

Neil Brodie

From: Neil Brodie
Sent: November 11, 2016 4:31 PM
To: Rosemarie Leclair
Subject: Re: bill comparison

The natural gas comment was to acknowledge that some households have lower cost usage on electricity as you said. It can come out but I think it answers questions before they are asked.

I'll see if there is a better word than sensitive.

As far as the headers. I brought that up asking to have the repetitive sentence at the top of the comparison page with the chart specific language further down as a header to each of the charts but they were unable to do that technically.

However from the intro page you can go directly to any of the charts pages so PA wanted the same header if the user only goes to one of the comparison pages then leaves the site.

Original Message

From: Rosemarie Leclair
 Sent: Friday, November 11, 2016 3:54 PM
 To: Neil Brodie
 Subject: Re: bill comparison

Thanks. I've taken a quick look. These look really good. A couple of comments.

In the intro page, why do we talk about natural gas usage at all? I thought we were comparing avege bill at 750 kW usage? Not comparing total usage which I agree is less if you use NG to heat.

Also the stuff on rate relief... I'm not sure why we've flagged that ... But maybe it makes it easy. But I hate how we say we are sensitive too... I know I've seen it before , so maybe it's our standard ... But I don't like it....

Only other comment is Rate Comparison Charts .. The header is the same for each and it's the para under that says small business or residential or ... Maybe we can just add to header ie Rate Comparison Tool - residential.

Sent from my iPhone

> On Nov 11, 2016, at 3:28 PM, "Neil Brodie" <Neil.Brodie@ontarioenergyboard.ca> wrote:

>

> I have been working with PA to make the messaging here informative, with the message in the opening narrative of each page with the technical info in the footnotes. I was trying to balance making the pages instantly accessible to a non-industry user without too much technical info upfront to scare

them away but still have the technical info for those who are interested.

>

> The “intro page” is where people will land as they click thru the site. From there a user will enter into a page that can cycle thru each of the comparison websites.

>

> The rendering of the screen captures here is a bit clunky with the page breaks but they look good on the web.

>

>

> I will be bringing these on Monday to show Andrew so he is ready for them going live next week.

>

> Neil

>

>

>

>

> Neil Brodie | Executive Advisor to the Chair and CEO | Ontario Energy Board > 2300 Yonge Street, 27th Floor | Toronto, ON | M4P 1E4 | Ph: 416 440 8130

>

>

> <intro page.pdf>

> <showdist - small bus.pdf>

> <showdist - residential.pdf>

> <rates_chart_US-CAN_total.pdf>

> <rates_chart_US-CAN_avg-k.pdf>