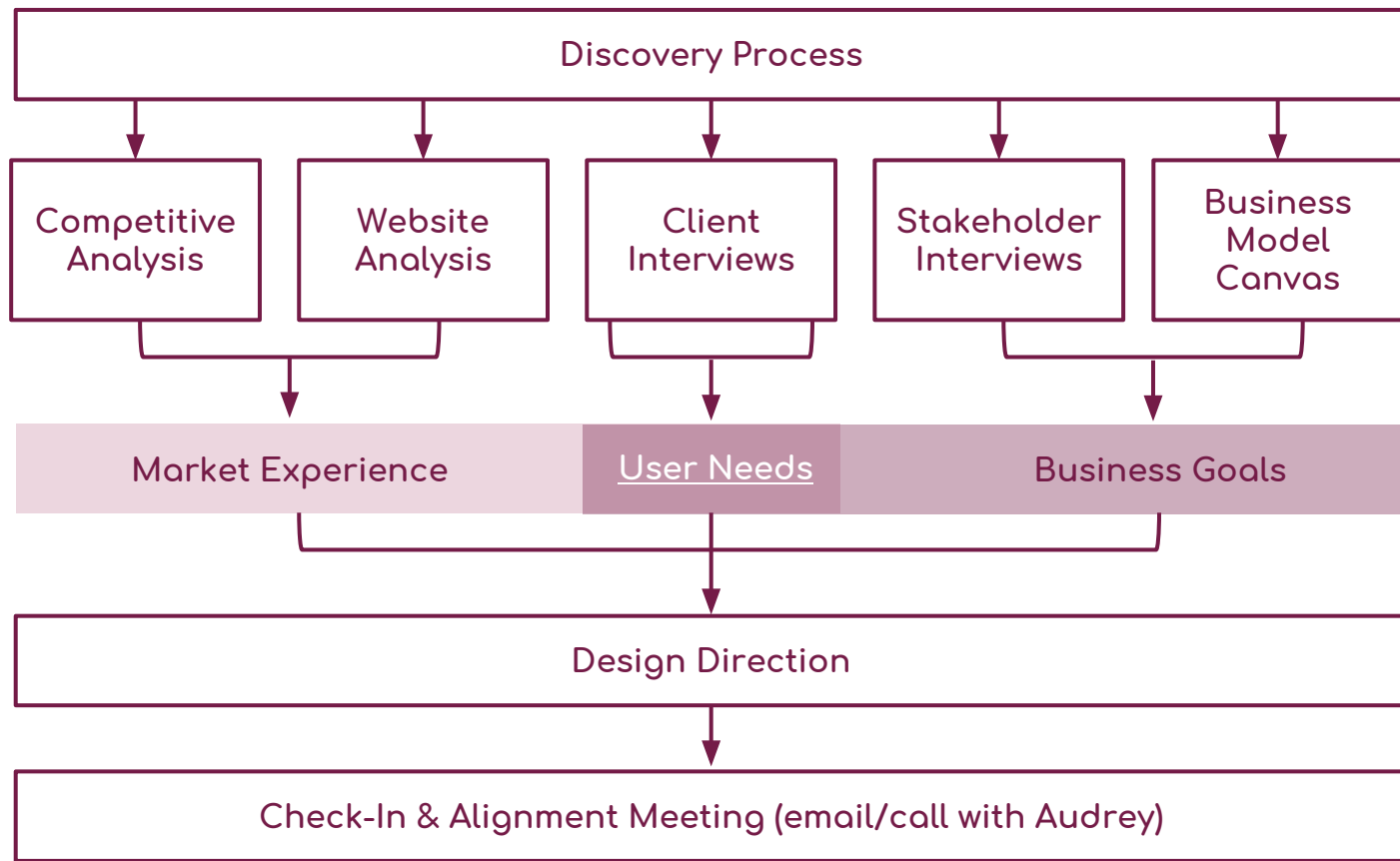


UX Project | Discovery

Discovery

The Discovery phase is about understanding CWT's business, clients & barriers. We synthesize this information into key insights that drive our design direction.



Competitive and CWT website analysis helped us understand the market experience:

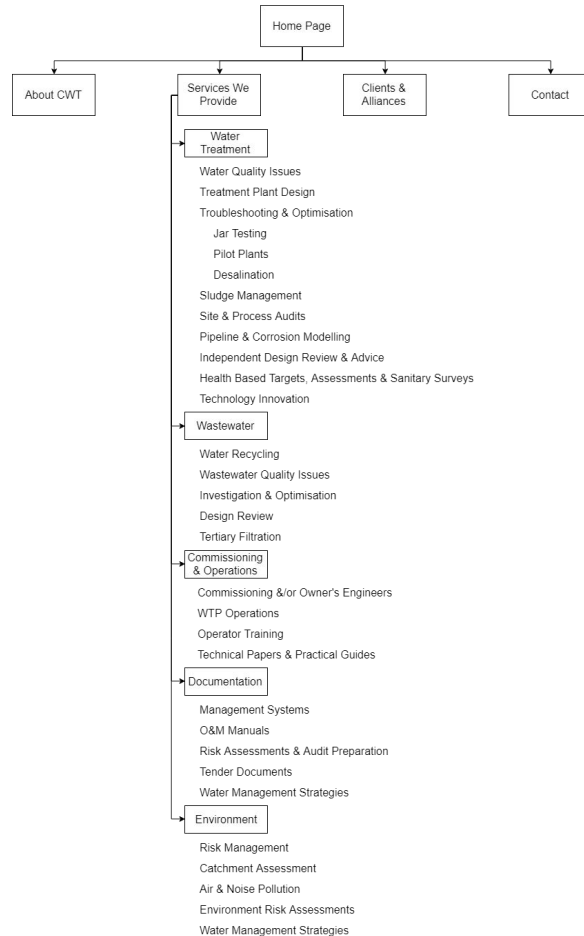
1. Little differentiation between players in regards to content, layout and tone.
2. Industry standard for content includes: services, projects, people, and news.
3. The presentation of case studies is a key point-of-difference.
4. Many companies use the website as a client engagement platform (with login).

Competitive Analysis



	hunterh ₂ o <small>Formerly known as Hunter Water Australia</small>	QTECH AUSTRALIA <small>Water Treatment Science</small>	HydroChem <small>Water Specialists</small>	GHD	MOTT MACDONALD
HOMEPAGE/ NAVIGATION	Home, Services, Projects, News, Resource Centre, Contact Us, Search	Solutions, Products, Services, About Us, Contact, Login, Search	Home, Expertise, Innovation, Safety, About, News & Resources, Contacts, Search	Home, About Us, Markets, Service, Projects, Careers, Locations, Search	About Us, Sectors, Expertise, Projects, Locations, News, Views, Careers, Contact, Search
CLIENT LOGIN	No	Yes (SDS, My Reports)	Yes (Clarity)	Yes (ProjectWise)	No
SERVICES/ EXPERTISE	Design, Electrical, Planning, Process, Project Delivery, Strategic Management	Plant Operation, Repairs & Maintenance, Remote Monitoring, Feasibility Studies, Optimisation, Trade Waste Sampling & Analysis, Assessments/Plant Auditing, After Sales Support	Risk Management, Corrosion/Scale Prevention, Boiler Water, Chemical Cleaning, Raw Water, Wastewater, Recycling, Risk Management, Water Minimisation	Aquatic Sciences, Facilities Management, Dams, Desalination, Hydrogeology, Industrial Water & Waste, Irrigation, Materials Technology, Water Transmission, Wastewater...	Water & Wastewater, Dams/ Reservoir, Desalination, Irrigation/Drainage, River Engineering, Wastewater Networks/Treatments, Clean Water Networks, Water Resource Management, Water Data Management
PROJECTS/ CASE STUDIES	Yes - 5 projects featured	Yes - but hidden in 'About Us' section (currently no case studies featured)	No case studies - but has 'innovation' section	Yes - projects can be filtered by location, sector, or service	Yes - good case study format (opportunity, solution, outcome)
NEWS/BLOGS	Yes - News section & Resource Centre section	Yes - Blog - but it's hidden, accessible only through bottom nav menu. Not updated regularly	Yes - News & Resources - very comprehensive - includes articles, presentation, video	Yes - but hidden in 'About Us' section	Yes - News - list of articles and press releases
ABOUT US/ CONTACT US	Company blurb and BMS blurb (policy pdf)	Company blurb, purpose, philosophy, services & products, contact us CTA	Our Story, Our People (as elements table), Training, Membership, Accreditation, Compliance, Careers	Awards, Directors, History, News, Quality Management Systems, Values & Culture, Community, etc (long list)	Introducing MM, Values & Vision, Sustainability, Equality/Diversity/Inclusion Publications
KEY HIGHLIGHT	News module, and projects on the homepage	Clear call-to-actions across sections and modules	'Our People' section lists employees in the shape of elements tables	'Client Stories' module on homepage profiles clients	Most visually stylish website out of these competitive - best case study template

Website Analysis



- A review of the CWT website was conducted with the intention of getting an understanding of the most apparent design opportunities before speaking to clients and prioritizing key opportunities for the 2.5 week sprint..
- General Opportunities:
 - a. Make website design responsive for use across multiple devices and window sizes.
 - b. Sort content into new Information Architecture, making structure more flat (less than three levels).
 - c. Rewrite, reorganize and re-structure content.
 - d. Develop uniform content guidelines for use across website and transferral to other media.
 - e. Reflect a consistent visual design that aligns with CWT's branding.
- Extension Considerations (beyond project scope)
 - a. Consider LinkedIn, Twitter & Facebook strategy & integration.
 - b. Consider Search Engine Optimization strategy.

Website Analysis

Page	Feature/Content	Opportunities
Global Nav	Logo - Top-Left, Modern Navigation - Home, About CWT, Services We Provide, Clients & Alliances, Contact	Re-structure Information Architecture, make website reflect branding
Home	Image - Industrial Water Scene Tag-Line - "CWT provides technical advice on water, wastewater and environmental issues" Blurb - High level and non-specific overview of CWT's work	Upgrade images (quality & inclusion of abstract), Re-write tag-line and Blurb, add Calls to Action.
About CWT	About Blurb - Location, History, Mission, Core Business capabilities Services Provided - List Activities Certifications - QMS, EMS, WH&S & descriptions Awards - 5 Awards ranging from 1994 to 2016 (year / awarding body / award). Reputable associations. History - Only mentions logo change	This content could be organized differently, though lots of the content is great. Perhaps split amongst different pages.
Services We Provide	Listing Page - Water Treatment, Wastewater, Commissioning & Operations, Documentation, Environment (all w/ subheads) Top-Level Category Pages - Empty excepting capability.pdf Second-Level Capabilities - Descriptions, listing of CWT capabilities, experience histories, processes, troubleshooting, PDFs (specific to content & capability statement). Some pages 'Under Construction'	Integrate this content, remove or write content for pages 'under construction,' better organise.
Clients & Alliances	Clients - Photos of Logos (unlinked) Alliances - Mention panels (but no specifics), partnership logos	Clients and alliances could go into more detail and cross-link with projects, capabilities & people.

Business Goals

Stakeholder interviews and the business model canvas helped us identify key goals:

1. Grow new business by better engaging market segments.
2. Enhance interactions with current clients.
3. Improve awareness amongst new clients.
4. Holistically support business development.

Stakeholder Interviews

- CWT Process Engineer, Audrey Knickerbocker, attended the project kick-off meeting on 13/11/17. Audrey provided the project team with an overview of the business, organisational structure, client services, current projects, process and systems, competitors, position in market and current challenges the business is facing.
- CWT Managing Director, Bruce Murray, participated in a follow-up interview on 15/11/17. Bruce provided the project team with an understanding of the water industry in Australia, business strategies, leadership practices, client engagement, clients and partners, company history, team culture, industry tools and research, and key goals.
- Key themes from stakeholder interviews:
 - a. **Positioning in Market** - CWT are water treatment experts with a reputable 30 year history in the industry.
 - b. **Current Clients** - 60%-70% are local council clients (NSW/QLD). Other clients include larger consulting companies. 90% of business comes from known clients, who know Bruce or have worked with CWT in the past.
 - c. **Client Engagement** - Bruce (MD) is contacted by clients direct as a result of past dealing or his reputation in his market. The brief and scope is discussed back and forth, then when confirmed, Bruce hands off to Process Engineer selected based on a balance of: experience, preference and availability.
 - d. **Key Challenges** - CWT have a high success rate with repeat clients, who know and have worked with Bruce/CWT, however have yet to get much work beyond these contacts and the councils/consultancies they already work with. Bruce would like to start "winding down" and needs the team to have more contact with the market/clients.
 - e. **Process & Systems** - being a smaller consultancy, they are known for their honest and flexible process. Once client projects are assigned to a Process Engineer, they are responsible for client management and project delivery end-to-end. The process of auditing and reporting is not formalised but is relatively consistent amongst the team. Client notes are shared via the CRM (Clarizen) to the best of the contributor's ability. Reports are provided to clients via email (often large files). Clients are managed via email and phone contact.
 - f. **Business Development** - CWT have 15 business development strategies. Bruce is still a key contact for new projects, from existing contacts and other industry leads, such as his involvement in panels and research.
 - g. **Key Touch Points** - website doesn't reflect the brand and the long-standing reputation of the business. CWT have started to use LinkedIn, from which Bruce does receive new contact. Facebook is used to update news.

Business Model Canvas

KEY PARTNERS Business Management Systems certifications: - ISO 9001 Quality - ISO 14001 Environment - AS4801 OH&S	KEY ACTIVITIES Water treatment consulting On-site audits Secondments Writing reports Project tenders Panels participation Research/papers KEY RESOURCES Engineers & Scientists IT and office/BMS staff BDM staff Accounts staff Report templates Tender templates	VALUE PROPOSITIONS - Specialists in water process engineering - Flexible consulting process - Ability to work on-site or embedded with client - Highly skilled engineers and scientists that manage the project end-to-end - Heritage and experience - Credibility through high-profile public sector projects and thought-leadership from Bruce (CWT MD) - Diverse team	CUSTOMER RELATIONSHIPS Repeat segments Direct contact Historical relationship CHANNELS Formal Reports Citywater.com.au Linkedin Facebook Panels Papers/Research Council Groups	CUSTOMER SEGMENTS Public Sector (NSW/QLD): - Regional Councils - Water Authorities - Council groups (Centroc) Private Sector: - Large Consultancies (Veolia, KBR)
COST STRUCTURE Staff fees Regional consulting (travel) Tender bids			REVENUE STREAMS Consulting services/reports	

Client interviews helped us identify key user needs:

1. Need to expediently learn if a company satisfies a specific need they have.
2. Want to know that the job will be done right so they don't have to be concerned about risk.
3. Must be able to understand the people within an organisation, their experience and reputation.
4. Are looking for a reason not to seek multiple quotes.

Client Interviews

- Jon Francis of Orange City Council and Keith Craig of Veolia Water Australia, participated in interviews on 17/11/17. Both clients provided the project team with an understanding of their relationship with CWT, the company's key strengths, interactions with the team, process and key outputs, market dynamics, and service satisfaction.
- Key themes from client interviews:
 - a. Managers use websites, especially when a company is unknown, to **judge and make decisions**.
 - b. Decision makers in the industry value risk-mitigation; they need to know the job will be done right so risk is minimized to their community, organisation and personal reputation.
 - c. The water industry is a small **name and face** driven industry; users need to be able to identify and understand the people they will be working with as well as their experience & reputation.
 - Additionally, favours, transparency, honesty, sharing of business, being personable and having clear written and verbal communication skills set CWT apart. *"I will tap Bruce's mind from time to time."*
 - Bruce's mentorship is seen as valuable; team seen as technically very good.
 - d. Potential clients are looking to satisfy a **current and specific need**; when browsing a website, they have to be able to quickly identify that a company has capabilities, expertise, reference projects and key people who can fulfill that specific need.
 - The capability must be truthful or *"it does them in for next time."*
 - Following on, they need an understanding of process next-steps and **clear calls to action**.
 - e. Companies in this area tend to have their own sources for reputable information which helps them stay up-to-date, however thought leadership and contributions in the form of conversations, whiteboard sessions, workshops and papers is seen as invaluable and noteworthy in the water community.
 - f. The bidding and quoting process is costly and time-consuming; when allowed, users are looking for a reason not to seek multiple quotes.

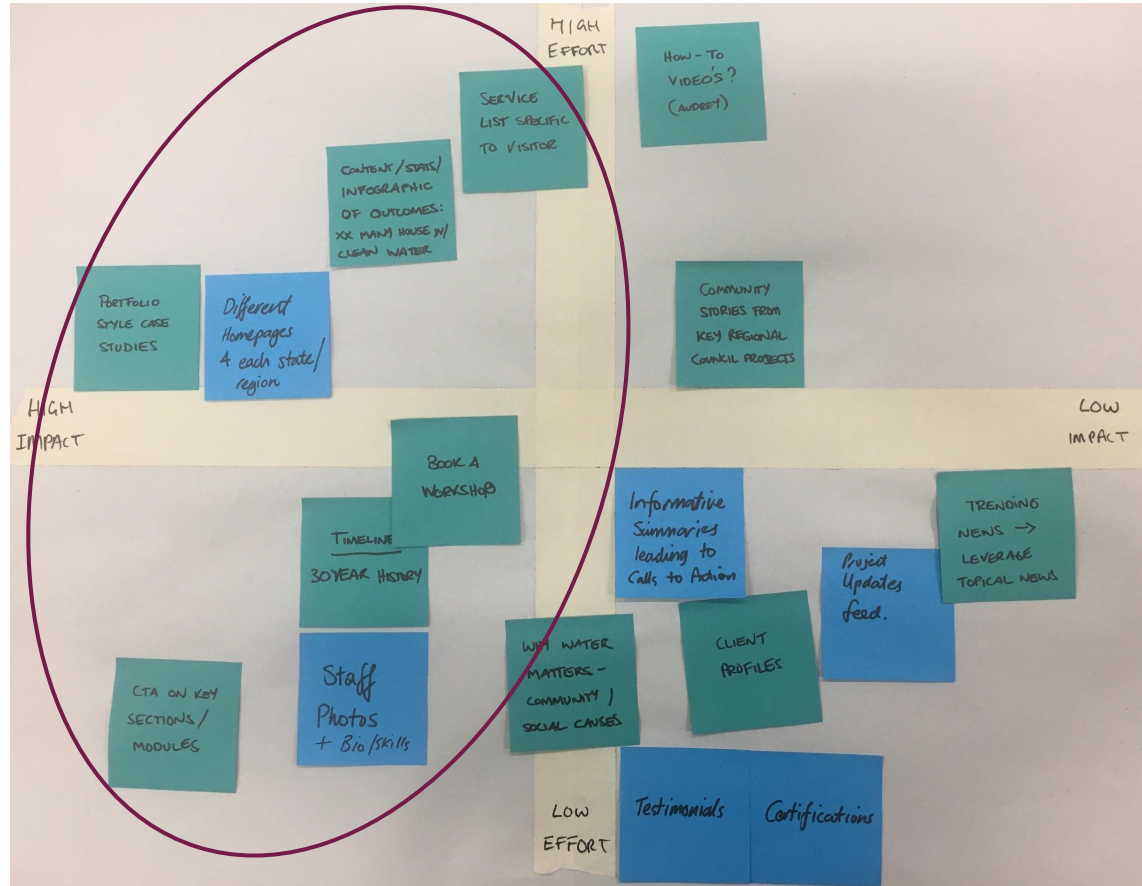
Design Direction

City Water Technology's primary goal is to grow new business by better engaging market segments. We believe redesigning the citywater.com.au website, as well as providing further recommendations that holistically support business development, will address business goals and user needs.

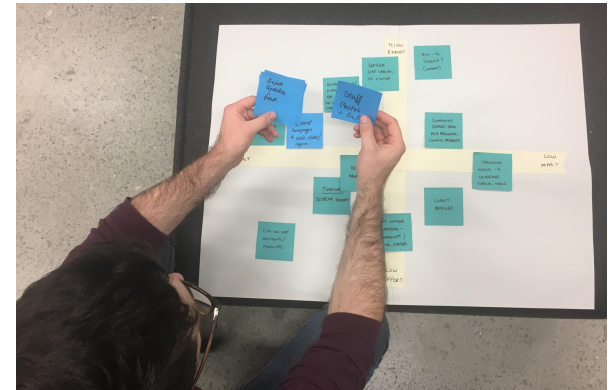
The esoteric water industry is as much about what you know, as who you know. Understanding this, and knowing that clients often reference websites to make judgement calls on specific project needs; our design directions is focused on showcasing City Water Technology's real-world reputation, credibility and expertise.

Concept and feature prioritisation mapping has helped shape our design direction.

Design Direction Process



Synthesising business and user research



Mapping concepts to prioritise features

Design Direction: Opportunities

- **Design Direction Process:** we use mapping techniques to narrow in on key priorities. We used did this for the Discovery research, which helped us synthesis interviews and market analysis into **business goals and user needs**. Then we had an ideation session on **concepts and features**, which we measured on an impact/effort matrix.
- **Key Concepts & Features:** our ideation session produced the following concepts and features -
 - a. **Interactive service tool/module** that tailors/emphasises services that are relevant to the visitor.
 - b. **Aggregate stats and visualises** impact of projects. E.g. work on Orange plant = XX house with clean water.
 - c. **Location targeting** to serve state-specific homepage to visitors - this will help appeal to more markets.
 - d. **Templated portfolio-style case studies** that focus process and outcome of projects to hero CWT expertise.
 - e. **'Book a workshop' module** so that the CWT team engage with the market as experts.
 - f. **Timeline of history/work**, to showcase CWT's long-standing reputation in the industry.
 - g. **Staff photos and bios** to put 'a face to the name' and build the broader team's reputation.
 - h. **More call-to-actions** across key website sections and/or modules to encourage visitors to engage with CWT.
 - i. **Informative subject/service summaries** that drive call-to-actions, and make them more specific/tailored.
 - j. **Multimedia content** such as: 'how-to' videos (idea from Audrey) to position CWT as experts offering tips.
 - k. **Community stories** from key regions that CWT has services - to bring to life how water helps a community.
 - l. **'Why water matters'/social causes** section which showcase CWT charitable efforts/goodwill involvement.
 - m. **Client profiles** that personalise CWT's working relationships with clients - feature interview style.
 - n. **Testimonials from clients** to add to CWT's credibility and highlight their flexible consultancy model.
 - o. **Project updates module/feed**, which shows where CWT engineers are working and what they're doing now.
 - p. **Trending news module**, which enables CWT to leverage topical news to talk about their expertise/service.
 - q. **Research and certifications** to showcase CWT's thought-leadership and credibility.
- Ideas A-H were mapped as high impact ideas, which we will explore further as we move into phase 2.

Design Direction: Next Steps

- **Check-In & Alignment Meeting:** email/call Audrey to talk through this Discovery overview on 20/11/17. Discuss and align on discovery research and design direction feedback before moving into phase 2.
- **Phase 2: Design & Test** - in this phase we will begin to envision potential solutions to achieve market engagement. This will involve brainstorming features, sketching solutions, and testing & aligning ideas with business goals.

Key Activities

- Card sorting to organise website content
- Design Studio session(s) to design concepts
- Continue feature prioritisation mapping (validating business goals and user needs)
- Wireframe walk-through

Key Deliverables *(delivered at the end of phase 2)*

- Design & Test overview which summarises design concepts and usability learnings from phase 2. CWT to provide feedback before moving onto phase 3.
 - Information Architecture (Site Map)
 - Sketches & Lo-Fi Prototype
- **Further Opportunities** - During the discovery phase we identified a few core opportunities which exist *beyond* the scope of our design direction. These opportunities are presented for your reference:
 - **Client Management**
 - CMS - Investigate value add of further engagement with Clarizen.
 - Processes & Training - Consider client engagement processes and training for engineers.
 - **Tenders & Documentation** - Visual redesign and update.