UX Project | Handover

cwt WATER TREATMENT SPECIALISTS

Prepared by: Anthony Drane & Michelle Tran
Prepared for City Water Technology 29/11/17

Design Recommendation

The Problem: City Water Technology relies heavily on the Managing Director's personal contacts for business development, which is unsustainable in the long-term.

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After identifying key opportunities in the discovery phase, we determined our efforts for the 2.5 week sprint would be best spent overhauling the citywater.com.au website design, which is a crucial touchpoint which industry figures reference when considering consultants.

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The Hypothesis: The water industry is a reputation-run industry, it's about who you are and what you're known for doing. We believe that redesigning the website to enable potential clients to quickly determine the reputation and expertise of the CWT team, will minimise their perception of risk that comes when working with new/unfamiliar consultants, and also reduce the need to seek multiple quotes to qualify partners.

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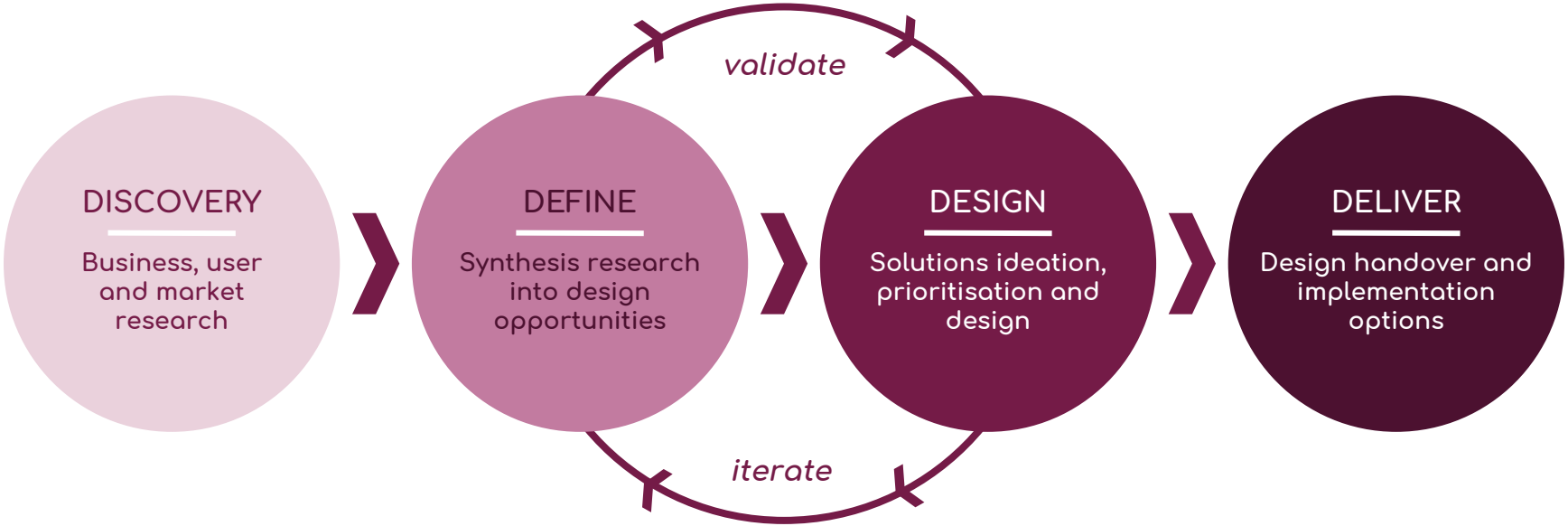
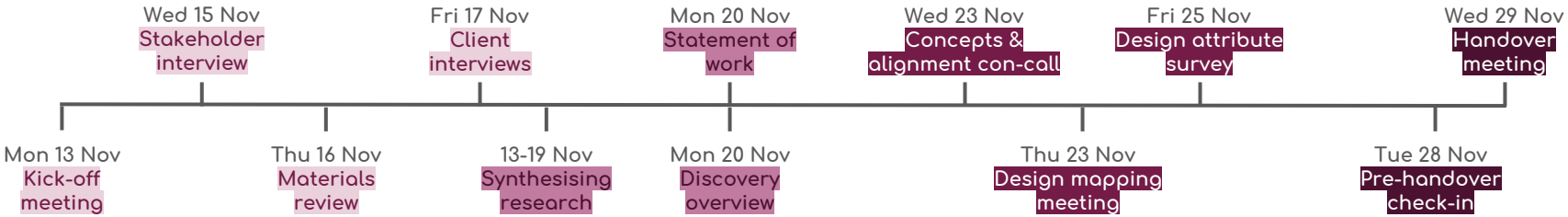
Project Process & Timeline





Key Discovery Insights

COMPETITIVE ANALYSIS

1. Little differentiation between players - content, layout, tone.
2. Base level content - services, projects, people, and news.
3. Presentation of case studies is a key point-of-difference.
4. Half of competitors feature client login on website.

MARKET

Hunter H2O
QTech Australia
HydroChem
GHD (Water)
Mott MacDonald

STAKEHOLDER INTERVIEWS

1. Grow new business by better representing CWT's experience.
2. Build profile for CWT engineers beyond the MD Bruce Murray.
3. Improve awareness & enhance interactions with industry.
4. Holistically support business development.

BUSINESS

Audrey Knickerbocker
Bruce Murray
Sophie Murray

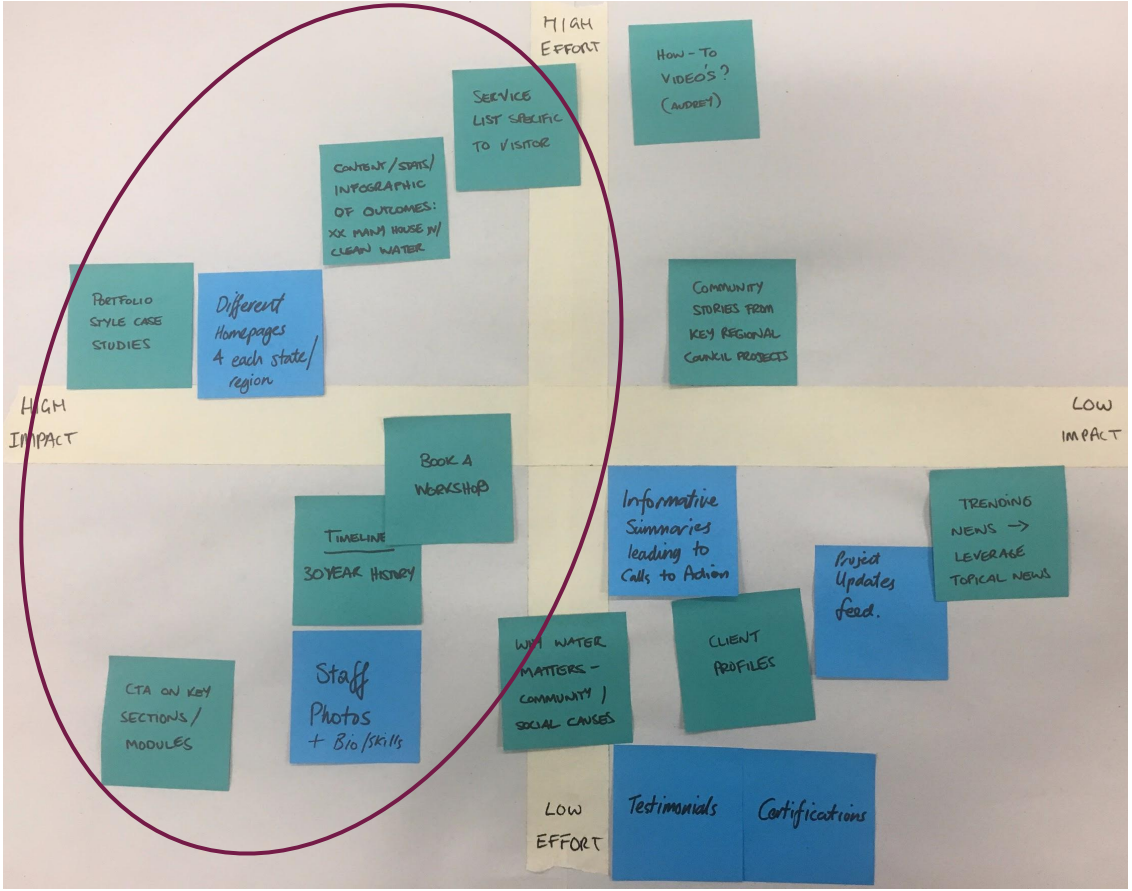
CLIENT INTERVIEWS

1. Use websites to make judgements & decisions.
2. Need to learn if a company satisfies a specific need.
3. Knowing people, reputation and experience is key.
4. Looking for justification not to seek mulitple quotes.

USERS

Keith Craig (Veolia)
Jon Francis
(Orange City Council)

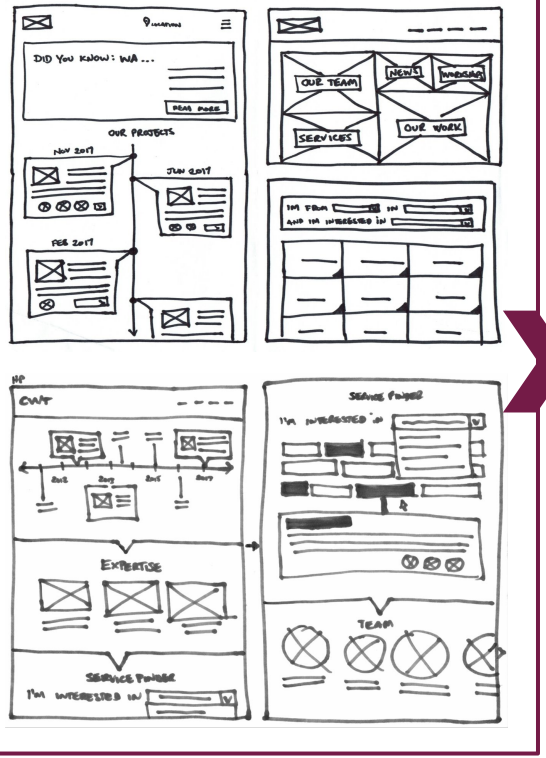
Ideation & Prioritisation Mapping

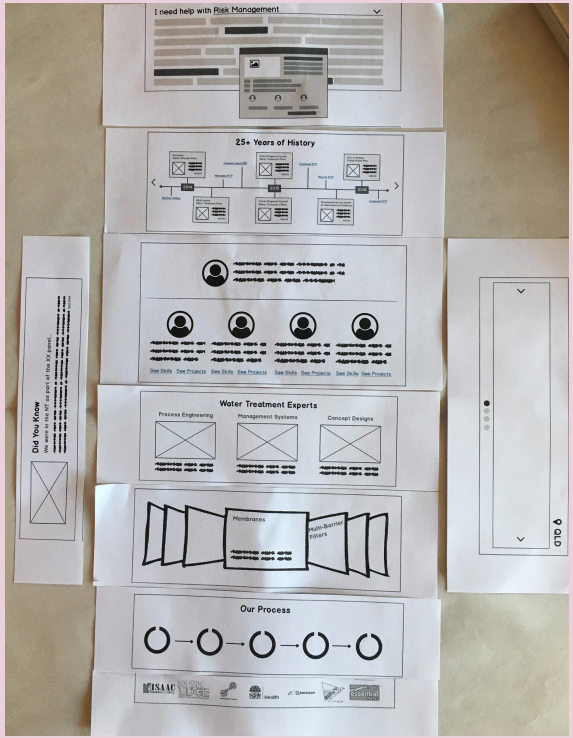


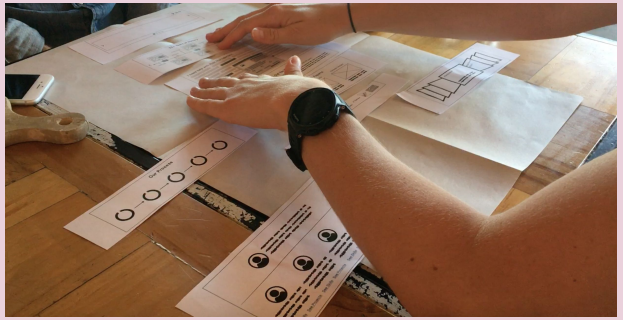
1) Interactive service tool/module that tailors/emphasises services that are relevant to the visitor.
2) Templated portfolio-style case studies that focus on process and outcome of projects and hero CWT's expertise.
3) Timeline of work, to showcase CWT's long-standing reputation in the industry.
4) Staff photos and bios to put 'a face to the name' and build the broader team's reputation.
5) More call-to-actions across key website sections and/or modules to encourage visitors to engage with CWT.

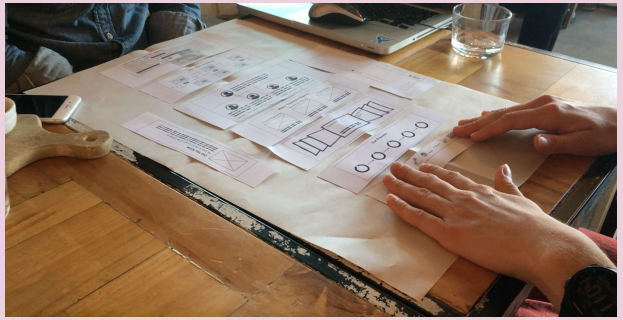
Aggregate stats and visualises impact of projects. E.g. work on Orange plant = XX house with clean water.
Location targeting to serve state-specific homepage to visitors - this will help appeal to more markets.
'Book a workshop' module so that the CWT team engage with the market as experts.

Concept Sketches & Feedback









1) Need-finding service tool, 2) project timeline, 3) people, 4) expertise, process (approach), 5) clients

1 **Design ideation sessions:** sketched the high-impact ideas

2 **Iterated on designs :** converted key sketches into wireframes

3 **Module feedback and mapping:** ordered modules on importance

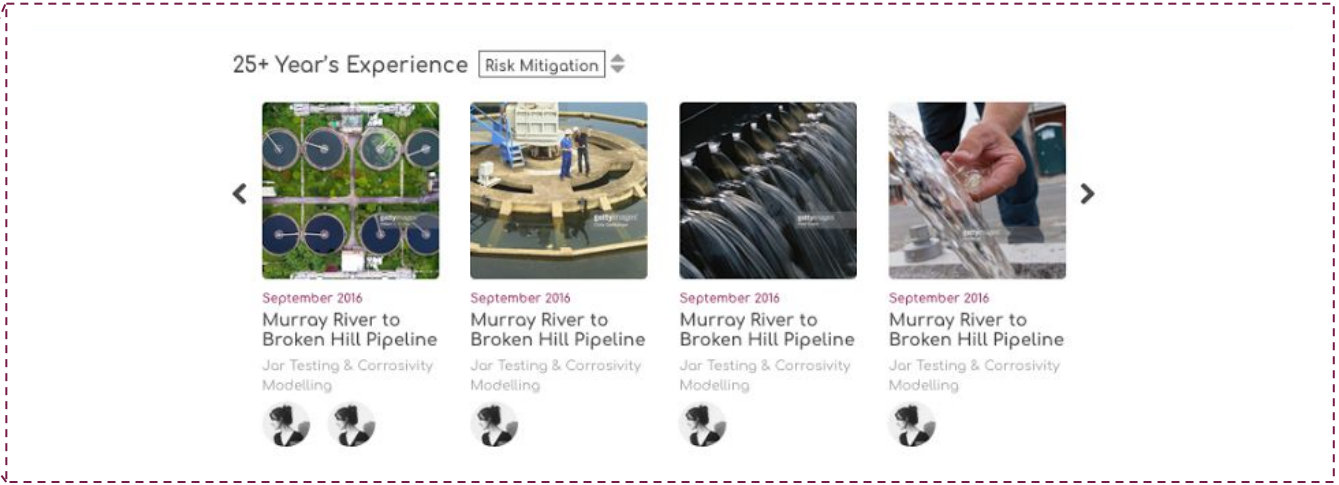
Wireframe Modules: Home - Need-Finding Tool

Feature Description: The 'need-finding' module groups services under recognisable and easy-to-understand pillars (risk mitigation, optimisation, process design, innovative practices), allowing users to search City Water Technology's comprehensive list of services in the context of their needs.

Driving Insight:

- Potential clients go to websites with a current and specific need, then make judgements on the ability for an unknown company's website to answer their underlying question of need.

Wireframe Modules: Home - Case Study Timeline

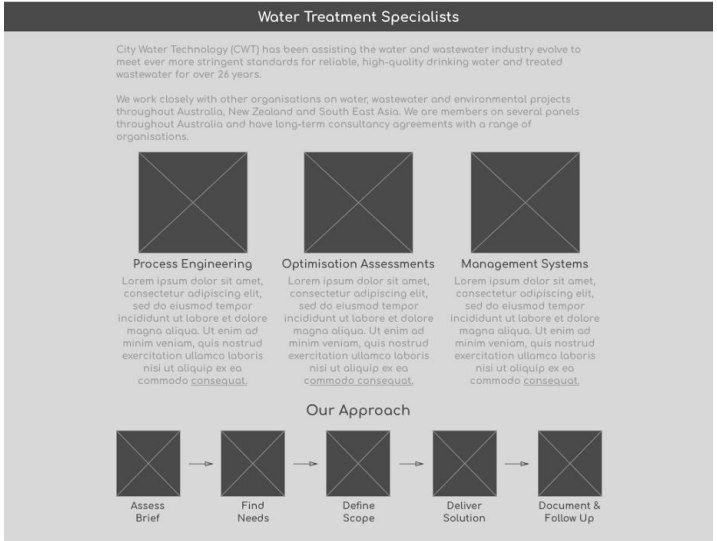


Feature Description: The 'Case Study Timeline' module enables users to see an overview of projects displaying notable engagements, successful outcomes, skill expertise and highlighting involved engineers. This feature could tie in with the 'Need-Finding' module by reflecting case-studies related to the desired pillar (e.g. Risk Mitigation).

Driving Insights:

- Potential client's want to quickly gauge the competence & credible experience of CWT via case studies and reference projects. They are looking to minimize risk to their organisation, their reputation and the community.
- The water industry is a name and face driven industry, requiring consultants to have and maintain a profile relating them to reputation & experience.

Wireframe Modules: Home - Expertise & Approach

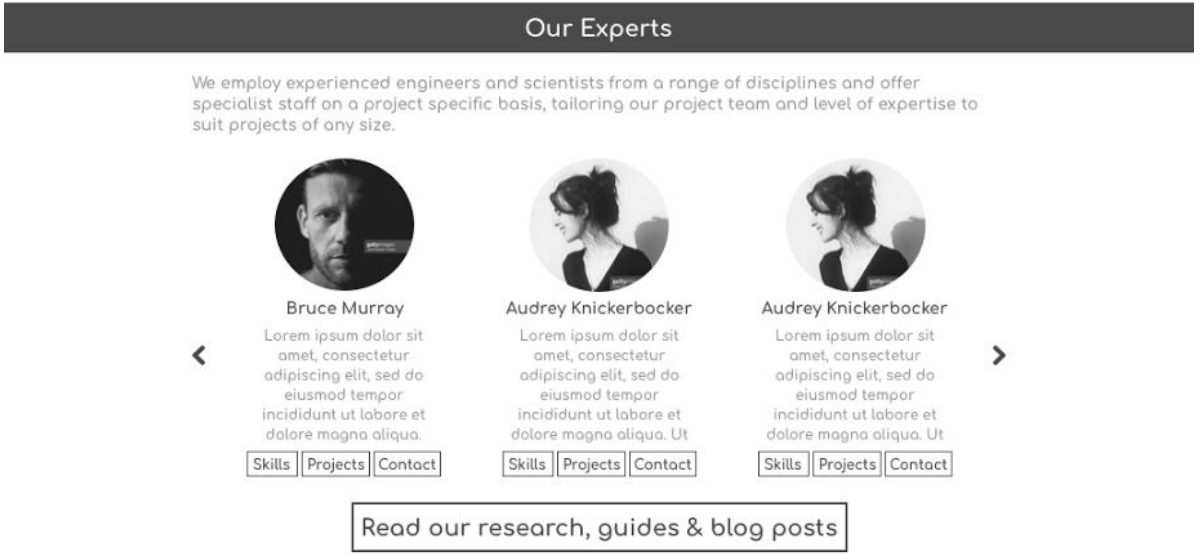


Feature Description: The 'Expertise & Approach' module gives users an understanding of CWT's business; what you're known for and how you go about business. It's an opportunity to focus on areas of competence as well as services you want to branch into while evoking the brand image and the desired client engagement process at a high level: what you do well and what it would be like working with CWT.

Driving Insights:

- CWT are specialists and clients engage with them, largely, for their niche expertise.
- CWT's culture and personable engagement keep clients returning.

Wireframe Modules: Home - Our Experts



Feature Description: The 'Our Experts' Module builds the profiles of engineers and other staff in the organisation, empowering them as experts who are accessible to manage their client relationships and projects. It also acts as a base to link individuals to skills, case studies, research and contact information.

Driving Insights:

- The water industry is a name and face driven industry, requiring consultants to have and maintain a profile relating them to reputation & experience.

Wireframe Modules: Services

Feature Description: The services page exists as a catalogue of the entire offerings and skillsets of CWT. Following an abstract, the module highlights key services which could include specializations as well as services related to CWT's business development strategies.

Each service would contain a description, listing of process and deliverables, reference projects and key people.

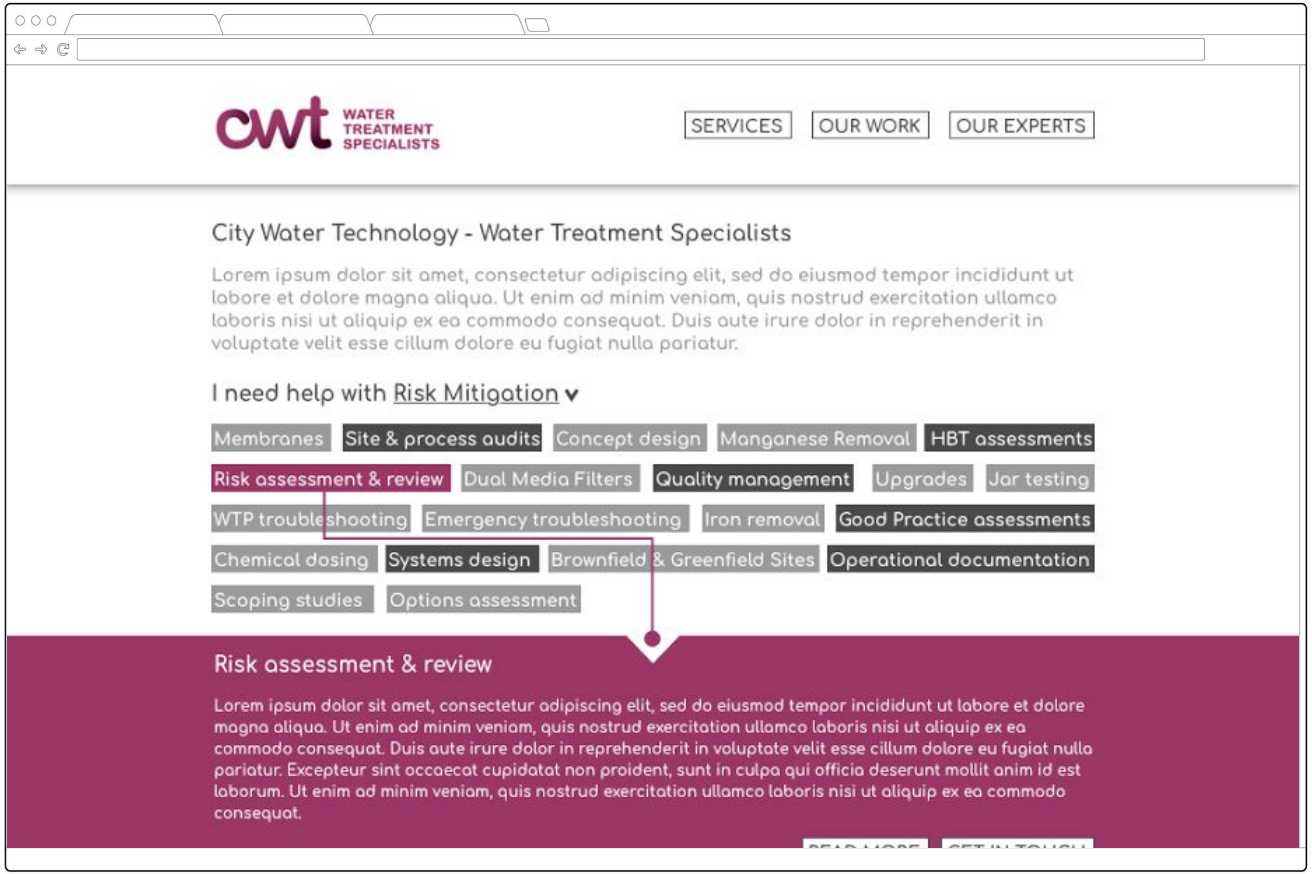
Driving Insight:

- CWT's current website is 'T' shaped, many service pages are 'under construction' and there is no hierarchy of services to reflect either CWTs business competencies or development strategies.

Further Opportunities

- **Impact Visualisation**: aggregates stats and visualises the impact of projects. E.g. work on Orange City Council plant = CWT helped X houses receive clean water. This infographic module is dependant on CWT's ability to consolidate key data.
- **Location-Specific Module**: use geo-targeting to showcase state-based news & engagements, such as research papers or projects, to clients across different markets. This idea is dependant on CWT having enough state-relevant content (beyond the eastern seaboard).
- **Book-a-Workshop Module**: a dedicated module that enables users to book workshop meetings with CWT engineers. This idea is dependant on CWT formalising workshop format & content (whiteboarding or lunch and learn's).
- **Blog**: create a centralized location to contain news, research, events and engagements that would be noteworthy within the water industry, giving consultants a place to share content and build their profiles.
- **Calls to action (CTA's)**: leverage engagement with varied content modules across the website by placing targeted and relevant calls to actions e.g. 'send Audrey an email' or 'ask CWT about Jar Testing'.
- **Testimonials**: seek positive reference quotes from clients to act as validation for client's need to mitigate risk to their reputation and 'look good.'

Wireframe Resources

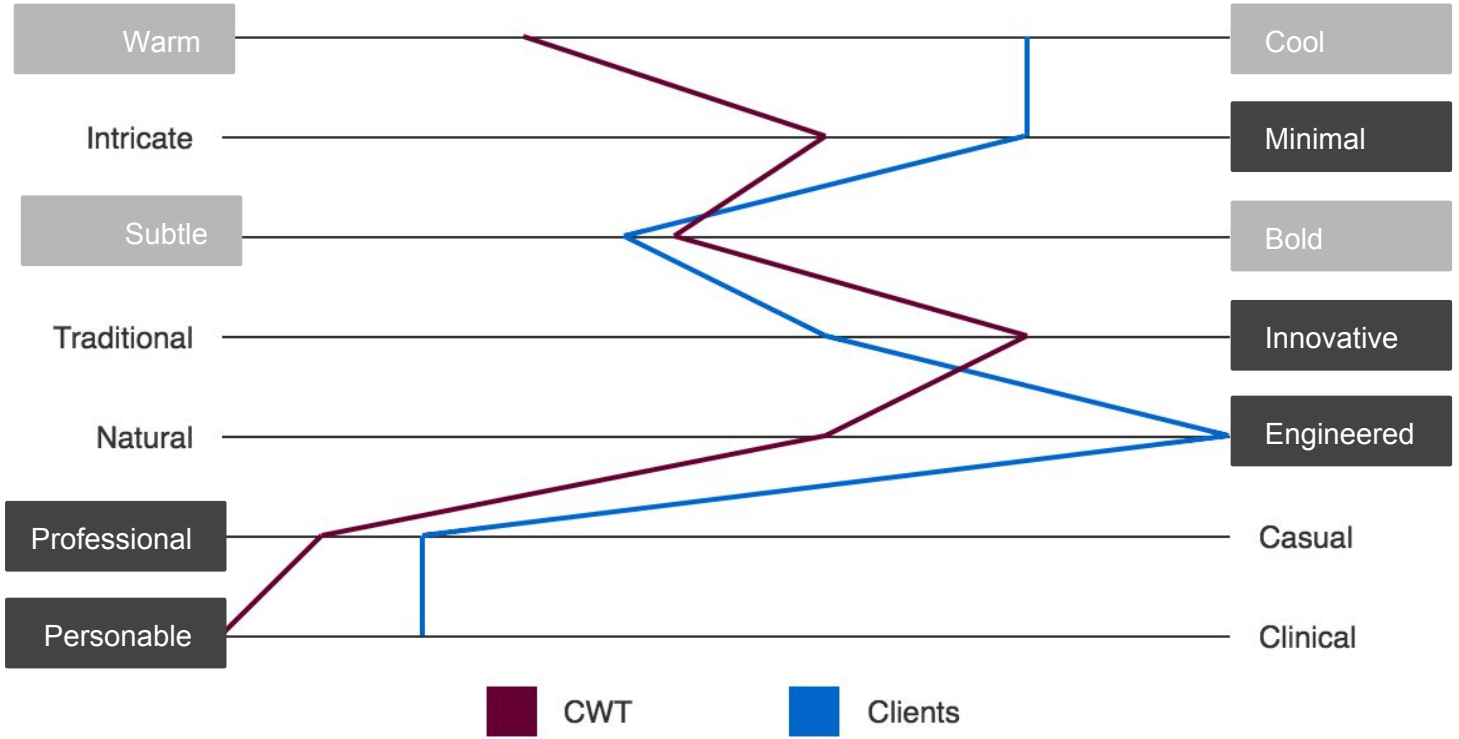


https://invis.io/GFDIYZ5HR#/266052476_CWT_Mobile

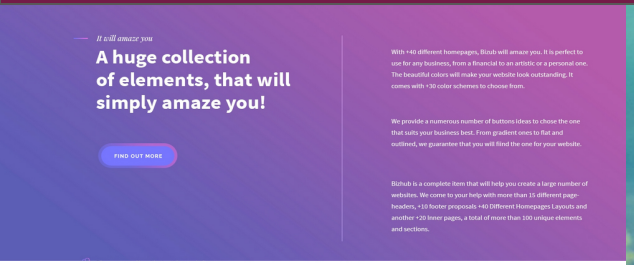
https://drive.google.com/open?id=12WaCjQ66UUfgD_gnMWcFIf_FxLD6GVXI

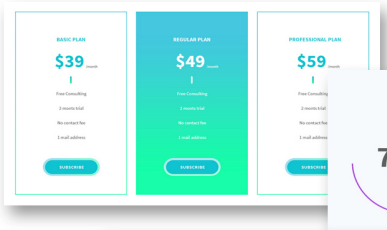
Visual Design Overview

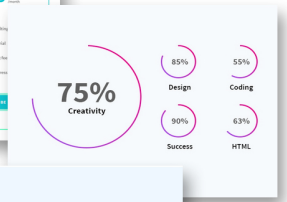
We surveyed CWT staff and external clients to understand how people feel about CWT against a range of descriptive dimensions. We used it to hone in on key attributes that should guide the visual redesign.

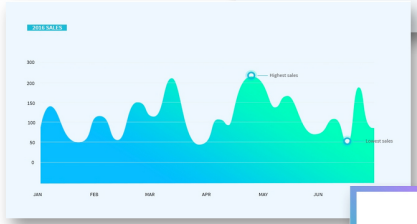


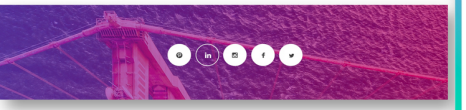
Visual Design Options | Moodboard 1 blending warm and cool, with personable and minimal skew

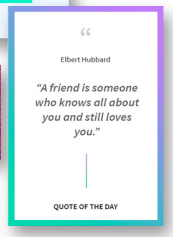


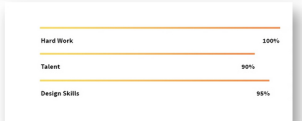


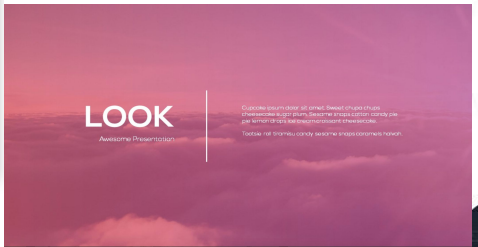


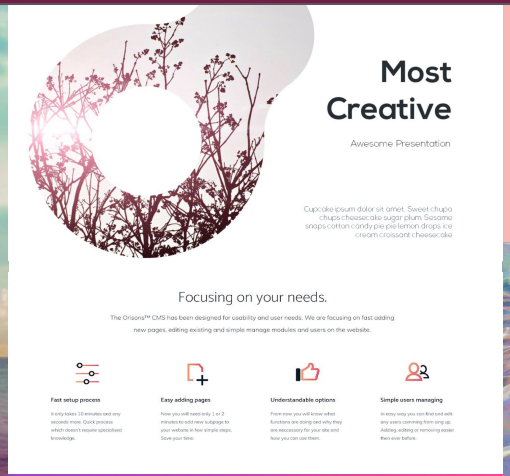


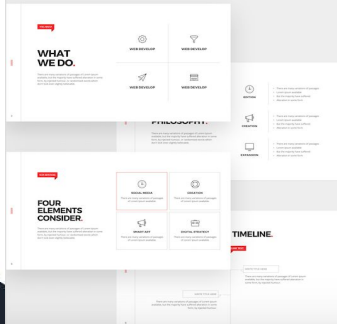






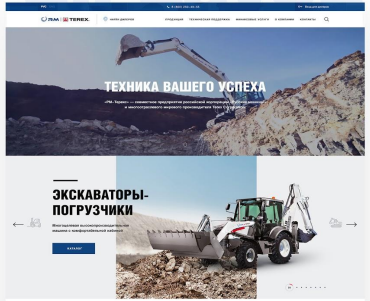


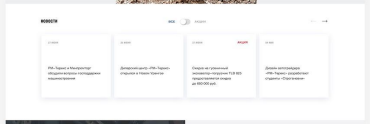


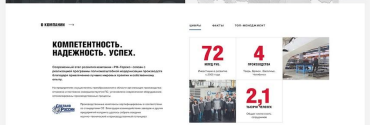


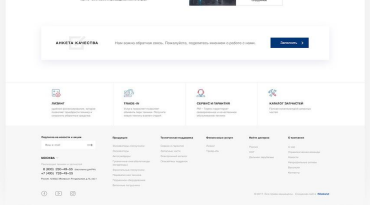
Visual Design Options | Moodboard 2 blending professional and engineered, with cool skew

Full Layout



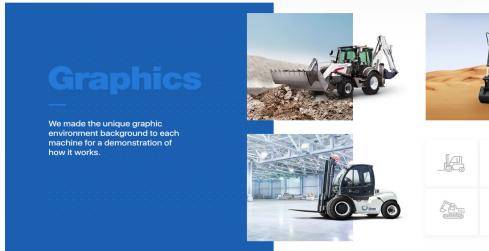


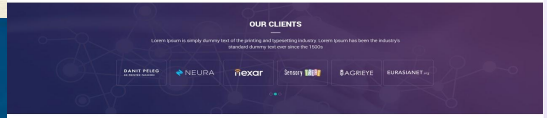


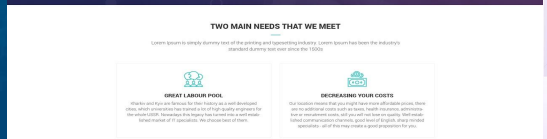


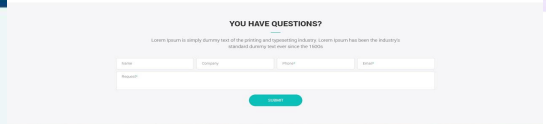
traisl.

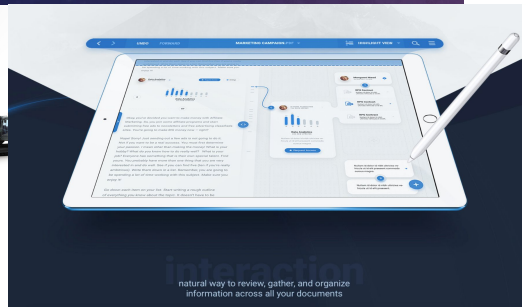
Website UI / UX designed for travel company that offers unique trips to Iceland. What could be nicer then a nice trip to the Iceland with glorious and extraordinary nature talents of this breathtaking northern destination.

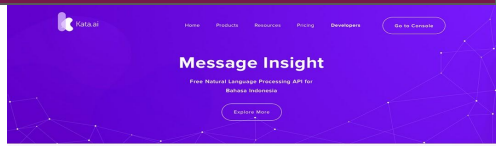


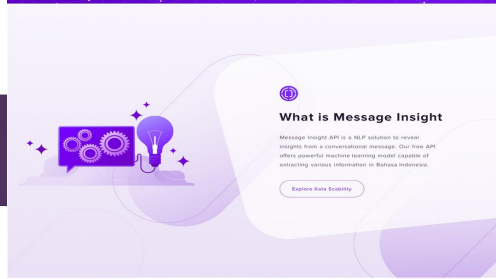


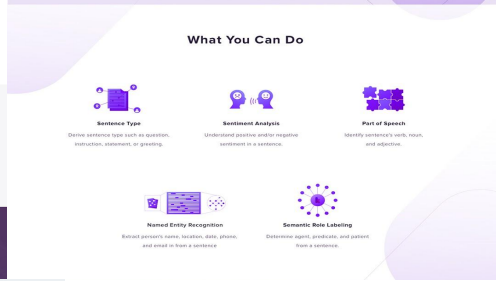




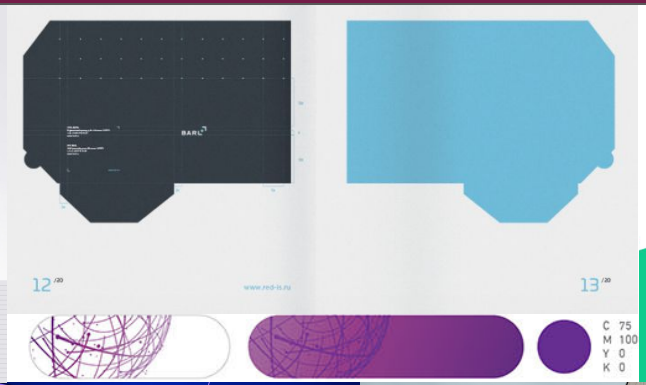


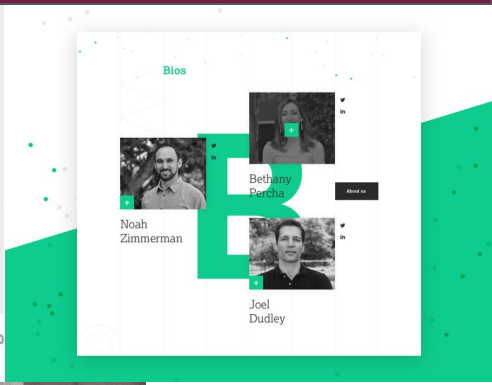


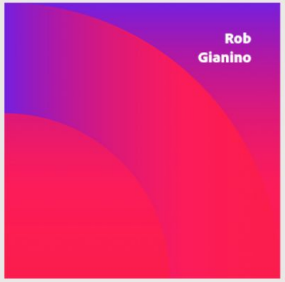


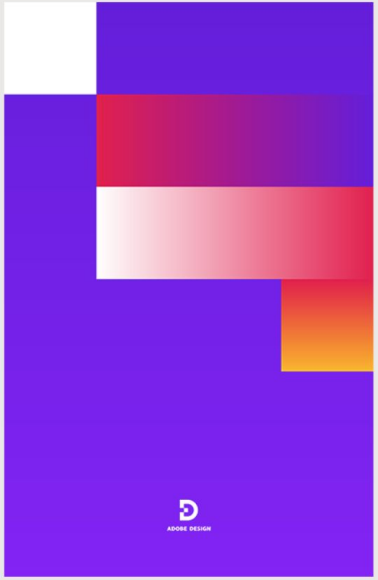


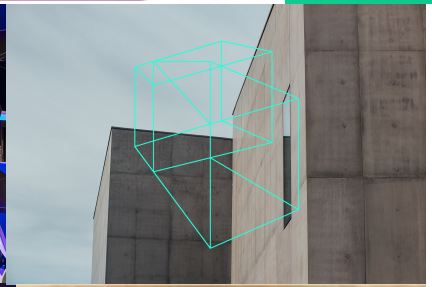
Visual Design Options | Moodboard 3 blending innovative and minimal, with bold skew











Other Considerations

Client Engagement

- Consider the investigation into better utilisation of CRM 'Clarizen'
- Consider formal processes or training for client engagement, so consultants can more effectively take charge of relationships.

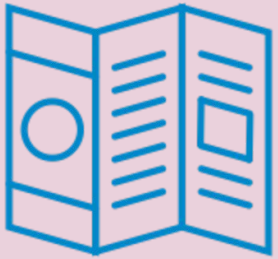
LinkedIn & Social

- Leverage re-structured content from website redesign and use on company page. E.g. 'Our Expertise' content.
- Re-publish (or share) research/ thought-leadership content on LinkedIn (instead of Facebook).

Search Engine Optimisation

- Consider consulting a specialist on SEO: Industry keywords, cross-links & references.

Tenders



- Leverage re-structured content from website redesign and use as company content (where applicable) in tenders.
- Consider tender writing training (shipleywins.com.au/)

Implementation Plan

Usability Testing

Status: Conducted heuristic evaluation and implemented feedback. More testing needed.

Next:

1. Conduct usability testing on current wireframes with clients.
2. Content testing - update wireframes with actual content to test terminology and communication.
3. Iterate on wireframes and content based on feedback from the usability tests.

Visual Design

Status: Included 3 visual moodboard options aligned to attribute test results for consideration.

Next:

1. Survey current moodboards with the internal team, and/or users to determine preferred direction.
2. Iterate on options based on survey results and feedback.
3. Preferred design moodboard can then be used as part of the visual design brief.

Content Writing

Status: Included content approach in the appendix, which outlines substance and structure.

Next:

1. Use content approach (appendix) to guide re-writing and restructuring of website content.
2. Templates and example content has been provided for reference.
3. Writing resources to be agreed and allocated.

Content Management

Status: Discussed wireframes with web developer to gauge CMS options and considerations.

Next:

1. Discover and choose appropriate platform.
2. Create template designs for content.
3. Tag & link content for modular integration.
4. Update schedule for content updates and assign content 'owner.'

Website Development

Status: Discussed wireframes with web developer to gauge development and building options.

Next:

1. Advised ~3 days front-end dev per module.
2. Determine level of investment (cheaper alternatives exist e.g. platforms, plugins & widgets OR more basic front-end).

Final Summary

As we understood at the outset, City Water Technology has a problem engaging new clients and re-engaging past clients outside of Bruce's current contacts and CWT engagements.

Our solution involves a redesign of citywater.com.au to provide potential clients with integrated content, responsive on any device, which allows CWT to promote key aspects of their company and history which satisfy business needs, user needs and trigger further engagement.

To achieve this we have created a conceptual design which integrates modular content and features across the website. The design includes or suggests:

- A need-finding tool.
- A case study timeline & templates.
- The prioritisation of specialty services & services CWT wishes to further develop.
- 'Our Experts' modules & page.
- Highlighting of specialisations, BD strategies and CWT's engagement process.
- Services reorganisation & re-prioritisation.
- Calls to Action.
- Testimonials.
- Impact Visualisation.
- A Book a Workshop module.
- Geo-targeted news & information.
- A platform for thought leadership.
- Next steps to iterate upon the design and make it a reality!

UX Project | Thank You

cwt WATER TREATMENT SPECIALISTS

Prepared by: Anthony Drane & Michelle Tran
Prepared for City Water Technology 29/11/17

Appendix

1. Site Map & Information Architecture
2. Content Modules: *Needs Addressed*, *Substance*, *Structure*
    a. Homepage - Need Finding Tool
    b. Homepage - Project Timeline
    c. Homepage - Expertise
    d. Homepage - Our Experts
    e. Services Page - Service List & Summary
    f. Our Work Page - Project Case Studies & Template

Site Map

- **HOME**
  - Need-Finding Service Tool
  - Project Timeline
  - CTA Expertise
  - Our Experts
  - Papers
  - Clients
- **SERVICES**
  - Services
- **OUR WORK**
  - CWT Approach
  - Case Studies
  - Clients & Alliances
  - Awards
  - Certifications
- **OUR EXPERTS**
  - Staff Bios
  - Papers & Thought Leadership
- **CONTACT**
  - Summary CTAs
  - Contact Information
  - Map
  - Email Form

Information architecture (IA) focuses on organising, structuring, and labeling content in a way that effectively helps users find information and complete tasks. We have learned that CWT users seek needs-based services and project case studies, and instinctively qualify a consulting company's expertise and people via the content provided on the website.

Our re-design enables users to find these key elements across multiple sections of the website, through changing the information hierarchy, integrating call-to-actions and click-thrus, relabelling the navigation, and tagging content.

NEED FINDING TOOL

User interviews revealed that industry clients want to expediently learn if a company satisfies a specific need they have. Key competitors - including CWT - feature their services as a list of information. The 'need finding' tool addresses the user's need to effectively seek out relevant services, as well as differentiates City Water Technology's service content in market.

Content Substance

This content module enables clients to search City Water Technology's comprehensive list of services in the context of their needs. It promotes CWT's diverse capabilities in a more dynamic and relevant way.

- I need help with...
    1. Risk Mitigation - site and process audits, health-based target assessments, risk assessment and review, quality management system design and implementation, operator training, Good Practice Guide assessments, operational documentation design (e.g. standard operating procedures), etc
    2. Optimisation - dual media filters, jar testing, membranes, chemical dosing, WTP troubleshooting, manganese & iron removal, optimisations team assembled for emergency troubleshooting
    3. Process design - scoping studies, options assessment, concept design, upgrades and new greenfield/ brownfield sites
    4. Innovative Practices - good practice guide assessments, health-based target assessments

Content Structure

The interactive module provides clients with a pre-populated drop-down list of need options. The tool will feature a default selection. Users can then select the most relevant need and associated CWT services become highlighted. Users can hover on desktop (or tap on mobile) to view summary description of service, then click on a link to view service details.

- I need help with...Optimisation
    - Jar Testing - CWT is capable of replicating many treatment processes including: chemical dosing, coagulation and flocculation, settling clarifiers, DAF, membrane filtration. See more on optimisation jar testing services.

PROJECT TIMELINE

User interviews revealed that industry clients want to know that the job will be done right so they don't have to be concerned about risk. Part of verifying services is to reference project cases. CWT confirmed that they have consulted on high-profile projects that are well-regarded throughout the industry, however a business goal is to better promote these experiences. The project timeline addresses user and business goals by showcasing CWT's experience via key projects.

Content Substance

This content module promotes CWT's extensive experience in the industry by featuring CWT's most significant projects over time. This module will be linked to the need finding tool service, because we know that clients seek out reference projects to qualify consultant capabilities and "make a call" on whether they can walk-the-talk. Project summary should be concise, but include: job description, key service(s) and list of key deliverables/outcomes.

Content Structure

The timeline will be populated with project case studies that link to the services highlighted from the need-finding tool. When the user changes their need (and therefore the service list), the project timeline should reorganise to feature relevant projects - from most recent to historic - so clients can verify that CWT has delivered on the services they have listed.

- 2015
  Cairns Regional Council
  Water Treatment Plant
  Consulted on the design and specification of a pilot plant that will be used to trial process options for the future 59ML/d Draper RD Water Treatment Plant (DRWTP). Delivered: direct filtration, ettling clarification, DAF, membrane filtration. Read More

OUR EXPERTISE

User interviews and business stakeholder interviews revealed that CWT has a strong reputation in market. CWT is seen as technical experts with specialist skills. The expertise module promotes brands CWT's core capabilities.

Content Substance

Key customer segments understand that CWT are water treatment specialist, but this content module aims to further explain why CWT should be considered specialists, by breaking CWT's expertise into a set number of key capability pillars (recommend 3-4). Our recommendation is to focus on the process or delivery specialties that standout to clients and those that CWT want to be known for when engaging more of the market. These pillars should be broad, and encapsulate the key services CWT provides. Suggestions on capabilities pillars have been provided below.

Content Structure

The expertise module will feature fixed content - capability pillar headings, summaries and icons.

- Process Engineering - assisting the water and wastewater industry evolve to meet ever more stringent standards for reliable, high-quality drinking water and treated wastewater for over 26 years.
- Optimisation Assessments - design, commissioning and optimisation of water treatment facilities across Australia and overseas, often acting as Owner's Engineers.
- Management Systems - extensive experience developing, deploying and maintaining management systems design, business cases, strategy plans, and process analysis and documentation.

OUR EXPERTS

User interviews revealed industry clients need to be able to understand the people within an organisation, their experience and reputation to further qualify consultancies. Elevating the familiarity and reputation of CWT staff is also a business goal.

Content Substance

The Australian water industry is a 'name and face' industry, and CWT's MD, Bruce Murray is a well-known and well-recognised name and face. This content module enables users to see staff (beyond Bruce) and understand their skills. The homepage module should be concise, featuring a photo, name, title and brief description of the person's specialty/expert skill. Like the 'Our Expertise' module, this is an opportunity to brand CWT by branding staff. Think about how you can differentiate engineers to showcase a wide range of expert skills; so even though CWT is considered a small consultancy, their staff are diverse in skill and background.

Content Structure

To profile CWT engineers and scientists, they will be featured on the homepage as well as throughout other sections of content, such as across service summaries, so that users can stumble upon them in more than one place.

- Bruce Murray - Managing Director - 34 years of engineering water and wastewater treatment experience.
- Audrey Knickerbocker - Process Engineer - risk assessment and onsite process optimisation specialist.
- Ryan Melville - Process Scientist - laboratory investigations and jar testing specialist.

Content Modules | Services

SERVICE LISTING & DETAILS (click from navigation or need finding tool)

Users want to learn if a company satisfies a specific need they have, and a standardised part of the online experience across competitors is service lists and details. This section should remain however content structure should be consistent.

WATER TREATMENT

- Detailed Specifications
- Jar Testing
- Pilot Plant
- Summary Specifications
- Water Quality Issues
- Treatment Plant Design
- Troubleshooting/Optimisation
- Desalination
- Sludge Management
- Under Construction
- Site & Process Audits
- Pipeline Corrosion Modelling
- Independent Design & Review
- HBT Assessments
- Technology Innovation

WASTEWATER

- Summary Specifications
- Water Recycling
- Water & Quality Issues
- Investigation & Optimising
- Design Review
- Tertiary Filtration

COMMISSIONING & OPERATION

- Summary Specifications
- Commissioning and/or Owner's Engineers
- WTP Operations
- Technical Paper & Practical Guides
- Under Construction
- Operator Training

DOCUMENTATION

- Summary Specifications
- Management Systems
- O&M Manuals
- Risk Assessment & Audit Preparation
- Under Construction
- Tender Documents

ENVIRONMENT

- Under Construction
- Risk Management
- Catchment Assessment
- Air & Noise Pollution
- Environmental Risk Assessment
- Water Management Strategies

Content Substance

Recommend reviewing services list and refining by focusing on most important services. Importance can be determined by CWT's current ability or future-focus (e.g. want to develop wastewater credibility). Prioritise services that can be linked to proven case study. The service categories should mimic the need-focused categories featured on the homepage module: risk mitigation, optimisation, process design and innovative practices.

Content Structure

The services highlighted purple feature the ideal amount of content. Consider taking a modular content approach such as the updated case study template. This makes it easy for users to view. Align engineers and/or scientists images or reference to key services.

CASE STUDIES

User interviews revealed that industry clients want to know that the job will be done right so they don't have to be concerned about risk. Part of verifying services is to reference project cases.

Content Substance

This section of the website enables clients to review reference projects, to gain an understanding of the company's expertise, quality of services, and client outcomes. We recommend CWT use a consistent, portfolio-style template for all work case studies. This template focuses on: CWT's role in the project, process and deliverables. It also includes location details to showcase CWT's range of regional and interstate clients, and CWT key contact details (beyond Bruce) to encourage prospective clients to make direct contact with other members of the team.

Content Structure (template on next slide)

The project case study template is made up of images and modular, easy to consume content. Tags at the footer of the case study enable CWT to tag case studies by service deliverables. These tags link back to the service need finding tool and project timeline on the homepage, making it easier for user to view content relevant to the services they need help with.

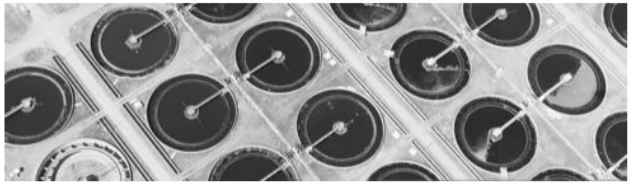
- Project heading
- Location map
- Project/location Images
- Our role
- Process
- Deliverables
- Tags
- CWT key contact
- Client testimonial and contact

CASE STUDIES

User interviews revealed that industry clients want to know that the job will be done right so they don't have to be concerned about risk. Part of verifying services is to reference project cases.

Project Heading

cwt WATER TREATMENT SPECIALISTS



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

- Client Name, Position

Key CWT Contact
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Client Referee
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Our Role
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Process
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Deliverables
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- In voluptate velit esse.
- Cillum dolore eu fugiat nulla.
- Pariatur.
- Excepteur sint occaecat cupidatat.

Tags: Process Audit | Optimisation | Risk Management