



# Website Elia.be

Presentation to the WG Belgian Grid

WG Belgian Grid

Brussels, 19 May 2016

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# Why are we doing this project?

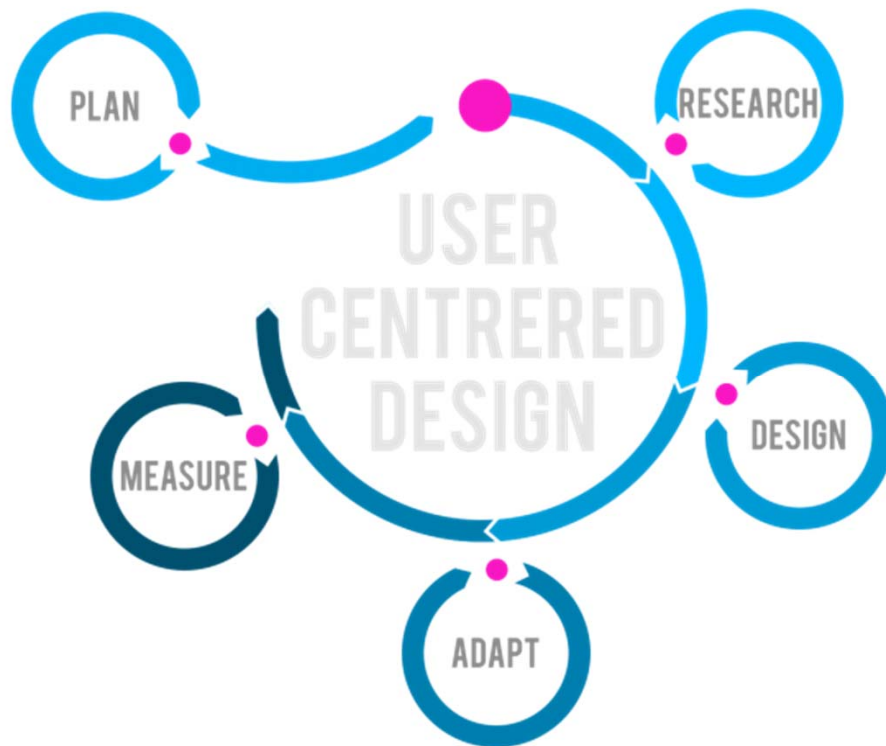
The elia.be website is the central repository for all external communications.

This project aims at improving the user experience on the website elia.be like

- better referencing on search engines (specially concerning the mobile website)
- better mobile experience (tablets, smartphones)
- navigation clearer
- target groups journeys taken into account
- updated design

...

# The approach: User-centered design



***User-centered design (UCD)** is a framework of processes in which the needs, wants, and limitations of end users of a product, service or process are given extensive attention at each stage of the design process.*

Instead of launching a big bang project on a new website, we propose to define our strategy by identifying our stakeholders and mapping their journey

Resulting from this vision, a cycle of optimisations but also putting in place the governance and processes that will help maintaining and continuously improving the website.

# Activities to be handled during the following months

## Study phase

### Activities

- Online survey
- Usability expert review
- Benchmarking exercise
- Gather business requirements:
  - Qualitative interviews with key stakeholders and Subject Matter Experts
  - Definition of personas to impersonate our users base
  - Mapping their journeys

### Deliverables

- Report and recommendations
- Roadmap for developments
- Revised navigation, tested

## Execution phase

### Activities

- Search Engine Optimisation audit - how to make sure our information is better found on search engines.
- Content re-organising according to users journeys
- Updated design - enabling a multidevice use (desktop, mobile,...)
- Preference center

### Deliverable

Optimisations on website

# Where we are?

## Completed activities

- Redesign of the **external communications emails templates**. 3 publications: Press releases, Elia News and Public Consultations.
- **Preference center**: Allow users to adjust their subscription preferences to our external communications via email.

## Ongoing activities

- Analysis of the **frequentation logs** : to detect how our website is currently used. Are people finding the information? Are the visits qualitative? **What** are people doing on our website and **how** are they doing it?
- **Survey on website users**: **Who** are our website users, **what** are they doing and **why**? Our sample counts 500 answers.
- **Usability expert review** : User experience design experts are reviewing our website to detect how we could improve the user experience.

The results of the above-mentioned activities will be available in June

Who are we?
Legal framework
Regulators
Electricity market players
Transmission tariffs
<b>Newsroom</b>
Social Media
Newsletter Elia News
News
Press releases
Media library
<b>Subscription</b>
Publications ▾
Corporate Governance ▾
Corporate Social Responsibility ▾
Questions about the security of supply in Belgium
Contact Us
Users' Group

## SUBSCRIPTION

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First name\*:

Profile\*:  Company  
 Media  
 Association  
 Individual  
 Elia  
 Other- Please specify

Organisation:

Job title:

E-mail address\*:

\* Required field

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 French  Dutch  English
- Elia News  
(Monthly electronic newsletter. Click [here](#) to see an example in French)  
 French  Dutch
- Public consultations  
(Elia consultations on modifications or new contractual and regulated documents)  
 French  Dutch  English

Confirm your subscription

Elia will not use your personal information for a different purpose than the one stated when you provided your data.

## We need you!

Tell us how do you find **your experience** on the website. Any type of feedback is welcome!  
It can concern:

- content
- navigation
- design
- ...

Help us more by giving an **in-depth interview** to our user experience design experts or take part to **dedicated workshops**.

Thank you for your help.



Questions regarding this project, feel free to contact Helen Tueni, Digital Manager – email : [helen.tueni@elia.be](mailto:helen.tueni@elia.be)

Many thanks for your attention!

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Brussels, 19 May 2016