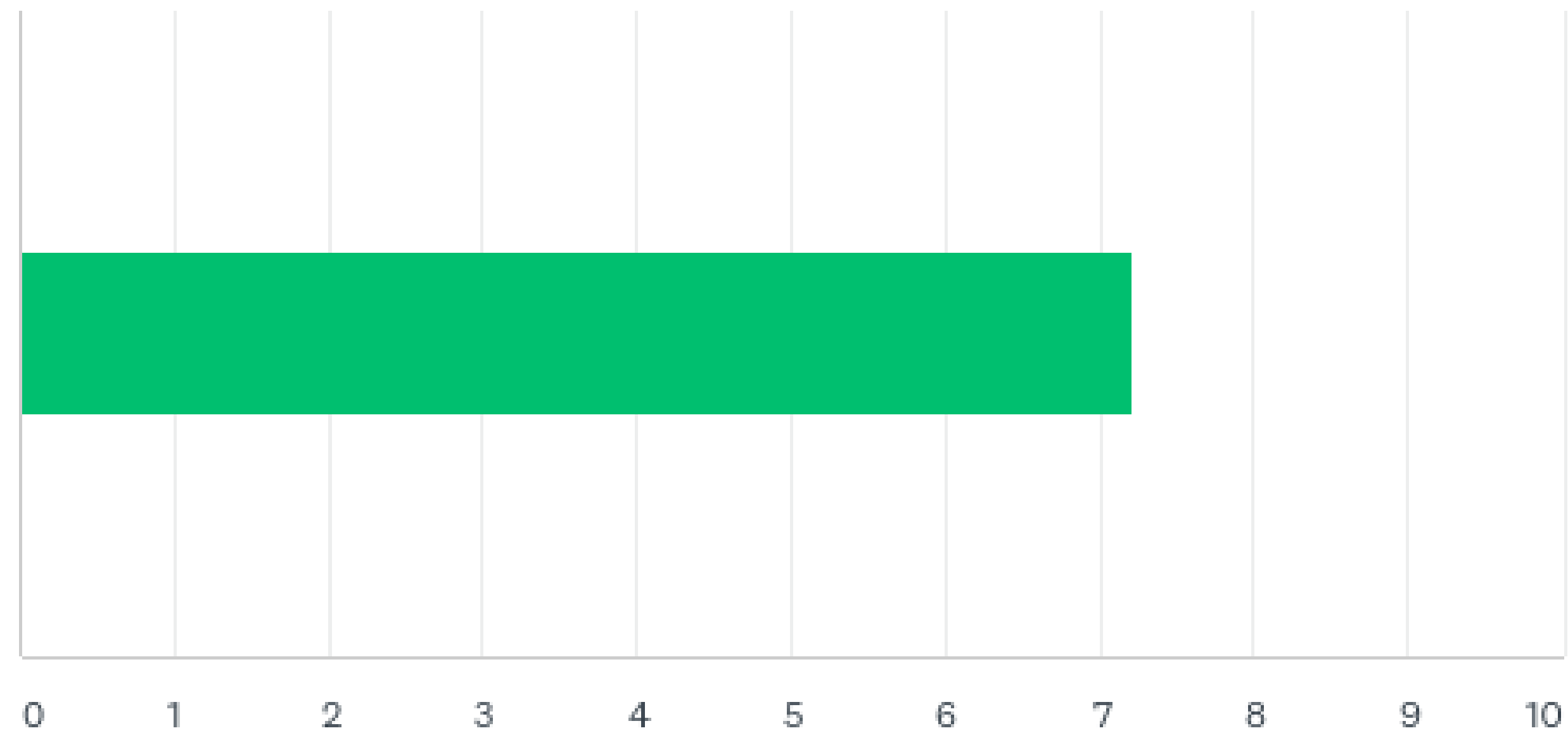
Responses: 39

Key Findings:

- Search is difficult to use and has limited functionality
- Users appreciate the plethora of information, but need better tools to find it
- The website can be slow and certificate errors trouble users
- Users want mobile support



Q1-3: How do users perceive the NYISO website?



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	7	274	38
Total Respondents: 38			

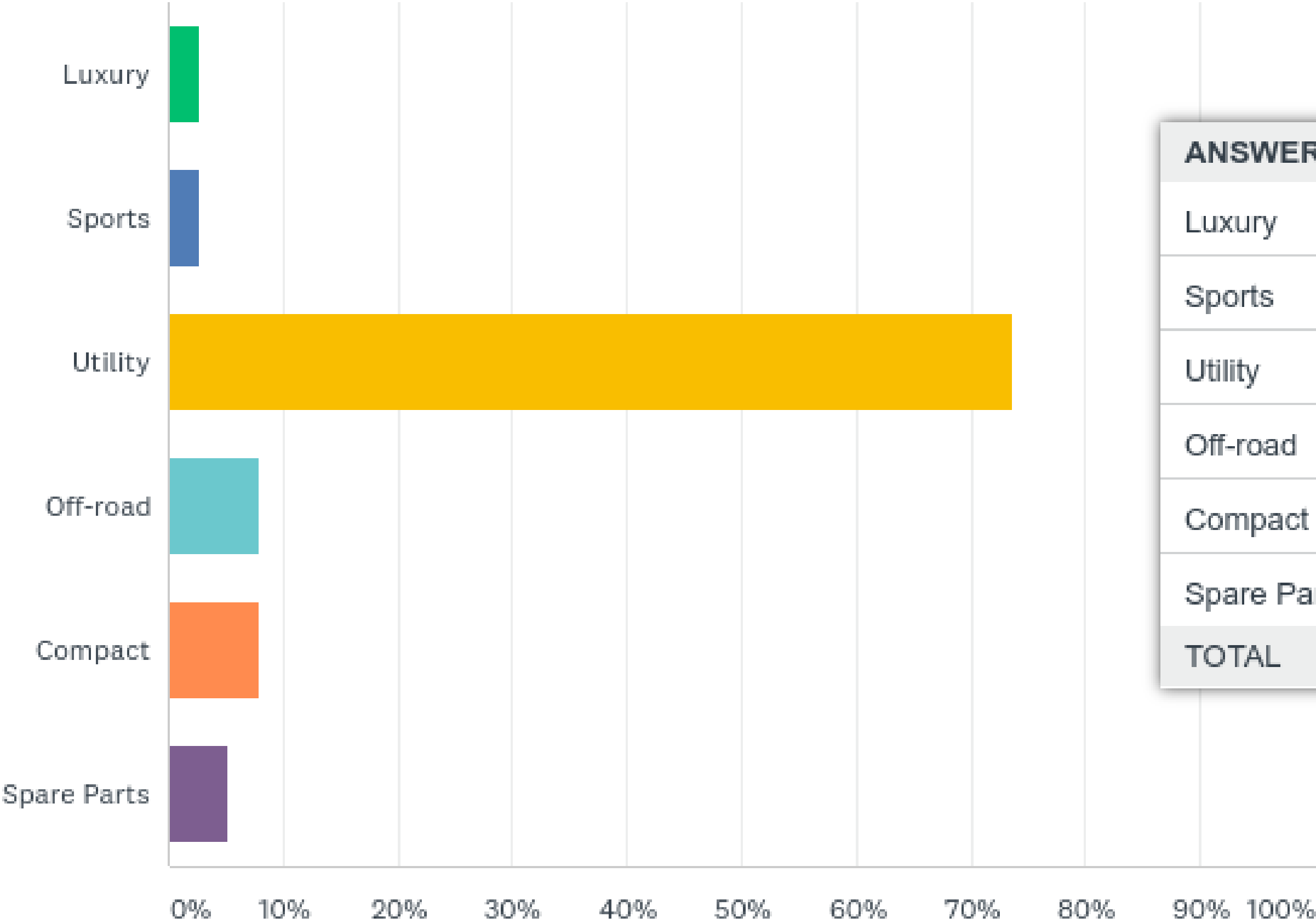


“pretty good but could be better”



Q4: If the NYISO website were a car, what car would it be?

Answered: 38 Skipped: 1

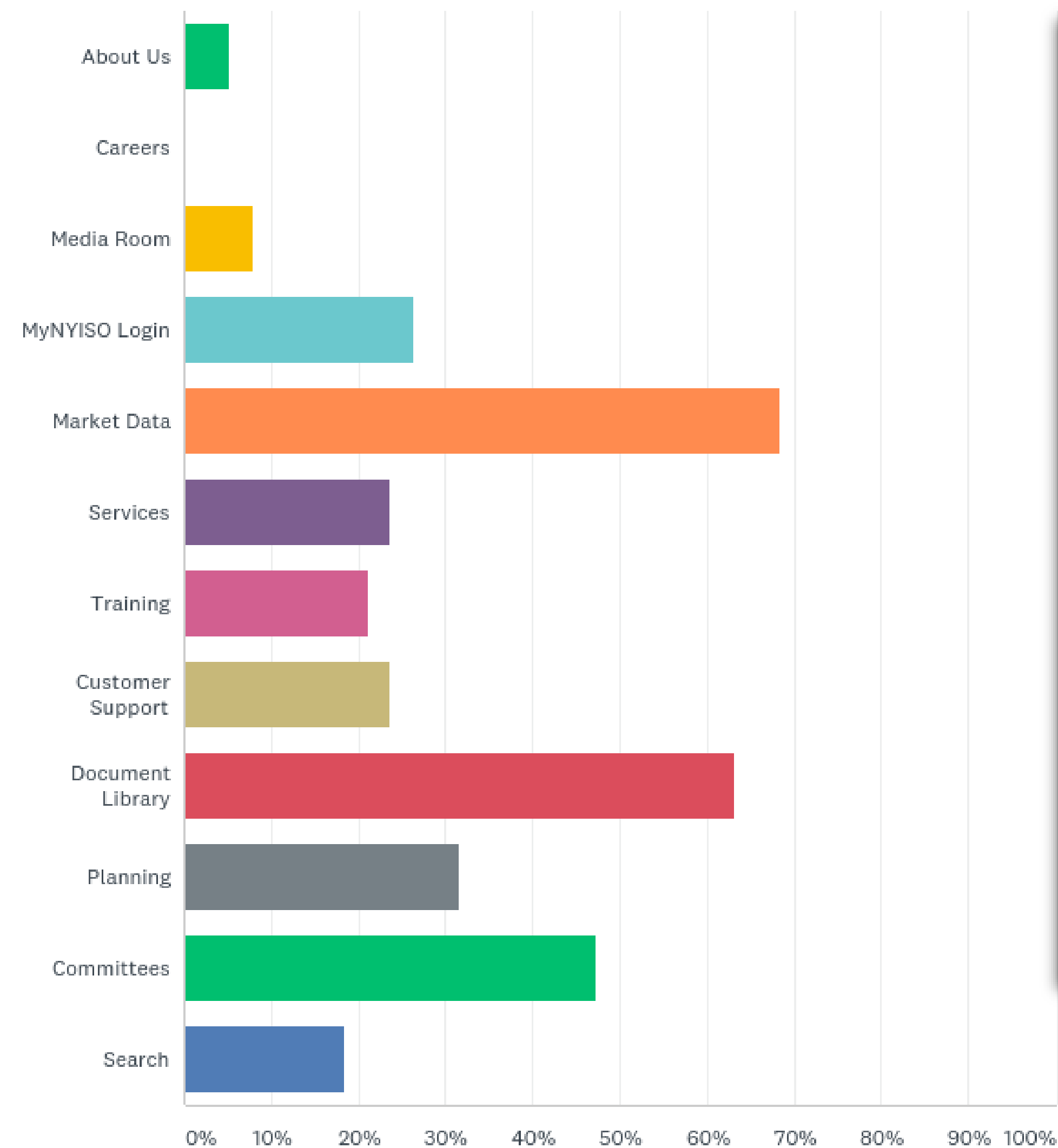


ANSWER CHOICES	RESPONSES	
Luxury	2.63%	1
Sports	2.63%	1
Utility	73.68%	28
Off-road	7.89%	3
Compact	7.89%	3
Spare Parts	5.26%	2
TOTAL		38



Q5: What area(s) of the website do you visit most often?

Answered: 38 Skipped: 1

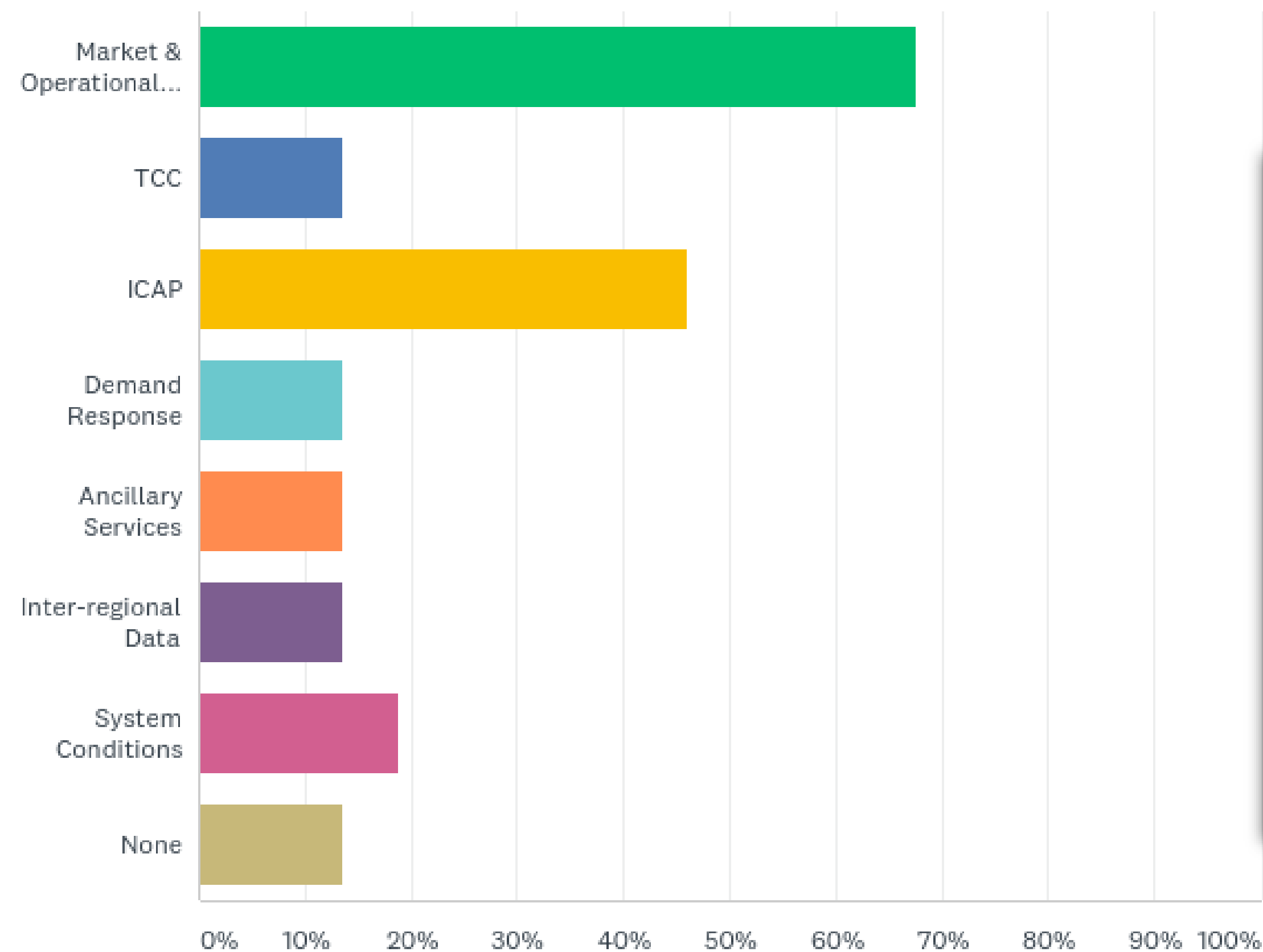


ANSWER CHOICES	RESPONSES	
About Us	5.26%	2
Careers	0.00%	0
Media Room	7.89%	3
MyNYISO Login	26.32%	10
Market Data	68.42%	26
Services	23.68%	9
Training	21.05%	8
Customer Support	23.68%	9
Document Library	63.16%	24
Planning	31.58%	12
Committees	47.37%	18
Search	18.42%	7
Total Respondents: 38		



Q6: What area(s) of Market Data do you visit most often?

Answered: 37 Skipped: 2

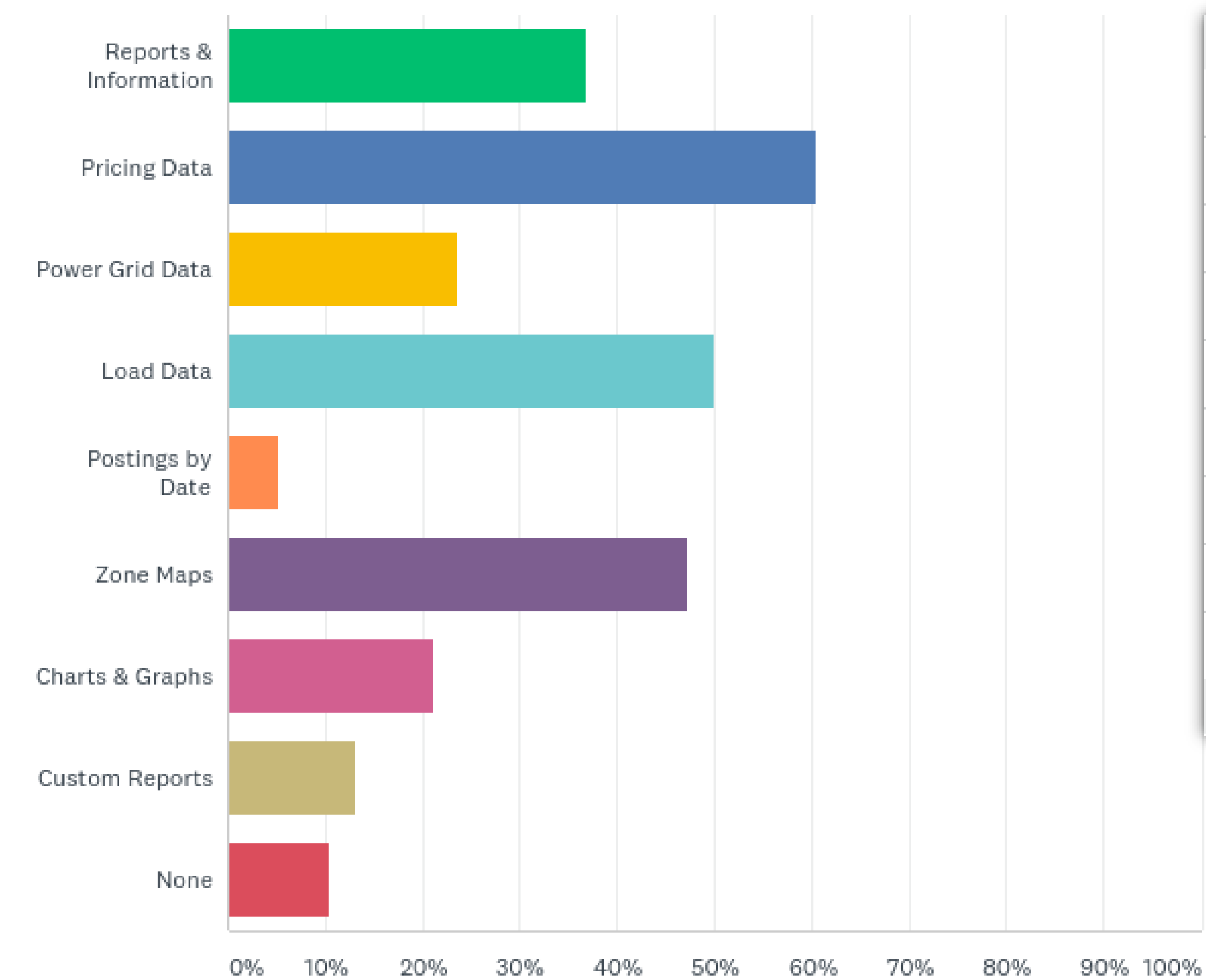


ANSWER CHOICES	RESPONSES	
Market & Operational Data	67.57%	25
TCC	13.51%	5
ICAP	45.95%	17
Demand Response	13.51%	5
Ancillary Services	13.51%	5
Inter-regional Data	13.51%	5
System Conditions	18.92%	7
None	13.51%	5
Total Respondents: 37		



Q7: What area(s) of Market & Operational Data do you use most often?

Answered: 38 Skipped: 1

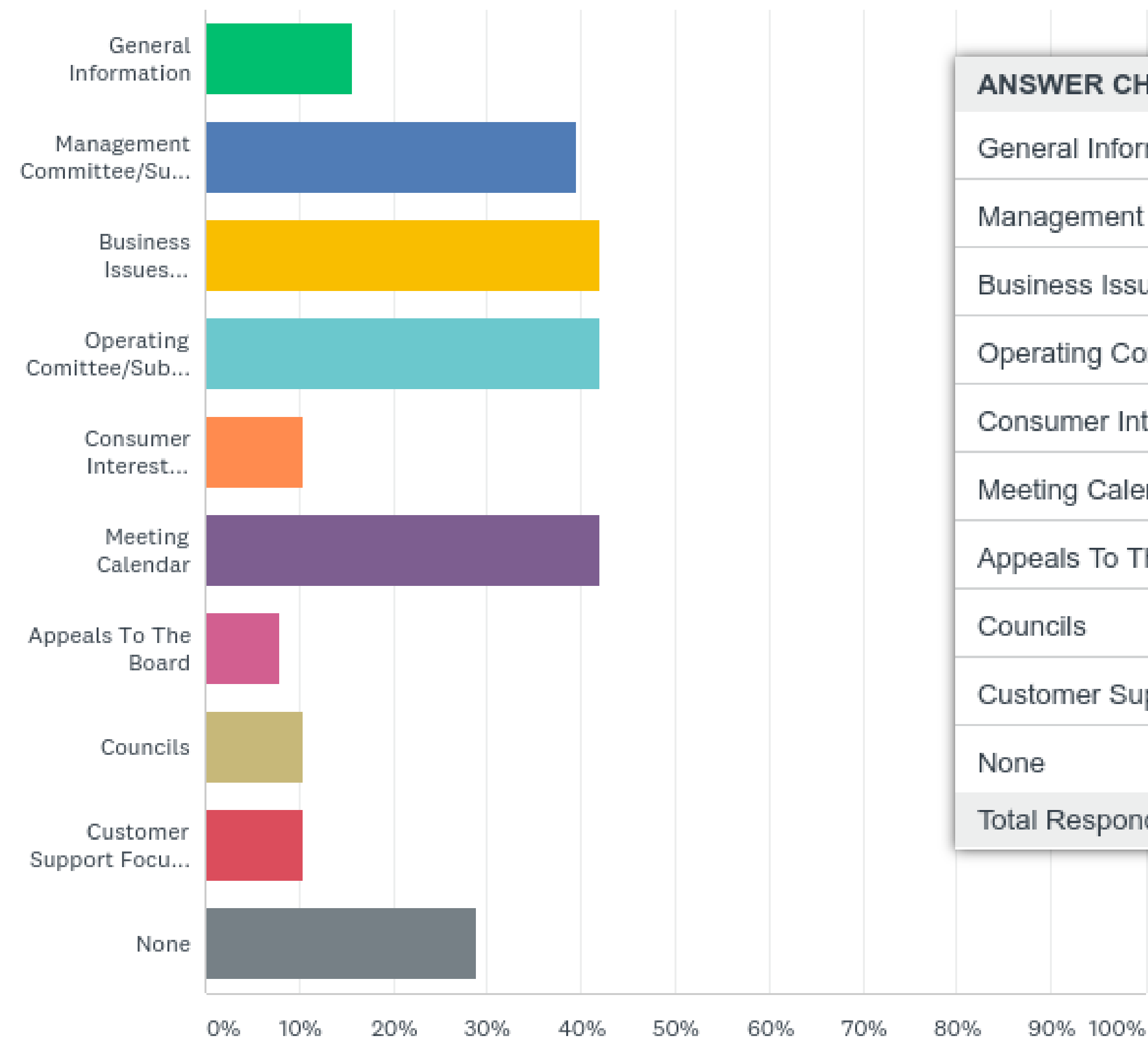


ANSWER CHOICES	RESPONSES	
Reports & Information	36.84%	14
Pricing Data	60.53%	23
Power Grid Data	23.68%	9
Load Data	50.00%	19
Postings by Date	5.26%	2
Zone Maps	47.37%	18
Charts & Graphs	21.05%	8
Custom Reports	13.16%	5
None	10.53%	4
Total Respondents: 38		



Q8: What area(s) of Committees do you use most often?

Answered: 38 Skipped: 1

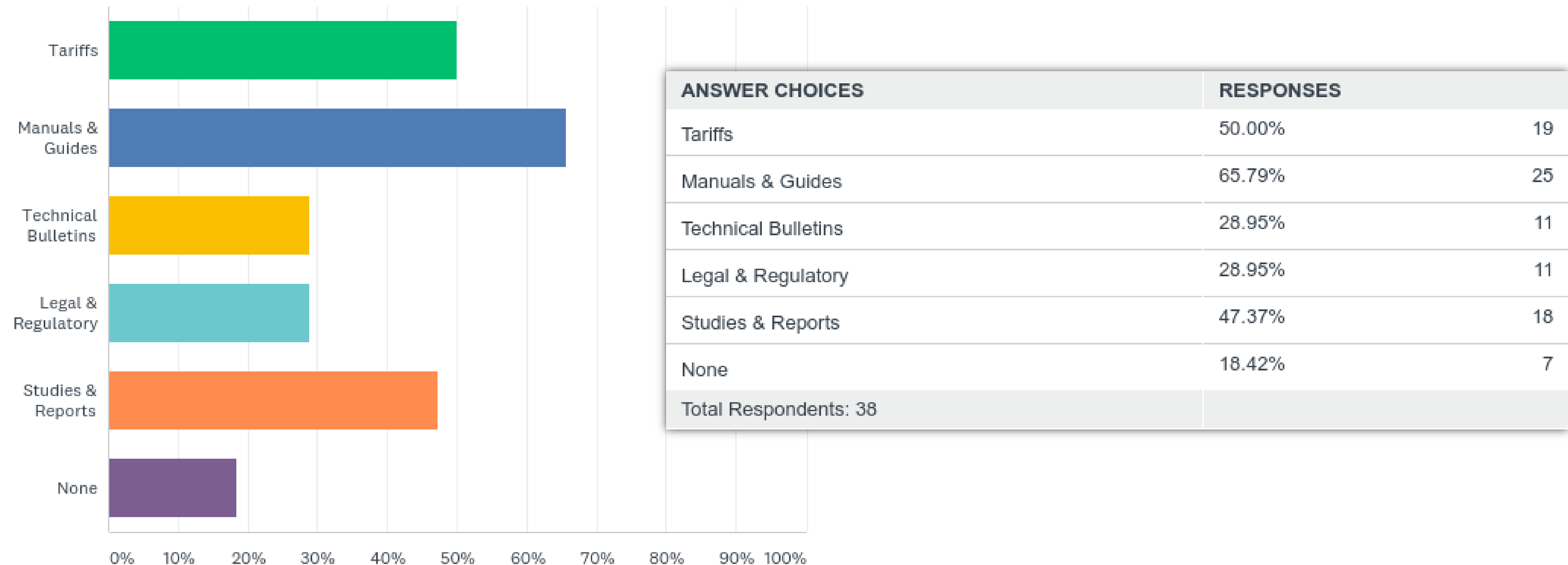


ANSWER CHOICES	RESPONSES	
General Information	15.79%	6
Management Committee/Subcommittees	39.47%	15
Business Issues Committee/Subcommittees	42.11%	16
Operating Comittee/Subcommittees	42.11%	16
Consumer Interest Liaison	10.53%	4
Meeting Calendar	42.11%	16
Appeals To The Board	7.89%	3
Councils	10.53%	4
Customer Support Focus Group	10.53%	4
None	28.95%	11
Total Respondents: 38		



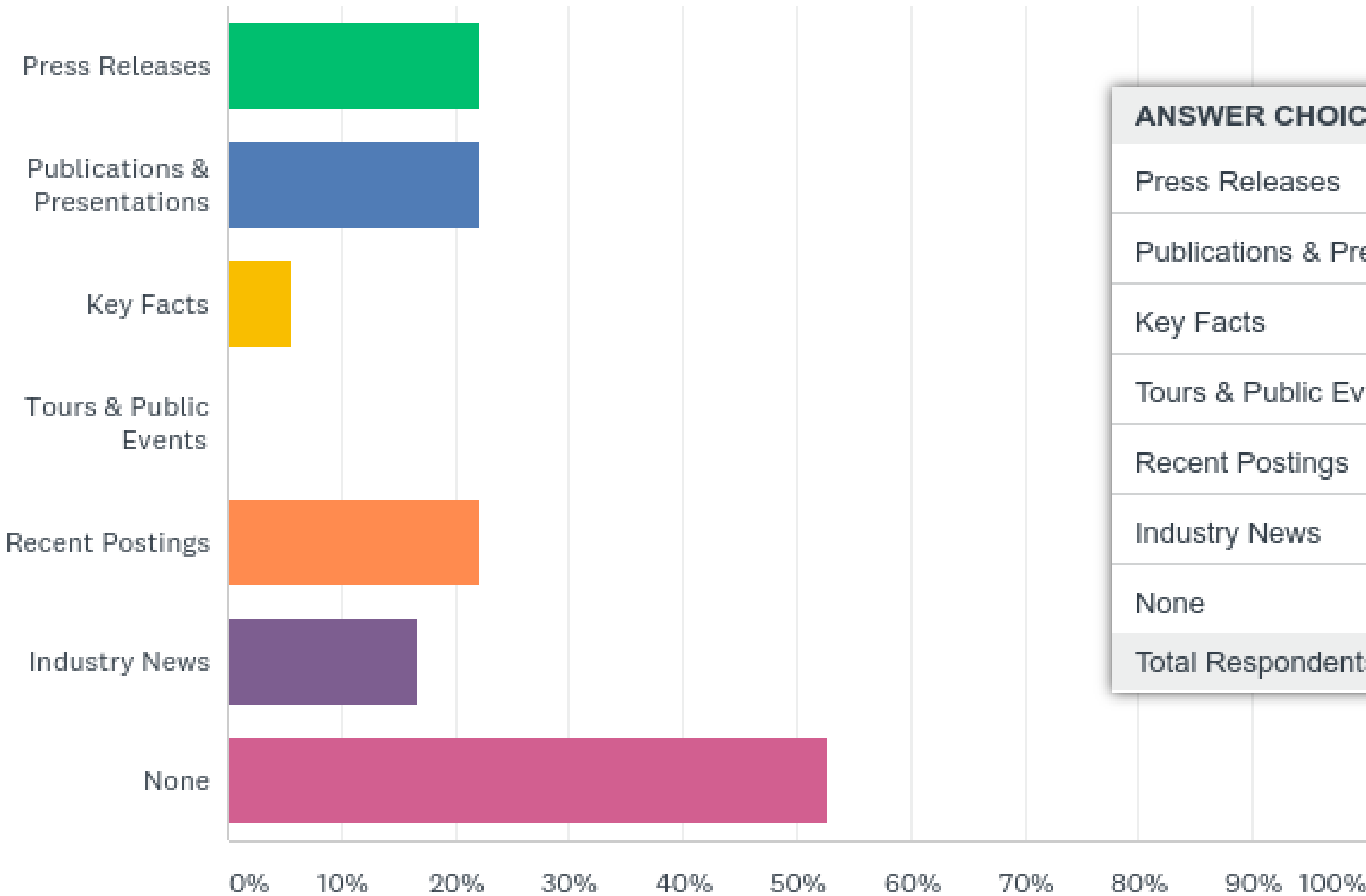
Q9: What area(s) of Document Library do you use most often?

Answered: 38 Skipped: 1



Q10: What area(s) of Media Room do you use most often?

Answered: 36 Skipped: 3



ANSWER CHOICES	RESPONSES	
Press Releases	22.22%	8
Publications & Presentations	22.22%	8
Key Facts	5.56%	2
Tours & Public Events	0.00%	0
Recent Postings	22.22%	8
Industry News	16.67%	6
None	52.78%	19
Total Respondents: 36		



Q11: What are your top 3 dislikes about the NYISO website?

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Answered: 36 Skipped: 3

Top Dislikes

1. Search
2. Performance
3. Navigation

Other Dislikes:

- Look & Feel
- Mobile Support
- Security

“Easy to get lost”



“Splintered appearance”



“Have to dig too deep”



“...better to just use Google”



Q12: What are your favorite features on the NYISO website?

14

Answered: 36 Skipped: 3

"Interactive graphs, maps, and charts"

Top Favorites

1. Quantity of Information
2. Operational Data
3. Calendar

Other Favorites

- Graphics & Colors
- Recent Postings



"Lots of useful information"

"Graphics look nice"

"So much data available"



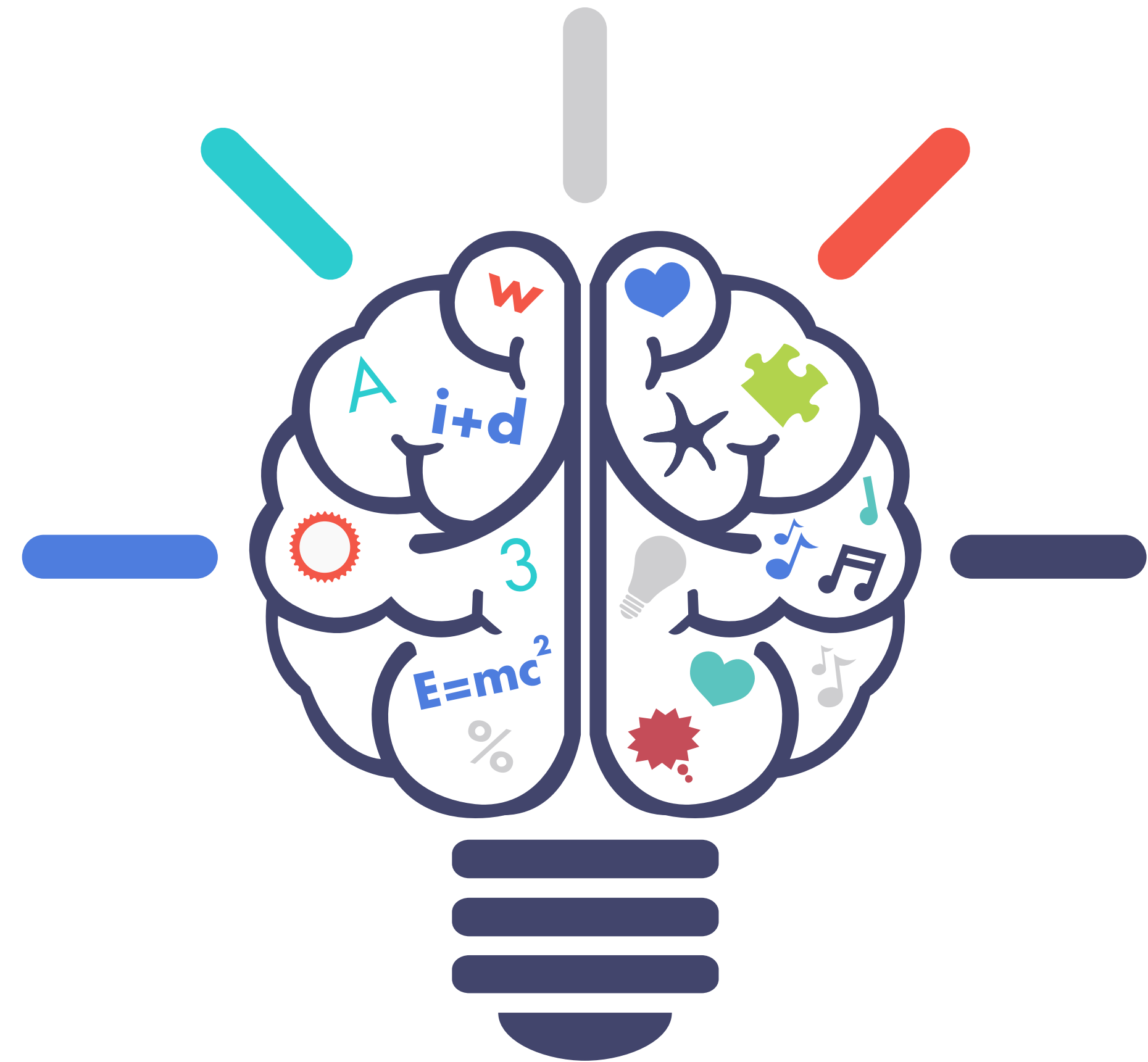
Q13: How can we improve the NYISO website? Send us your ideas and suggestions.

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Answered: 22 Skipped: 17

Top Suggestions

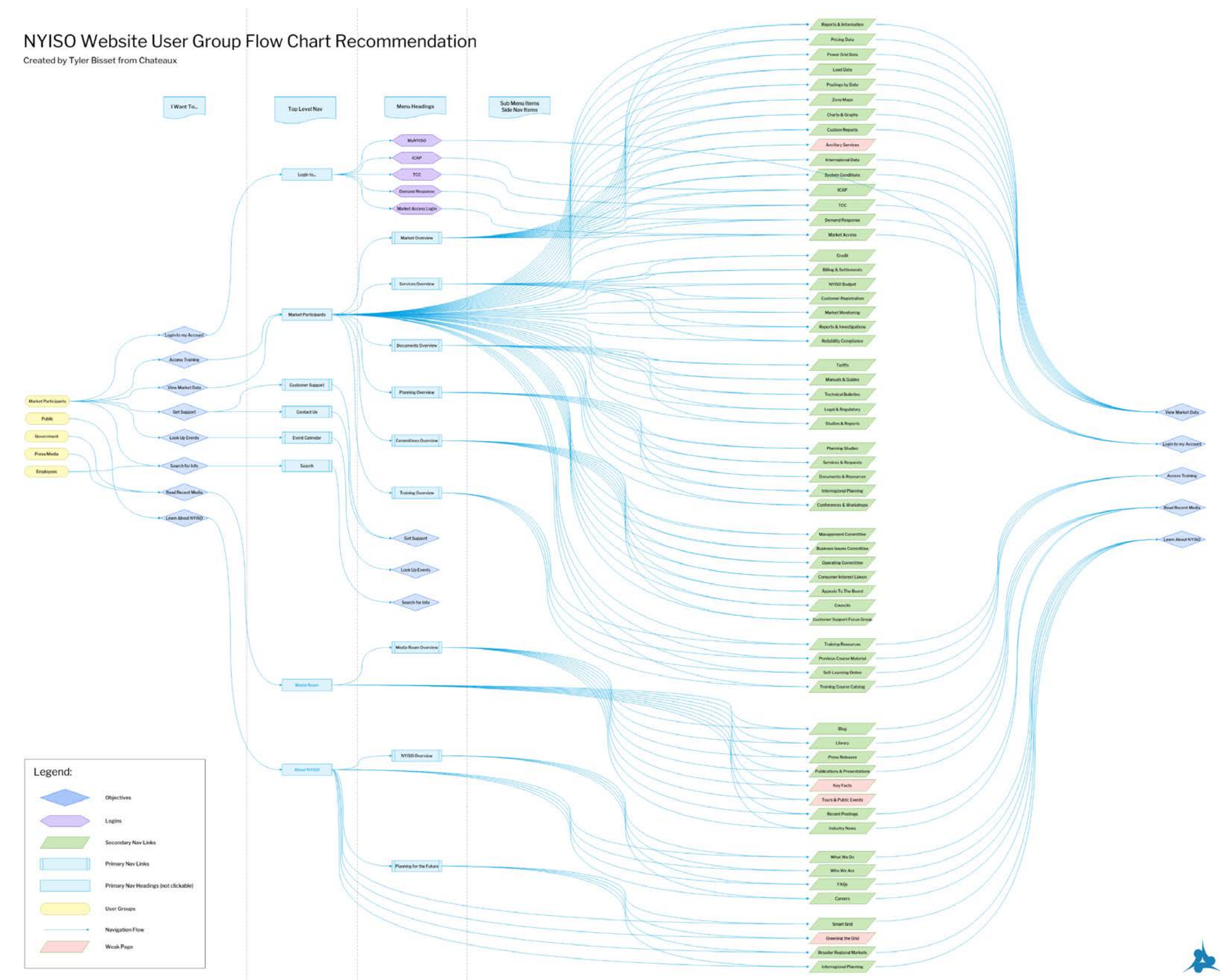
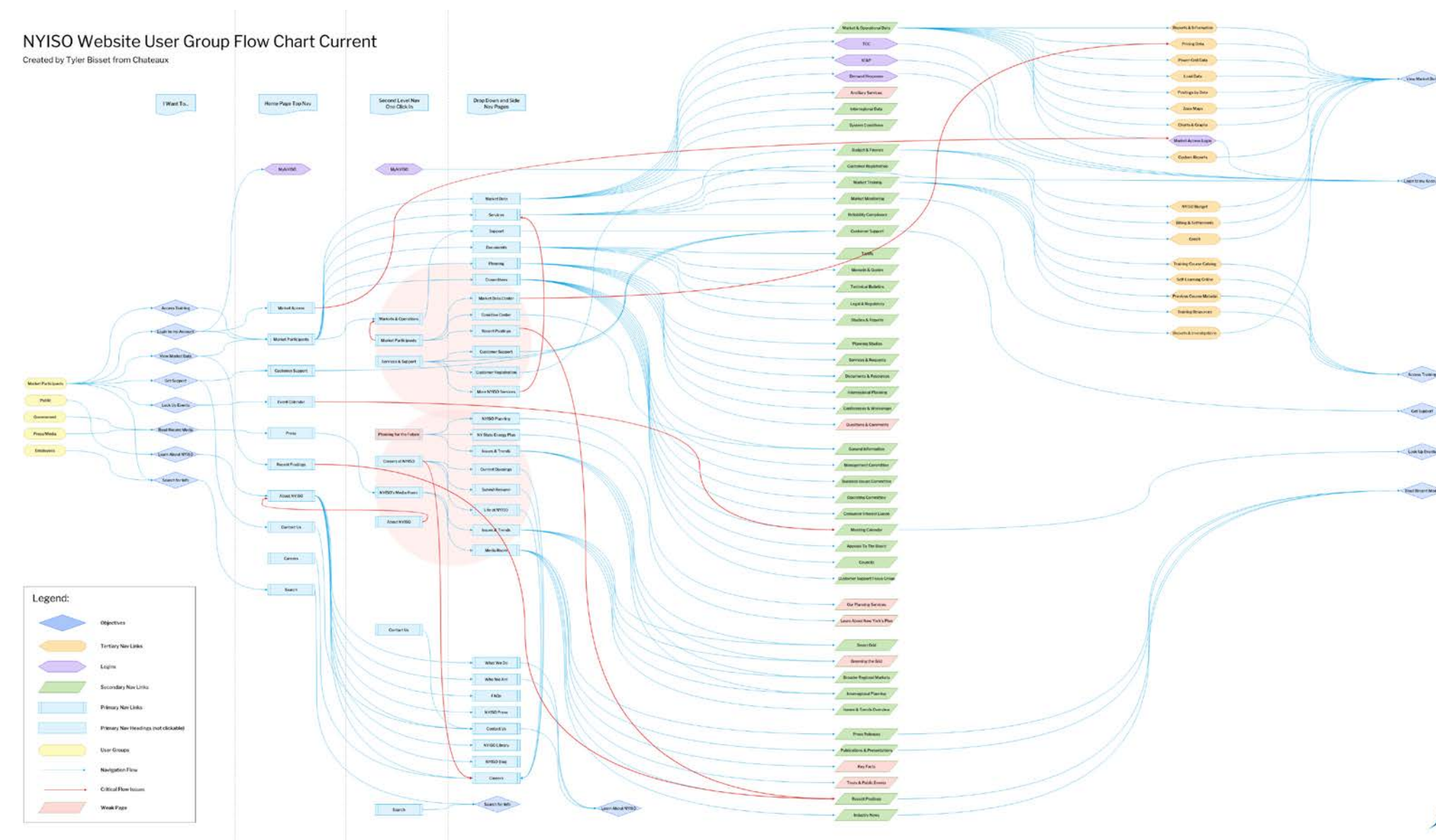
- Improve search by adding more filters
- Unify the look and feel
- Support mobile devices
- Consistent site certificates
- Better calendar/meeting functionality
- Archive old data
- Provide recent postings on Home



Website Flow

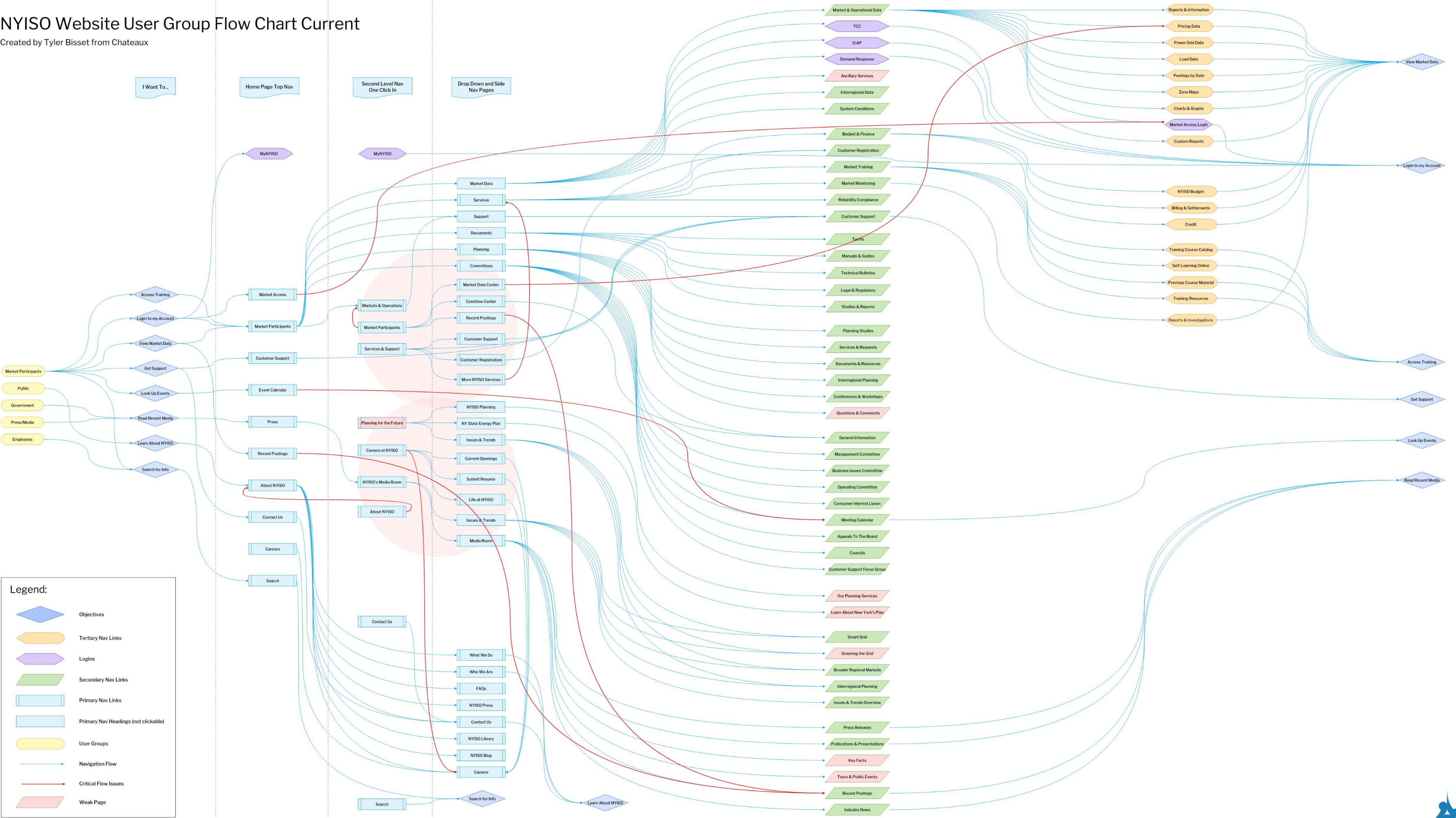
How do users reach their goals?

A website flow maps out how specific groups of users achieve specific goals.



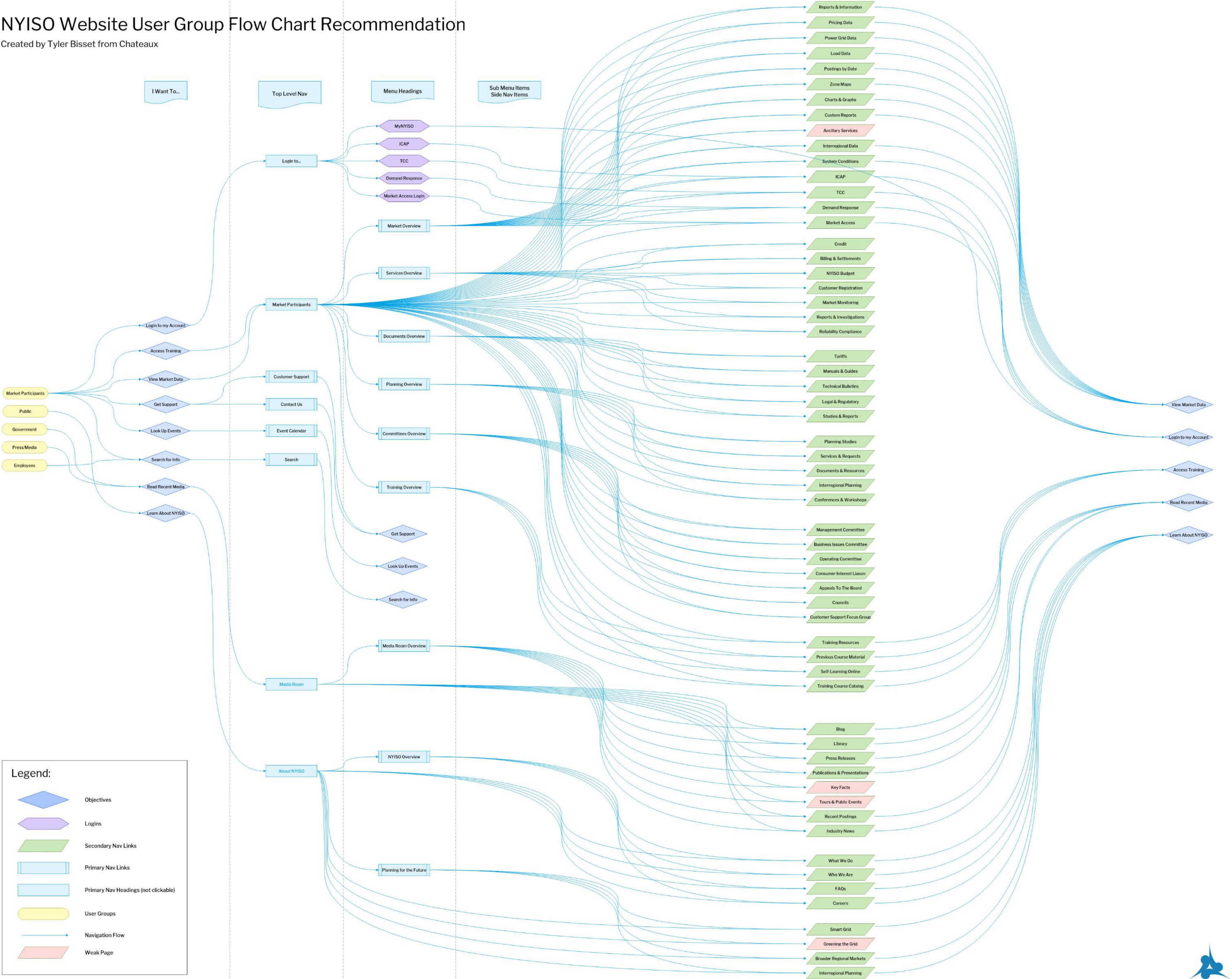
NYISO Website User Group Flow Chart Current

Created by Tyler Bisset from Chateaux



NYISO Website User Group Flow Chart Recommendation

Created by Tyler Bisset from Chateaux



Q&A

Questions?



THANK YOU



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