



NYISO

Getting User Input

For Online Presence Marketplace and
Decision Support



Online Presence Project High-Level Status

- ➔ Invaluable participation from Market Participants during Online Presence project interviews

- ➔ Key Findings – User Needs Framework
 - ➔ Market transparency - “Show me the inside of the black box.”
 - ➔ Data accessibility - “Give me what I want, when I want, how I want it & nothing else.”
 - ➔ Experience - “Let me do my job well.”
 - ➔ Collaboration – “We are all working though this together.”
 - ➔ Reliability - “Be there when I need you.”

- ➔ Follow Up Activities
 - ➔ Prioritized feature lists based on the user needs
 - ➔ Using phase approach to satisfy the user needs
 - ➔ Identified Marketplace as our next focus

The Marketplace Design Phase

→ Objectives

- Develop a user experience that makes it easier to do business with NYISO and that can scale as NYISO grows
- Enhance and re-deploy the Marketplace application to make it more reliable and scalable

→ Benefits

- Timely access to information
- Ease of use
- Make the application modular and flexible

→ Business Design Objectives

- Define visual design
- Design detailed technical and interaction design
- Develop implementation strategy and schedule
- Incorporate user input throughout the design process via workshops and paper prototype testing activities



Collaborative Workshops

➔ What are collaborative workshops?

- ➔ Activities: Workshops include small, focused workgroups and review checkpoints
- ➔ Participants: 2 to 3 senior managers and/or traders
- ➔ Workshops Schedule: Aug 15 ~ 17, Sept 11 ~ 13
- ➔ Duration: 2 days during each workshop
- ➔ Location: At the NYISO site in Albany



Testing of the Paper Prototype Screens

- ➔ What is the paper prototype testing during design?
 - ➔ Activities: Test participants perform day-to-day tasks using prototyped screens. Feedback from the users will be incorporated into the final interface design
 - ➔ Testers: 15 traders and schedulers, the direct users of the MIS/Marketplace (e.g. entering bids)
 - ➔ Paper Prototype Testing Schedule: Aug 23, Aug 30, Oct 16
 - ➔ Duration: About two hours
 - ➔ Location: NYISO in Albany or Sapiient site



Recruiting Parameters

- ➔ Each participant should satisfy the candidate profile for workshop or paper prototype testing
 - ➔ Candidate for workshops: 2 to 3 senior managers and/or traders to provide bid management and strategy
 - ➔ Candidate for testing: about 15 schedulers to provide feedback about the paper prototyped screens
- ➔ Candidates identified by July 26th
- ➔ Candidate forms returned by August 2nd



The Decision Support Project

→ Vision

- Provide NYISO's external (and internal) customers with timely and accurate information, along with the tools to analyze it, thereby enabling them to manage their business

→ Objectives

→ Present

- Create framework for a data warehouse that serves as a centralized information store
- Design and implement one key category of data (e.g. Billing data)

→ Future

- Add new categories of data in a timely fashion

→ Benefits

- Timely access to information that was unavailable previously
- Provide a framework for future data marts



Gathering User Input through Interviews

- ➔ Gather user requirements through out the design process via user interviews
- ➔ What are user interviews?
 - ➔ Participants: Senior managers and Billing specialists
 - ➔ Duration: Two sets of interviews with about two hours per interview
 - ➔ Location: At the NYISO site in Albany or Sapient
 - ➔ Interviewers: A team consisting of a NYISO representative and two of our contractors





Recruiting Parameters

- ➔ We will interview about 15 Market Participants
- ➔ Interviewees will be selected based on different roles from the marketplace across different sectors
- ➔ Candidates identified by July 26th and candidate forms returned by August 2nd
- ➔ Interviews conducted August 6th through August 9th and from September 3rd through September 14th
- ➔ Each participant is involved in 1 or 2 interviews, each interview lasting about 2 hours



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Questions?