



NEW RESPONSIVE WEBSITE BRINGS PUBLIC UTILITY INTO THE MODERN ERA

NB Power strengthens customer relations with a friendly website that makes it easy to pay bills and check account history.

CLIENT NB Power LOCATION Fredericton, NB WEBSITE www.nbpower.com INDUSTRY Government

SERVICES RENDERED



STRATEGY

Personas, Scenarios & Tasks



RESEARCH

Stakeholder Research
User Interviews
Card Sorting



DESIGN

Information Architecture
Interaction Design
Visual Design



TESTING

Usability Testing



CONSTRUCTION

Style Guide

CHALLENGE

NB Power is New Brunswick’s primary electric utility serving hundreds of thousands of households. As a Crown Corporation, NB Power wanted to become known as a friendly and accessible utility while improving customer service.

APPROACH

Akendi, in collaboration with Affinity Systems, created a responsive website to provide customers with quick and easy access to the information they need, no matter what device they are using. The team analysed NB Powers’ broad customer base to develop three core user profiles: an average homeowner, someone who is often moving, and someone using the site during an emergency. Akendi built the website architecture around these personas and created a concept and final visual design that conveys NB Power’s core values: being responsible, sharing knowledge and helping customers and the community.

IMPACT

Now New Brunswickers can easily pay bills, check account histories and report outages from the desktop, mobile phone or tablet of their choice. The new site, including a completely reimagined visual approach, lets customers see the human side of NB Power and encourages engagement with the site’s news and information.

“IN 2021, NBPOWER.COM WAS RANKED THE #1 CANADIAN UTILITY WEBSITE IN THE E SOURCE REVIEW OF NORTH AMERICAN ELECTRIC AND GAS COMPANY RESIDENTIAL WEBSITES.”

Siobhan Kennedy DESIGN DIRECTOR, AKENDI