



Stakeholder Interview
SDGE Website UX Review
December 10, 2012

Stakeholder Interview Questions

Name & Title:

1. Define purpose/vision for the site

a) What is the purpose of the site?

b) What are the goals of the site?

2. Develop goals for the site

a) How would you define a successful Web site for your organization?

b) What does success look like? How will you know when you have been successful?

c) How would you describe the site?

d) From an organization's viewpoint?

e) From a user's viewpoint?

3. Define audiences & goals

- a) Who are the users of the site? (Primary and secondary users)
- b) How would you describe the users? (User characteristics, i.e., age, experience, education, etc.)
- c) Why will they come to the site? (User needs, interests, and goals)
- d) When and where will users access the site? (User environment and context)
- e) How will users access the site? (User computer settings, i.e., connection speed, resolution, etc.)

4. Conduct task analysis and prioritize tasks

- a) What will users do on the site? (User tasks, content, features and functionality)
- b) Which tasks are critical to users' success on the Web site? (Criticality)
- c) Which tasks are most important to users? (Importance)
- d) Which features of the site will users use the most? (Frequency)

- e) Which features are prone to usability issues? (Vulnerability)
- f) Which tasks are critical to the organization's success on the Web site?
- g) How often will users frequent your Web site?
- h) What will compel users to return to your Web site?

5. Determine measurable usability objectives

- a) Which tasks should users be able to accomplish easily with few errors?
(Efficiency)
- b) Which tasks should users be able to finish quickly and efficiently?
(Effectiveness)
- c) What level of satisfaction should users have after using the site? (Enjoyability)

6. Discuss expectations, requirements & preferences

- a) What is your vision of what the site should do?

- b) Describe your initial view of the project. What do you think the project should entail?
- c) What prompted the redesign?
- d) Who will be the key point of contact?
- e) Are there any restraints, mandates, or guidelines for the site?
- f) Are there any sites you would like to model or a particular style that you prefer?
- g) What characteristics/attributes/attitude should the site convey to users?

7. Determine accessibility requirements and needs

- a) Is the site currently accessible?
- b) What type of accessibility testing has been done?
- c) What types of accessibility tools are being used?
- d) Who is the key point of contact on accessibility issues?

-
1. What is the purpose of the SDGE website? What are the goals?
 2. How does the SDGE website have an impact on your success?
 3. What would you say are the current website's strengths in terms of functionality?
 4. Functionally, what do you think has potential for growth?
 5. What do you feel the site is lacking?
 6. What content do you think the site is missing?
 7. What would you like the website to do that it currently doesn't?

Definitions of Success

8. What kind of client outcomes do you feel measure the success of the organization in relation to providers and members?

9. In general, what kind of things do you think the organization could do to be more innovative?

10. Finally, is there anything else you would like to share that you feel would help in the outcome of the project?

11. What are the key tasks users of the website should be able to achieve?

1. Pay my bill
2. Setup services (start/stop/move)
3. Setup paperless billing
4. Find outages
5. Report an outage
6. Report gas odors
7. Find ways to save on my bill
8. Find a job
9. Find rebates on a new appliance
10. Find out about energy efficiency appliances, etc.
11. Find low-income discounts
12. Prepare an emergency kit/checklist
13. Find online monitoring tools
14. Find information on solar energy



15. Find information on electric vehicles
16. What to do before digging?
17. Find out about community efforts
18. Read news
19. Find regulatory information
20. Find small business services

SDGE Usability Testing Script

Thanks for coming. Today we're testing the SDG&E website to see what it's like for actual people to use it. I want to state right away that we are testing the site, and not you. I will be asking you some questions, as well as asking you to perform certain tasks, in an attempt to evaluate the usability of the site. Be assured there are no right or wrong answers. Also, please be totally honest—we did not create this latest design, so don't worry about hurting our feelings.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us evaluate the site. If you have any questions, feel free to ask.

We may be videotaping this process. It is strictly to help me take notes, and will not be shown to anyone else.

Background

- What do you do?
- How much do you use the Internet?
- Favorite websites?
- Have you purchased anything on the Internet recently?
- Do you pay any bills or utilities online?
- What is your age range?

Reaction to site

- Have you visited this site before? Did you have any particular impressions?
Could you find what you were looking for?
- What are your initial impressions of the homepage? What about colors, graphics, photos, etc.
- Without clicking on anything, please describe the options you see.
- What would you click on?
- What would you say you can do on this site? What is the purpose?
- Who do you think the intended audience is?
- Before you click, what would you expect?

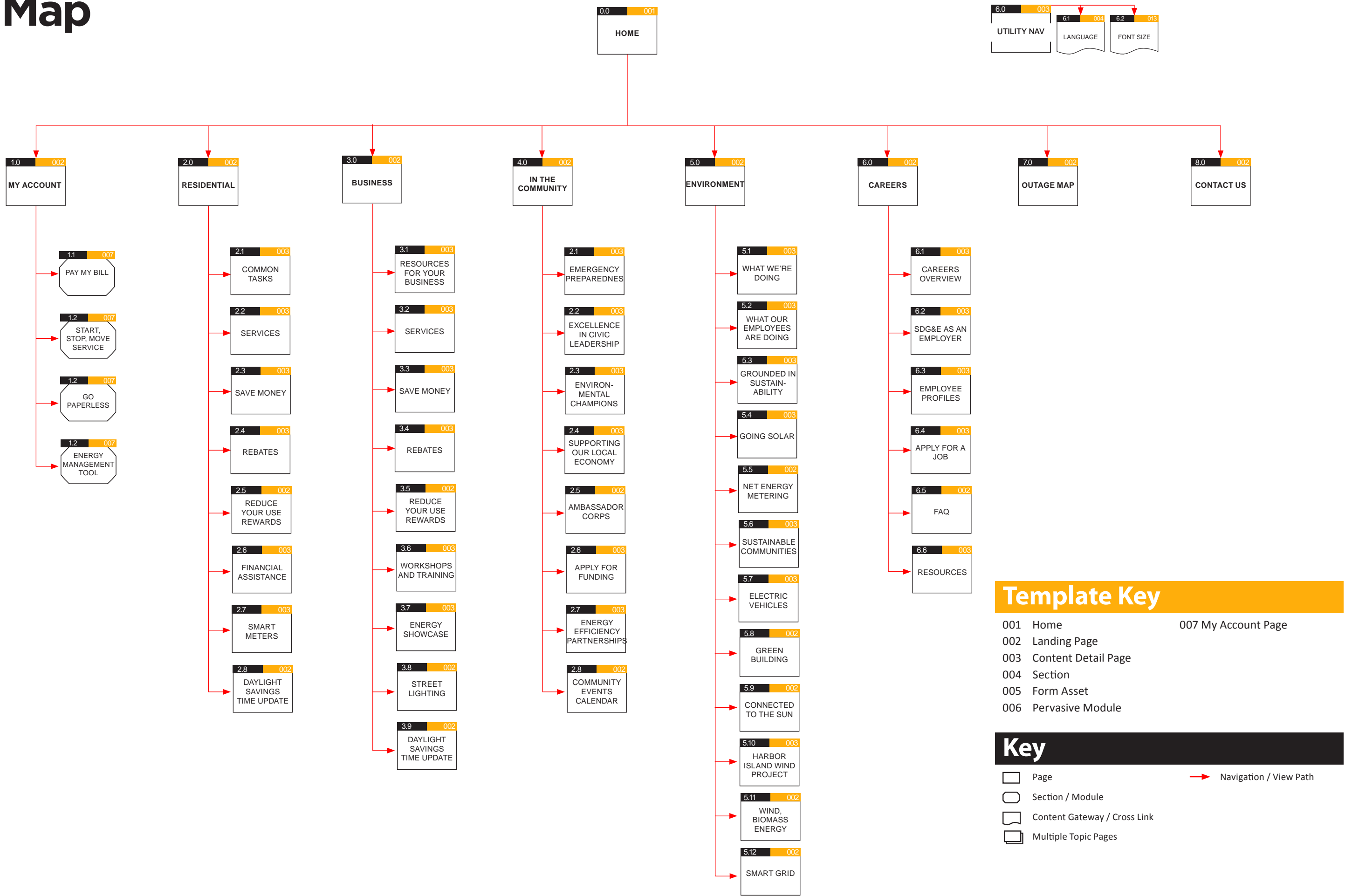
Testing key tasks

- You've just moved in. Setup services.
- Pay your bill.
- Enroll/Edit auto pay (paperless billing).
- Are there any current outages?
- Report an outage.
- Reset your password.
- Report gas odors.
- You just bought a new air conditioner. See if there is a rebate.
- Find a job.
- Find ways to save on your bill.
- You are on a fixed income. Are there any fixed income discounts?
- Find information about emergency preparedness:
 - Prepare an emergency kit
 - Create an emergency checklist
- Find online monitoring tools.
- Find information on solar energy.
- Find information on electric vehicles.
- Read news.
- You are about to do some construction digging. What do you do before digging?
- Go back to homepage.

Post test

- What characteristics/attributes/attitude does the site convey?
- Could you find what you were looking for?
- Was there anything missing you were expecting to see?
- Was anything obtrusive?
- Was anything hidden?
- Problems or kudos on the color scheme and visual design?
- Easy to read?
- How did you find the layout of the site?
- How intuitive did you find the layout of the site?
- Did you notice [...]?
- What would encourage you to come back to the site?
- What were your overall impressions of the site?
- What grade would you give the site, A-F?
- What are three things you like best about the web site?
- What are three things you like least about the web site?
- If you could change one thing on the site, major or minor, what would be at the top of the list?
- *Gift Certificate*

Site Map



SDGE.com Website Review

Final Report

San Diego Gas & Electric

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Project Background

Background

- Sensis worked with the SDG&E Web team in 2011 to completely redesign and rebuild the sdge.com website.
- Since early 2012, SDG&E's Web team has undertaken significant updates to the website
 - including incorporating responsive design and redesigning key visual elements of the site
- The website has evolved significantly over the last few years
 - there are likely remnants of older versions of the website scattered throughout the site that need to be identified, corrected, and/or removed.
- SDG&E engaged Sensis to complete an exhaustive review of the new sdge.com website.
- Based on this review, Sensis has developed the following set of recommendations to improve the SDGE.com website.

Project Objectives

In-depth, 3rd party review of the sdge.com website

Detailed recommendations for improving the website

Project Scope

The website review and recommendations will cover two broad elements of the website:

- Website Experience / Front-end
 - User Experience
 - Visual Design
 - Content (and Content Strategy recommendations)
- Infrastructure / Technology
 - Drupal configurations
 - Infrastructure
 - Hosting (Acquia)

Research & Discovery

Content Audit

Website content is corporate.

It is written, presented and prioritized based on
SDG&E objectives.

Taxonomy

- Overall taxonomy is based on internal “utility-speak”
- Navigation labels are a reflection of SDG&E internal organization rather than user natural language and perspective

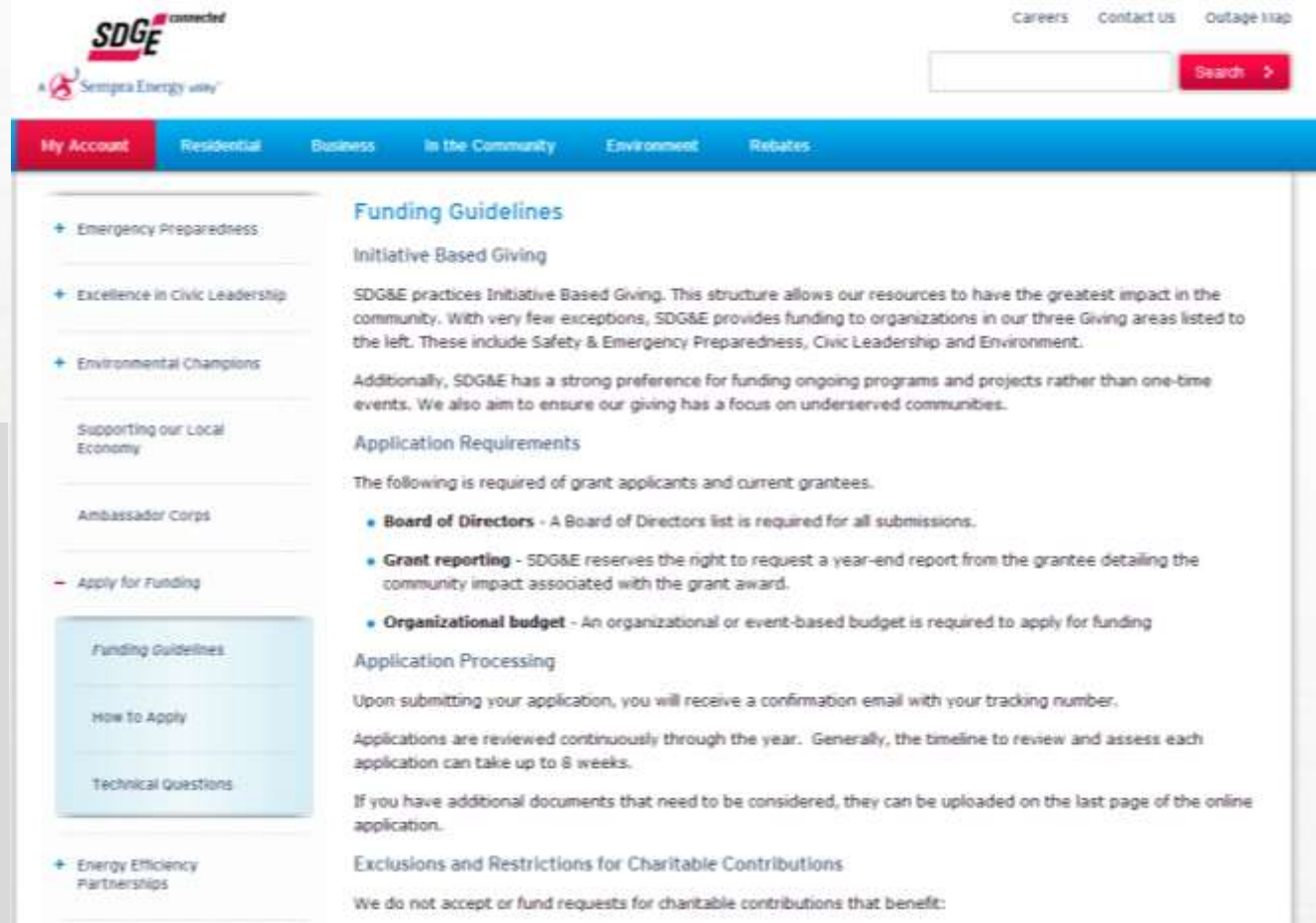
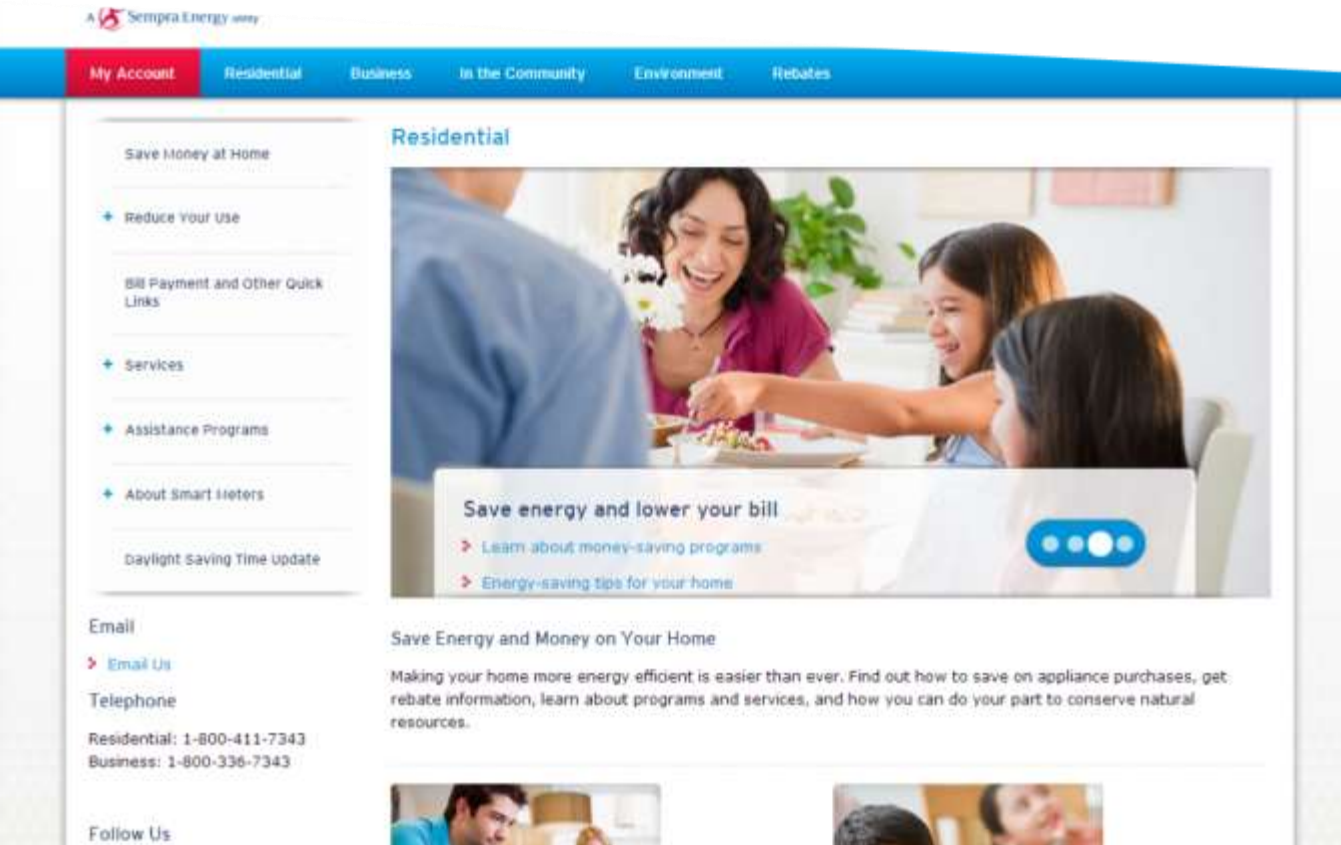
Video Content

- Most video content is deprioritized
- Video is presented as supplemental, not meant to provide user with main messaging
- Video presentment is inconsistent
 - Some are presented via embedded players, other as embedded YouTube video

Content Length

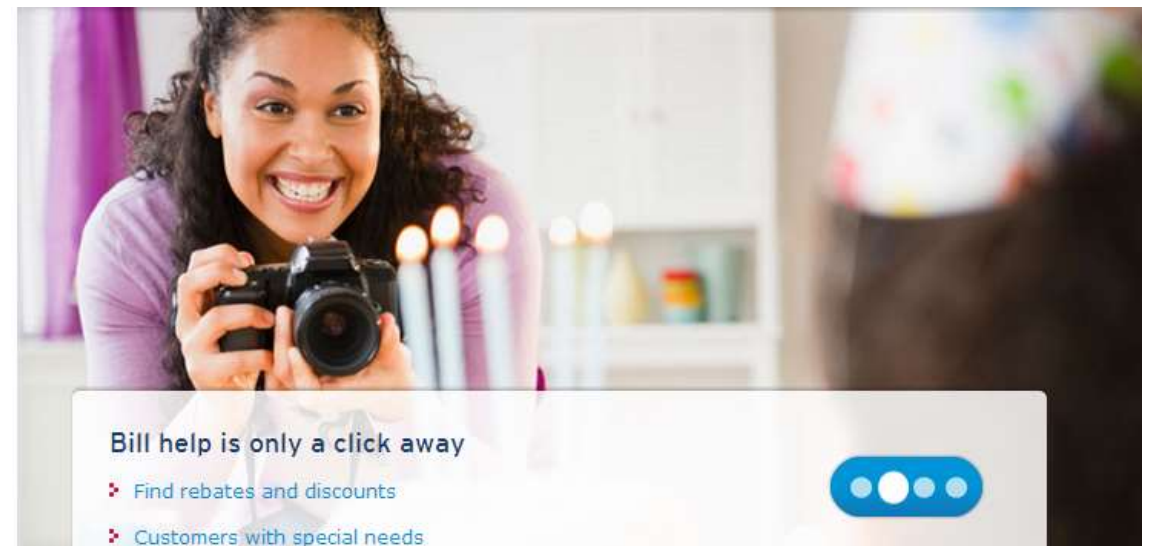
- Yet some pages can get very long and wordy

- Most textual content is short and succinct



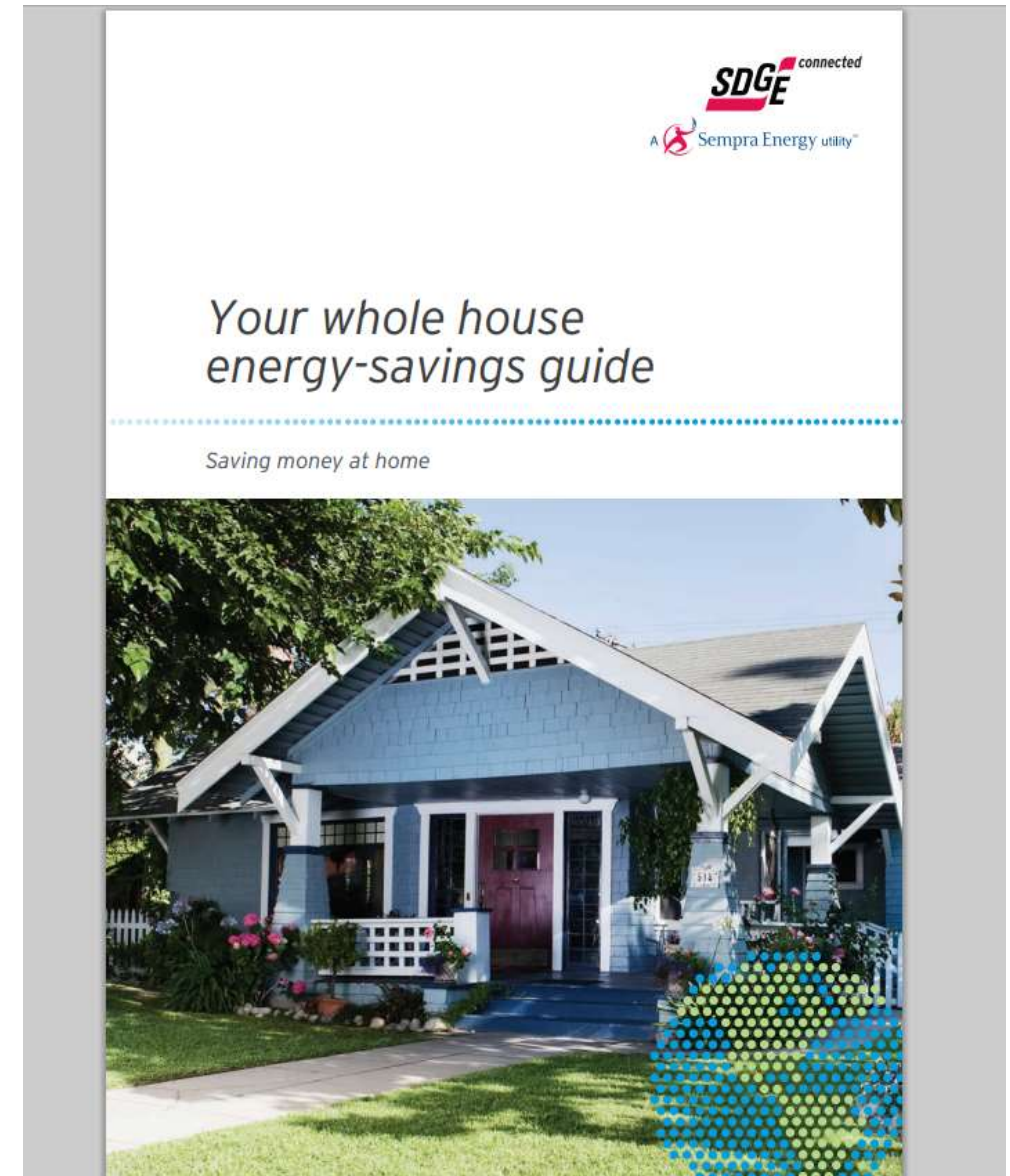
Imagery

- Images look very “stock” in nature
 - Most lack any visual cues / references to San Diego
- Most hero and content detail page images lack relevancy to topic



File-based Content

- There is a significant amount of PDF-based content on the sdge.com
- Much of this content is relevant and potentially valuable to users



Usability Testing

Usability Testing

Methodology

- 6 interviewees representing various residential segments
 - 2 San Diego residents (SDG&E customers)
 - 4 Los Angeles residents (SCE customers)
- One-on-one interviews with Sensis UX designer

Overall Grade: C-

Usability Testing

Good

- Clean visual design
- Bright colors
- Users can achieve top key tasks easily
 - Pay Bill
 - Setup services

Bad

- Information architecture not intuitive
- Users get frustrated
- Search functionality

User Perspective

Website should incorporate User Perspective

- Use *my* instead of *your* when possible
- Voice should be that of the user, not marketing

Industry Jargon

- Users do not understand utility industry terminology that permeates SDGE.com
 - i.e.: Reduce your Use, FERA, CARE, BillMatrix, kWickview
- Revise copy to use natural language
 - E.g. “Reduce your Use” should read “Save money on my bill”

Users

What users want

To get in and get out

“I don’t want to spend 20 minutes on the site”


Home Page / Carousel Issues

- **Carousel** and **News** look like advertising and are ignored
 - Users complained they “look like banner ads”
- Carousel and Twitter feed rotating too fast



Footer Navigation

- Hard to read
 - Users complained that contrast with background makes links very difficult to read
- Column headers not clear

Need Assistance	Resources	Tools	Our Company	Doing Business with Us
Customer Service	Builder Services	Energy Efficiency Survey	About Us	Customer Choice
Start Service	Brochures & Fact Sheets	kWickview®	Key Initiatives	Customer Generation
Stop Service	Rates & Regulations	Energy Waves	Accessibility	Energy Service Providers
Transfer Service	Safety	Energy Management Tool	Newsroom	Procurement
Gas Appliance Check	Tree Safety	Home Area Network	Payment Locations	RFPs and RFOs
More Time to Pay	Outages	Mobile Applications	Privacy Policy	Supplier Diversity
Rebate Application	Energy Innovation Center	Green Button	Privacy Notice	Supplier Documents
Website Feedback	Español		Sempra Energy	Vendor Portal
	Additional Languages		Terms & Conditions	
	Total Electric Rate			
	SONGS			
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 A Sempra Energy utility				

Emergency Information

- Emergency information needs to be more prominent
- Some users found it hard to find

The screenshot shows the SDG&E website interface. At the top right, there are links for 'Careers', 'Contact Us', and 'Outage Map', along with a search bar. A blue navigation bar contains links for 'My Account', 'Residential', 'Business', 'In the Community', 'Environment', and 'Rebates'. On the left, a sidebar lists categories like 'Save Money at Home', 'Reduce Your Use', 'Bill Payment and Other Quick Links', 'Services', 'Assistance Programs', 'About Smart Meters', and 'Daylight Saving Time Update'. The main content area features a 'Quick Links To Common Tasks' section with a list of links: 'Start, stop or move your service address', 'Pay your bill', 'Get outage information', 'Find out about careers', and 'Contact us'. Below this is a 'Featured Videos' section with two video thumbnails. The first thumbnail shows a house, and the second, which is highlighted with a red box, shows a person in a workshop and is titled 'Emergency Preparedness: Make a Kit and...'. At the bottom left, there are contact details for Email and Telephone, including residential and business phone numbers.

SDG&E connected
A Sempra Energy utility™

Careers Contact Us Outage Map

Search

My Account Residential Business In the Community Environment Rebates

Save Money at Home

+ Reduce Your Use

Bill Payment and Other Quick Links

+ Services

+ Assistance Programs

+ About Smart Meters

Daylight Saving Time Update

Quick Links To Common Tasks

Here are links to the top five most popular things people do on our site. Does one of these answer what you're looking to do?

- Start, stop or move your service address
- Pay your bill
- Get outage information
- Find out about careers
- Contact us

Featured Videos

SDG&E's Energy Savings...

Emergency Preparedness: Make a Kit and...

View All Videos

Email

Email Us

Telephone

Residential: 1-800-411-7343
Business: 1-800-336-7343

External Websites

My Account, Bill Matrix, etc.

- Have a very different look and feel and lack consistency
- Users complained that sites feel disjointed, “feel incomplete”
- Some mentioned they started to “lose trust”

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My Account

Register Step 1 2 3 4 5

Step 1: Provide your account information.

*Required Field

Account Number *
First 10 digits found at the top of your bill. Enter numbers only.

ZIP Code *
Service address ZIP Code. Enter numbers only.

9 A U 4 M
Can't read this? [Try another](#) or, for vision impaired, [play audio](#).

Security Check *
Type the code shown above. Do not enter spaces.

Terms and Conditions

My Account Terms and Conditions

Online Account Management Usage Agreement

You may use this online utility bill account access system ("My Account") only if you are a customer of San Diego Gas & Electric ("SDG&E") and have agreed to take part in My Account by properly registering a User ID and password consistent with these My Account Terms and Conditions. Use of My Account is furnished subject to the [Terms and](#)

☐ By clicking the checkbox, you acknowledge that you have fully reviewed and agree to the My Account Terms and Conditions, the [Terms and Conditions of this Web site](#), and, if applicable, the [Mobile Terms and Conditions](#), each as referenced therein. *

[« Back](#) [Next »](#)

Did You Know?

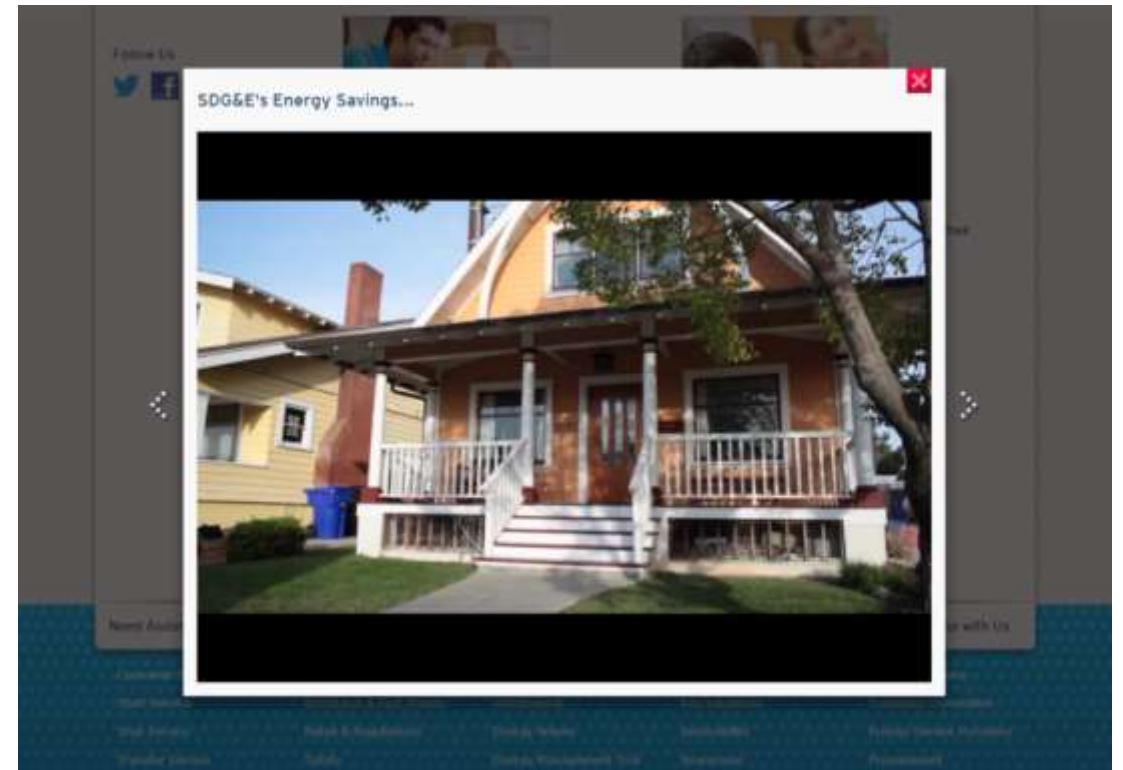
Our Sustainable Communities program supports the construction of environmental responsible green buildings.

[Learn More](#)

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Videos

- High production value, but distracting from users task finding
- Can be a “total waste of time” when not relevant
- Unrelated videos need to be clearly separated (and labeled) from content





Older users

Older users want:

- Larger fonts
- Bigger buttons

Ethnographic Interviews

Ethnographic Interviews

Methodology

- 4 interviewees representing various residential segments
 - 2 San Diego residents (SDG&E customers)
 - 2 Los Angeles residents (SCE customers)
- One-on-one interviews with Sensis UX designer

Ethnographic Interview Findings

Utility Relationship

- Low involvement with utility companies
 - Users do not think about their utility, except when paying their bills, turning on/off service, or when there is an outage or other problem
- Most users want to just pay bill and not think about it

Ethnographic Interview Findings

Attitudes Towards Utility Company

Across all users:

- **Indifferent**
- **Monopoly**, no choice
- Consistently there, taken for granted

Among some users, attitudes included:

- “Old-school”, not up with the times, inefficient
- Too expensive, “ripping me off”, overcharge, “how does billing work?”
- “Hate them”

If my utility was an animal, it would be a....

Fish

*feed it every
now and then
and forget it*



Elephant

*Big government
bureaucracy; goes
where it wants,
slow to keep up*



Hyena

*Devours my
savings*



Turtle

*Slow moving, does
not keep up*



Ethnographic Interview Findings

Customer Service Drives Brand Trust

- 3 out of 4 users made **unprompted mentions of Nordstrom** as a company they enjoy interacting with
- The reason was Nordstrom's **customer service**



Ethnographic Interview Findings

Most Enjoyable Website: [Amazon.com](http://www.amazon.com)

Why users like using Amazon.com:

- Convenient
- **Individualized** recommendations
- Easy to make purchase (credit card info saved)
- Trustworthy



Key Drivers of Positive User Experience

A woman with dark hair and bangs, wearing a white collared shirt and a dark vest, is smiling and looking towards a customer whose back is partially visible. The background is a blurred indoor setting.

Customer Service

A wide-angle shot of a large, classical building with a prominent dome and a portico supported by many columns. In the foreground, there is a bright yellow trash can and some colorful, abstract art pieces. People are walking on the steps of the building.

Personalization

Ethnographic Interview Findings

Utility Topics of User Interest (in order of importance)

- Appliance purchases / upgrades
- Tiered pricing (i.e. Smart Peak Pricing)
- Saving money / rebates
- Energy Efficiency
- Renewable Energy
- Smart Meters

Topics of Interest

Appliance Purchases / Upgrades

Appliance purchases influenced by:

- Energy efficiency rating
- **Rebates**
- Word of mouth by friends
- Reliable brands
- Research from consumer reports



Topics of Interest

Smart Meters

- Most users do not understand what a smart meter is
- However, they are interested in learning more about smart meters



Topics of Interest

Saving Money / Rebates

Users are interested in learning how to save on their bill:

- But are disappointed when they get a list of tips (to turn up their thermostat, etc.)
 - ***They are looking for more substantive and useful tips***
- Would be interested in how they compare to neighbors, benchmark



Topics of Interest

Energy Efficiency

Users are interested in learning how to save energy:

- Users would be interested in controlling their energy consumption (i.e., thermostat) from an app
- Would be interested in how they compare to neighbors, want benchmarks



Topics of Interest

Tiered/Dynamic Pricing

Users are interested in tiered-pricing, but want to know more:

- Understand the big picture (why is this being rolled out, when, how does it impact us, etc.)
- Understand the value to them (“this better not favor the utility...”)



Topics of Interest

Renewable Energy

Most users like the idea of renewable energy (“good cause”):

- However they can’t always articulate it
- Would like to learn more about it



Ethnographic Interview Findings

Other Key Observations

- Most users use auto-pay
 - Half thru their bank
 - Some still like to receive a paper bill as a “paper trail”
- Users like companies that give back to the community
 - Makes company more trustworthy
 - However it is not everything
- Renters are not interested in solar energy

Stakeholder Interviews

Background & Objectives

Stakeholder Interviews

Methodology

- 5 interviewees with key internal SDG&E stakeholders
 - Corporate Communications (2)
 - Business units (3)
- One-on-one phone interviews with Sensis UX designer and strategist

Based on the 5 stakeholder interviews, Sensis identified the following key takeaways regarding the purpose, objectives, and vision for the sdge.com website.

Website Objectives

According to SDG&E stakeholders, sdge.com serves two primary objectives:

- **Informational** – provide information on services
- **Transactional** – provide users self-service capabilities

Desired Website User Experience

SDG&E understands why I'm here
(customer)

User Definition

Primary Website User Goals

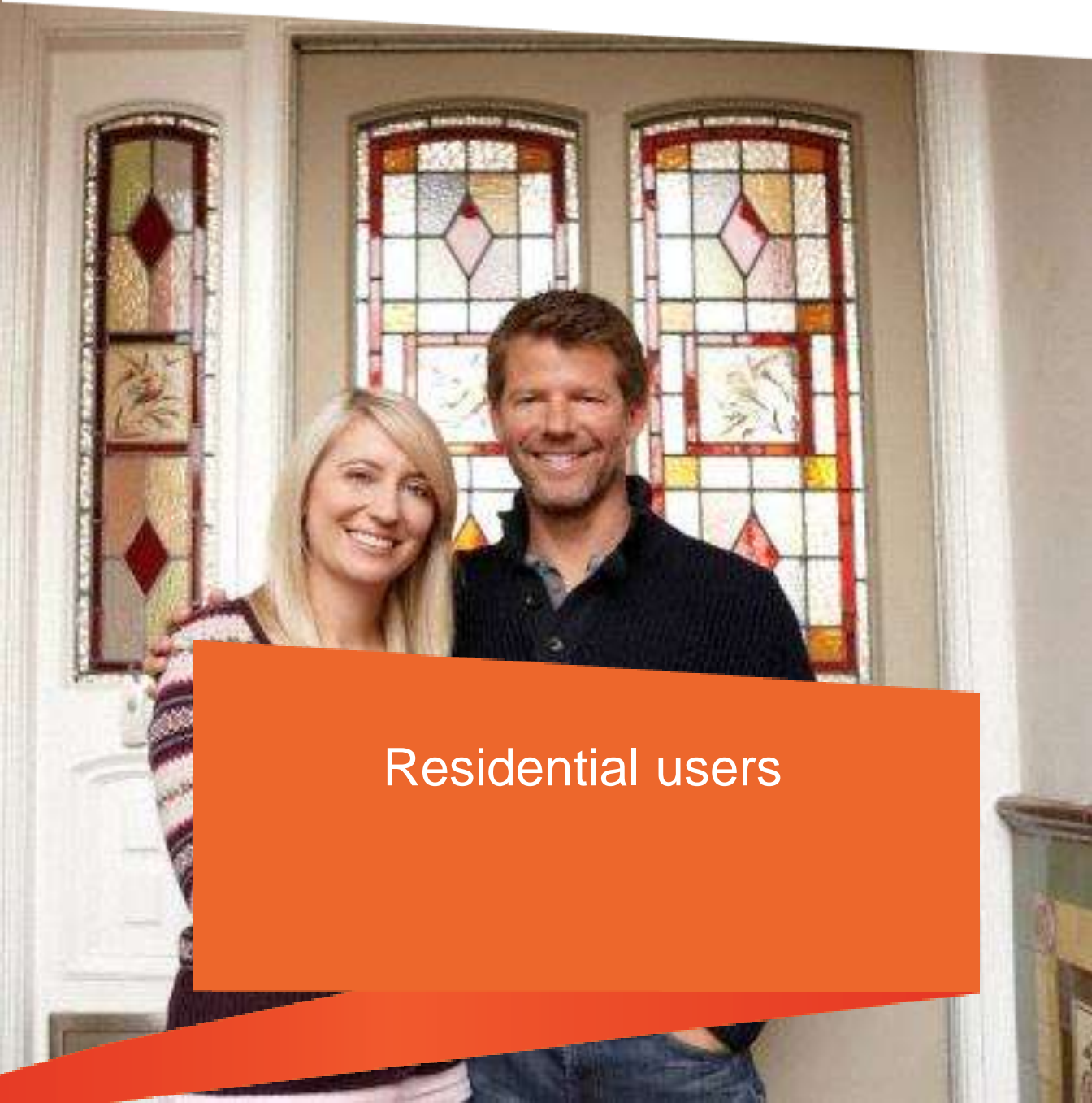
Stakeholder Perspective

- Users find what they want
- Users engage in self service activities
 - Reduce calls to call center
- SDG&E tells its brand story well
 - SDG&E to communicate its brand, services, and community efforts

Stakeholder Definition of Success

User can easily find information and services
they are looking for
(website is intuitive)

Primary Users



Residential users



Business users
(small-medium sized
businesses)

Secondary Users

- Media
- Government regulators
 - i.e. CPUC, Department of Energy, etc.
- Community and non-profit organizations
 - In San Diego region
- Businesses looking to do business with SDG&E



User Characteristics



- Slightly more tech savvy
- Prefer the web over calling
- “San Diego is technology centric city”



- Younger-to-middle age range (Gen Y & X'ers)
- Younger generation that grew up with technology



Increasingly “Mobile” User

- Users with smartphones (iPhone, Android) and tablets (iPad)
- Users who don’t have Internet at home / depend on mobile web access
- Users experiencing a power outage

Users typically visit the website 0-2 times a month

Typical usage pattern:

- Visit sdge.com to pay bill
- Visit sdge.com to lookup an outage



SDG&E “Digital Groupies”

- SDGE has groupies that will visit the website frequently
- They are also the source of lots of tweets and social media activity on Twitter and Facebook

Key Topics and Tasks

Stakeholder Interview Findings

Utility Topics of User Interest (in order of importance)

- **View and pay bill**
- **Setup services**
- **Find outages**
- **Emergency information**
- Safety information
- Get rebates
- Save on my bill
- Renewable energy (solar, electric vehicles)
- Community efforts

Overall Key Tasks (in order)

1. Get emergency information
2. Pay my bill
3. Setup services (start/stop/move)
4. Get news on SDG&E programs and services
5. Setup paperless billing
6. Find out about outages
7. Report an outage
8. Report gas odors
10. Lookup energy usage
11. Find out about community efforts
12. Find a job
13. Find out about energy efficiency appliances, etc.
14. Find information on solar energy
15. Find information on electric vehicles
16. Read news
17. Prepare an emergency kit/checklist
18. Find regulatory information

Residential Key Tasks

- Find low income discounts
- Find ways to save on utility bill
- Find rebates on a new appliance/equipment
- Pilot light (turn on / turn off)
- Get information related to email received or advertising (support other promotional efforts)
- Find out about and get directed to online monitoring tools
- Find out what to do before digging?
- Get updates and information on residential specific programs

Business Key Tasks

- Find small business services
- Get energy saving information by industry type
- Find rebates on equipment (by industry type)
- Get information related to an email or advertising

Other Key Tasks

- Find news information (e.g. news releases, etc.)
- Learn about SDG&E community involvement

Website Assessment

Website Improvement Opportunities

Stakeholder Interviews

- General information architecture issues
- “Help people find what they are looking for”
- Reduce duplicate information
- More engaging topics so users return to site
- Making more/all features available on mobile
- Password reset



The Good

- Visually attractive website

The Bad

- “Swap meet” of information, needs organization



Too much industry jargon

Example: BillMatrix (3rd party solution) should be called “Pay by credit card”

(also takes 5 clicks to find)

Future State: Where the website needs to go

Stakeholder Interviews

- Website Personalization
 - Show pool rebates to pool owners (not renters)
 - Get personalized notices when energy usage high
- Ability for customers to find information quickly: get in and get out
- Better content
 - More timely information
 - Example: information on programmable thermostats
- More engaging content
 - Games and social media features
- Direct business users by type of business

Industry / Competitive Analysis

Top Industry Websites

Stakeholder Interviews

- Amazon.com
 - Personalization
 - www.amazon.com
- Southern California Edison
 - Top California utility
 - www.sce.com
- HydroOne
 - Clean, engaging, bright
 - www.hydroone.com

Instant Video MP3 Store Cloud Player **Kindle** Cloud Drive for Android & Software

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buy your mattress comfortably online.

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small businesses thriving because of Amazon customers

ment

Amazon.com



NEW [Shop now](#)

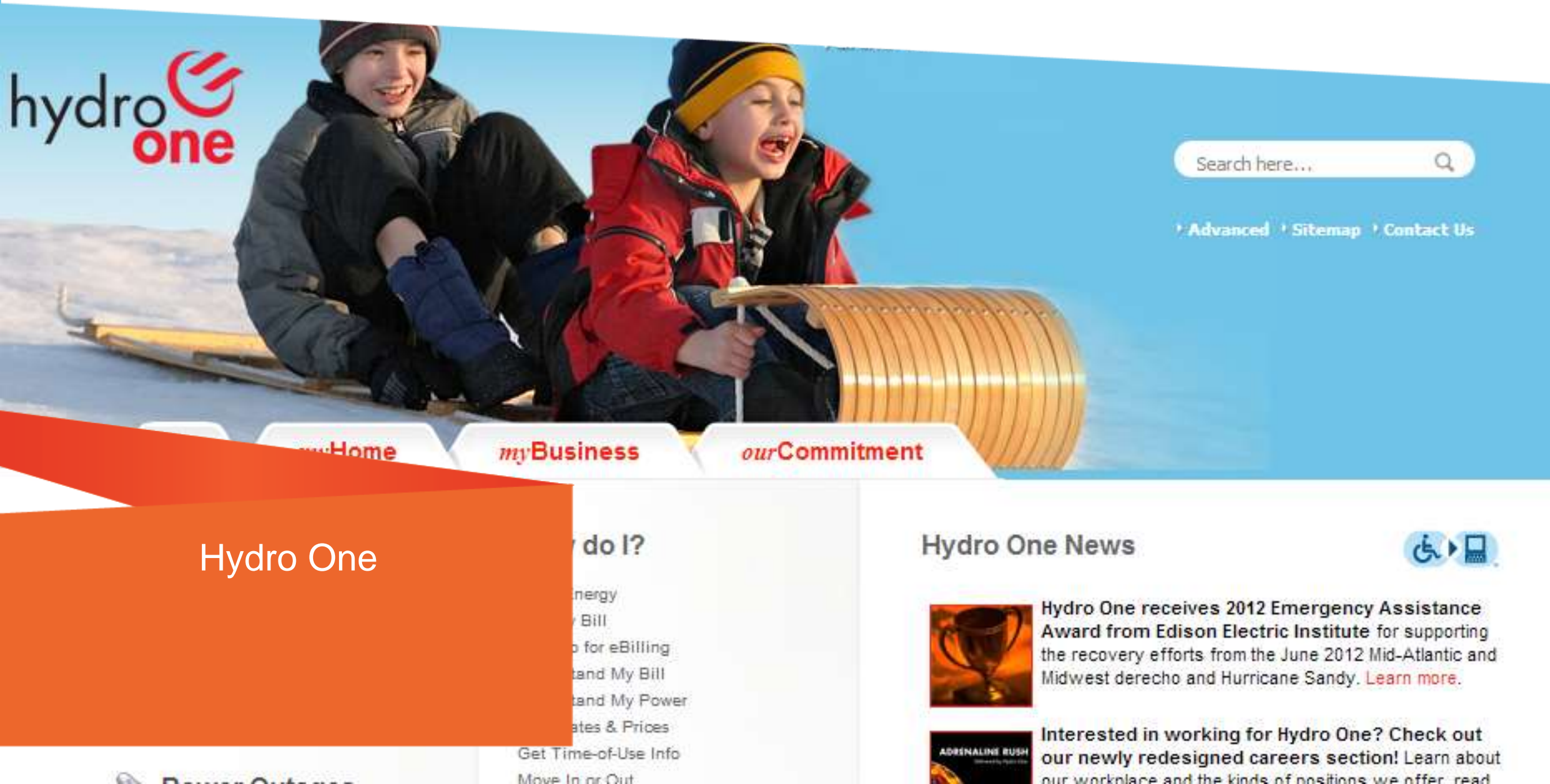


Advertisement



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What do I?

energy
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for eBilling
stand My Bill
stand My Power
rates & Prices

Get Time-of-Use Info
Move In or Out

Hydro One News



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Outage Center Goes Mobile

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  Like
 1



Our New Mobile App

on option, especially in an urgent situation when safety is key. We realize that power outages are an unfortunate inconvenience so we've made it easier for you to report and check on the status of power outages using your web-enabled mobile phone*.

Southern California Edison

Analytics Analysis

Sensis conducted an analysis of sdge.com web activity using Google Analytics for the period December 1, 2011 – November 30, 2012.

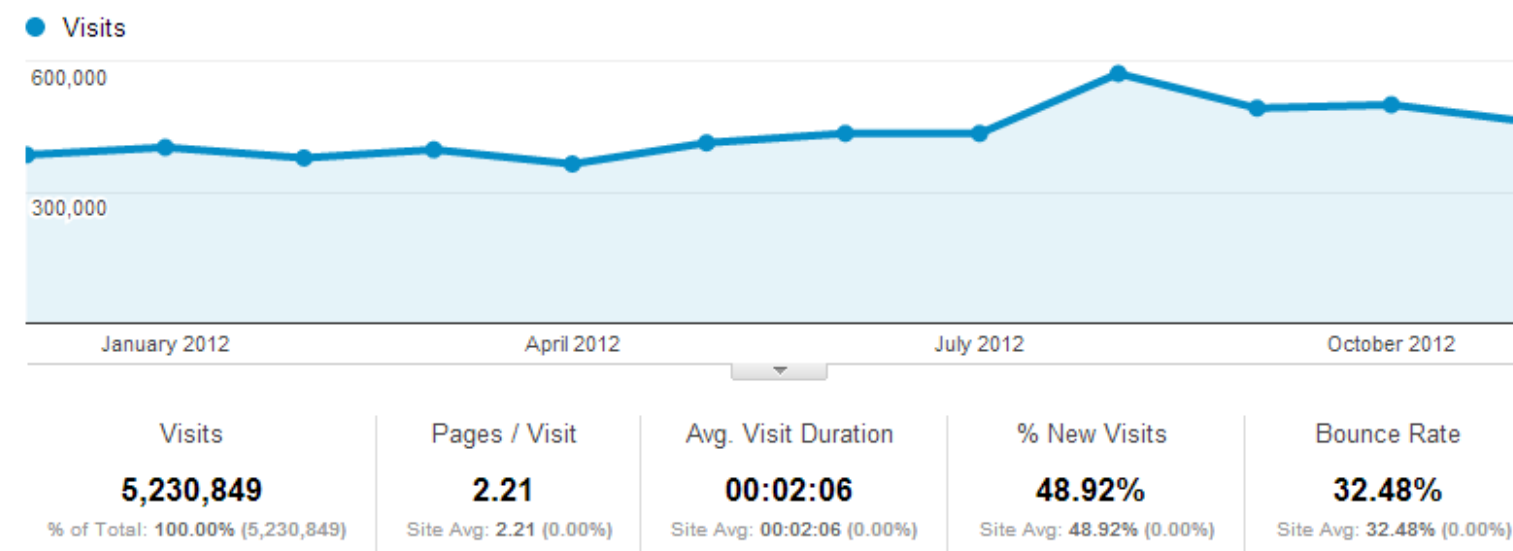
Traffic Overview

- 308,367 unique visitors / month
- Unique visitors have steadily an average of 1.8% per month
- Average visit duration has also been increasing, albeit slowly (from 1:40 to 2:08 min)
- Bounce rate has been increasing, steadily from around 30% to around 38%



Mobile

- 817,937 mobile visitors (15% of all visitors)
- Grew 80% from Dec 11 to Nov 12
- iOS accounts for 64% of all mobile visitors
 - iPhone, iPads, and iPod



Content

- 50 pages account for 78% of all website traffic
 - Out of approximately 5,000 pages being tracked
- 77% of site visitors visit 2 or fewer pages
- 51% of visitors are returning visitor
- Top entrance pages
 - Customer Service / Contact Us
 - Reduce Your Use Rewards
 - Bill Inserts
 - Outage Map
 - Energy Savings Assistance Program

Landing Pages

- Had highest bounce rates
 - sdge.com/summer: 83%
 - sdge.com/safety: 83%
- Indicates an issue with design, UX, and/or content
 - Need to revisit landing page / microsite strategy

Home Page

- Final exit point for a large percentage of site visitors
 - 48 % of people of arrive at home page go to another page and come back to home page to leave (36% of all site visitors)
- Indicates frustration – users not finding what they were looking for
- **Typical user path:**
 - Entering sdge.com via home page (via branded keyword search on Google)
 - click to “Residential” on main navigation
 - Not finding what they’re looking for, click logo to go to home page
 - Leave website (after 1:30 min visit)

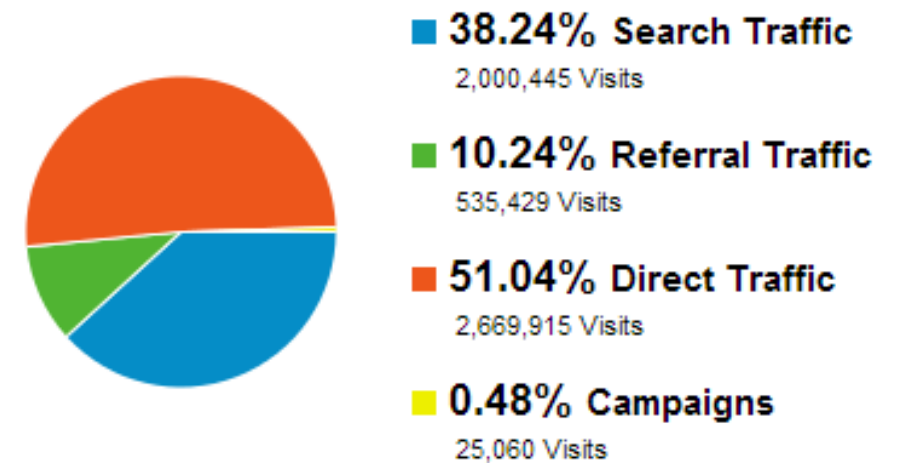
Tools and Features

- Represent the most time spent on average (for top 50 pages)
 - Outage Maps: 5:15 min
 - Start / Stop / Move Service: 4:20 min
 - Customer Service: 3:25 min
- Indicates that tools are key for driving site engagement

Traffic Sources

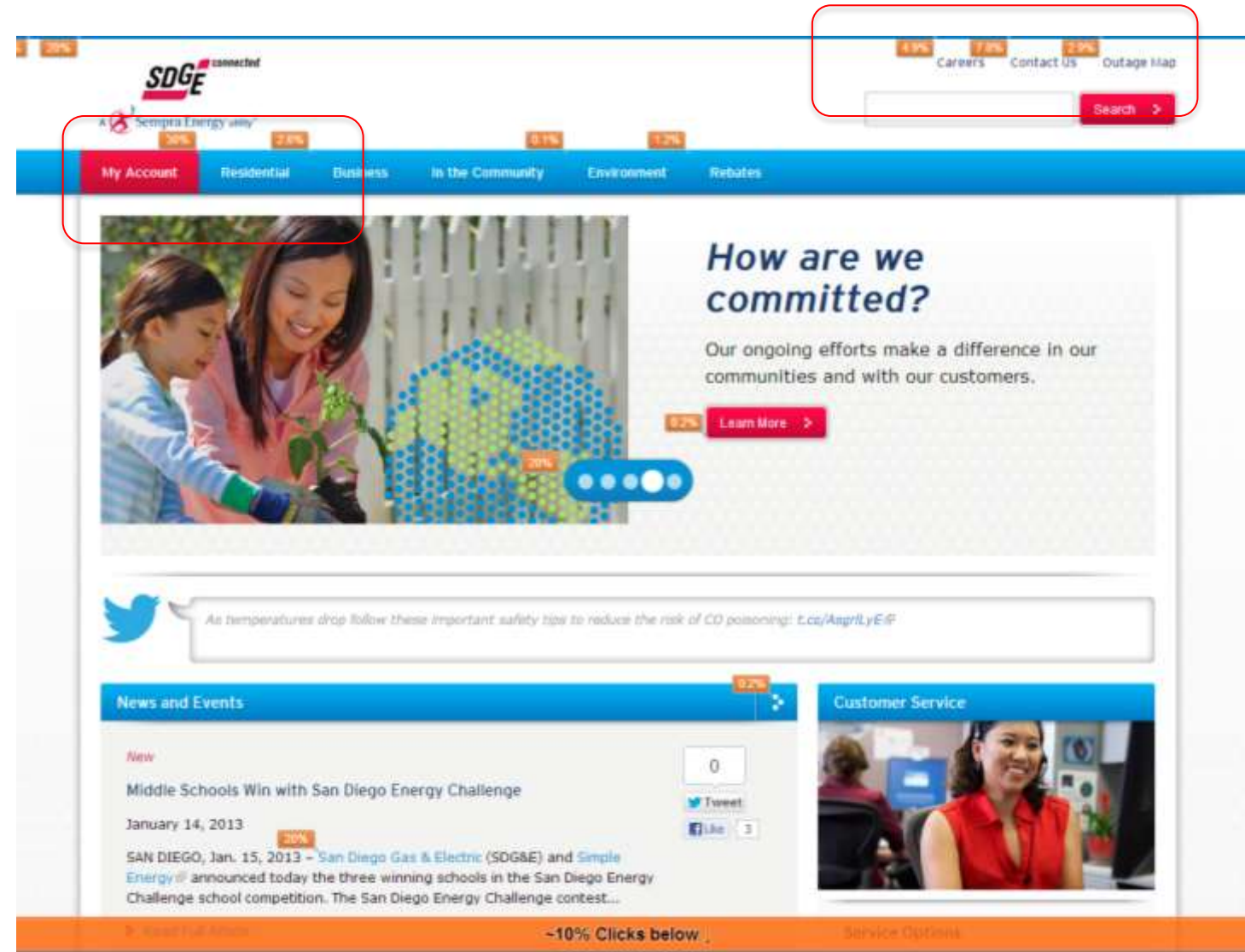
- Most traffic is type-in
- Branded keywords represent 38% of all traffic to sdge.com
- Referral site traffic represents the smallest source of traffic
 - Top outside referrers: 10news.com, utsandiego.com
- Social traffic was limited: 0.5%
 - Equally from Facebook and Twitter

5,230,849 people visited this site



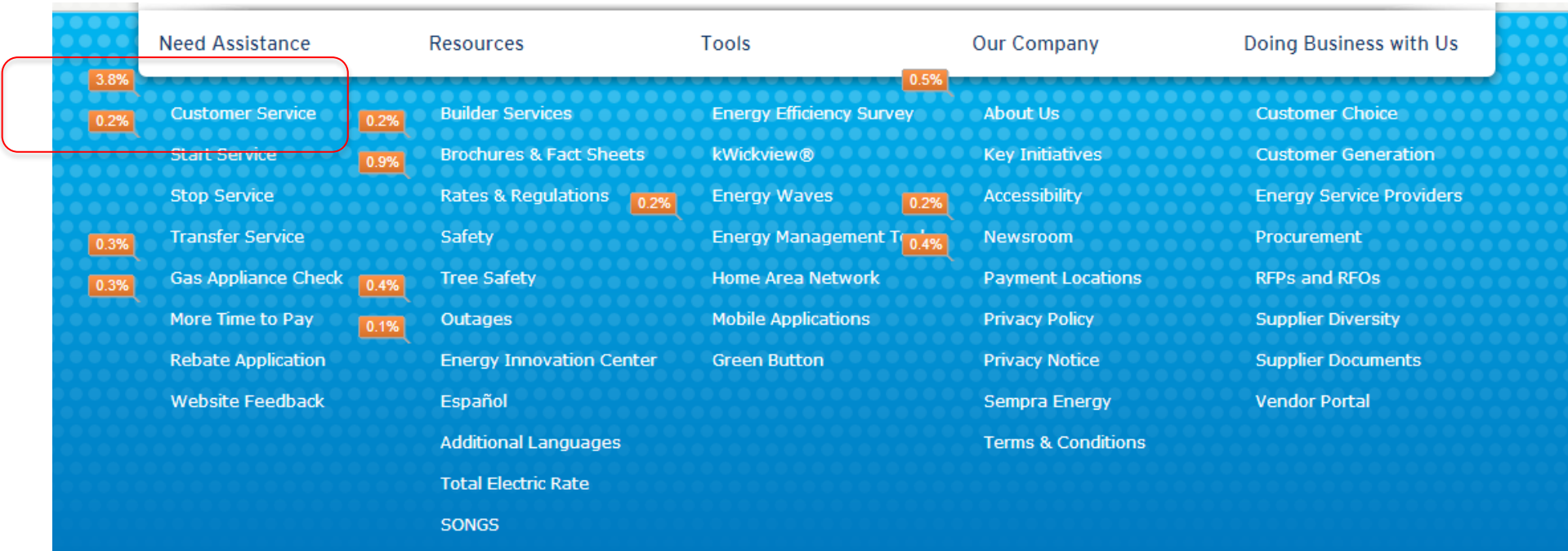
Navigation

- ***My Account*** or ***Residential*** main navigation links are most popular (representing 1/3 of all site visitors)
- Global header text navigation drive 15% of clicks from home page



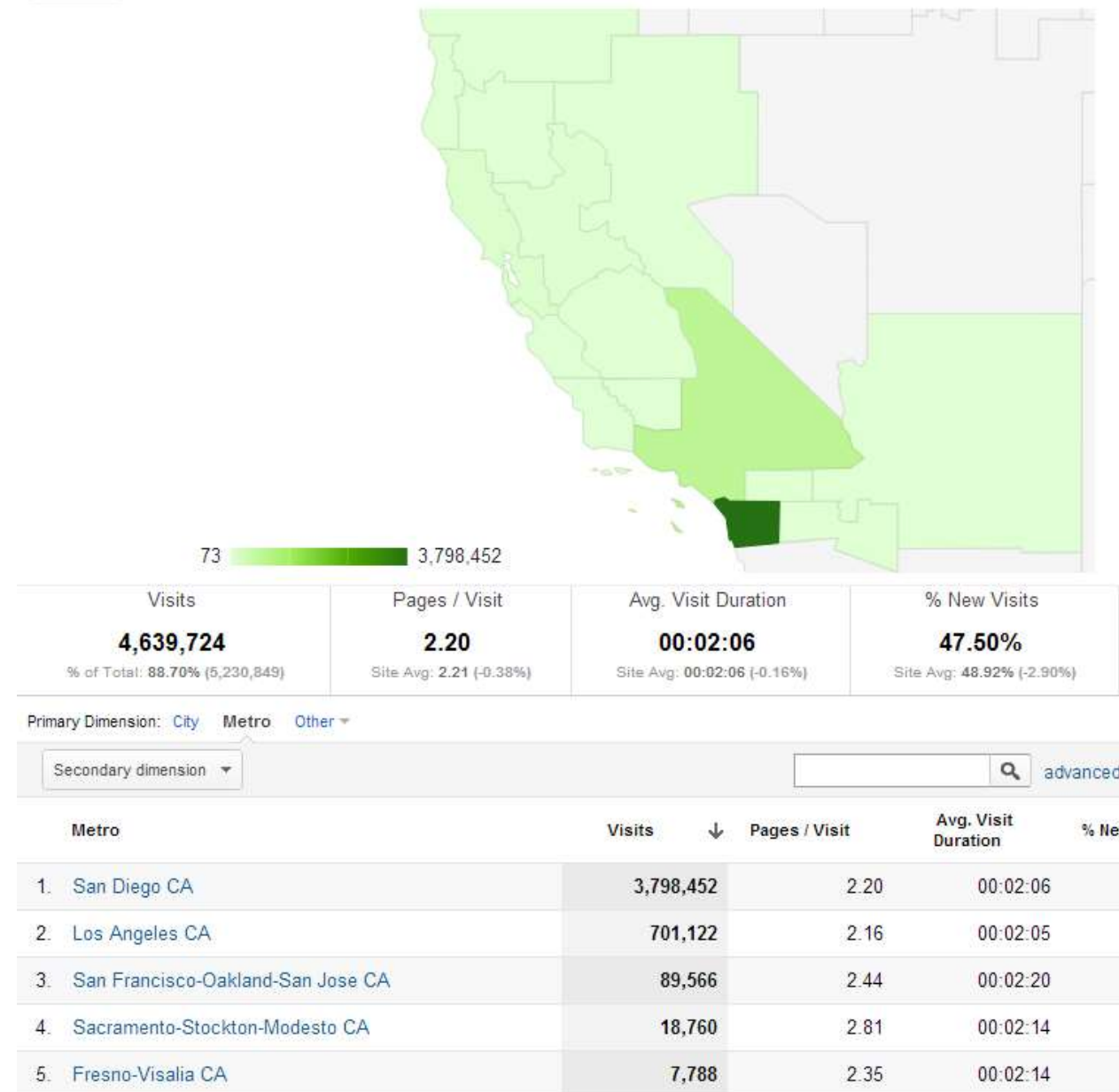
Footer Navigation

- Customer service is most popular footer link (3.8% of all home page visitors)



Visitors

- Geographic Location
 - 73% of visitors from SDG&E territory
 - 13% of visitors from LA / OC metro
 - 1.7% of visitors from San Francisco
- Returning visitors have been growing
 - From 150K (Dec 11) to 240K (Nov 12)



SEO Audit

SEO Audit – Summary

- Current Page Rank on Google: **6 / 10 (very good)**
- Ranked equally with top competitors for web links and traffic
- Website pages can be better optimized for best search results
- Social media activity strong with regular postings and growing number of fans / likes / tweets
- SDGE site has been listed / crawled on all major search engines
 - Ranked on the first page of Google and major search engines for branded organic keywords
- No site map found on website

Link and Ranking Statistics

- Overall Link rank - by the number of backlinks compared to other sites on the web / compared to competitors
 - 260,266 / top 3
- Link Influence Score (based on quality of links from 0%-100%)
 - 98%
- Average position in Google
 - 1.0
- Visibility score - how well you are ranked in the SERPs for your branded keywords (out of 100%)
 - 100.0%

SDGE vs. other Utility Websites

Root Domain Metrics				
	San Diego Gas And Electric	PacifiCorp	Pacific Gas and Electric	Southern California Edison
Domain Authority	77	69	86	84
Domain MozRank	5.91	5.33	6.41	6.13
Domain MozTrust	6.57	6.23	6.90	6.71
External Followed Links	40,570	11,943	108,383	87,403
Total External Links	51,097	12,140	127,991	90,729
Total Links	769,880	42,022	2,935,025	100,466
Followed Linking Root Domains	2,638	804	9,317	5,947
Total Linking Root Domains	2,976	844	9,751	6,183
Linking C-Blocks	1,667	632	4,333	2,739
Followed Links vs NoFollowed Links				
Followed Linking Root Domains vs NoFollowed Linking Root Domains				

Top Organic Keyword Options

- Account Log In
- Builder Services
- Customer Generation
- Electric Company
- Energy Efficiency Survey
- Energy Innovation Center
- Energy Management Tool
- Energy Service Providers
- Energy Waves
- Gas and Electric
- Gas and Electric Start Service
- Gas And Electric Stop Service
- Gas Appliance Check
- Gas Company
- Home Area Network
- kWickview
- Outages
- Outage Map
- Pay Gas Bill
- Pay gas bill
- Payment Locations
- Rates & Regulations
- Rebate Application
- Rebates and Incentives
- San Diego Power
- San Diego Utilities
- San Diego Utility Company
- Save on utilities
- Total Electric Rate
- Transfer Gas and Electric Service
- Tree Safety
- Utilities

Top Branded Keywords

- San Diego Electric
- San Diego G&E
- San Diego Gas and Electric
- SDG&E
- SDGE

Infrastructure / Technology

Infrastructure / Technology Review

Overview

- Technology review focused on SDGE.com technical Drupal configurations, PHP and Javascript codebase
- Audit and review took into account many of the best practices in Drupal development
 - Many have evolved since SDGE.com was launched in late 2011.

Overall Codebase Assessment

- Nothing in the SDGE.com codebase reveals any critical problem that could render the SDGE.com website non-functional.
- The SDGE.com codebase has been well maintained and up-to-date with the latest Drupal distribution.
- The advanced front-end features in responsive design, CSS with SASS, and the use of Javascript's advanced libraries are commendable.

Technical Review of Custom Modules

- `acqua_varnish_clear`
 - Appears performant, meets standards.
- `Appliance – Standard Features module.`
 - Clear of typical Features revert/update problems
- `brochures_and_factsheets`
 - Standard features module
 - Clear of typical Features revert/update problems
- `community – Standard Features module.`
 - Clear of typical Features revert/update problems

Technical Review of Custom Modules

- `coordinates_field`
 - Appears to be a third party module hosted outside of Drupal.org that creates a field with lat/lon coordinates that can be attached to entities.
 - No errors or issues.
- `hr_employees_profiles`
 - Standard Features module. Drush fr/fu works.
 - No issues.
- `Filtering`
 - Custom module with Features to create custom views filter.
 - No issues.
- `image_styles`
 - Standard Features module, not complex. Drush fu/fr works.
 - No issues.

Technical Review of Custom Modules

- landing_page
 - Features module with minor functionality added to module.
 - Drush fu/fr works.
 - No issues.
- news_and_events
 - Standard Features module. Drush fu/fr works.
 - No issues
- payment_locations
 - Modified features module to display http://www.sdge.com/payment_locations_map
 - Excellent modifications. Drush fu/fr works.
 - No issues.
- related_videos
 - Standard Features module. Drush fr/fu works.
 - No issues.

Technical Review of Custom Modules

- `sdge_blog`
 - Features module. Drush fr/fu works.
 - No issues.
- `Sdge_buyers_guide`
 - Standard Features module. Drush fu/fr works.
 - No issues.
- `sdge_coolzones`
 - Custom module to display <http://www.sdge.com/tools/summer/coolzones>. Great module.
 - No issues.
- `sdge_document_management`
 - Standard Features module. Drush fu/fr works.
 - No issues.

Technical Review of Custom Modules

- `sdge_eic`
 - Standard Features module with minor modifications. Drush fu/fr works. Great JS/CSS technique.
 - No issues.
- `sdge_error_page`
 - Custom module to display error page.
 - No issues.
- `Sdge_event`
 - Standard Features module. Drush fu/fr works.
 - No issues.
- `sdge_fa_qualifier`
 - custom module.
 - No issues.

Technical Review of Custom Modules

- `sdge_home_carousel`
 - Standard Features module for home page carousel. Drush fu/fr works.
 - No issues.
- `sdge_importers`
 - Standard Features module. Drush fu/fr works.
 - No issues.
- `sdge_industry_segment`
 - Standard Features module. Drush fu/fr works.
 - No issues.
- `sdge_services`
 - Standard Features module. Drush fu/fr works.
 - No issues.

Technical Review of Custom Modules

- `sdge_tools`
 - Disabled custom module.
 - No issues.
- `sustainable_communities`
 - Standard Features module. Drush fu/fr works.
 - No issues.
- `windspeed_dashboard`
 - Displays contents of <http://www.sdge.com/tools/windspeed-dashboard>.
 - No issues.
- `workflow_rules`
 - Features-like module that sets rules for path aliasing and varnish cache clearing.
 - No issues.

Recommendations

User Experience

Key Recommendations

Information Architecture

- Establish clear hierarchy
- Need to **simplify** content: **remove extraneous**, repetitive, or marketing text
- Present in straightforward **steps**
- Provide basic description whenever there is a possibility

Key Recommendations

Breadcrumbs

- **Breadcrumbs** would help in wayfinding
 - Users should always know where they are and how to go up a level
 - Especially useful when viewing a search result

Key Recommendations

Site Navigation

- Consolidate “utility nav” into main nav (as it gets overlooked)
- Remove dropdowns from all, except My Account, since it is a special case
- If any dropdowns are kept, add Overview (“Rebates Overview”) otherwise top level gets missed
- Consider moving Rebate sections under Residential

Key Recommendations

Recommended Navigation Structure – Top Level

- My Account
- Residential
- Business
- In The Community
- Environment
- Rebates
- Careers
- Outage Map
- Contact Us

Key Recommendations

Recommended Site Map

- See supporting documentation for recommended high-level site map for sdge.com

UX Review and Recommendations

UX Review Legend

- Issue
- Recommendation
- Severity: **High**, **Medium**, **Low**

Load Time / Speed

- Page load
 - Issue: page loads jumbled (due to responsive design)
 - Recommendation: clean load (apply heights)
 - Severity: **Medium**

Home Page

- Homepage hero width
 - Issue: at 800px width the homepage hero image is too tall
 - Recommendation: use full width image at 600px width instead
 - Severity: **Medium**
- Homepage hero and Twitter carousal speed
 - Issue: carousals advance too quick and cannot be read
 - Recommendation: slow down speed at which they advance
 - Severity: **Medium**
- View all news and events button from home page
 - Issue: The button feels like it's going to open an accordion but instead, the user is taken to the news and events landing page.
 - Recommendation: Make the symbol into text (View All)
 - Severity: **Medium**

Navigation

Hover Issues

- Hover triggered side navigation
 - Issue: side navigation expanding on hover is non-standard
 - Recommendation: onclick is best practice
 - Severity: **Low**

Navigation

Current State

- Current State
 - Issue: can't tell what page you are on
 - Recommendation: add titles
 - Severity: **High**
- Breadcrumbs
 - Issue: User should always know where they are in the hierarchy, and able to go up a level
 - Recommendation: add breadcrumbs
 - Severity: **High**

Navigation

Navigation Mapping

- Navigation Mapping
 - Issue: Main navigation dropdowns don't map with actual subnav (ie: *Residential* only shows *Save Money*)
 - Recommendation: Map dropdown with subnav
 - Severity: **High**
- Navigation mapping to Page Title
 - Issue: selecting “Rebates” from the main navigation displays page titled “Save Money”; inconsistent color
 - Recommendation: clicking on “Rebates” should display page titled “Rebates” page; use blue color to be consistent
 - Example: <http://www.sdge.com/save-money>
 - Severity: **Low**

Navigation

Header

- Click area on headers
 - Issue: Users click on graphics and headers (but no link)
 - Recommendation: Make graphics and headers clickable (with concurrent rollover), drop Read More
 - Example: <http://www.sdge.com/industry-segment>
 - Severity: **Medium**

Navigation

Drop-downs

- Main navigation dropdowns break in News
 - Issues: dropdown menus missing from main navigation in News section
 - Recommendation: be consistent and always have same navigation
 - Example: <http://www.sdge.com/newsroom/press-releases/2012-12-04/sdge-offers-tips-preventing-spotting-and-responding-natural-gas>
 - Severity: **High**
- Navigation drop downs in article pages
 - Issue: They do not exist
 - Recommendation: Implement global drop downs in article detail pages
 - Severity: **Medium**

Navigation

Drop-downs

- Global Navigation Drop Downs
 - Issue: Drop downs do not contain all subcategories in the drop down menus
 - Recommendation:
 - Add all items in the sections
 - Remove drop downs all together
 - Severity: **High**
- Navigation dropdown missing
 - Issue: dropdowns missing
 - Recommendation: be consistent with navigation
 - Example: <http://www.sdge.com/buyers-guide/399>
 - Severity: **High**

Navigation

Secondary Navigation

- Left hand navigation
 - Issue: When navigation sections are expanded, some navigation items fall below the fold and may get lost
 - Recommendation:
 - On roll out of the section, collapse navigation. And, if the user clicks on an item within that drawer category, once the user lands on the selected page, have the left hand navigation be collapsed then expand it so the user knows there are items that fall below the fold.
 - Have a scroll bar along side the navigation if navigation items fall below the user's browser fold (similar to gmail).
 - Severity: **High**
- Footer Navigation
 - Issue: Links are hard to read and seem detached from the section titles.
 - Recommendation: Add a different color background (white) with blue links perhaps, remove line separating headers
 - Severity: **High**

Navigation

Structure

- Reduce levels of sub navigation
 - Issue: “Save With Medical Baseline” is unnecessary fourth level navigation
 - Recommendation: remove button, leaving third level “Medical Baseline Allowance Program
 - Example: <http://www.sdge.com/residential/save-medical-baseline/medical-baseline-program>
- Severity: **Medium**

Usability

- Double scrollbars
 - Issue: double scrollbars cause usability issues, including lost/hidden content
 - Recommendation:
 - Severity: **High**
 - Example: <http://www.sdge.com/save-money/solutions-your-home/residential-rebate-application-0>
- iFrame
 - Issue: clicking Cancel on Start Service causes nested pages with double navigation
 - Recommendation: fix Cancel button
 - Example: <http://www.sdge.com/customer-service/start-stop-or-transfer-your-electricity-and-gas-service/start-service>
 - Severity: **Medium**
- Connect hover on connected links
 - Issue: Not clear if photo is same as link
 - Recommendation: rolling over on photo should activate rollover state of link (red color)
 - Example: <http://www.sdge.com/rebates-finder/business>
 - Severity: **Low**
- Unnecessary links
 - Issue: link that go nowhere are confusing
 - Recommendation: remove link
 - Example: “[Pay By ATM, Debit, Credit Cards Or Electronic Check](http://www.sdge.com/customer-service/billing-and-payment-options/pay-atm-debit-credit-cards-or-electronic-check)” <http://www.sdge.com/customer-service/billing-and-payment-options/pay-atm-debit-credit-cards-or-electronic-check>
 - Severity: **Medium**

Interaction / Customer Service

- Contact Us

- Issue: Contact Us page is difficult to read
- Recommendation: increase white space, use indenting, emergency info on top
- Severity: **High**

- Forms

- Issue: cannot click on radiobutton/checkbox text
- Recommendation: Use <label> tag to increase usability
- Example: <http://www.sdge.com/customer-service/start-stop-or-transfer-your-electricity-and-gas-service/start-service>
- Severity: **Low**

Taxonomy

- Document Titles
 - Issue: Titles missing on most pages
 - Recommendation: add document titles to all pages (best practice, SEO)
 - Severity: **High**

My Account

- My Account – two column
 - Issue: MyAccount displays in two columns when width > 1600px
 - Recommendation: prevent from displaying in two columns
 - Severity: **Medium**

Search

- Searchability
 - Issue: not sure what to search for
 - Recommendation: Type ahead search
 - Severity: **Medium**
- Search Results
 - Issue: search results are not very useful
 - Recommendation: employ list of keywords, so that first result most useful
 - Example: Search on keyword “rebates” goes to Rebates page
 - Severity: **High**

Content

- Featured Videos
 - Issue: can't tell where footer starts; videos *unrelated* to context of page are distracting and counterproductive when searching for content
 - Recommendation: add horizontal rule and whitespace to separate from page content (or remove altogether)
 - Example: <http://www.sdge.com/manage-account/service-options>
 - Severity: **Medium**
- Read More
 - Issue: "Read More" doesn't tell the user where they will land
 - Recommendation: use text that is contextual whenever possible
 - Example: <http://www.sdge.com/industry-segment>
 - Severity: **Medium**
- Conflicting information
 - Issue: top of page indicates to call 800 number, but emergency info (call 911) is on bottom of page
 - Recommendation: put emergency info on top
 - Example: <http://www.sdge.com/safety/gas-safety/responding-gas-leak>
 - Severity: **Medium**
- Rates and regulations
 - Issue: difficult to find
 - Recommendation: add more prominently
 - Example: <http://www.sdge.com/rates-regulations/other-regulatory-filings/rates-and-regulations>
 - Severity: **Medium**

Functionality & Tools

- Alignment & Label
 - Issue: Apply button doesn't lineup with dropdown in Chrome/Mac
 - Recommendation: align, make button "Apply Filter", drop Read More
 - Example: <http://www.sdge.com/rebates-finder/residential>
 - Severity: **Low**
- News and Events View All
 - Issues: button is unrecognizable, can be confused as share button, has no tooltip, has very small click area
 - Recommendation: use plain text: "View All"
 - Severity: **Medium**
- Careers
 - Issue: difficult to find Job Listings;
 - Recommendation: add "Job Listings" on Careers Page; remove or revise or lower prominence of Job Search
 - <http://www.sdge.com/careers>
 - Severity: **Low**
- Job Search
 - Issue: confusing, non standard
 - Recommendation: simplify form, and add "View All"
 - Severity: **Medium**
 - Example: <http://www.sdge.com/career-center-view-jobs>
- Rebate finder
 - Issue: hard to find rebates
 - Recommendation: need a rebate finder prominently on Rebate landing page
- Should be easier to pay by credit card
 - Issue: have to know about BillMatrix, takes 5 clicks to find
 - Recommendation: should be very prominent, should be called "Pay by credit cards"
 - Severity: **Low**

Social Media

- Tweet button and stats
 - Issue: Tweet stats shows vertically: inconsistent, distracting, takes up too much space
 - Recommendation: Display horizontally to be consistent with Facebook Like
 - Example: <http://www.sdge.com/>
 - Severity: **Medium**

Miscellaneous

- Logo
 - Issue: SDG&E logo is too small,
 - Recommendation: use larger, scalable image (adjust w/responsive design)
 - Severity: **Low**
- Font size
 - Issue: font size is too small for older users
 - Recommendation: add a font size changer
 - Severity: **Medium**
- Fav icon
 - Issue: Fav icon is an “S” and not very distinguishable in a browser window/tab, bookmarks)
 - Recommendation: use G/E (or SD) as it is more significant
 - Severity: **Low**
- Español language
 - Issue: foreign language (Spanish) is not readily accessible
 - Recommendation: move to top
 - Severity: **Low**

UX Recommendations (Visual)

Enter Terms

pay bill

Search

Search results

1. New Business Section

reconnection of your service. Call 1-800-411-SDGE (7343) for assistance balance before transferring service. ...

Jan 10, 2012 <http://www.sdge.com/node/2716>

Search Result for "pay bill"

Search Keywords

Issue

Search results are not always useful. Example: search for "pay bill" (#1, #4, and #8 most searched term) results in a useless page (first search result)

Recommendation

Employ list of keywords, so that first result is always the answer. Example: Search for keyword "pay bill" goes to Pay Bill page, "rebates" goes to Rebates page (currently they don't)

Severity

High

Careers Contact Us Outage Map

Search

Community Environment Rebates

Energy management at your fingertips

Find out why your bill changes, see your bill history and get a forecast of your bill with our

Home Page

Autocomplete Search

Issue

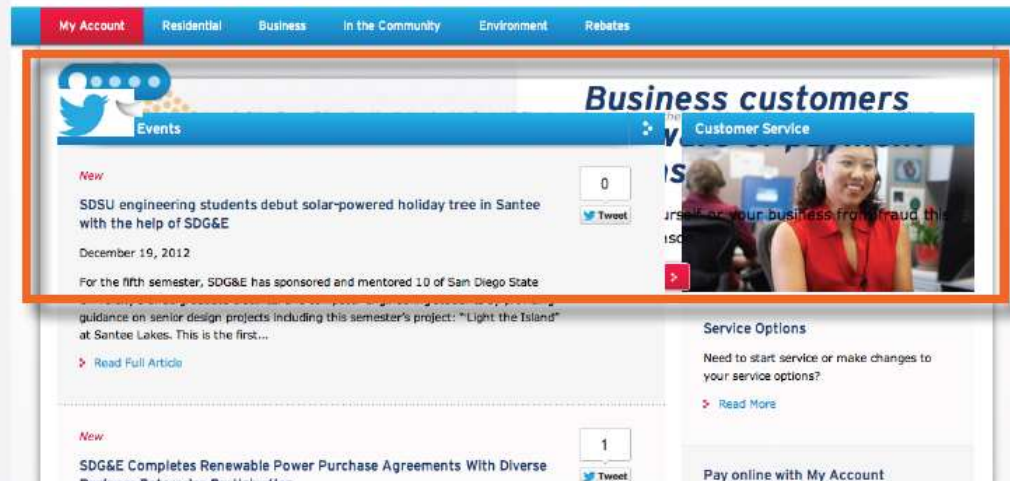
User not sure of search terminology/phrasing/spelling

Recommendation

Implement autocomplete search (AKA autosuggest or word complete) to assist user with common search terms

Severity

High



Homepage Carousel

Page Load

Issue

Page loads jumbled

Recommendation

Clean load (apply heights)

Severity

High

Contact Us

Here's how to connect with us.

Email

✕ [Email Us](#)

Do not email if you have an emergency or if you're responding to a disconnect notice.

Phone

Customer Service, Billing And General Information

Available 24 hours a day, seven days a week.

Residential: 1-800-411-7343

Business: 1-800-336-7343

For Speech Or Hearing Impaired Customers, TDD/TTY

Contact Us page

Contact Us

Issue

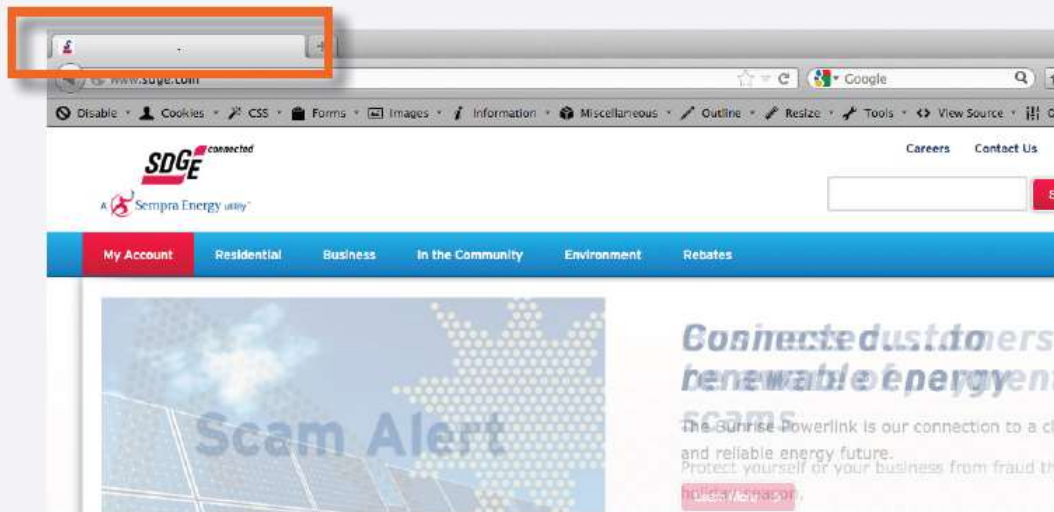
Contact Us page is difficult to read

Recommendation

Increase white space, use indenting to convey hierarchy, information weight

Severity

High



Homepage



Business Landing Page

Document Titles

Issue

Titles missing on most pages

Recommendation

Add document titles to all pages (best practice, SEO)

Severity

High

Current State

Issue

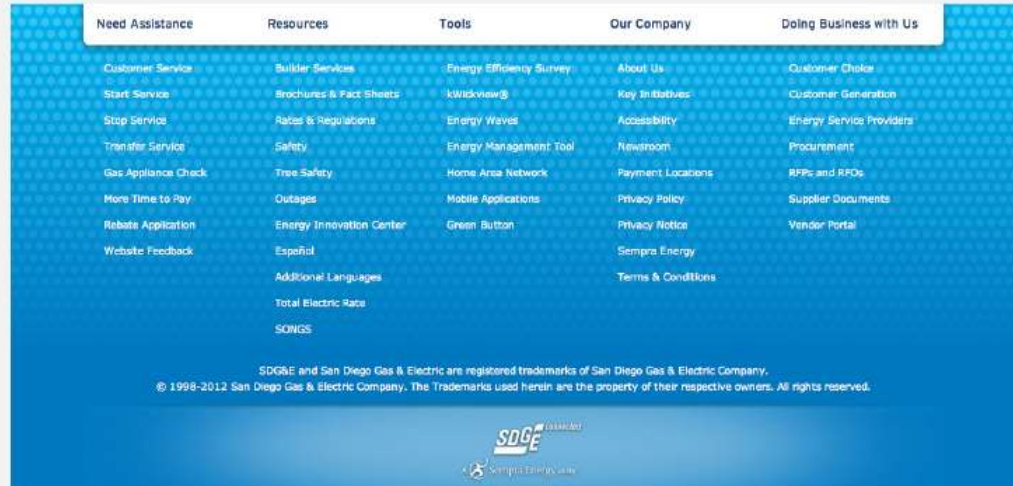
Can't tell what page you are on

Recommendation

Add a header

Severity

High



Footer Navigation

Footer Navigation

Issue

Links are hard to read and seem detached from the section headers

Recommendation

Increase contrast by using a solid background color; remove line separating headers

Severity

High



California Solar Initiative

Breadcrumbs

Issue

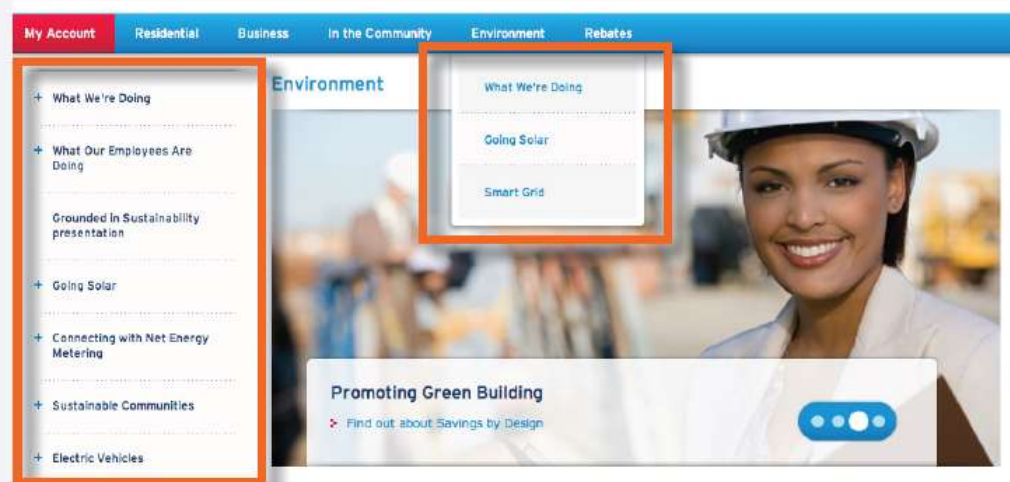
User should know where they are in the hierarchy, and able to go up a level

Recommendation

Add breadcrumbs

Severity

High



Environment Landing Page

Navigation Mapping to Side Nav

Issue

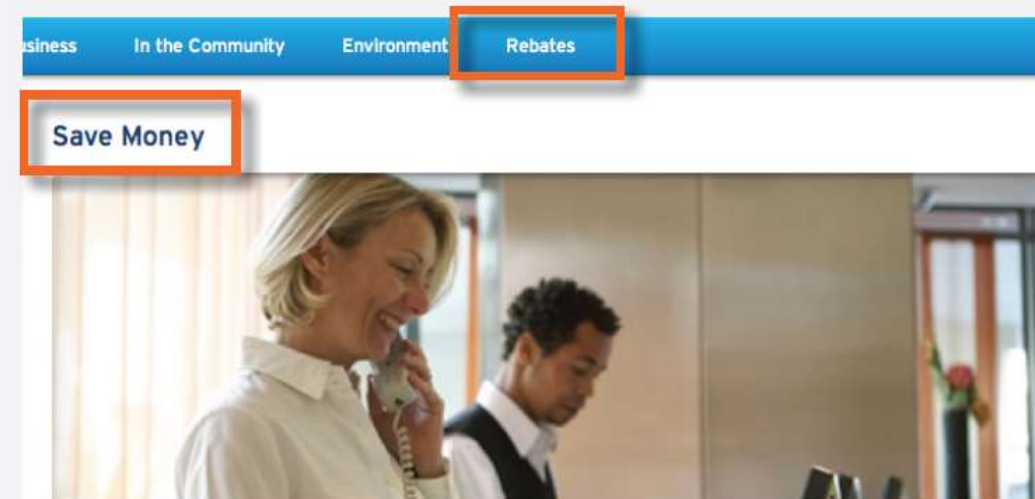
Navigation drop downs don't map with side navigation. Example: Environment only shows three options when there are actually more

Recommendation

Map dropdowns with side navigation, including overview page. Alternately, remove drop downs altogether.

Severity

High



Rebates Landing Page

Navigation Mapping to Page Title

Issue

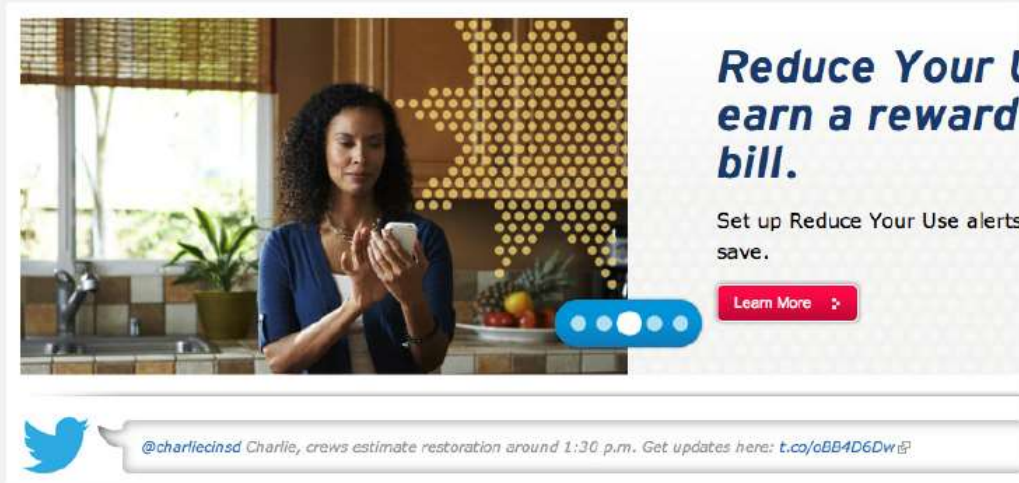
Selecting "Rebates" from the main navigation displays page titled "Save Money"

Recommendation

Clicking on "Rebates" should display page titled "Rebates" page

Severity

Medium-High



Homepage Carousel & Twitter Feeds

Homepage Hero & Twitter Feed speed

Issue

Carousals advance too quick and cannot be read

Recommendation

Slow down speed at which they advance

Severity

Medium



Homepage at 800px width

Homepage hero width

Issue

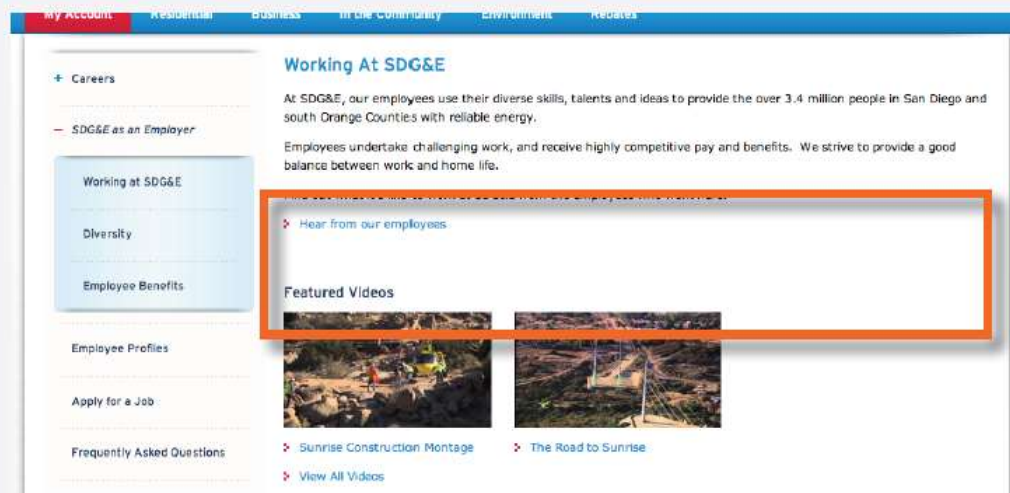
At 800px width the homepage hero image is too wide and tall--no content is visible above the fold

Recommendation

Use full width image at 600px width maximum instead

Severity

Medium



Working At SDG&E

Featured Videos

Issue

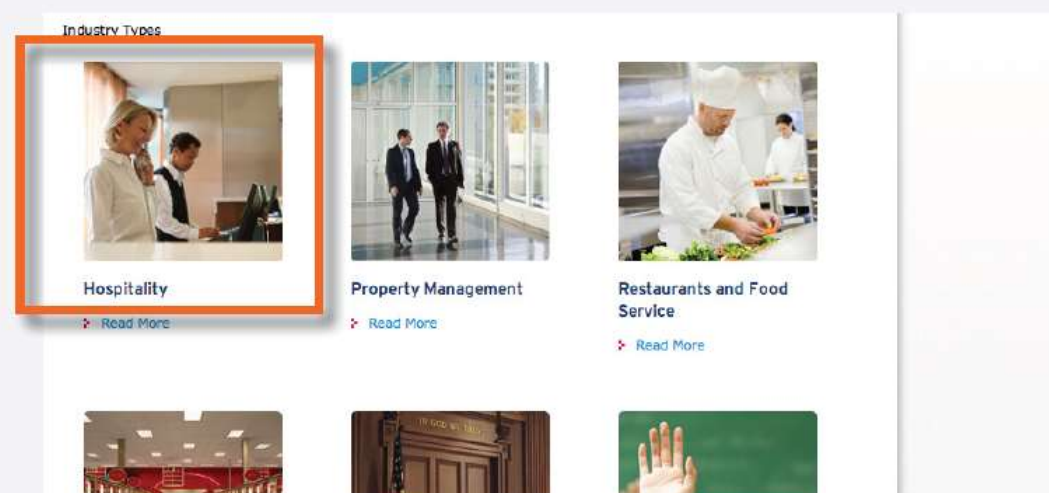
Can't tell where featured video footer starts; videos unrelated to context of page are distracting and counterproductive when searching for content; horizontal rule implemented inconsistently (missing on many pages)

Recommendation

Add horizontal rule and whitespace to separate from page content.

Severity

Medium



Industry Types

Click Area

Issue

Users click on graphics and headers expecting a link


Recommendation

Make graphics and headers clickable, drop Read More

Severity


Medium

Industry Types




Hospitality

[Read More](#)



Property Management

[Read More](#)



Restaurants and Food Service

[Read More](#)

Rebates

Read More

Issue

“Read More” doesn’t tell the user where they will land

Recommendation

Use text that is contextual and meaningful. Remove “Read More” whenever possible.

Severity

Medium-High

SDGE connected
A Sempra Energy company

Careers Contact Us Outage Map

My Account Residential Business In the Community Environment Rebates

SDG&E Hosts Light Bulb Exchanges Throughout County At Community Events This Summer

Jun 25, 2008
Category: Community

SDG&E Hosts Light Bulb Exchanges Throughout County At Community Events This Summer

Jun 25, 2008

Media Contact:
April Bolduc
Sempra Energy
(877) 866-2066
www.sempra.com

SAN DIEGO, June 25, 2008 – San Diego Gas & Electric (SDG&E) is encouraging customers to prepare for the summer by trading in their old incandescent light bulbs for new energy-efficient compact fluorescent bulbs at the utility's upcoming light bulb exchange events. Guests can see a free movie in a park or receive two-for-one tickets to Birch Aquarium's "Feeling the Heat: The Climate Challenge" exhibit.

Light Bulb news story

Double Header

Issue

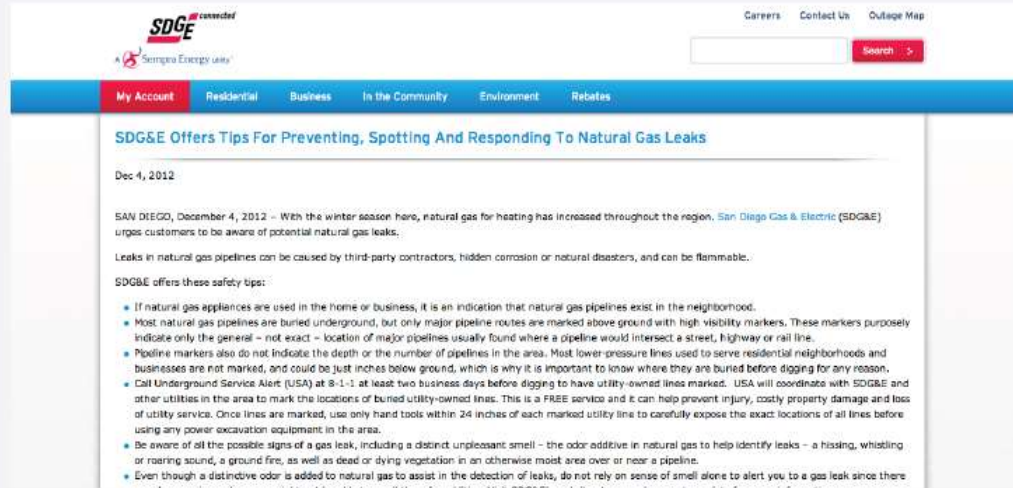
Page Header displays twice

Recommendation

Only show header once

Severity

Medium



Press Release

Navigation Dropdowns in News Articles

Issue

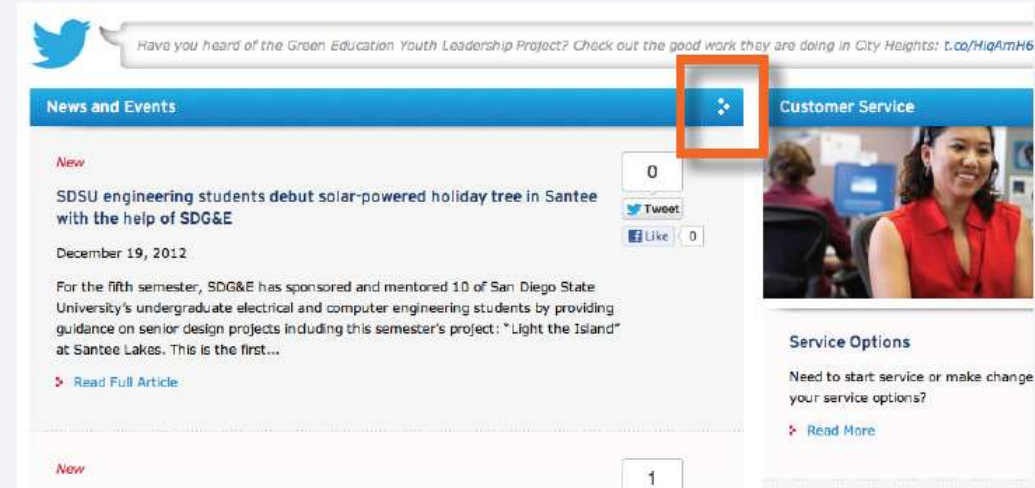
Dropdown menus missing from main nav in News section

Recommendation

Be consistent and always have same navigation

Severity

Medium-High



Home Page

View All News & Events button

Issue

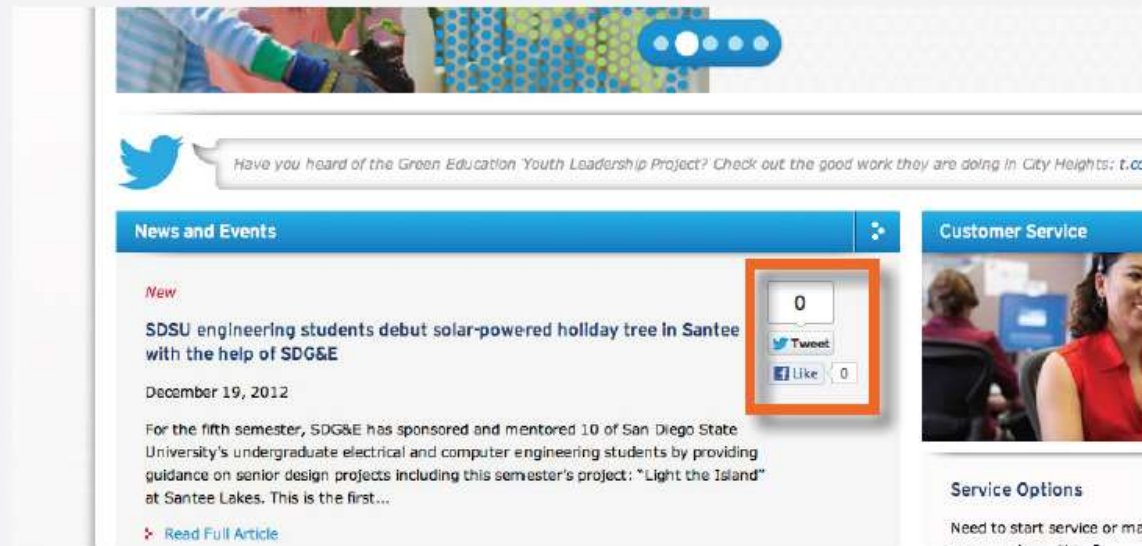
The button looks like it is a Share icon.

Recommendation

Make the symbol into text (View All);

Severity

Medium



Home Page

Tweet button and stats

Issue

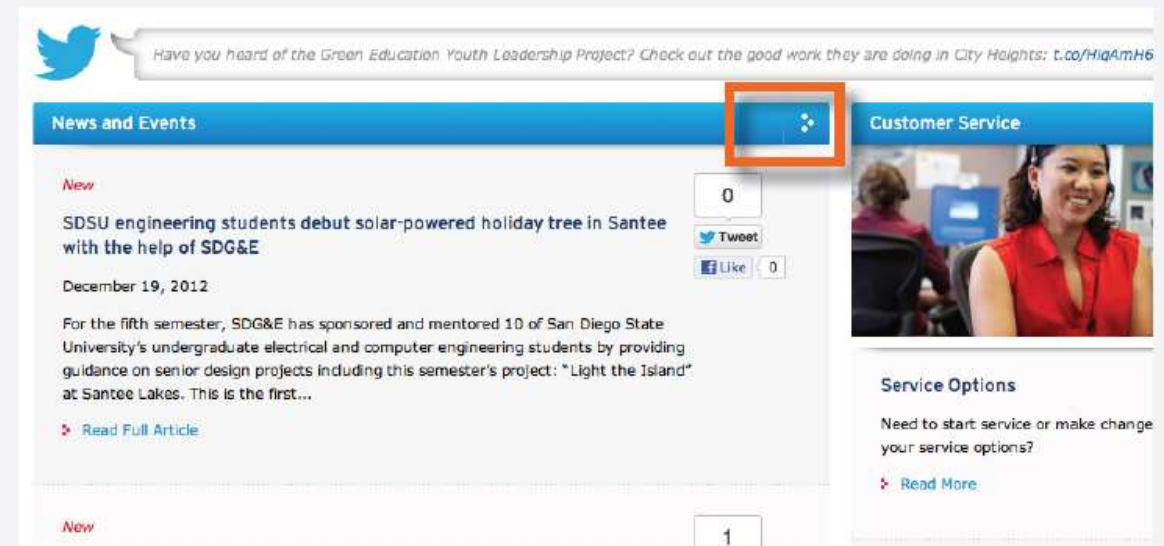
Tweet stats shows vertically: inconsistent, distracting, takes up too much space

Recommendation

Display horizontally to be consistent with Facebook Like

Severity

Low



Home Page

News and Events View All

Issue

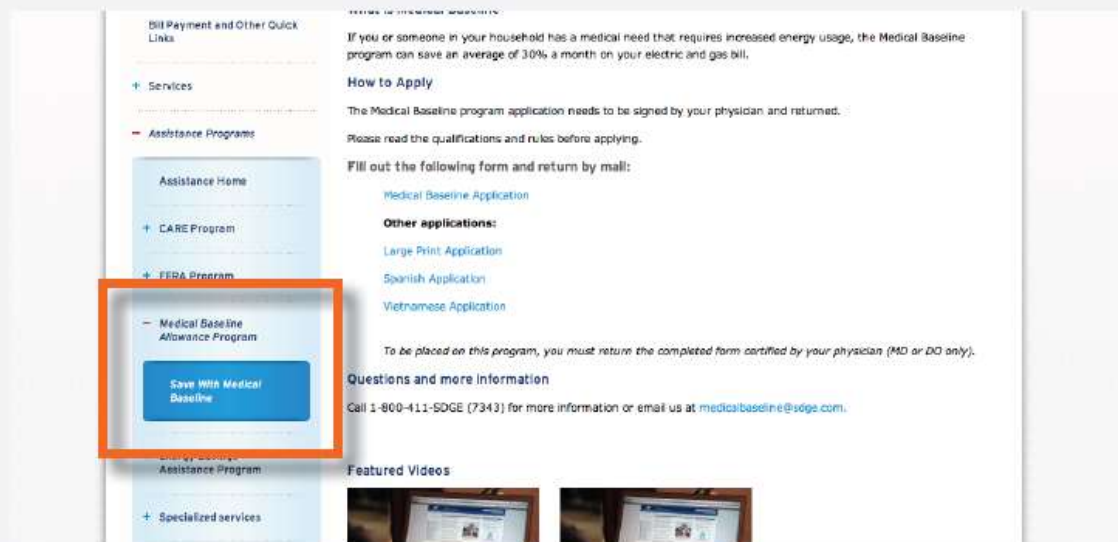
Button is unrecognizable, can be confused as share button, has no tooltip, has very small click area

Recommendation

Use plain text: "View All"

Severity

Medium



Medical Baseline Program

Reduce levels of sub navigation

Issue

Example: "Save With Medical Baseline" is unnecessary fourth level navigation

Recommendation

Remove button, leaving third level "Medical Baseline Allowance Program"

Severity

Medium



Español language

Issue

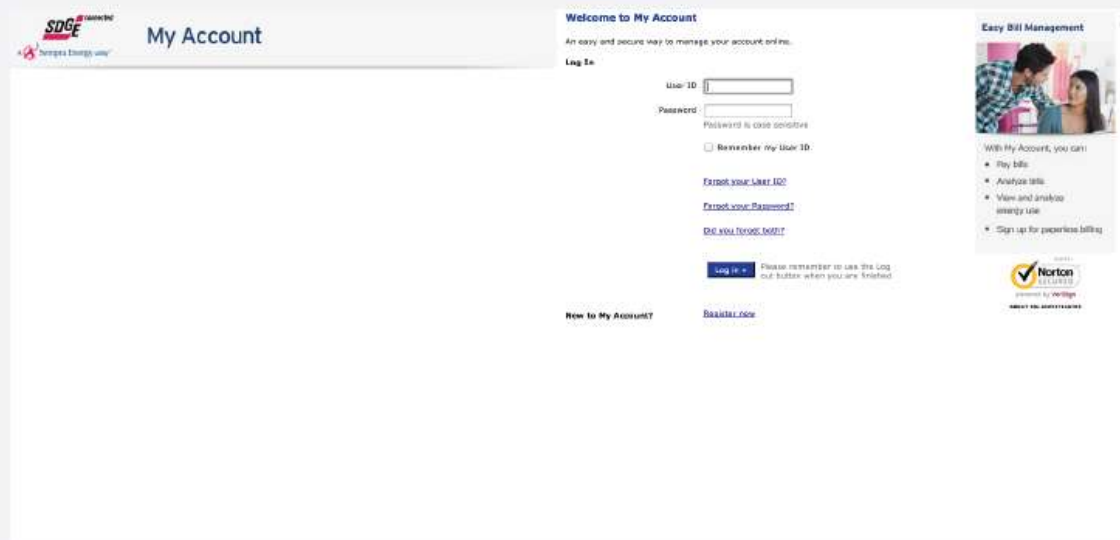
Foreign language (Spanish) is not readily accessible

Recommendation

Move to top in a utility nav

Severity

Low



My Account Login Page

My Account Display Issue

Issue

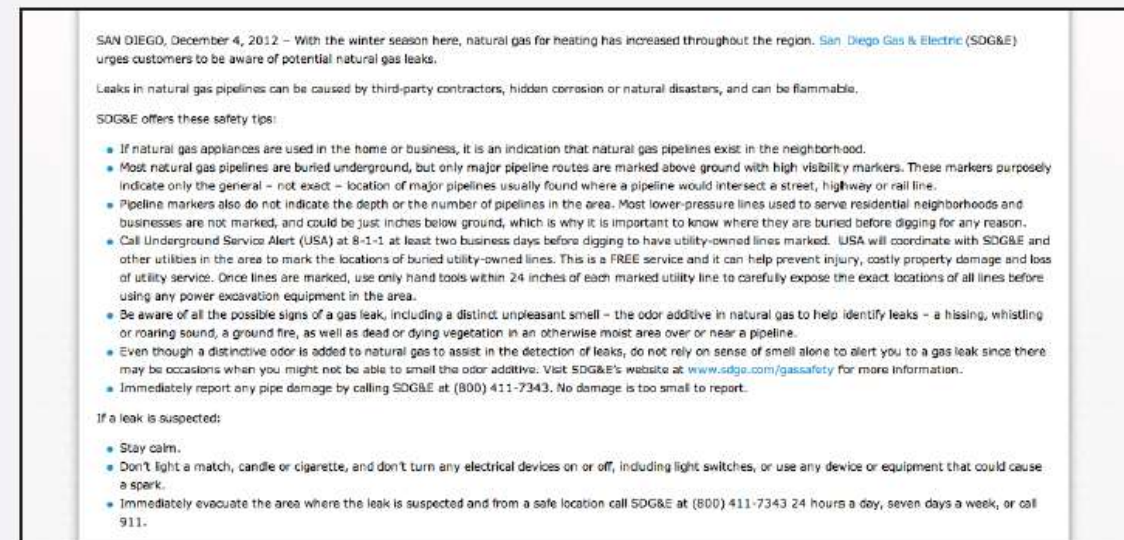
My Account displays in two columns when width > 1600px

Recommendation

Prevent from displaying in two columns

Severity

Medium-Low



Font Size

Issue

Font size is too small for older users

Recommendation

Add a font size changer in a utility nav

Severity

Medium

Current Customers:
 Providing your SDG&E account number, electric meter number and Zip code is not necessary to complete this request, it simply allows us to automatically provide some of the needed information. Your account number and electric meter number can be found on your [SDG&E bill](#).
Do not use this form if you have an emergency or questions regarding a gas odor or carbon monoxide. Instead, contact us immediately at 1-800-611-SDGE (7343).

Is your account listed under a business or an individual/family name?
 Individual/Family ☐ Business ☐

SDG&E Account Number
 Electric Meter Number
 Zip Code

[Next Page](#) [Cancel Request](#)

Start Service

Radiobuttons and Checkboxes

Issue

Clicking on the text of a radiobutton or checkbox should activate respective field.

Recommendation

Use <label> tag to increase usability; Also, place radiobutton/checkboxes left of text.

Severity

Medium-Low

The screenshot shows the SDGE website's 'Start Service' page. It features a top navigation bar with links like 'My Account', 'Residential', 'Business', etc. Below this, there's a sub-navigation bar. The main content area has a 'Residential' section with a 'Save Money at Home' link. A 'Cancel Request' button is visible, which, according to the issue, causes nested pages with double navigation. A sidebar on the right contains a promotional message about TV, Internet, or Home Security.

Start Service

iFrame

Issue

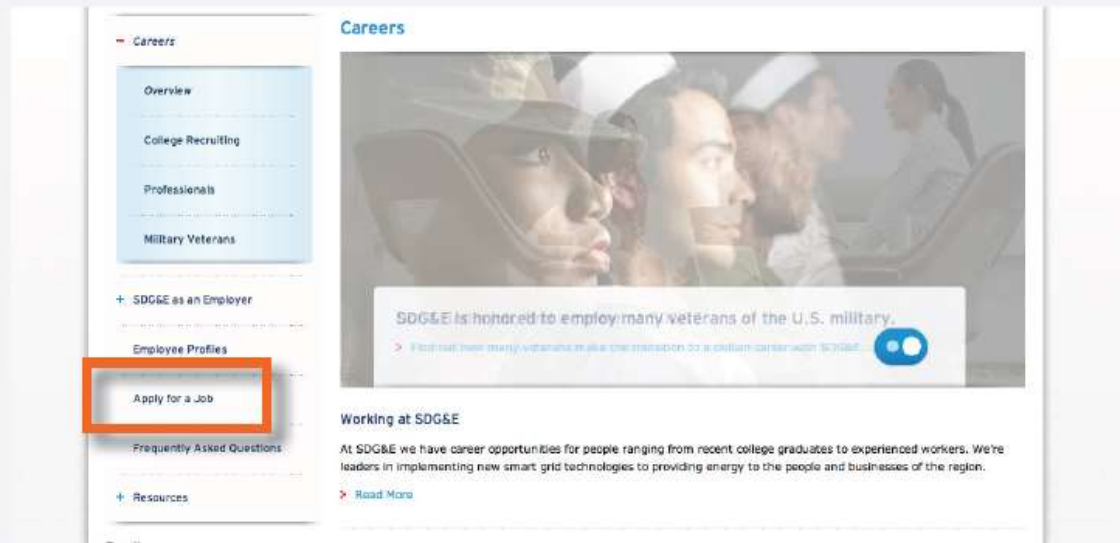
Clicking Cancel on Start Service causes nested pages with double navigation

Recommendation

Fix Cancel button; avoid iFrames.

Severity

Medium



Careers

Careers

Issue

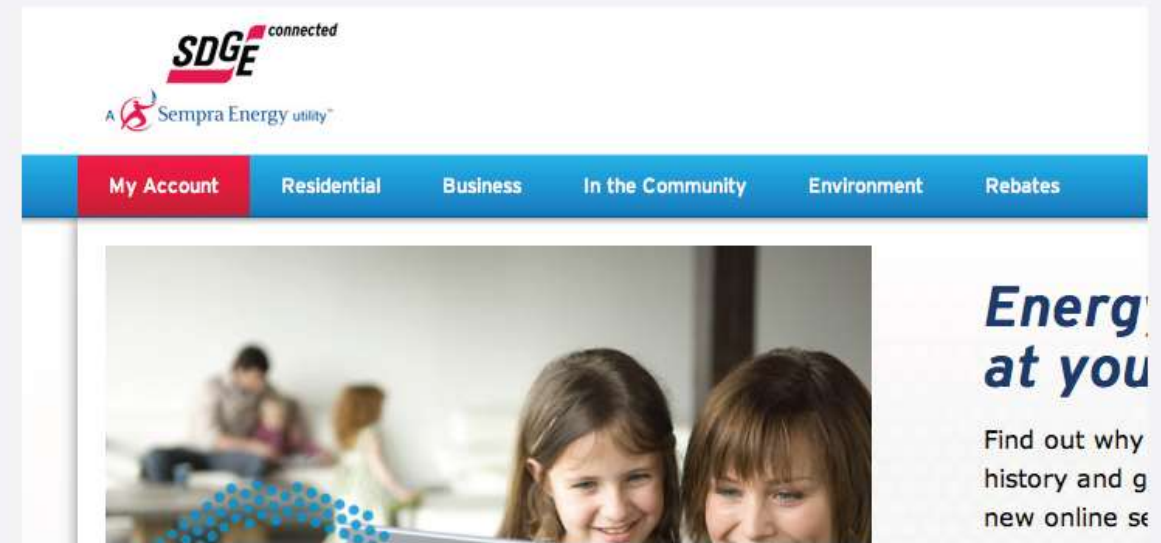
Difficult to find Job Listings

Recommendation

Change “Apply for a Job” to “View Job Listings”

Severity

Medium-Low



Buyers Guide

Navigation Dropdown Missing

Issue

Dropdowns missing on certain pages. Example: Buyers Guide

Recommendation

Be consistent with navigation

Severity

High



Rebates Landing Page

Rebate Finder

Issue

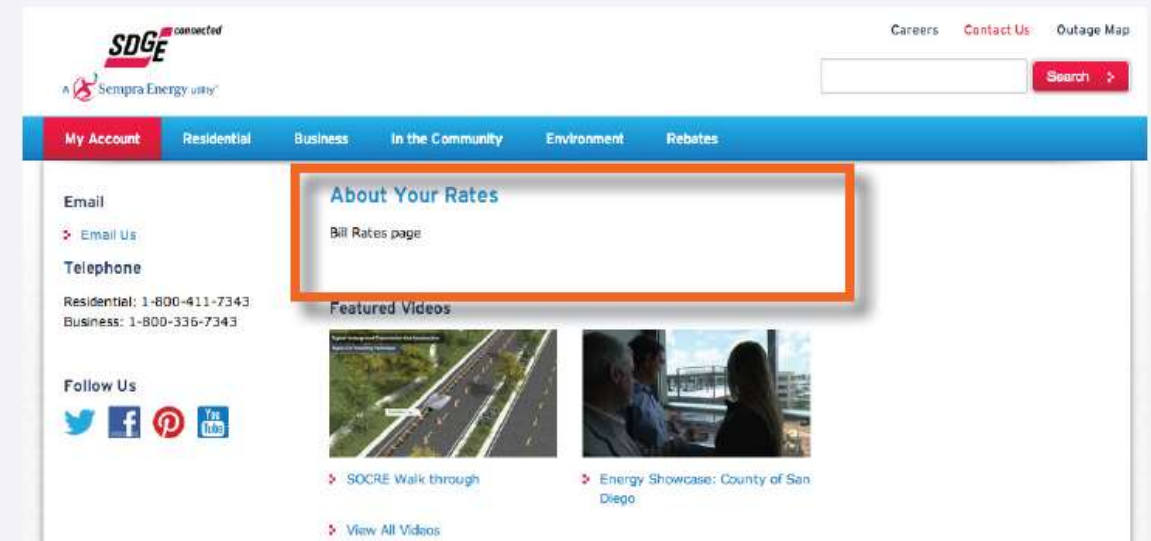
Hard to find rebates

Recommendation

Need a rebate finder prominently on Rebate landing page

Severity

Medium



About Your Rates

Rates and Regulations

Issue

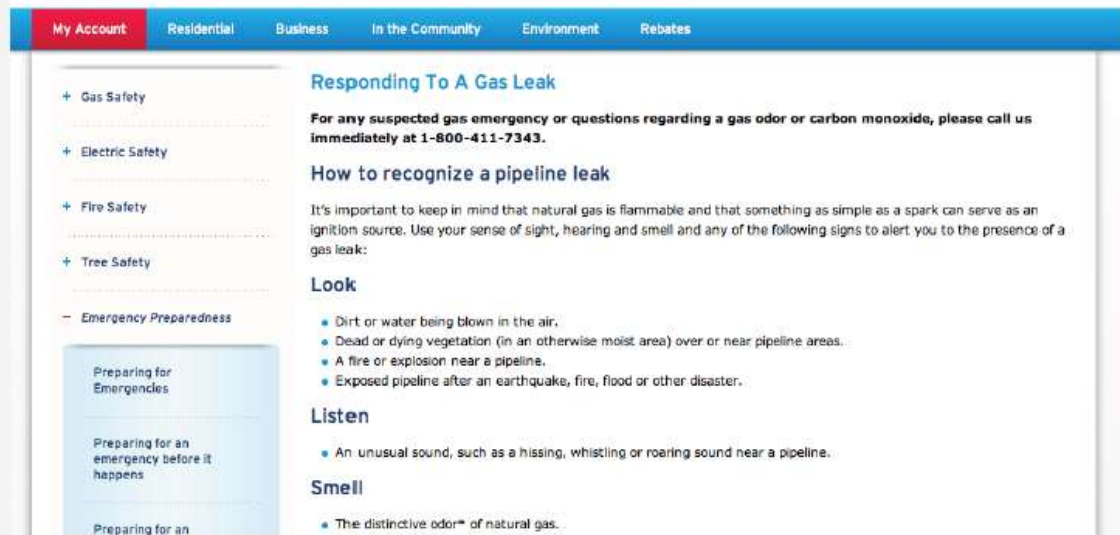
Rate information is difficult to find. A search on "rates" results in a page with no content.

Recommendation

Should be featured prominently in navigation. Above page needs to be corrected.

Severity

High



Responding to Gas Leaks

Conflicting Emergency Information

Issue

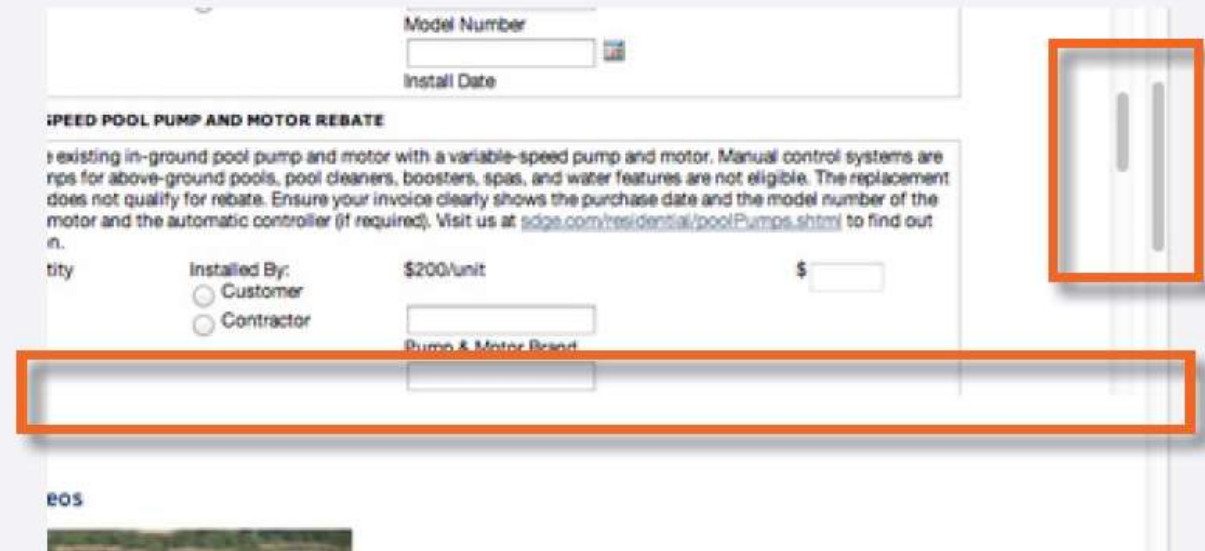
Top of page indicates to call 800 number, but emergency info (call 911) is on bottom of page

Recommendation

Put 911 emergency info on top

Severity

Medium



Residential Rebate Application

Double Scrollbars

Issue

Double scrollbars cause usability issues, including lost/hidden content

Recommendation

Prevent double scrollbar from displaying; avoid iFrames when possible

Severity

Medium

SDG&E is an Affirmative Action and Equal Employment Opportunity employer.

Login | Search Results

To create a Job Seeker Profile or to edit an existing Profile, click the "Login" button.

Use the form fields below to define a specific job search. Or, to view a complete list of posted opportunities, scroll to the bottom and select the "Search" button.

Enter Keywords:

Keyword Search is performed against the title, description and qualifications of job listed.

Paste Resume:
To search for positions that relate to your experience

Requisition Number:

Area of Interest:

City - Zip Code:

Please click the search button to view current open positions.

Job Search page

Job Search

Issue

Too wordy

Recommendation

Replace wordy text with "New User" and "View All" buttons

Severity

Medium

Temporarily Unavailable

The website that you're trying to reach is having technical difficulties and is currently unavailable.

We are aware of the issue and are working hard to fix it. Thank you for your patience.

Apply For A Job page

View All Job Listings

Issue

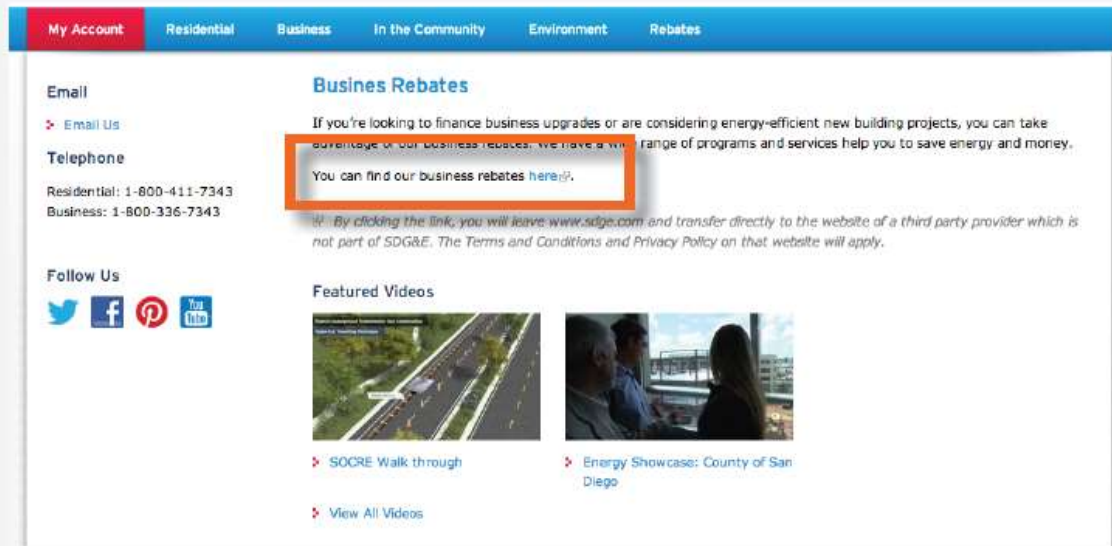
Clicking on "View All Job Listings" on "Apply For A Job" page results in error

Recommendation

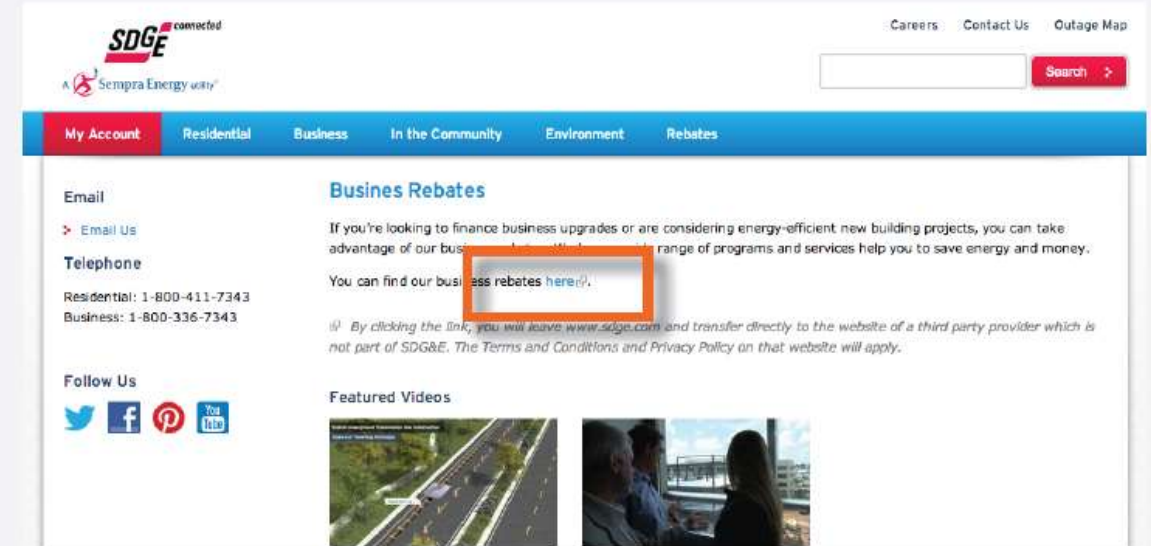
Correct URL on "View All Job Listings"

Severity

High



Business Rebates



Link leads to 404 error

Click Here

Issue

"Click here" gives no indication where you are going

Recommendation

Link on pertinent text; do not link on "here" or "click here" and to a lesser extent also do not use "Learn More" and "Read More" when possible. Example: "[Find business rebates](#)" instead of "You can find our business rebates [here](#)."

Severity

Medium-Low

Broken Links

Issue

There are many 404 "Page not found" errors, including internal links, external links, and referring links.

Recommendation

Run a link checker across the entire site to find broken links. Also, check server logs for most common 404 errors. If it is a referring link, aliases may need to be created to funnel user into correct landing page.

Severity

High



Wind, Biomass Energy

Heading Font Size

Issue

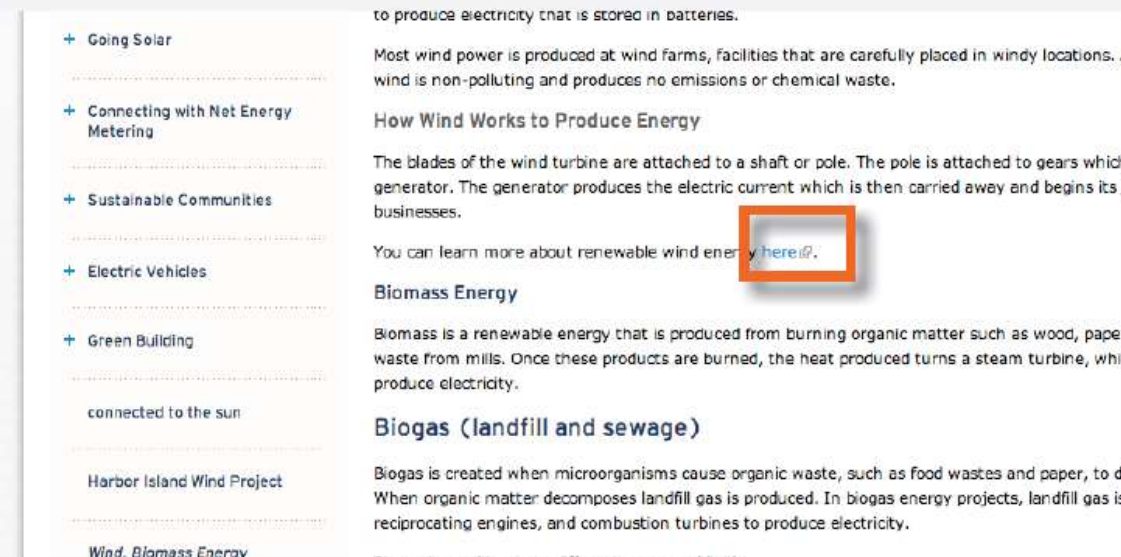
Font size not consistent. Example: “Biogas” is larger than “Biomass Energy”

Recommendation

Headers with the same information weight should be the same font size.

Severity

Medium



Wind, Biomass Energy

Icon Tooltips

Issue

Icons do not have tooltip.

Recommendation

Use the “title” attribute on icons and other elements to provide a tooltip so the user knows what it means.

Severity

Medium-Low



Wind, Biomass Energy

Capitalization

Issue

Side navigation using lower caps

Recommendation

Capitalize consistently

Severity

Medium-Low



Residential landing page

Unnecessary Extra Steps

Issue

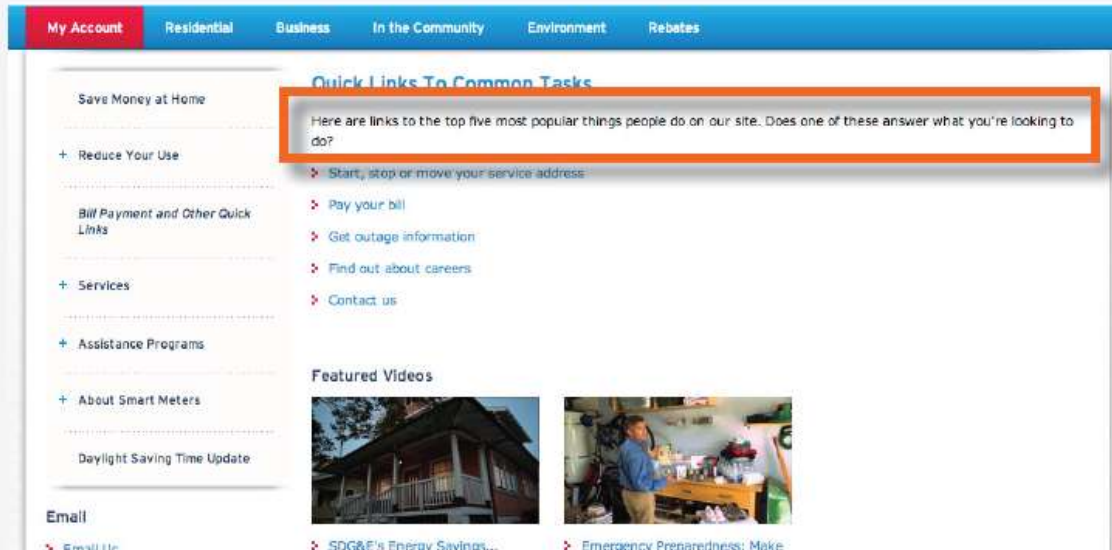
Common Tasks are buried in several clicks

Recommendation

Move list of "Common Tasks" to Residential landing page. (The five links take up less space than the graphic and descriptive text that link to the five links)

Severity

Medium-Low



Quick Links To Common Tasks

Superfluous Text

Issue

Users don't read, but they do scan

Recommendation

Remove any superfluous text like "Here are links to the top five most popular things people do on our site. Does one of these answer what you're looking to do?"

Severity

Medium



Energy Upgrade California

Navigation Mapping

Issue

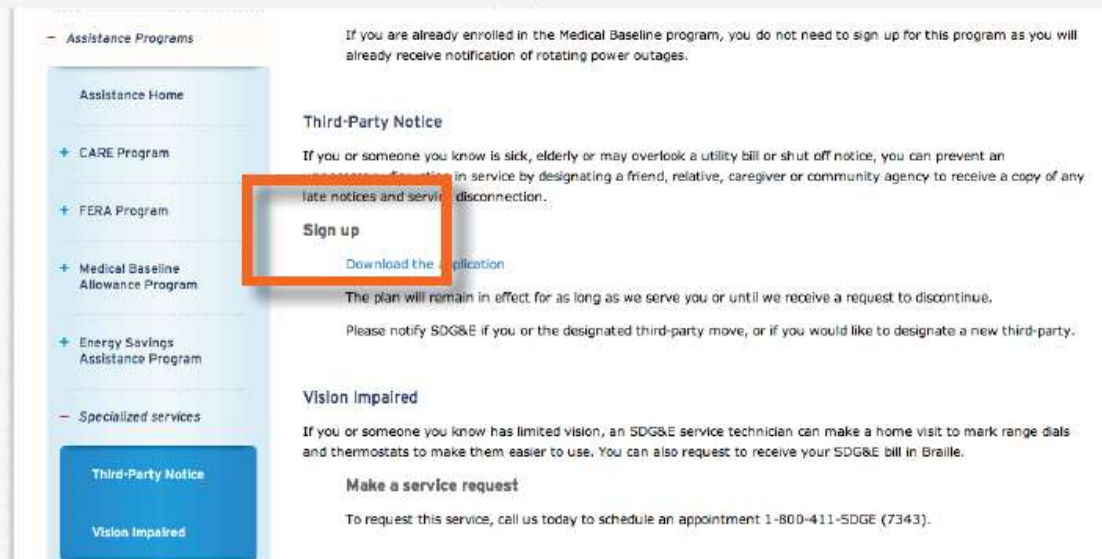
Clicking on "Solutions For Your Home" goes to "Reduce your Use" AND changes side navigation.

Recommendation

Clicking on "Solutions For Your Home" should go to "Solutions For Your Home" AND should not change side navigation.

Severity

High



Specialized Services

Consistent Indenting

Issue

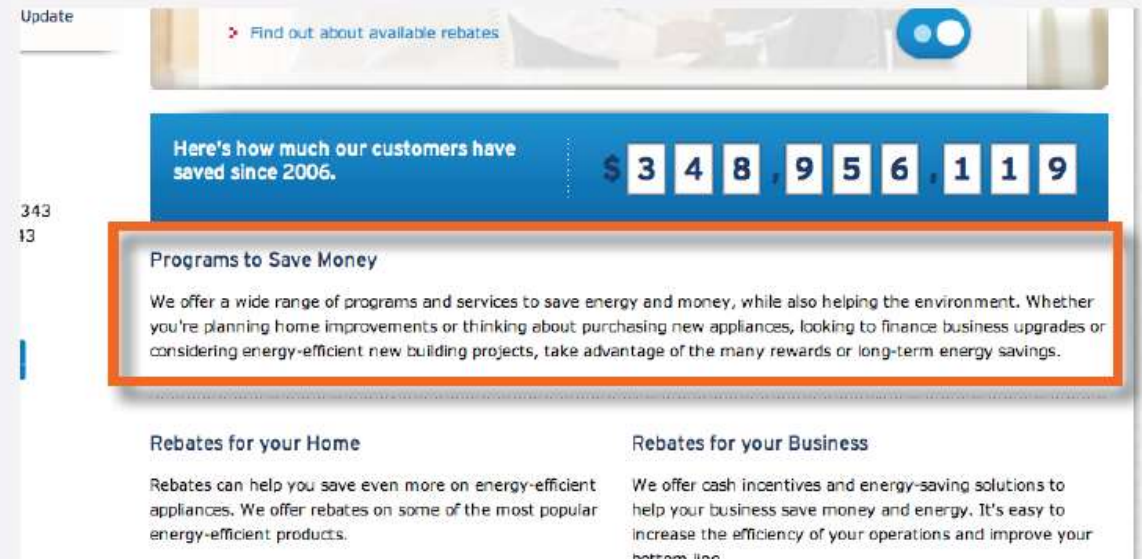
Indent is not consistent, makes understanding hierarchy difficult

Recommendation

Indent "Sign up" just like "Make a service request"

Severity

Medium



Save Money

Content Missing

Issue

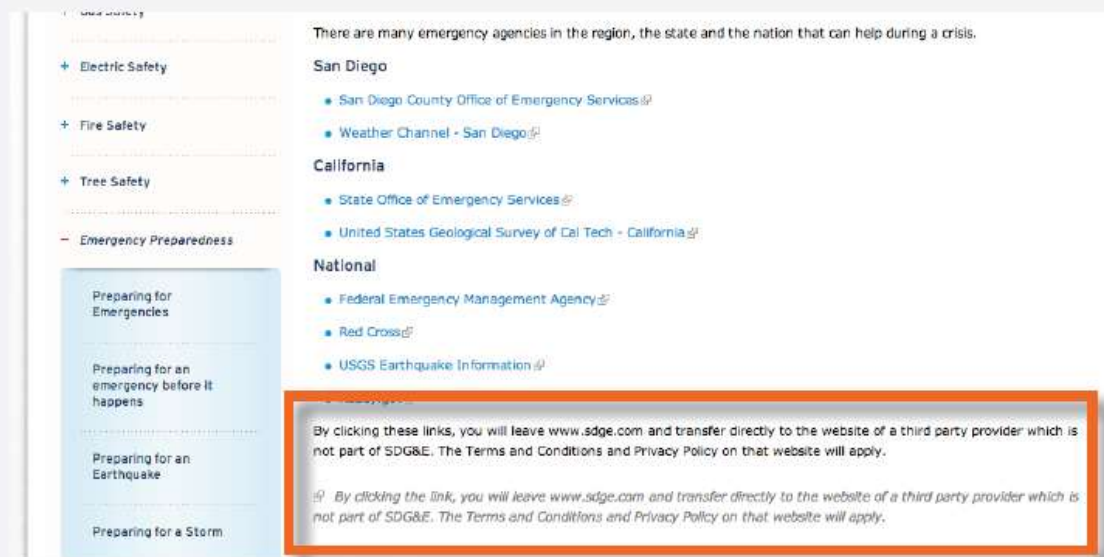
Callout to a list of programs, but no list

Recommendation

Add list of programs

Severity

High



Here To Help

Duplicate Text

Issue

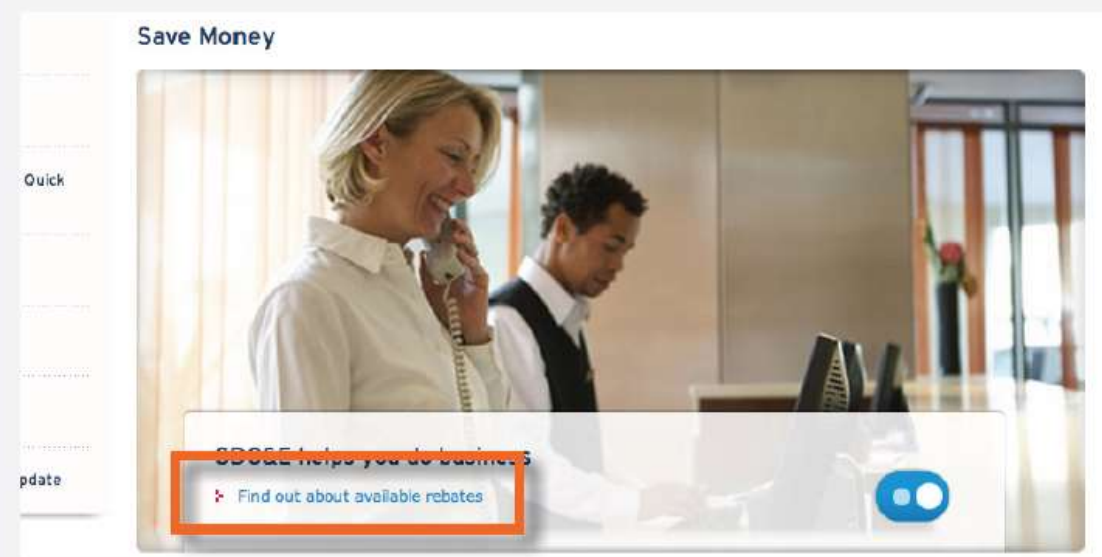
Text is repeated

Recommendation

Use only the second paragraph to be consistent

Severity

Medium-low



Save Money

Broken Link

Issue

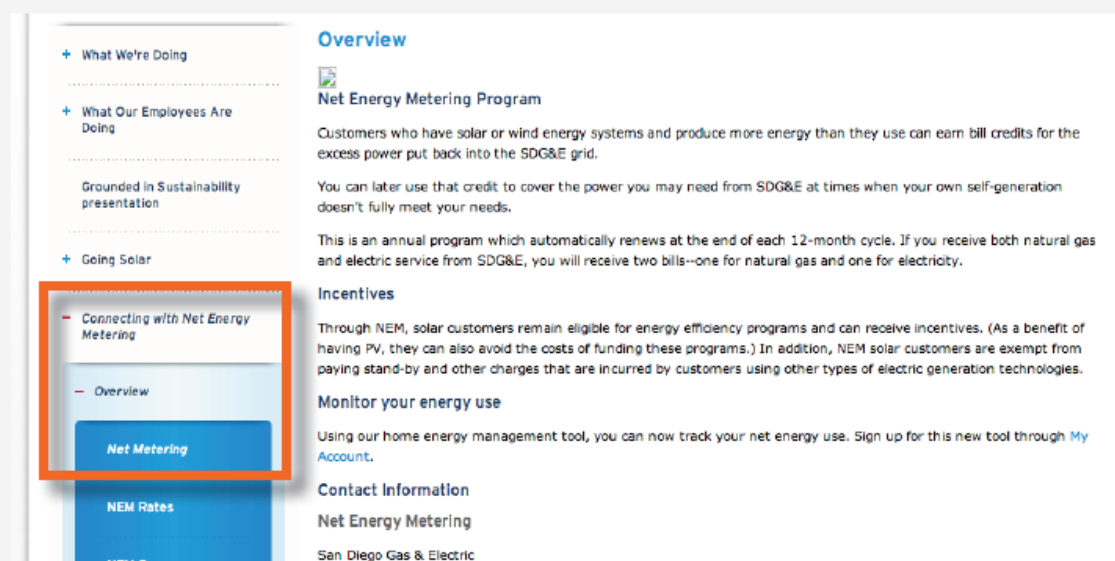
"Find out about available rebates" is a broken link

Recommendation

Correct link

Severity

High



Net Energy Metering Program

Unnecessary Hierarchy

Issue

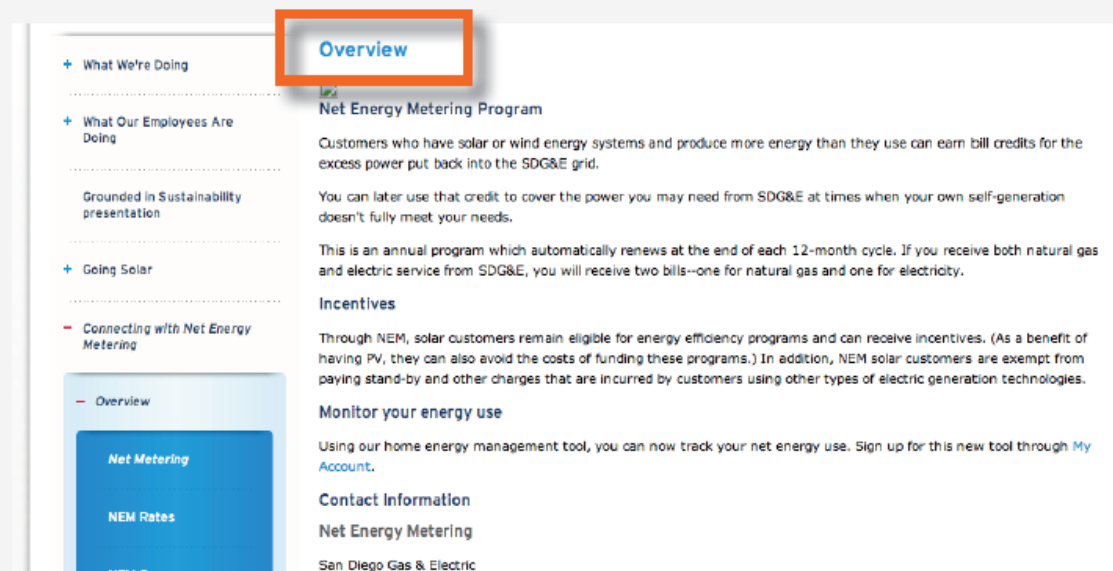
All three navigation links go to the same page

Recommendation

Reduce extra hierarchy

Severity

Medium



Net Energy Metering Program

Incorrect Page Title

Issue

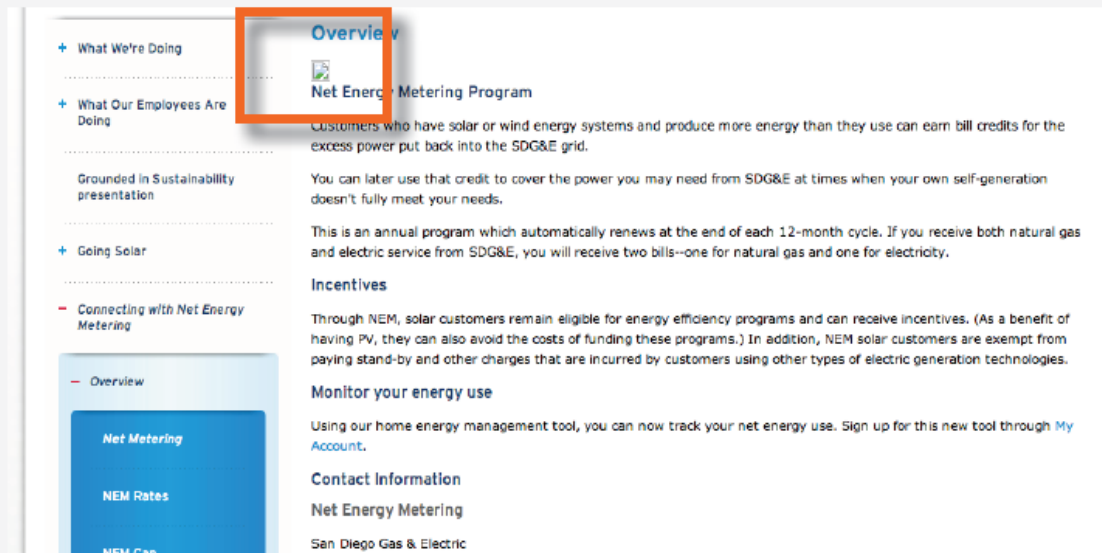
Document Title and Page Header is "Overview" including subsequent pages.

Recommendation

Document Title and Page Header should be "Net Energy Metering Program"

Severity

High



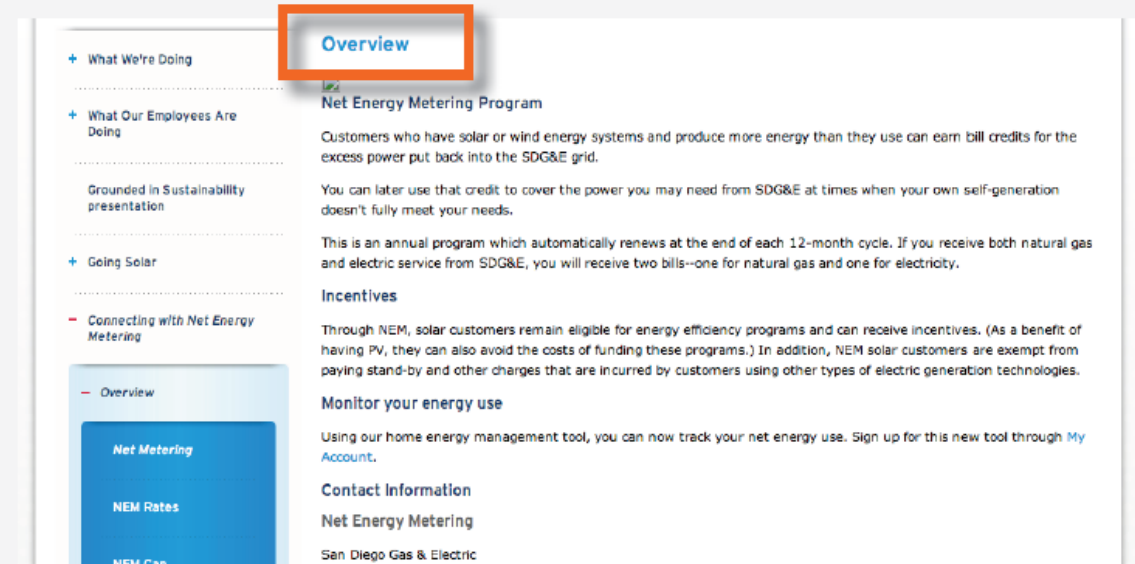
Net Energy Metering Program

Broken Image

Issue
Broken Image

Recommendation
Correct URL. Do an entire site check for broken links. Check server log files.

Severity
Medium



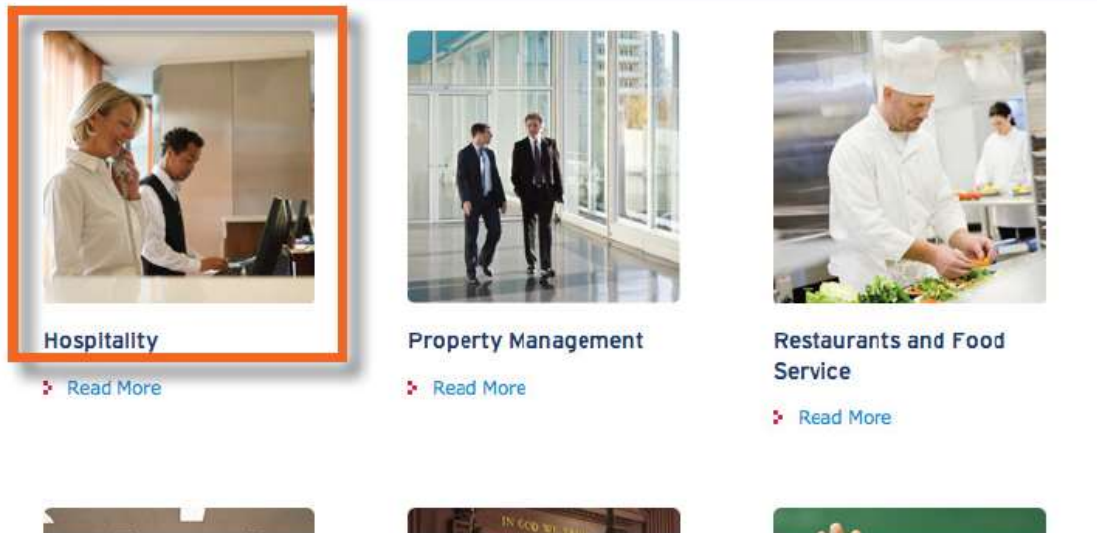
Winter?

Remove Unused Pages

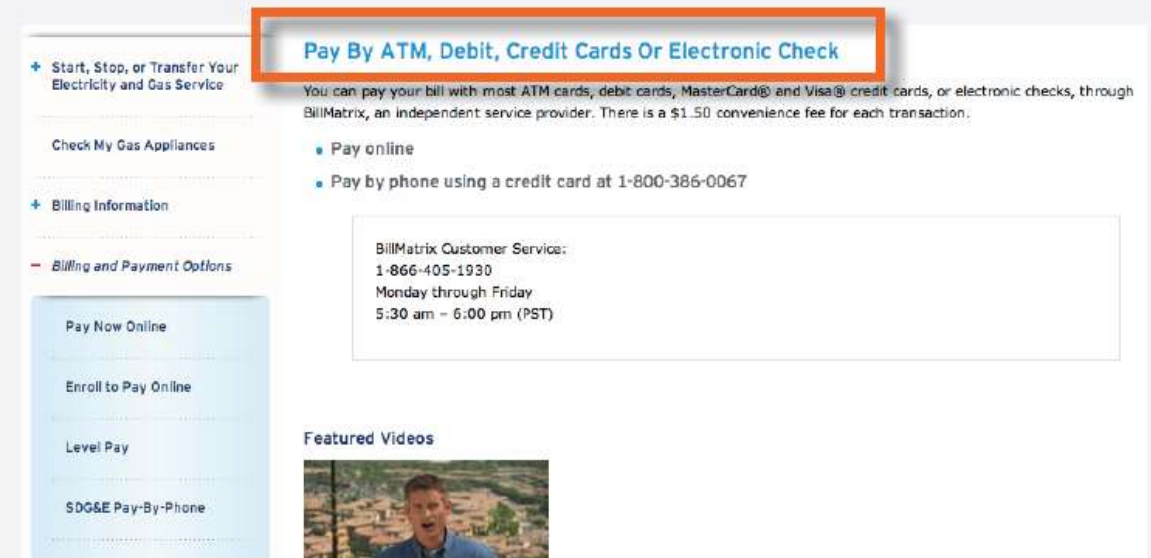
Issue
Unused pages show up in search results

Recommendation
Delete and/or remove from search results

Severity
High



Industry Types



Pay By ATM, Debit, Cards

Indicate links are coupled on hover

Issue

Not clear if photo link is same as text link

Recommendation

Rolling over on photo should activate rollover state of link (red color), and vice-versa, to indicate they are connected.

Severity

Low

Unnecessary Links

Issue

Many page headers link to themselves (link to current page). A link that goes nowhere (or reloads the page) is confusing

Recommendation

Remove link

Severity

Low



Residential Landing Page

Hover triggered side navigation

Issue

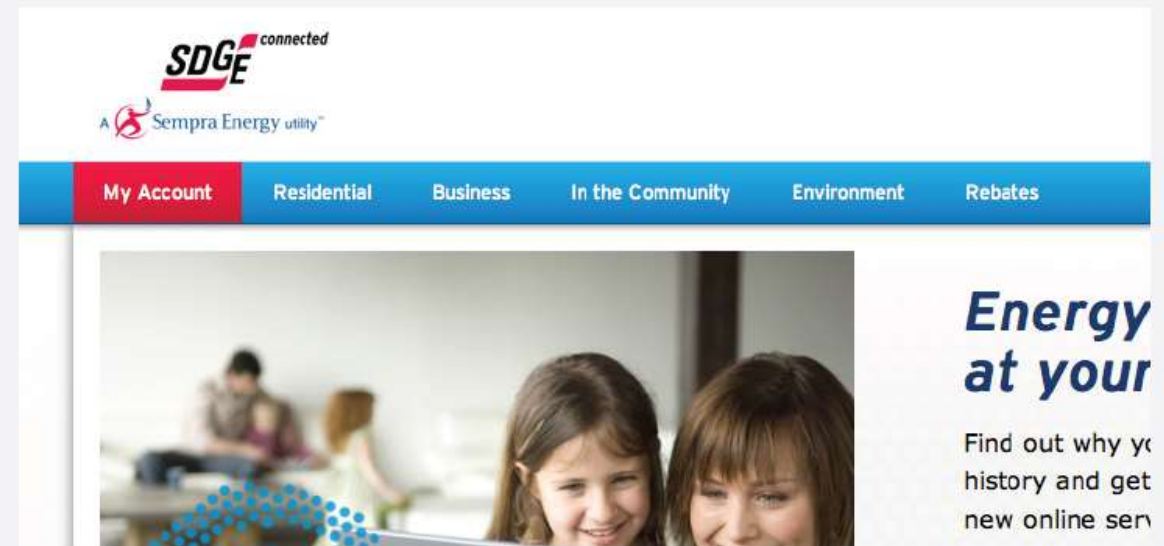
Side nav expanding on hover is non-standard

Recommendation

Onclick is best practice

Severity

Low



Homepage Header

Logo

Issue

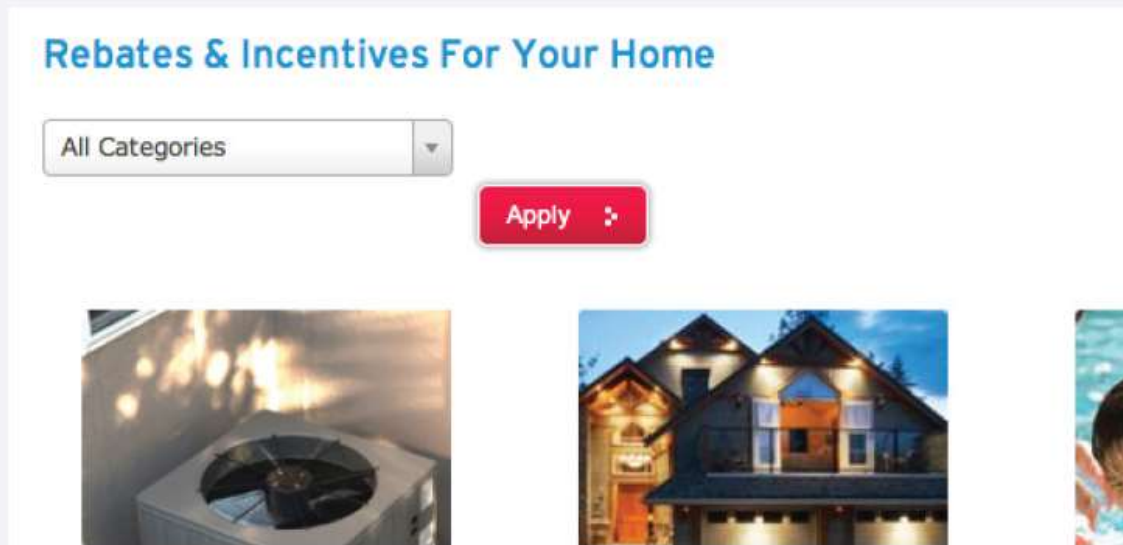
SDG&E logo is too small, in comparison to Sempra logo

Recommendation

Make Sempra logo left aligned and smaller (like SoCal Gas)

Severity

Low



Rebates & Incentives For Your Home

Alignment & Label of Apply button

Issue

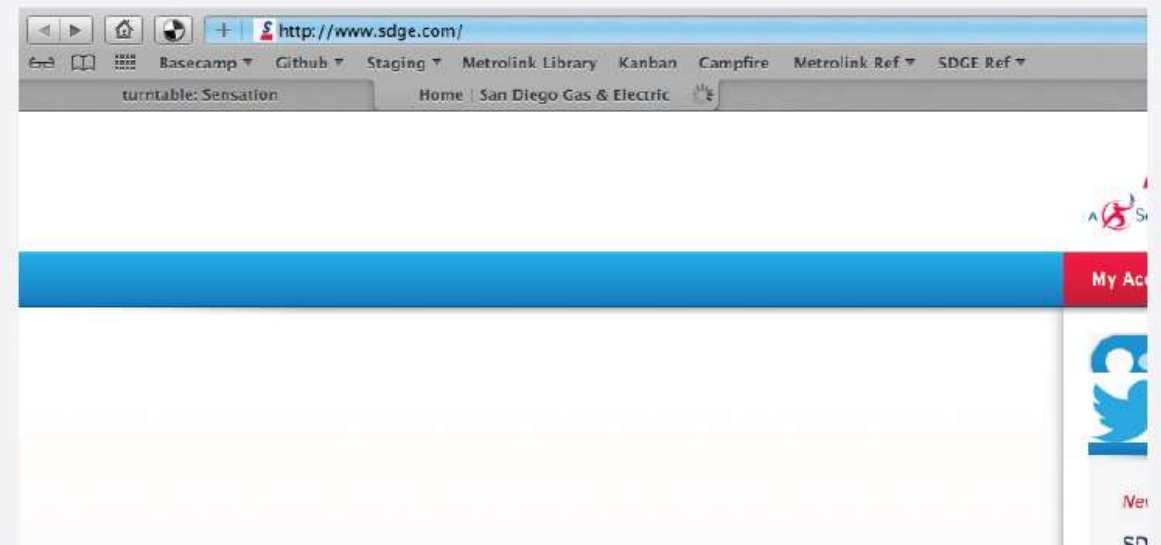
Apply button doesn't lineup with dropdown in Chrome/Mac

Recommendation

Align, make button "Apply Filter", drop Read More;
Even better, have dropdown apply immediately without the button

Severity

Low



Homepage

Fav Icon

Issue

Fav icon is an "S" and not very distinguishable in a browser window/tab, bookmarks)

Recommendation

Use G/E (or SD) if it will fit as it is more significant

Severity

Low

Visual Design



[Hero carousel on current home page]

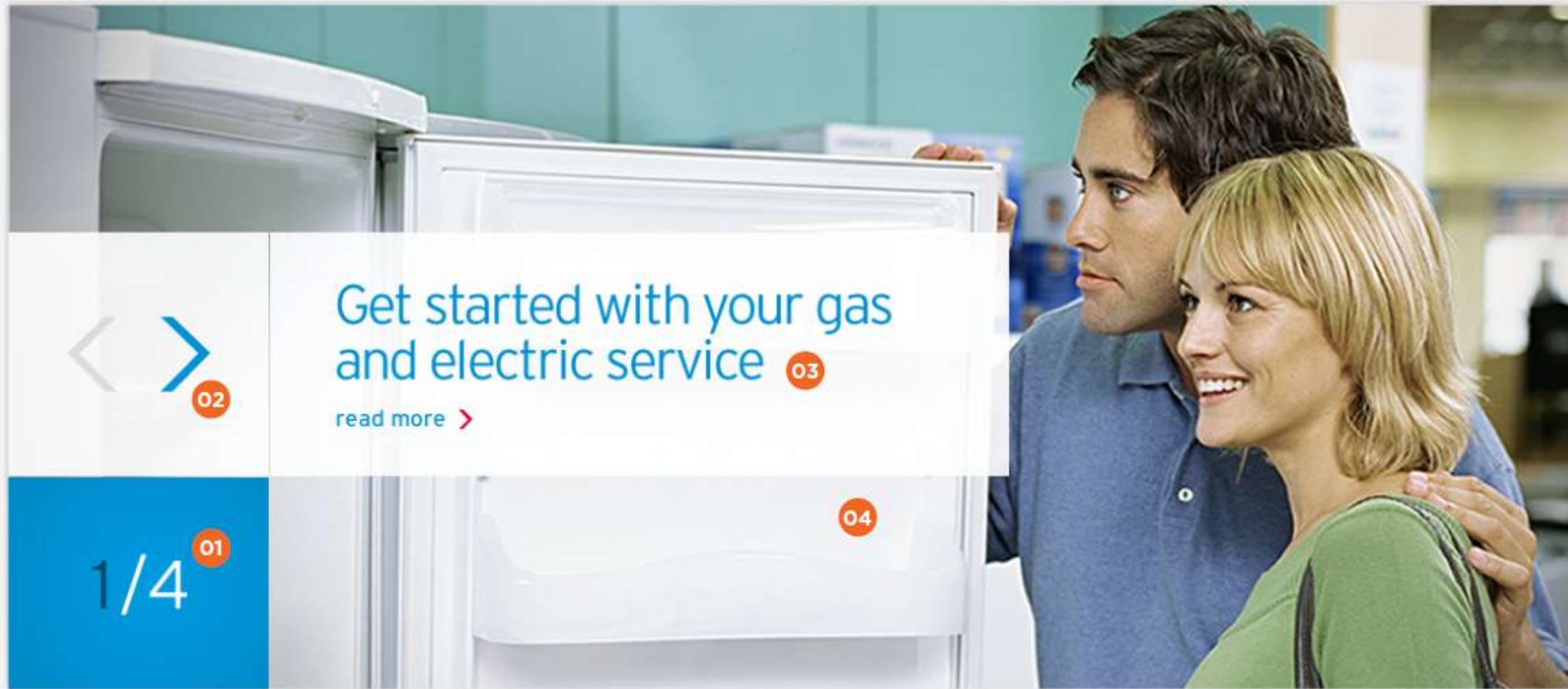
Home Page Hero

Current

01. Hero carousel component lacks prominence

02. Controller placement creates tension which can be distracting

03. It is unclear if this element is interactive



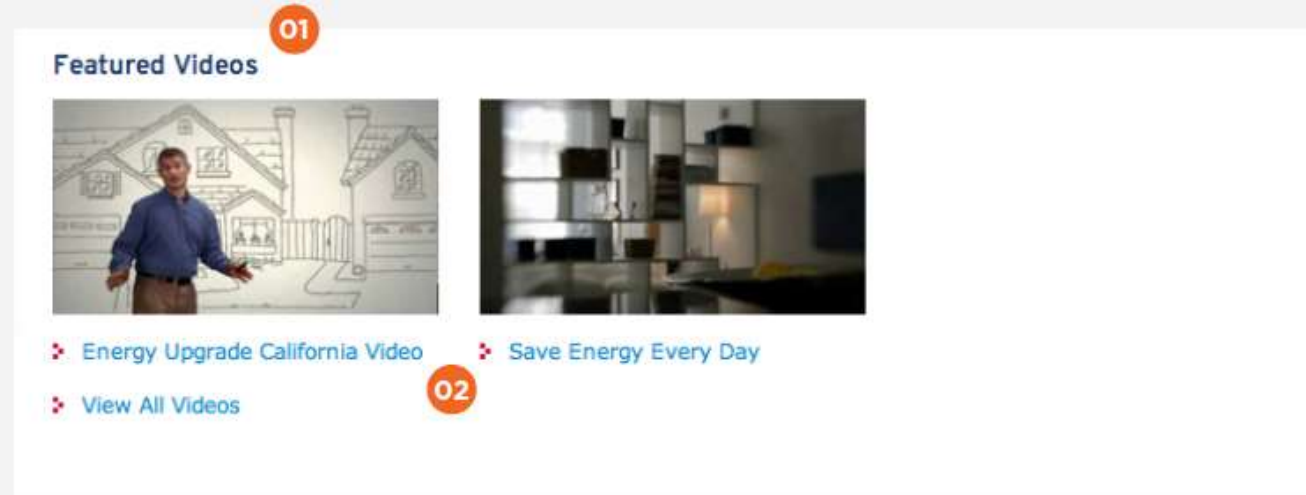
Home Page Hero Recommendation

01. Slide pagination is clear & easy to follow

02. Slide controller arrows imply backward & forward movement of slides

03. Slide copy block is prominent

04. Good use of imagery brings focus to the hero message

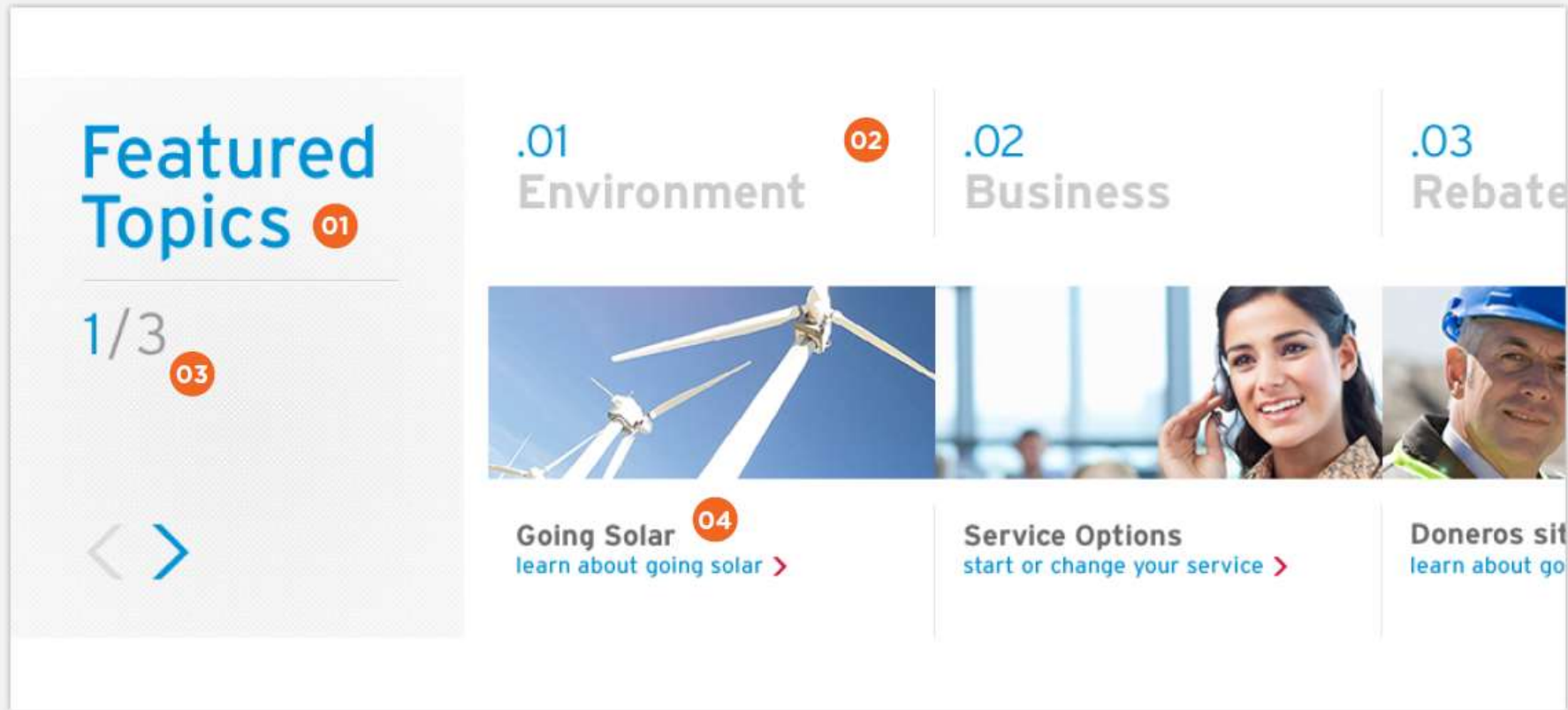


[Featured content block on current interior pages]

Featured Content Current

01. Not enough design distinction between featured blocks and regular content

02. Titles should be applied to featured content blocks



Featured Content Recommendation

01. Featured content block is clearly labelled

02. Creating a distinct visual design brings featured content blocks into focus

03. Slide pagination lets users know that there is additional content

04. Content categories are better identified by titles



[Main Navigation - Residential]

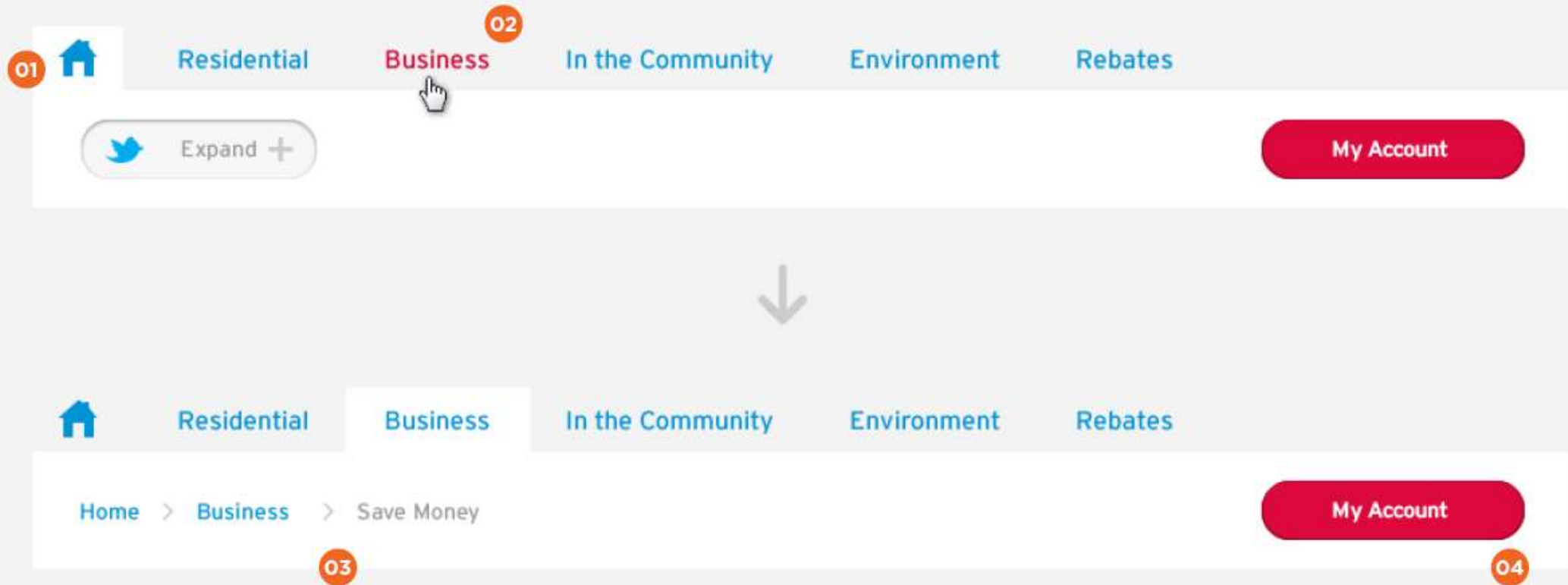
Main Navigation

Current

01. Navigation is missing an active state

02. Lack of breadcrumbs makes way finding very challenging

03. It looks as though "My Account" is selected and is in an active state



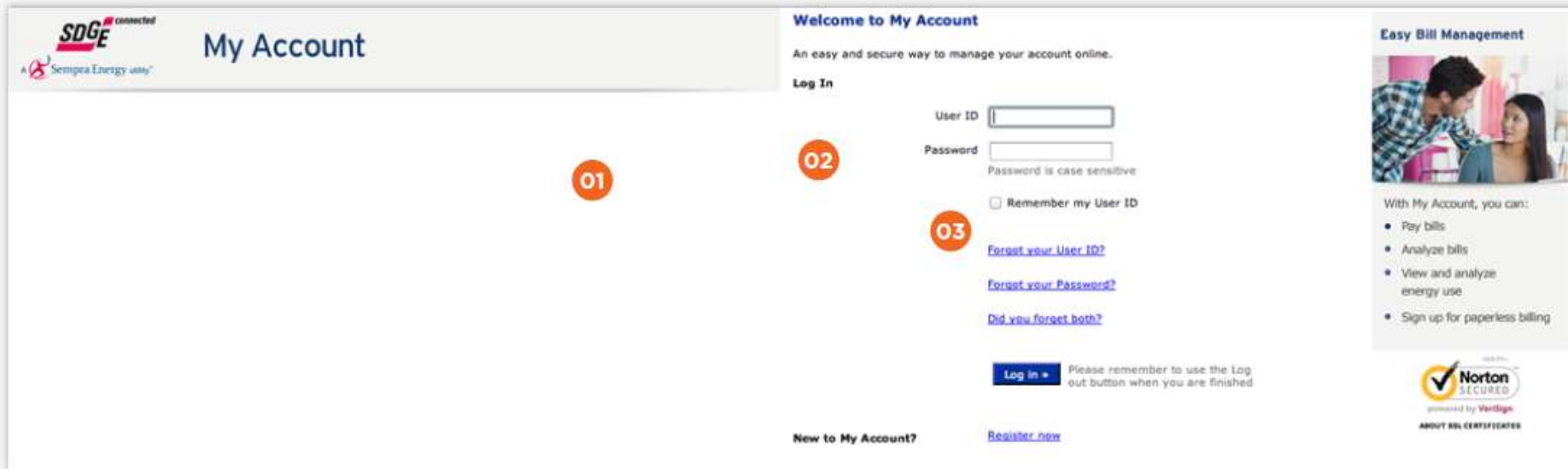
Main Navigation Recommendation

01. Using an active state helps users identify their location on the web site

02. Hover state provides good feedback for user interaction

03. Breadcrumbs provide context for users when navigating a website

04. Applying a unique design to the "My Account" link makes it visually distinct



[My Account Login Page]

My Account Login Current

- 01. The login page does not share the SDG&E brand characteristics
- 02. Page layout is disjointed and lacks structure
- 03. The Login form should be the most prominent element on the page



My Account Login Recommendation

01. The login module provides a seamless user experience

02. Highlighting selected areas of interactive components enhances usability

03. The form is the most prominent element on the login module

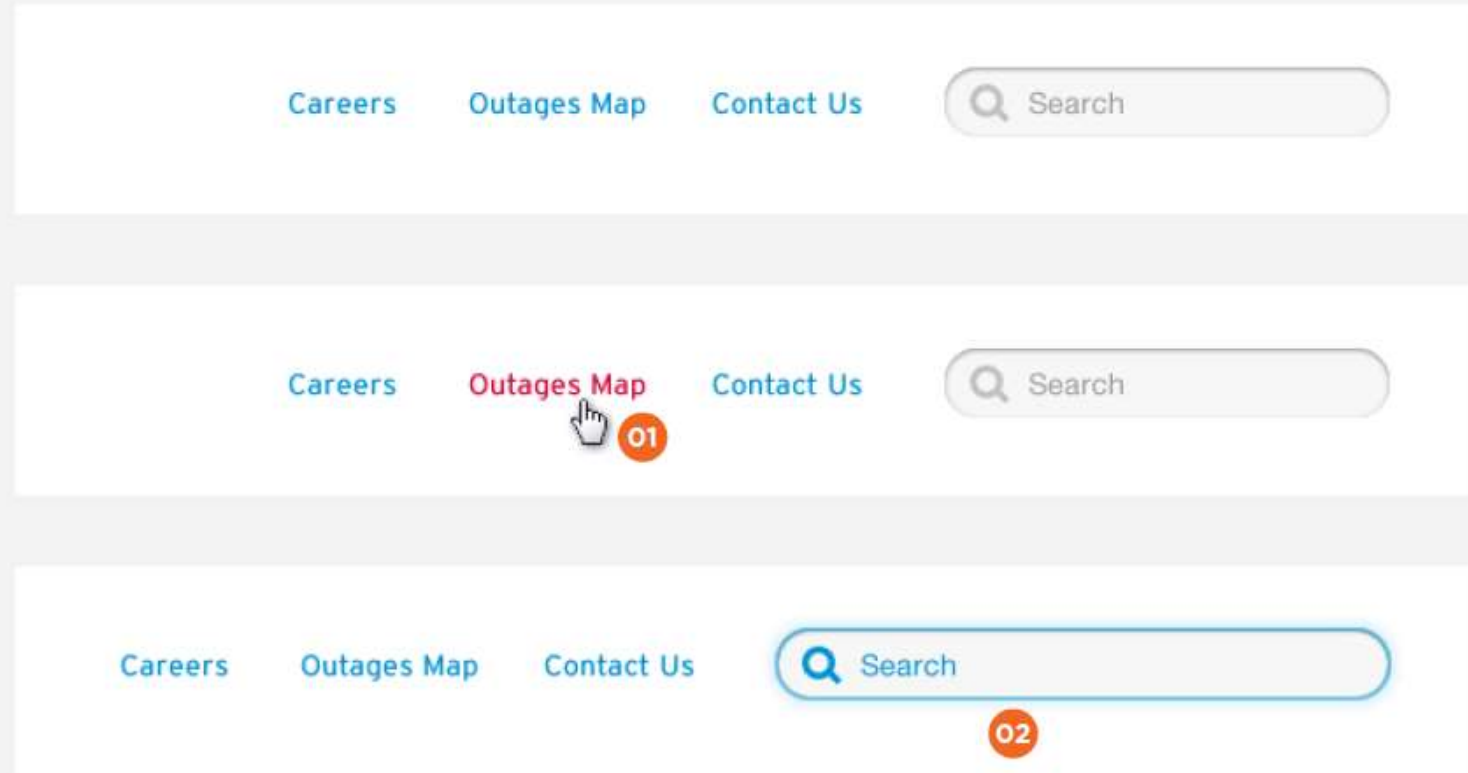


[Utility navigation - Contact Us]

Utility Navigation

Current

01. Navigation is missing an active state for the selected link



Utility Navigation Recommendation

01. Hover state provides good feedback for user interaction

02. Use visual queues to bring focus to selected areas



[News & Events module on current home page]

News & Events

Current

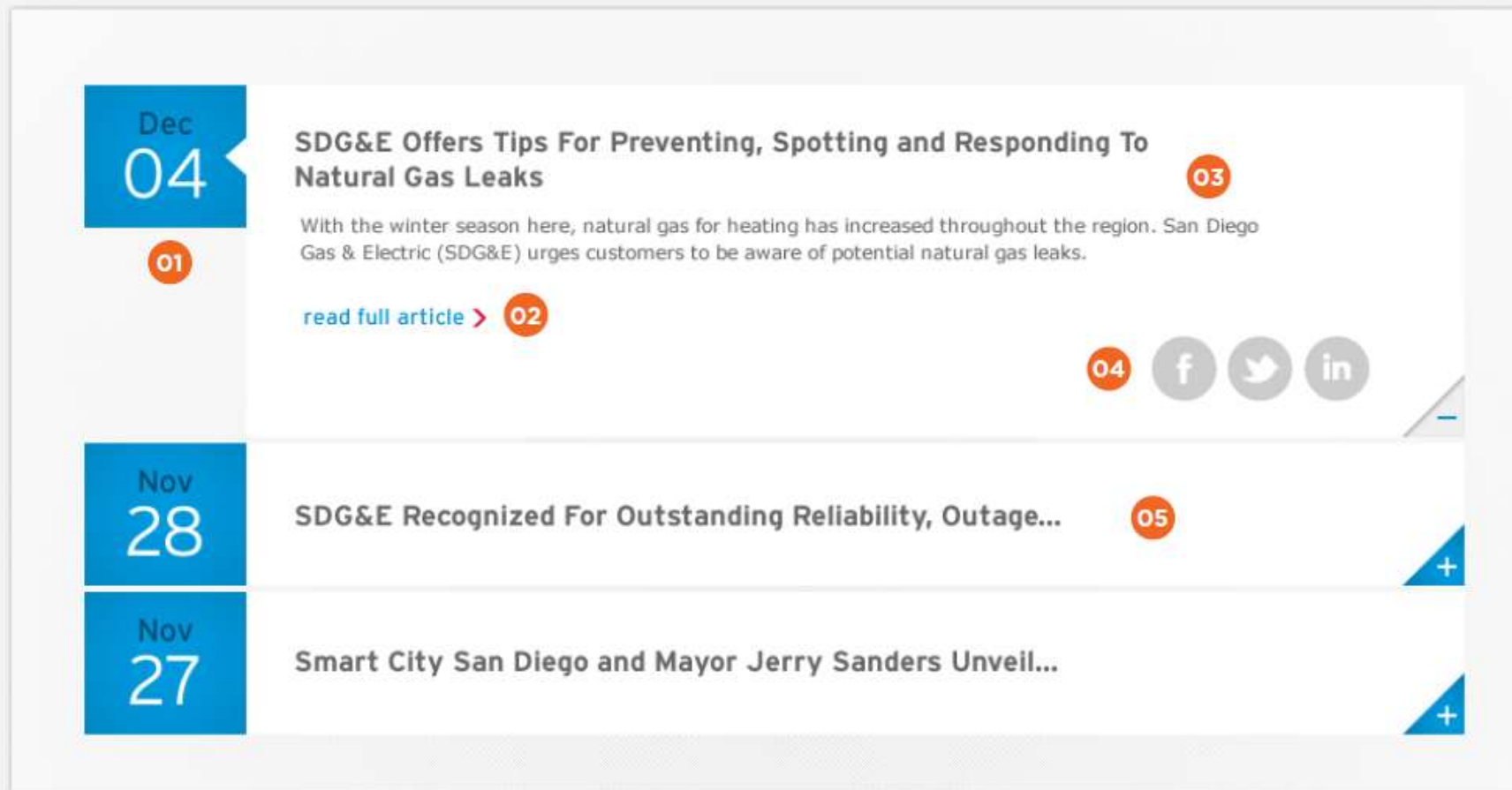
01. It is not clear if the graphic is interactive or what it leads to

02. Unnecessary visual distraction considering articles are sorted by most recent

03. Need to lead with date on time based content

04. More separation is needed between social media block and title

05. Events and News block runs too long and is not scannable



News & Events Recommendation

01. Dates are visually prominent since events are sorted by most recent

02. Call to action is clearly separated from body copy

03. Use of typographic hierarchy makes content easier to read

04. Adequate space is provided for social media icons

05. Collapsing content makes layout more scannable

Smart Meter Deployment Metrics

- + Q3 2012 July 1, 2012 – September 30, 2012 01
- + Q2 2012 April 1, 2012 – June 30, 2012
- Q1 2012 January 1, 2012 – March 31, 2012

A. Mass Deployment 02
Total installations in the 1st quarter of 2012

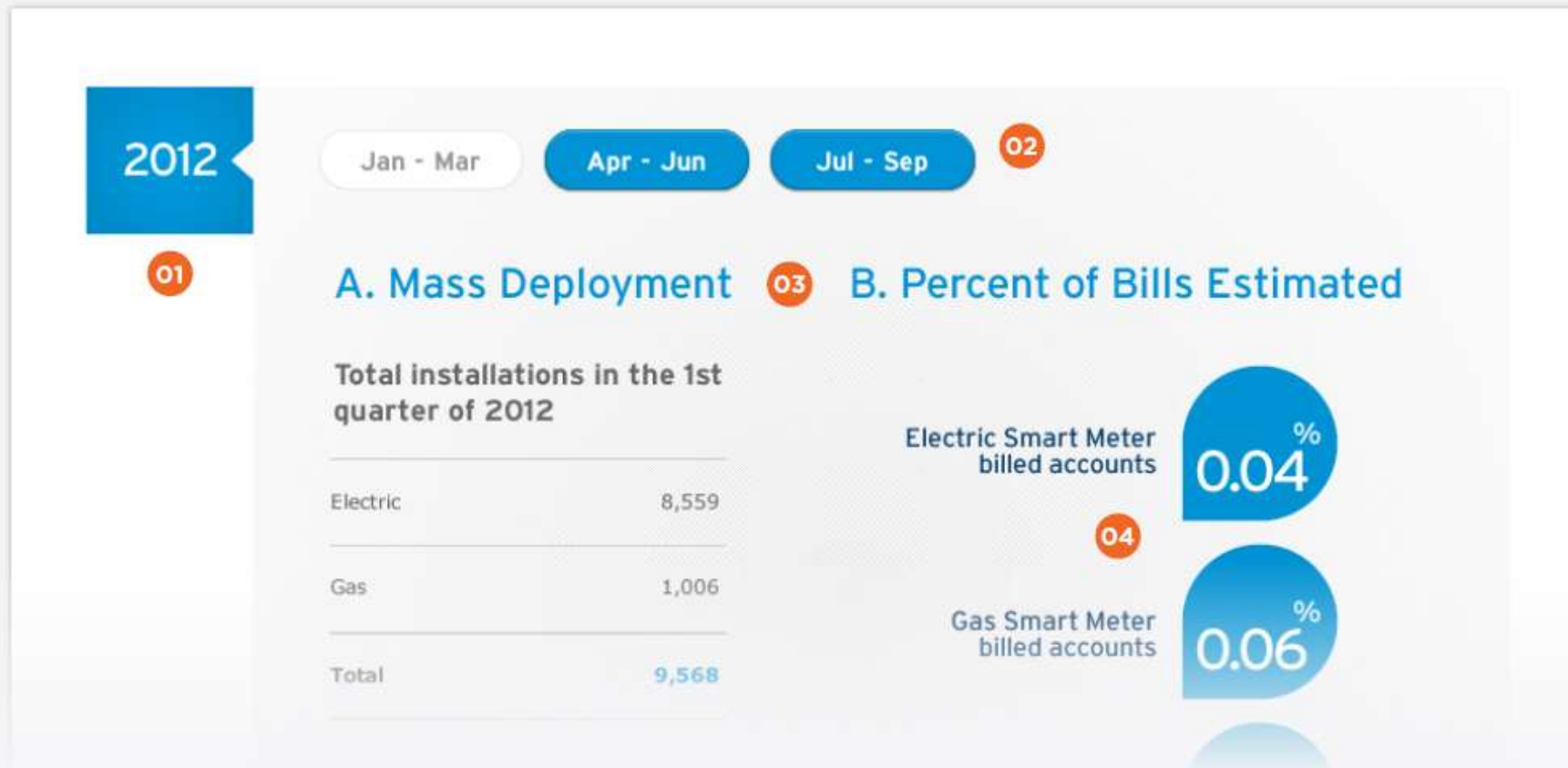
Electric	8,559
Gas	1,006
Total	9,568
To date for gas and electric thru end of March 2012	
Electric	1,365,673

Gas	1,006
Total	9,568
To date for gas and electric thru end of March 2012	
Electric	1,365,673
Gas	863,623
Total	2,229,296 03
B. Percent of Bills Estimated (1st quarter of 2012)	
Estimate Rate for Electric Smart Meter billed accounts:	0.04%
Estimate Rate for Gas Smart Meter billed accounts:	0.06%
Estimate Rate for manually read billed accounts:	2.48%

[Smart Meter Deployment Metrics]

Visual Hierarchy
Current

- 01. Layout is not easy to scan which makes it difficult to find information
- 02. Lacks typographic hierarchy
- 03. Needs more visual prominence



Visual Hierarchy Recommendation

01. Giving the date prominence makes it easier to scan content

02. Grouping content in a cascading format provides a more logical structure

03. Content blocks are clearly identifiable

04. Different types of information are represented with distinct visual application

2012

Jan - Mar

Apr - Jun

Jul - Sep

A. Mass Deployment

Total installations in the 1st quarter of 2012

Electric	8,559
Gas	1,006
Total	9,568

To date for gas and electric thru end of March 2012

Electric	1,365,673
Gas	863,623
Total	2,229,296

B. Percent of Bills Estimated

Electric Smart Meter
billed accounts

0.04%

Gas Smart Meter
billed accounts

0.06%

manually read
billed accounts

2.48%

C. Smart Meter Website

Total 2,229,296

2011

Jan - Mar

Apr - Jun

Jul - Sep

Oct - Dec

Tips for your:

+ Refrigerator and Freezer

– Heating and Cooling

- Use fans instead of central A/C to save up to 90% on cooling costs.
- Set your central A/C thermostat to 78°F or higher.
- Set your furnace thermostat to 68°F or lower.
- Weather-strip and caulk your doors and windows.
- Keep vents clear of obstructions.
- Change or clean your HVAC filter regularly.

01

+ Electronic Appliances

+ Lighting

02

+ Washer and Dryer

+ Stove and Microwave

[No Cost Activities & Tips]

Graphics Current

01. Primary content needs visual prominence

02. Use of reveals is more appropriate for supporting content

Tips for you

Easy ways to save energy

Heating and Cooling

Heating and Cooling

.01



=



Use fans instead of central A/C to save up to 90% on cooling costs.

.02



=

78°F

03

Set your central A/C thermostat to 78°F or higher.

Graphics Recommendation

01. Graphics can make certain types of information easier to digest

02. Illustrations should be clear and simple

03. Graphics should have supporting copy



Tips for you

Easy ways to save energy



Home page module expands on mouse click to reveal details on how to save

Tips for you

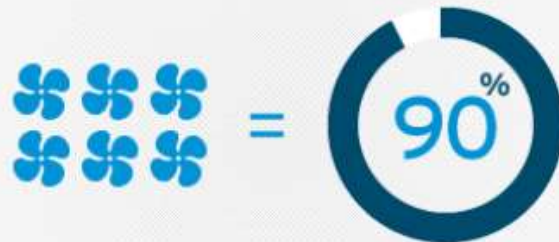
Easy ways to save energy

Heating and Cooling



Heating and Cooling

.01



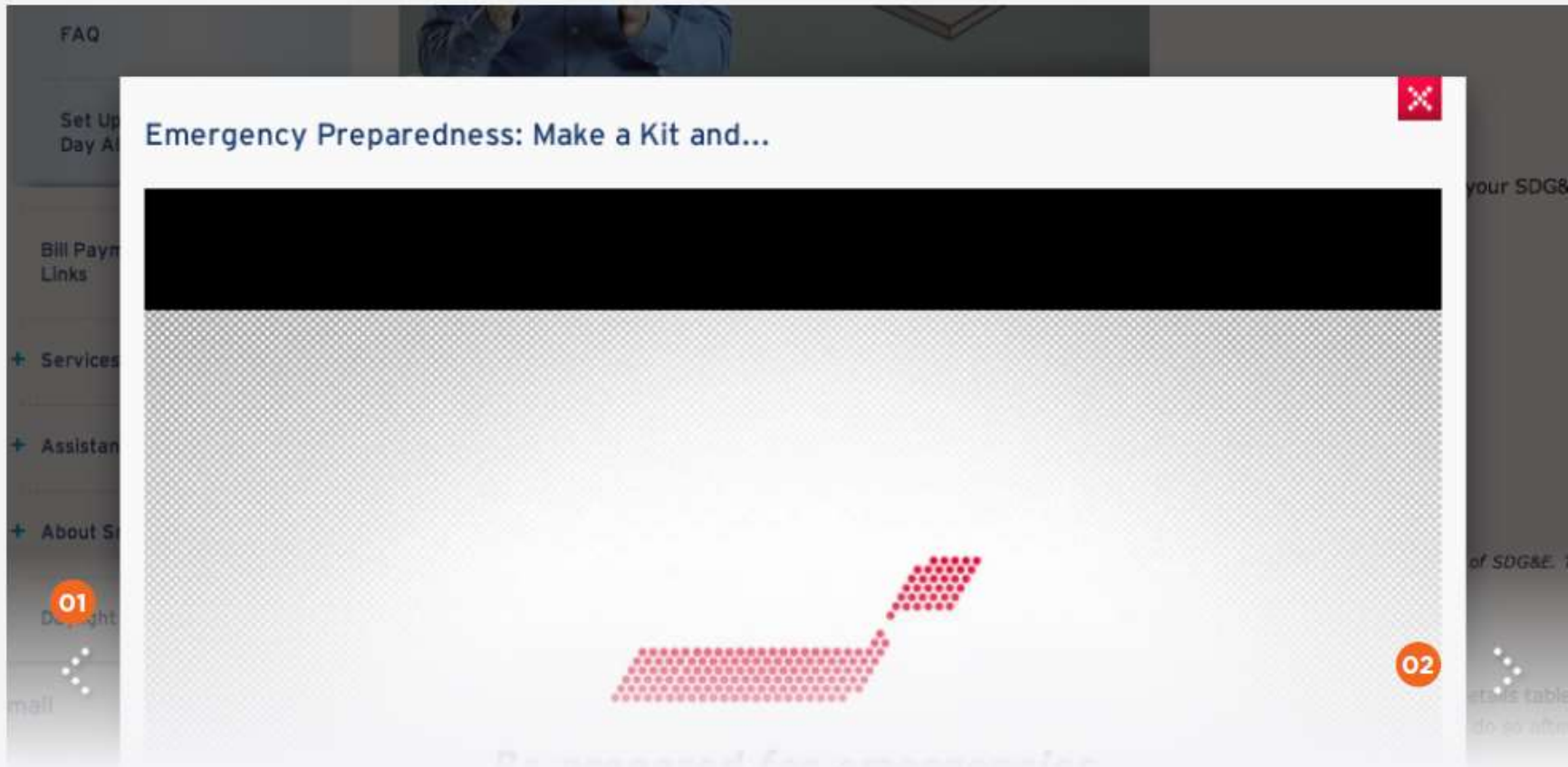
Use fans instead of central A/C to save up to 90% on cooling costs.

.02



Set your central A/C thermostat to 78°F or higher.

.03



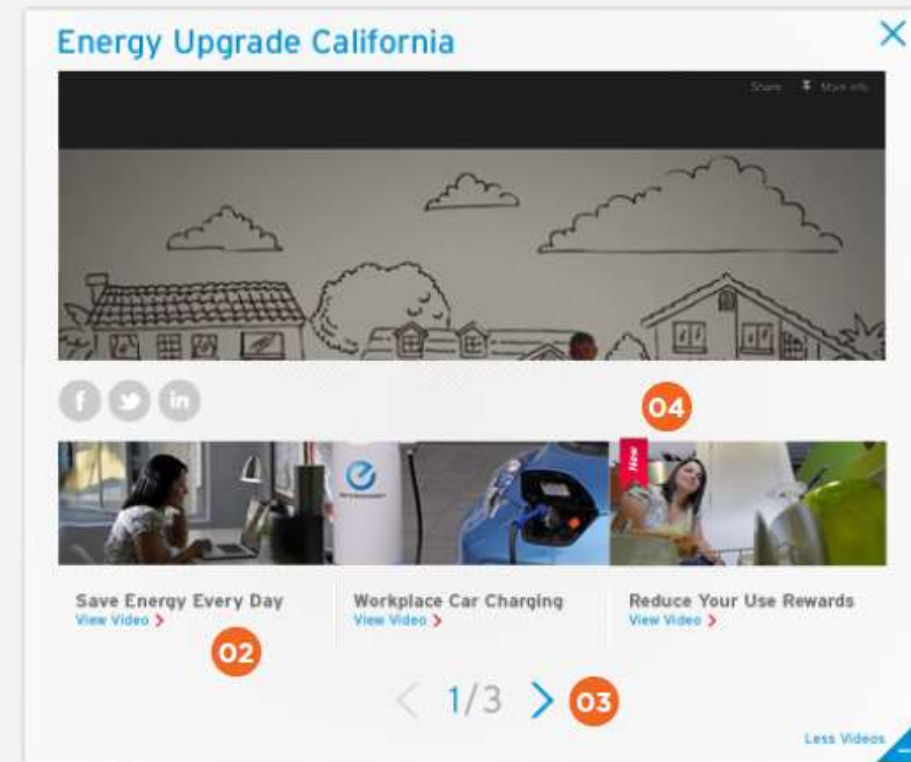
[Video overlay]

Media Display / UI

Current

01. Arrows should be integrated into the overlay block

02. Overlay controller does not provide context



Media Display / UI Recommendation

01. Provide an option to view additional content

02. Video topics are clearly labeled

03. Status feedback on controllers navigation more predictable

04. Highlight newly released content whenever available

Energy Upgrade California



[More Videos](#)



Energy Upgrade California



Save Energy Every Day

[View Video >](#)

Workplace Car Charging

[View Video >](#)

Reduce Your Use Rewards

[View Video >](#)

< 1/3 >

[Less Videos](#)

[Residential](#)[Business](#)[In the Community](#)[Environment](#)[Rebates](#)[Expand](#) [My Account](#)

Get started with your gas
and electric service

[read more](#) >

1/4

Featured Topics

1/3



.01
Environment



Going Solar
[learn about going solar](#) >

.02
Business



Service Options
[start or change your service](#) >

.03
Rebate



Donors sit
[learn about go](#)

Content Strategy (Hi-Level)

Overview

“Content strategy plans for the creation, publication, and governance of useful, usable content”

Content strategy is an emerging field of practice encompassing **every aspect of content**, including its design, development, analysis, presentation, measurement, evaluation, production, management, and governance.

SDG&E Content Goal

Articulate high aspirations for sdge.com Web content

A well thought-out content strategy plots an achievable **roadmap** for SDG&E to **create and maintain content that your users will actually care about.**

Content strategy provides specific, well-informed recommendations about how SDG&E is going to get from where it is today (too much content that is not relevant) to where its want to be (useful, usable and engaging content users will actually care about).

Content Strategy

Stakeholder / User Research Key Takeaways

Content Strategy

- Desire for the new website to:
 - Reflect reasons why customers visit sdge.com
 - Allow users to find what they want
 - Accomplish key residential user tasks
 - Accomplish key business user tasks
 - To engage users in self-service activities (reducing calls to call center)
 - Tell SDG&E brand story
 - Use simple, common language
 - Provide a personalized user experience
 - Provide better content that is more timely and engaging

Content Strategy

Will determine things such as

- **Audience**
Residential users and business users.
- **Word count**
Focus on video / rich content formats, with less text.
- **Messaging priorities**
Natural, simple language. Individualized, relevant content that addresses the tasks they want to accomplish / information they are looking for.
- **Call to action**
Personalized service available at SDGE.com

Competitive Analysis Key Takeaways

- Most utilities suffer from the same lack of a user-driven content strategy on their websites.
- SDG&E should take cues from top retailers and their focus on customer service and personalization – and their use of content to support those two pillars

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Web Analytics Key Takeaways

- Most engaging content is tools and apps
- Landing pages must provide engaging and relevant content
- SEO has significant untapped potential to drive traffic to key content areas

Key Themes and Messages

- Residential
 - Personalized service
 - Programs to help you
 - New technology we're rolling out
- Business
 - Solutions for your industry

Prioritize Content

- Appliance purchases / upgrades
- Tiered pricing (i.e. Smart Peak Pricing)
- Saving money / rebates
- Energy Efficiency
- Renewable Energy
- Smart Meters

Improve Content

Make more relevant and engaging for residential users

- Change tone and perspective of content
 - Incorporate the voice of the user
- Take a video-first mentality
- Focus on “utility” by offering more apps and tools
- Make all supporting content contextually relevant
- View imagery integral part of content
 - Update accordingly
- Convert file-based content into web content (e.g. PDFs → HTML page content)

Follow “Utility” with Engaging Education

Take advantage of interesting topics to education users

- Smart Meters
- Smart Pricing / Tiered Pricing

Better reflect common call center questions on
sdge.com

Search Results

- Site Search Engine needs to be improved with better keyword tagging / relevancy

Start to incorporate simple website personalization functionality (based on current and past user on-site behavior)

SEO Guidance

Leverage Popular Topics as Basis for SEO Program

- Keywords to focus on:
 - Builder Services
 - Gas Appliance Check
 - kWickview
 - Rebate Application
 - Rebates and Incentives
 - Tree Safety
 - Smart Meters
 - Energy Efficiency
 - Renewable Energy

Tell SDG&E brand story via integration into web tools and apps

Editorial Calendar

- Weekly
 - Residential content creation / conversion
 - Residential / business content curation
 - Weekly articles pertaining to different healthcare topics
 - Relevant customer news
- Monthly
 - Educational content
 - Monthly blog posts (pilot)

Content Categories

- Tools & Apps [EXISTING] [Residential / Business]
- Personalized Service [EXISTING] [Residential / Business]
- New Technology / Services [NEW] [Residential / Business]
- Rebates and Incentives [EXISTING] [Residential / Business]
- Energy Efficiency [EXISTING] [Residential / Business]
- Renewable Energy [NEW] [Residential]

Infrastructure / Technology

Technology / Infrastructure

General Recommendations

- Performance can be enhanced by moving the `drupal_add_js()` and `drupal_add_css()` out of the `hook_init()` function in all custom modules, and placed in display hooks, like `hook_node_view()`
 - bootstrap can be spared unneeded `hook_init()` calls, and the Javascript or CSS will be loaded only when needed
- Drupal path and menu configuration needs to be improved
 - SDGE.com can take advantage of using advanced Menu Router site mapping, and matching the path aliases to site sections.
- Deeply integrate on-page SEO best practices on SDGE.com
- Integrate of the Drupal 7 Open Graph
 - Will provide SDG&E with more control over how content on SDGE.com appears on social media sites

Tech / Infrastructure Enhancements

On-Page SEO

Critical On-Page SEO Requirements

- Every page should have a **Canonical URL**. See <http://googlewebmastercentral.blogspot.com/2009/02/specify-your-canonical.html> (URL Redirect module)
- Google requests an **XML Sitemap** to improve its indexing of your site. See <http://googlewebmastercentral.blogspot.com/2008/12/sitemap-submission-made-simple.html> (XML Sitemap module)
- **META tags** are optional, but the META “description” tag can define the “teaser” of your site on Google’s SERP. See <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=79812> (MetaTag module)
- **Rich Snippets** - Drupal integrates RDF mapping already. You can leverage RDF/RDFa tagging of items on every page of SDG&E to earn “rich snippets” on Google SERPs. See <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170> and <http://schema.org>.
- Drupal provides you with an outstanding collection of SEO tools that when used properly gives SDG&E a competitive advantage in publicizing content via search. Additional SEO techniques can be learned in Volacci’s SEO Checklist module.

Tech / Infrastructure Enhancements

On-Page Open Graph Integration

- Integration of The Open Graph provides social networks, particularly Facebook, with details of the web page that the social network will use to more properly format SDG&E thumbnail, title and teaser text.
- As a brand, Drupal offers the ability for your content producers to define for Facebook in particular the type of content, title, teaser and preferred thumbnail image.
 - Can be easily implemented with the Metatag module mentioned
 - See <http://ogp.me/> for a discussion of The Open Graph and <http://developers.facebook.com/tools/debug> to see how current sdge.com pages appear to Facebook

Tech / Infrastructure Enhancements

Menu Router, Breadcrumbs, and Path Aliasing Strategy

- The organization of SDGE.com should be built around a central, homogenous sitemap.
- The sitemap will define the Drupal Main Menu, and under each main menu item, sub-menus.
 - Paths of every page generated by Drupal should align with the location within the Main Menu Router.
 - Exl. the page “About Your Smart Meter” is properly located inside the “Residential” main menu item, but the page “How to Read Your Smart Meter” is orphaned outside of “Residential.”
 - Sensis recommendation: both pages should be placed inside the Main Menu’s “Residential” section and path alias both pages to ‘residential/smart-meters/[title-of-page]’.
- Aligning the Main Menu with a homogenous sitemap and mapping the path aliases to that menu router will allow SDGE developers to use contextual features (such as the setting of the “.active-trail” class in menus for unique menu item styling and for setting the breadcrumbs.)
 - Will result in better UX design features for users and better organization
 - Related REQUEST_PATH variables set by proper Drupal path aliasing will improve Search Engine Visibility.

Tech / Infrastructure Enhancements

Appdata vs. New Relic

- New Relic has higher performance overhead.

Technology / Infrastructure

Detailed Recommendations Guide

- “**Major**” recommendations should be addressed without delay.
- “**Minor**” recommendations are optional, addressing initial modules still in use generally

Technical Review of Custom Modules

- chartbeat
 - Loads analytics service from <http://chartbeat.com/> on every page.
 - Is SDGE subscribed and still using it? If not, disable for minor performance improvement.
 - **Minor** “context, settings” technique could be used (see #3 above)

Technical Review of Custom Modules

- Baseline Allowance Calculator (<http://www.sdge.com/baseline-allowance-calculator>)
 - **Minor** - In the module's Javascript file, the jQuery `$(document).ready(function(){} statement can be integrated into the Drupal Javascript API, since “context, settings” is loaded with the page DOM:`
 - **Minor** - The page's form is not generated by Drupal's Form API, so it gets no caching or security benefits that Drupal provides.
 - **Good** - Javascript and CSS is contained to the page callback, preventing the code to be loaded on pages where it matters not. Performance!

Technical Review of Custom Modules

- `content_detail_page`
 - Standard features module. Clear of typical Features revert/update problems.
Minor - Module may need to be updated from database on production database.
- `context_all`
 - Appears to be disabled?
 - Standard features module for setting contexts site wide.
Minor - If not used, or if you've moved context into module or features-specific areas, it can be removed from the codebase.

Technical Review of Custom Modules

- `disable_mail`
 - custom module to disable the sending of email from the server. This is used for disabling the sending of email from the myriad of development servers and local installations of the sdge.com site.
 - **Minor** - Make sure this module is NOT enabled on the production server. For if it is, email will never be sent from the contact forms and webforms.
- Documents
 - Standard features module.
 - Clear of typical Features revert/update problems.
 - **Minor** - This feature may need to be updated from the production database.
 - **Minor** - Drupal coding standards – 2 space indents – not used on *.module.
- `emergency_alerts`
 - Drupal Features module with no problems.
 - **Minor** - Loads `emergency_alerts.css` on every page load. We may want to attach the CSS to the view in `hook_views_pre_render()` so that it only loads when the emergency alerts view is visible.

Technical Review of Custom Modules

- energy_usage
 - part of the “tools” section. Not currently enabled.
 - **Minor** - Remove?
- featured_programs
 - Standard features module. No currently enabled.
 - **Minor** - Remove?
- Field_collection_feeds
 - Alpha contrib module http://drupal.org/project/field_collection_feeds
 - **Minor** - May want to move the code out of the “custom” directory since it really isn’t.

Technical Review of Custom Modules

- gas_pipeline_map
 - The web page this renders is at <http://www.sdge.com/safety/gas-safety/natural-gas-safety-map>.
 - **Minor** - Drupal best practices are to change the following code in the
- homepage
 - Features module with no Features revert/update issues.
 - **Minor** - May need to drush fu on production database.
 - **Minor** - Loads 'system' effects Javascript library on every page via hook_init().

Technical Review of Custom Modules

- Landing_page
 - Standard Features module. Drush fu/fr works.
 - **Minor** - This module needs to be updated on production database.
 - **Minor** - Adds unnecessary CSS on hook_init(). Recommend adding the CSS on hook_node_view() or similar hook so the CSS is not loaded unless necessary.
- Idap_settings
 - Standard Features module. Not currently enabled.
 - **Minor** - Remove from codebase?

Technical Review of Custom Modules

- management_team
 - Standard Features module. Drush fu/fr works.
 - **Minor** - This module needs to be updated on production database.
- Media_styles
 - Standard features module. This module has the same functionality as image_styles (#20 above). Drush fu/fr works.
 - **Minor** - Combine with image_styles and delete one from the codebase.

Technical Review of Custom Modules

- Microsite
 - Standard Features module, currently disabled.
 - **Minor** - Remove from codebase?
- Newsroom
 - Standard Features module with many modifications. Frush fu/fr works.
 - **Minor** - CSS, JS and CTools functions added in hook_init(), loading unnecessary CSS and JS to every page load. Recommend moving to hook_views_pre_render() and/or hook_node_view() or similar for better performance.

Technical Review of Custom Modules

- `newsroom_contact`
 - Simple custom module for creating the newsroom contact feature inside the newsroom.
 - **Major** - Recommend adding functionality that gives the user feedback after form submission and does not take the user off the newsroom page.
 - **Major** - Recommend `infield_labels` for the “Name,” “Email,” and “Message” form items to make the words disappear when the user focuses on each of the form fields.
 - **Minor** - Move CSS / JS out of `hook_init()`
 - **Minor** - Refactor the `drupal_get_destination()` for redirection after form submission. Drupal has a confusing way of doing this, and this can more than likely be solved in a more efficient way via `hook_form_alter()` instead of `hook_form_submit()`.

Technical Review of Custom Modules

- `newsroom_newsletter`
 - Heavily modified Features module. It's disabled and cannot pose a security risk unless it's enabled. The *.module code is insecure in that it will allow any user to create a newsletter.
 - **Major** - Recommend never enable this module and remove the module from the codebase.
- `node_id_block`
 - Custom module that adds “node id” mark-up via block placement. Sensis could not find this feature in use on the production site. Perhaps the functionality of this block can be replaced with the “Menu Router” strategy mentioned above?
 - **Minor** - Remove CSS / JS from `hook_init()` to `hook_block_view()`.
 - **Minor** - If this functionality is no longer needed, disable the module and remove from codebase.
- `notices`
 - Modified Features module. Drush fr/fu works.
 - **Minor** - Remove JS / CSS from `hook_init()` into `hook_node_view()` or `hook_block_view()`.

Technical Review of Custom Modules

- outage_map
 - Custom module to display <http://www.sdge.com/safety/outages/outage-map>.
 - **Minor** - Remove css/js from hook_init() and place in hook_node_view() if the arg(2) == 'outage-map'.
- override_theme
 - A custom module to fix certain css in the regulatory section of the site.
 - **Minor** - The functionality of this module should probably be moved to the theme layer
 - **Minor** - Move css/js out of hook_init()

Technical Review of Custom Modules

- pev_calc
 - disabled module that provides PLEV calculator feature.
 - **Minor** - If never to be used again, remove from codebase
 - **Minor** - If to be used again, move JS/CSS/CTOOLS from hook_init() to pev_calc_block_contents().
- Rebates
 - Modified Features module. Drush fe/fu works.
 - **Minor** - Instead of unset() in hook_form_alter(), use \$v = 'value' for Drupal best practices.
- related_resources
 - Custom module.
 - **Minor** - Move JS out of hook_init() and into hook_block_view() or related_resources_contents().

Technical Review of Custom Modules

- `sdge_ajax_search`
 - Not enabled.
 - **Minor** - Remove from codebase?
- `sdge_menus`
 - Complex custom module to create the cool sdge menus. High level suggestions:
 - **Minor** - `unset($form['menu']['link']['container']);` should be `$form['menu']['link']['container'] = 'value';`
 - **Minor** - Move CSS/JS out of `hook_init()`.

Technical Review of Custom Modules

- `sdge_mootools`
 - Uses best practices.
 - **Minor** - Loads mootools on all pages. Is that desired?
- `sdge_myaccount`
 - Custom module to create a “My Account” block.
 - **Minor** - Move css/js out of `hook_init()` into `sdge_myaccount_contents()`.
- `sdge_panels`
 - Panels plug-ins. Module is disabled and `sdge.com` does not use Panels.
 - **Minor** - Remove `sdge_reset` from codebase.
- `sdge_savings_dashboard`
 - Custom module to create block for savings dashboard.
 - **Minor** - Remove css/js from `hook_init()` and place in `sdge_savings_dashboard_block_view()` for better performance.

Technical Review of Custom Modules

- `sdge_search`
 - Feature module, disabled.
 - **Minor** - Recommend removing it from the codebase if you never intend to use the Google Appliance search feature.
- `sdge_share`
 - Custom module to create a block of social media share icons.
 - **Minor** - Neither the css or js bundled with this module is being used. Recommend removing `jss/` and `css/` directories from the codebase.
- `sdge_social`
 - Custom module for posting to Twitter or Facebook.
 - **Minor** - Facebook access token is Dan's at `sdge_social_facebook_get_json()`. Suggest SDG&E manage their own tokens for security.

Technical Review of Custom Modules

- `sdge_twitter_stream`
 - Custom module for home page Twitter content.
 - **Minor** - Even though `hook_init()` function of this module has a conditional to only add only on the home page, it still fires on all page loads. Recommend moving css/js to `hook_block_view_alter()`.
- `sdgemobile.tar`
 - **Minor** - Remove the orphaned file `sdgemobile.tar` from `sites/all/modules`.

Technical Review of Custom Modules

- Sdgemobile
 - Module was used to integrate mobile_tools and themekey theme switching with the jquery_mobile module technique for mobile web. It is disabled and no longer needed.
 - **Major.** Remove this module from the codebase. It's old and unusable with Acquia's Varnish stack.
- webform_nodesave
 - A custom module that alters the mark-up for certain webform module form creation forms to not save the content when the form is submitted.
 - The module appears to deal only with settings and not the form submission deletions themselves.
 - **Minor:** Remove

Technical Review of Custom Modules

- `sdge_video`
 - Modified Features module.
 - **Minor.** Remove library addition from `hook_init()` into `hook_block_view()` for similar.
 - **Major.** This module loads the swf “Flash” object. If the SDG&E videos are all on YouTube. I recommend migrating entire site to the Media module version 2, which can better present and display YouTube using YouTube’s HTML5 with Flash fallback plug-in.
 - **Major.** `Drush fu sdge_video` results in the state of the module remaining in “Overridden” status. However, `drush fd sdge_video` says that the module is in default state. This could be caused by the Display Suite module’s features integration. May need to re-roll this module when re-factoring in the Media 2 module.

Follow-on Research

Additional Recommended Research

Formal User Interviews / Ethnographies

Better Identify Key Tasks

- Find top (20) key tasks from all target audiences
- Stakeholders were not always easily able to identify top 20 (after top 3)

Include key user groups

- Low income users
- SMBs

Additional Recommended Research

Content Audit

- Card Sorting Exercise
 - Could be part of User Interviews
- Content Inventory (in-depth)