

Memorandum

To: Stakeholder Advisory Committee
From: Nicole Hynum, Supervisor Web Services
Date: May 3, 2017

Subject: IESO Business Update – IESO Website Project

The IESO's website (ieso.ca) is the IESO's most public-facing communication vehicle, with over one million interactions per year. The site serves a broad audience including market participants, stakeholders, as well as members of the public. In addition to providing access to timely market data and information, it also provides visibility into the wide array of stakeholder initiatives and community engagement efforts being undertaken by the IESO.

In March, the IESO re-launched the new corporate website with the following objectives aimed at improving the user experience. Stakeholder feedback was sought and user experience testing was undertaken prior to launch to inform its design including:

- Simplified navigation and streamlined content
- Consolidation of several legacy sites (e.g., Ontario Power Authority, FIT, MicroFIT, Smart Metering Entity)
- Modern mobile-friendly design (e.g., Desktop, Tablet, Mobile, etc.)

A general approach to the migration of materials to the new site was applied to the preservation of posted document on the website. Specific pages (e.g. Stakeholder Advisory Committee meetings and materials, engagement initiatives and media materials) will display up to two years' worth of relevant documents. Documents going back up to a further four years will be found in the site's Document Library where pre-defined categories for collections of related documents can be found. Documents not assigned to a category can be searched using keywords.

Since the launch of the website, the IESO has heard positive feedback on the design and layout of the site as well as the categorization of information. Opportunities for improvements have also been identified by users. Many users provided feedback relating to the websites search functionality which users do not find as robust as the previous website. This drove a number of inquiries to IESO's Customer Response group from users looking to locate documents. To address this feedback, the IESO has prioritized search functionality enhancements and will introduce expanded search functionality mid-May.

Over the next few months work will continue to further evolve website functionality, considering feedback received from users, to make the user experience more dynamic and engaging. A post-launch user experience survey will also be issued in the coming months and participation from Stakeholder Advisory Committee members is welcomed. Additionally, a new content area called Powering Tomorrow - dedicated to innovation, thought leadership, and informed commentary within the sector – will also be launched this fall.