

CASE STUDY WEBSITE RE-DESIGN

Saudi Electricity Company

August 2024

PROBLEM STATEMENT

Saudi Electrical Company (SEC) is the largest producer, transmitter, and distributor of electrical energy in the Middle East and North Africa, and for the purposes of this task, assume they are one of our most significant clients.

Revamp the SEC website homepage to deliver a better experience for SEC's customers (both domestic and commercial), investors and stakeholders. SEC currently believe the website is not engaging these core audiences enough, nor easily directing them to the most relevant services and information. In addition, they feel the visual design of site inadequately portrays the weight and importance of SEC to the Kingdom or the innovation that SEC is proud of.

Develop a proposal which addresses these needs and advises SEC on what should be done to improve their homepage. We would hope to see bold ideas and approaches that are backed by evidence or compelling rationale and consideration for the challenges and constraints this overhaul might face. The expectation isn't to see a complete high-fidelity design solution, but we would encourage you to showcase your hands-on design skills as part of your proposal.

In addition, we would like to see a rough plan of how you would see the full homepage solution being developed over a 2-week design sprint. This should include the process and the designer resources would be required, and a breakdown of the tasks would expect them to complete.

Proposal was delivered in a clear and compelling way that showcasing your proposed design solutions and their benefits. This should include visual elements, talking points, and an outline of how you would present your ideas to secure buy-in from the client.

DESIGN BRIEF

VISION

The redesigned homepage for Saudi Electricity Company (SEC) will be **a dynamic, elegant and engaging digital touchpoint** that **embodies SEC's leadership** in the **energy sector** and its commitment to **innovation and sustainability**.

The homepage will be an **intuitive and user-centered portal** that seamlessly guides **customers, investors, and stakeholders** to the information and services most relevant to them.

It will reflect SEC's stature as a cornerstone of **the Kingdom's infrastructure** and **its forward-looking vision**, enhancing its brand identity and digital presence.

DESIGN BRIEF

GOALS

Enhance User Engagement

- Design an intuitive interface that effectively serves the diverse needs of SEC's core audiences: customers, investors, and stakeholders
- Improve the information architecture to ensure users can easily navigate to the most relevant sections and services without friction

Strengthen Brand Perception

- Create a visual design that reflects the importance of SEC to the Kingdom's economy and its role as an innovator in the energy sector
- Ensure that the design resonates with SEC's brand values, emphasizing reliability, innovation, and leadership

DESIGN BRIEF

GOALS

Optimize User Experience

- Apply user-centered design principles to deliver a seamless experience that caters to the distinct needs of each audience segment
- Incorporate modern design while maintaining brand integrity to create a visually appealing and functionally superior homepage

Differentiate from Competitors

- Propose innovative solutions that set SEC apart from its competitors, offering a unique experience that underscores its position as a market leader

Align with Strategic Objectives

- Ensure the homepage functions as a strategic asset for SEC's digital ecosystem, supporting its marketing and communication objectives

DESIGN BRIEF

GOALS

AI and ChatGPT are currently **major trends**.

Companies like **Google, LinkedIn, and Meta** (Instagram, Facebook, WhatsApp) are all **incorporating AI** to **enhance user experiences**.

Many banking **apps and websites** are also **integrating ChatBot**.

If we don't prioritize **incorporating AI**, we will be missing a **key opportunity**.

DESIGN BRIEF

GOALS



The intense fascination
Indians have with ChatGPT

Chai - Tea
Adrak - Ginger
ilaichi - Cardamom

DESIGN BRIEF

RATIONALE

User-Centered Design

- Understanding the needs and pain points of SEC's user
- A user-friendly gateway to essential information and services
- Providing clear calls-to-action to different user groups

Visual Hierarchy and Branding

- Prioritize a clean, modern aesthetic with a strong visual hierarchy
- Color schemes, typography, and imagery that evoke innovation and sustainability
- Reinforce SEC's position as a leader in the energy sector

Innovation and Engagement

- include interactive features such as dynamic content sections, real-time energy statistics, and user-driven personalization options

DESIGN BRIEF

RATIONALE

Strategic Alignment

- Homepage is not just a static entry point however a dynamic component of SEC's overall digital presence

Scalability and Future-Proofing

- Proposed design will be scalable, allowing for future updates without compromising user experience or adding Development effort.
- SEC can easily incorporate new features, content, and services as its digital strategy evolves.

DESIGN PROCESS

RESEARCH & FINDINGS - PERSONA



DOMESTIC CUSTOMER

Abdulrahman, 35

Engineer at
Saudi Aramco

BE in Mechanical
Engineering

Earning 180,000 SAR/year

**Easy access to view
and pay bills**

**Features to monitor and
manage electricity usage**



COMMERCIAL CUSTOMER

Laila, 38

Owner of a
construction company

MBA from
King Saud University

Earning 700,000 SAR/year

**Clear and detailed break-up
of commercial rates
and tariff**

**energy-efficient
solutions for businesses**



INVESTORS

Fahad, 46

Investment Analyst

Master's degree
in Finance

Earning 4,200,000 SAR/year

**Access to the latest earnings
reports, investor presentations**

**Stock / Share pricing and
logs with financial reports**



STAKEHOLDERS

Prince Saud bin
Abdullah, 60

Government Official,
Ministry of Energy

PhD in Energy Policy

**Press releases, official
statements, and reports
on SEC's contributions**

**E-bidding System
for energy suppliers**

DESIGN PROCESS

RESEARCH & FINDINGS - COMPETITORS



Biggest competitors

for SEC in middle eastern countries



DESIGN PROCESS

RESEARCH & FINDINGS - BENCHMARKING

Name / Logo			
Website	www.se.com.sa	www.taqa.com	www.acwapower.com
Target audience	Domestic and Commercial Customers Investors and stakeholders	Investors and stakeholders	Investors and stakeholders
User Journey	SEC customers can create an account to view and pay bills. Investors and stakeholders can access and download documents, reports, and track shares or stocks.	Investors and stakeholders can view all announcements, track shares or stocks graphs, and calculate their investments.	Investors and stakeholders can track shares or stock graphs, download various reports, and view IPO offering announcements.
Strengths	Prioritizing domestic and commercial customers who can manage their services digitally.	Emphasizing an enticing and modern look and feel for investors and stakeholders.	Placing greater emphasis on investors by providing extensive data on shares, stocks, reports, and IPOs.
Weaknesses	Inconsistent design language and an unoptimized user interface	Excessive videos and micro-interactions occurring simultaneously.	The interface appears very busy with a lot of data, and the design looks outdated.
Opportunities	Opportunities for improvement include focusing more on investors, adding clear calls to action for each statement. Enhancing the experience with micro-interactions and videos, and maintaining a more consistent UI.	Include domestic and commercial customers, and use subtle videos to enhance the user experience.	A clutter-free first impression is needed to capture user attention on specific content. Include both domestic and commercial customers.

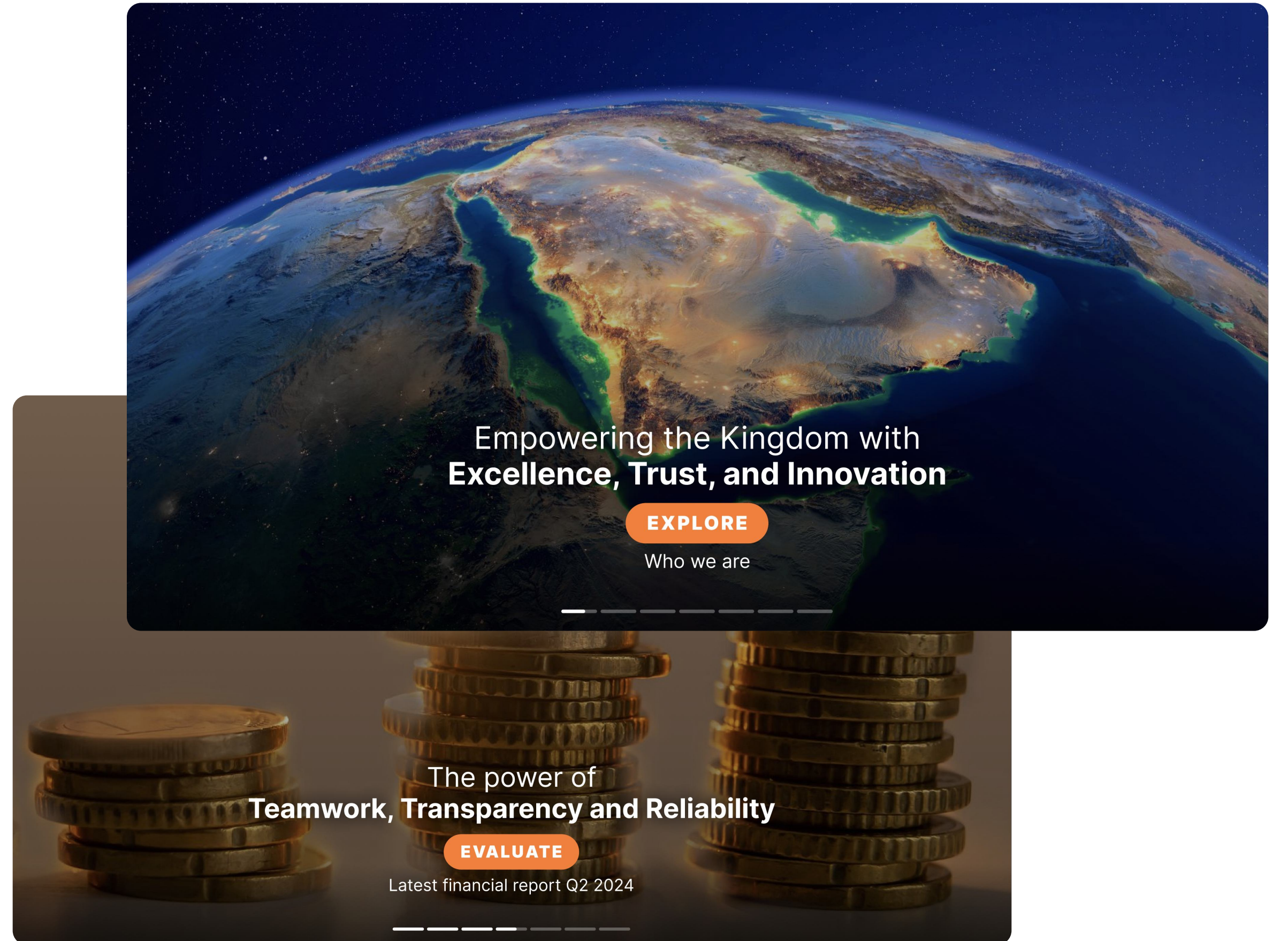
DESIGN PROCESS

RESEARCH & FINDINGS - IDEATION



Hero Images without any call-to-action

Providing clear call-to-action to different user groups



DESIGN PROCESS

RESEARCH & FINDINGS - IDEATION

Proposed design is scalable, for future updates

Most used services



Add Account

Allows you to identify as the beneficiary of the meter

[Learn more →](#)



View & Pay Bill

Easily view and pay for your bill on the go

[Learn more →](#)



Remove Account

Allows you to remove your meter beneficiary

[Learn more →](#)



Fixed Bill

Enables you to pay a fixed monthly amount

[Learn more →](#)

Our News

[See all →](#)

Corporate News

Saudi Electricity net profit rise 16.6% in first half 2024

07 Aug 2024

Corporate News

Saudi Electricity Company (SEC) announces the success of the operational plan of Hajj 1445H, recording unprecedented historical maximum loads

18 Jun 2024

Corporate News

Saudi Electricity Company (SEC) Unveils the Details of its Major Investments and Projects for Hajj 1445H

11 Jun 2024

Inconsistent design language and an unoptimized user interface

Most used Services

Add Account

Allows you to identify as the beneficiary of the meter

[CREATE](#)

Remove Account

Allows you to remove your meter beneficiary

[REMOVE](#)

View & Pay Bill

Easily view and pay for your bill on the go

[PAY NOW](#)

Fixed Bill

Enables you to pay a fixed monthly amount

[LEARN MORE](#)

SEC in News

CORPORATE NEWS

Saudi Electricity net profit rise 16.6% in first half 2024

07 Aug 2024

SOCIAL RESPONSIBILITY

Major investments projects for Hajj 1445H detail unveils

11 Jun 2024

[READ ALL NEWS](#)

DESIGN PROCESS

RESEARCH & FINDINGS - IDEATION

Typography

Inter font family supports both English and Arabic languages and is optimized for fast loading.

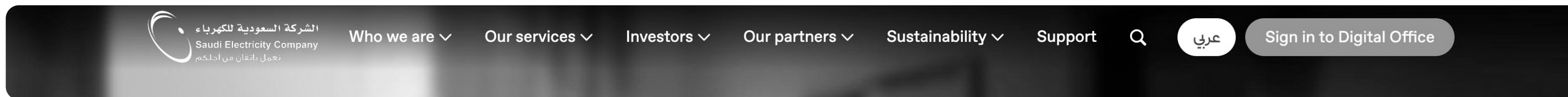
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Colours



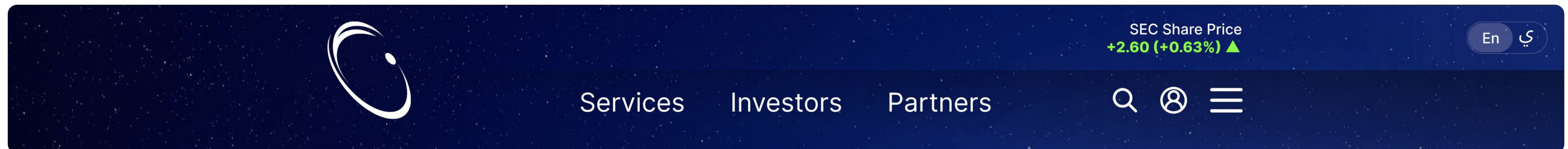
DESIGN PROCESS

RESEARCH & FINDINGS - KEY INSIGHTS / DECISIONS.



Header appears very busy with a lot of data,
and the design looks outdated

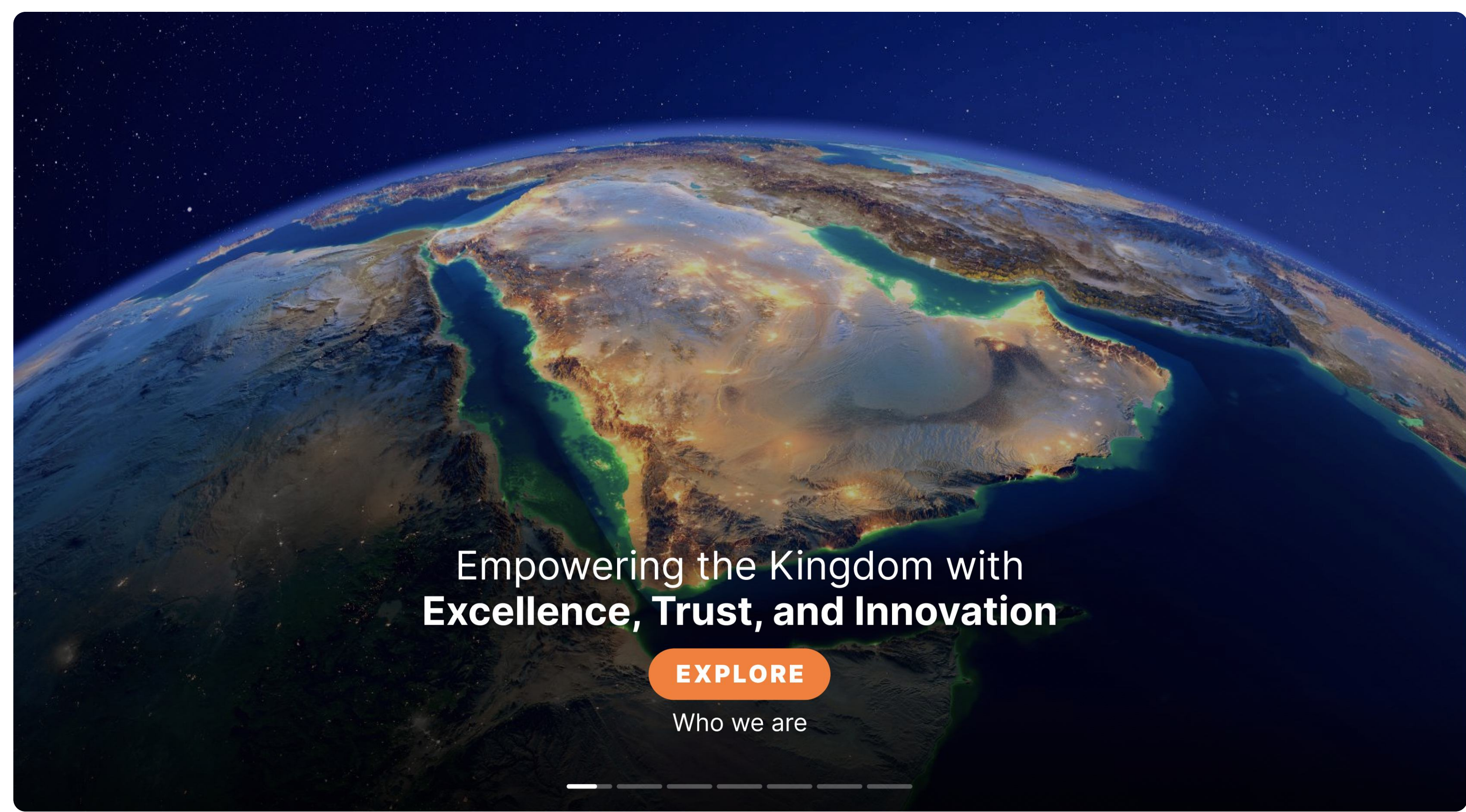
Prioritizing Customers, Investors, and stakeholders
along with a clean, modern aesthetic and a strong visual hierarchy.



DESIGN PROCESS

RESEARCH & FINDINGS - KEY INSIGHTS / DECISIONS.

SEC's stature as a cornerstone of the Kingdom's infrastructure and its forward-looking vision, and reinforce position as a leader in the energy sector.



Empowering the Kingdom with
Excellence, Trust, and Innovation

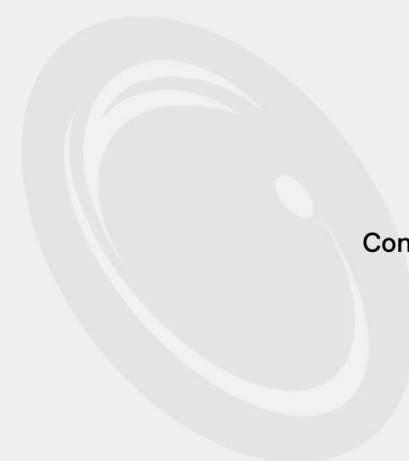
EXPLORE

Who we are



DESIGN PROCESS

RESEARCH & FINDINGS - KEY INSIGHTS / DECISIONS.



We're going digital.

Constant development for guaranteed services for our subscribers' quality of life.

Smart Meters



Digital Office



Alkahraba
Application



we are Going Digital

Constant development for guaranteed services for our subscribers' quality of life.

Smart Meters

Digital Office

Alkahraba App

Easy Payments

Monitor your consumption
and access all your services



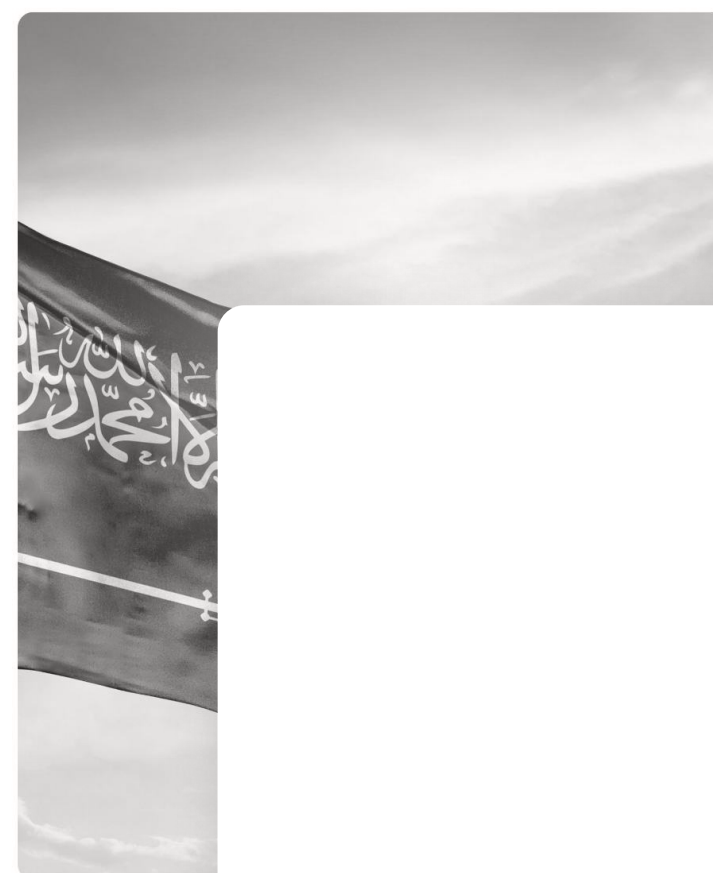
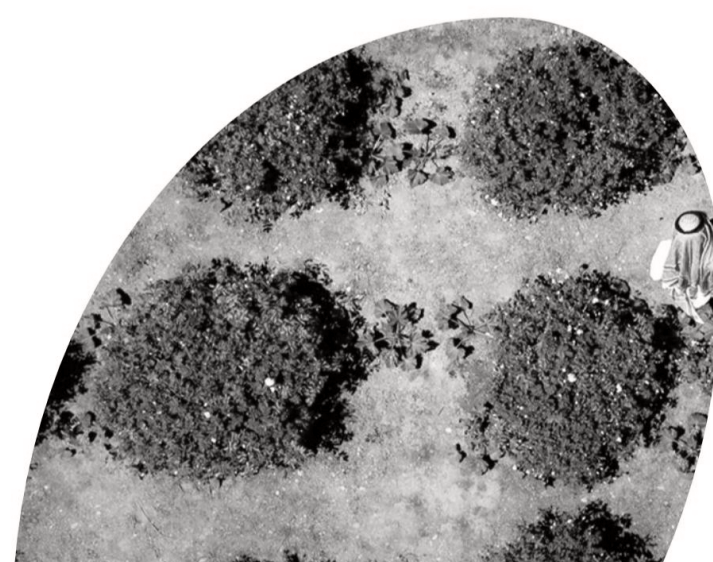
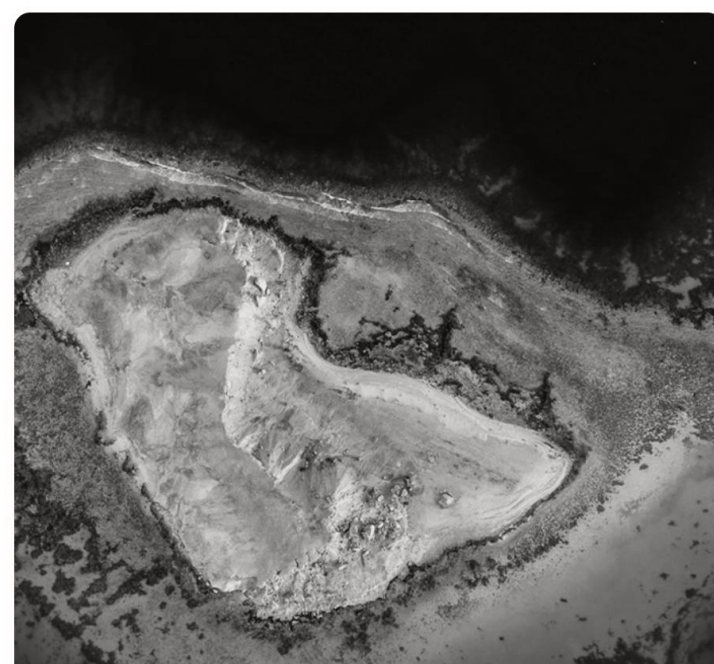
A seamless experience that caters to
the distinct needs of each audience segment
Modern design while maintaining
User-Centered Design

DESIGN PROCESS

RESEARCH & FINDINGS - KEY INSIGHTS / DECISIONS.

Energy leadership and sustainability.

Because you are the drive to our transformation our ambition for a sustainable energy for a better future for you is growing more and more.

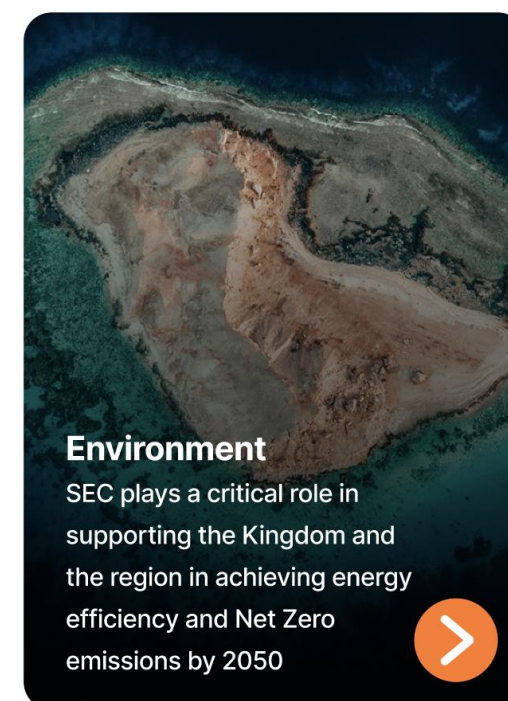


Governance

SEC is focusing on strengthening


Energy leadership and Sustainability

Because you are the drive to our transformation our ambition for a sustainable energy for a better future for you in growing more and more.



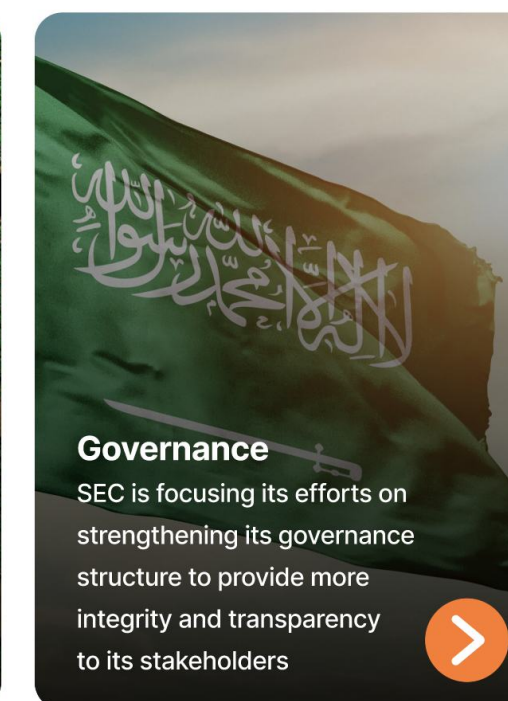
Environment

SEC plays a critical role in supporting the Kingdom and the region in achieving energy efficiency and Net Zero emissions by 2050




Social Responsibility

SEC is equally focusing on the development of its ESG strategy to tackle social issues and heavily involved in CSR initiatives



Governance

SEC is focusing its efforts on strengthening its governance structure to provide more integrity and transparency to its stakeholders



Consistent design language and optimized user interface



SEC Share Price
+2.60 (+0.63%) ▲

En

Services

Investors

Partners



Empowering the Kingdom with **Excellence, Trust, and Innovation**

EXPLORE

Who we are



Welcome

How can we help you?

Please tell us who you are,
so we can provide the best support.

Customers

Investors

Stakeholders

Customers

Nice to hear that,
what would you like to do?

Create Account

Pay / View Bill

Create Account

I want to know |





SEC Share Price
+2.60 (+0.63%) ▲

En

Services Investors Partners



The power of Teamwork, Transparency and Relia

EVALUATE

Latest financial report Q2 2024



Welcome back, Fahad
How can we help you?

Fahad, would you like to access latest financial report?

- Q1 2024
- Q2 2024
- Annual Report
- Stock Report
- Report Library

Q2 2024

Sure, Please download required report from link below...

Q2 2024

I want to know |



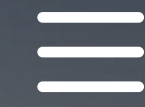
SEC Share Price
+2.60 (+0.63%) ▲

En ٤

Services

Investors

Partners



We provide our partners
Support and Competitive Opportunities

LOGIN

to your e-bidding system





SEC Share Price
+2.60 (+0.63%)▲

En ﷲ

Services

Investors

Partners



The power of Teamwork, Transparency and Reliability

[EVALUATE](#)

Latest financial report Q2 2024





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+2.60 (+0.63%) ▲

En ﷲ

Services

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EVALUATE

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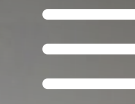
SEC Share Price
+2.60 (+0.63%) ▲

En

Services

Investors

Partners



Sign in to Digital Office to Manage your Services

SIGN IN

Through our online SEC





SEC Share Price
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En

Services Investors Partners



Alkahraba App always with you

DOWNLOAD

The Alkahraba app now

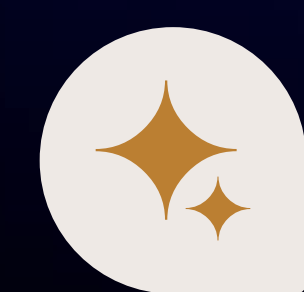




Empowering the Kingdom with Excellence, Trust, and Innovation

EXPLORE

Who we are



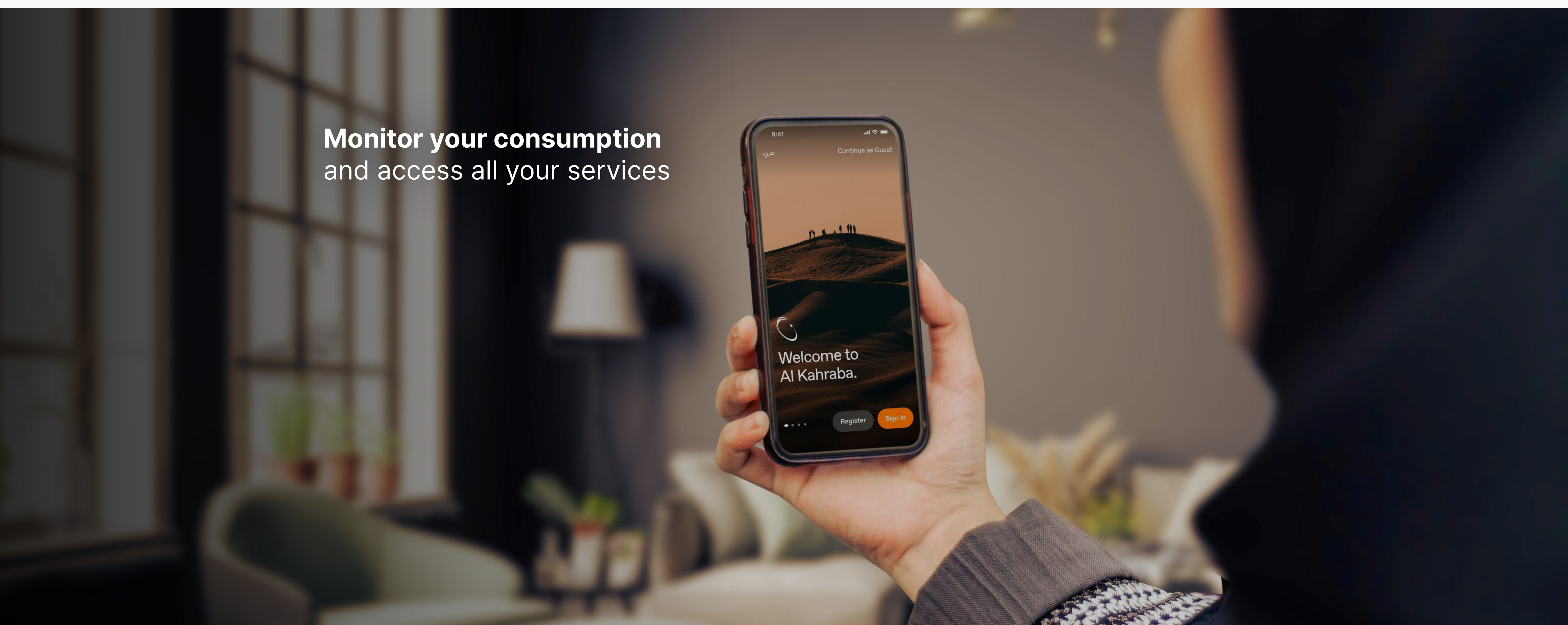
Most used Services

<p>Add Account Allows you to identify as the beneficiary of the meter</p> <p>CREATE</p>	<p>Remove Account Allows you to remove your meter beneficiary</p> <p>REMOVE</p>
<p>View & Pay Bill Easily view and pay for your bill on the go</p> <p>PAY NOW</p>	<p>Fixed Bill Enables you to pay a fixed monthly amount</p> <p>LEARN MORE</p>

we are Going Digital

Constant development for guaranteed services for our subscribers' quality of life.

- Smart Meters
- Digital Office
- Alkahraba App**
- Easy Payments



Monitor your consumption and access all your services

Energy leadership and Sustainability

Because you are the drive to our transformation our ambition for a sustainable energy for a better future for you in growing more and more.

<p>Environment SEC plays a critical role in supporting the Kingdom and the region in achieving energy efficiency and Net Zero emissions by 2050</p> <p>></p>	<p>Social Responsibility SEC is equally focusing on the development of its ESG strategy to tackle social issues and heavily involved in CSR initiatives</p> <p>></p>	<p>Governance SEC is focusing its efforts on strengthening its governance structure to provide more integrity and transparency to its stakeholders</p> <p>></p>
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SEC in News

<p>CORPORATE NEWS</p> <p>Saudi Electricity net profit rise 16.6% in first half 2024</p> <p>07 Aug 2024</p>	<p>SOCIAL RESPONSIBILITY</p> <p>Major investments projects for Hajj 1445H detail unveils</p> <p>11 Jun 2024</p>
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READ ALL NEWS

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|--|--|---|---|
| <ul style="list-style-type: none"> Electricity Information Consumption Rationalization Guides Important instructions Sustainability | <ul style="list-style-type: none"> Guidelines Terms & Conditions Privacy policy Data and Statistics Service Level agreement | <ul style="list-style-type: none"> Other Careers SEC in News SEC Staff Sitemap | <ul style="list-style-type: none"> Contact Us Customer Service Number: 933 |
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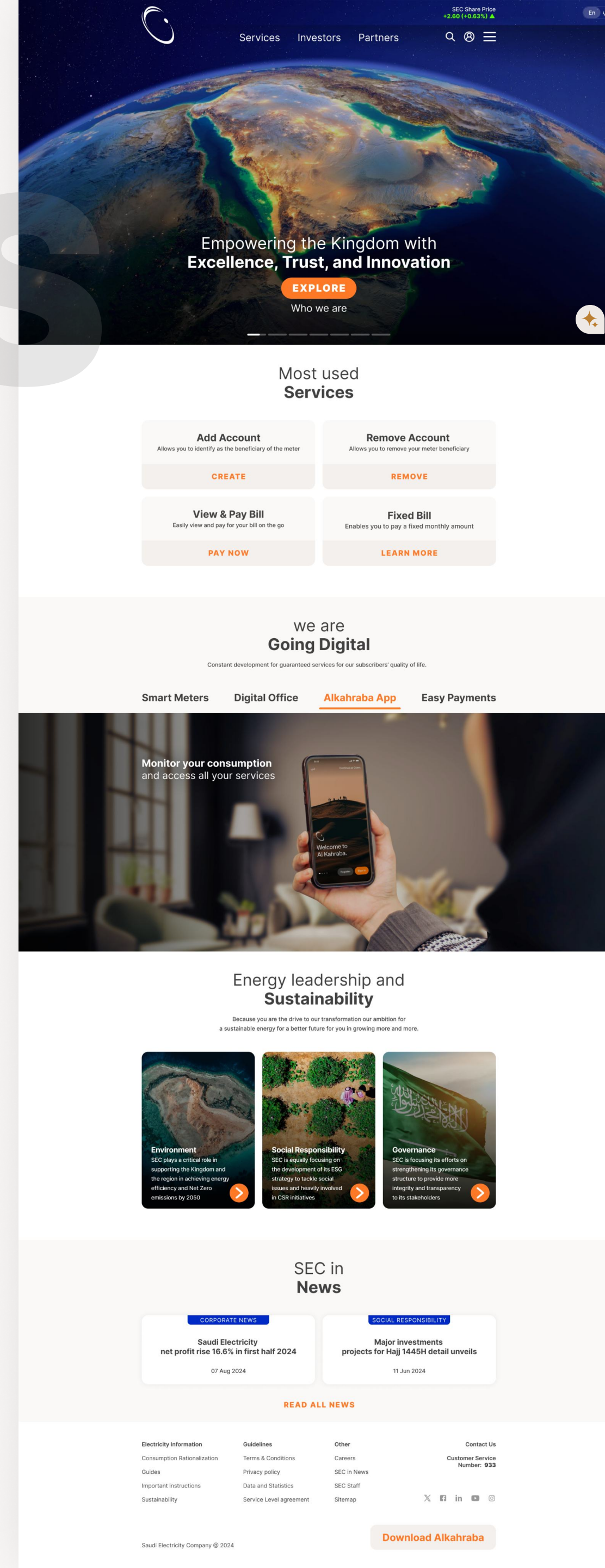
DESIGN PROCESS

FINAL DESIGN

The revamped SEC website homepage delivers a **bold and clear user experience**, tailored specifically for its key target audience - **customers, investors, and stakeholders**.

It is also designed to be scalable, allowing for **seamless future updates**.

I am confident this will help **attract a larger audience** to the page.



Clear header

Hero banner with call to action

ChatBot

Quick access

All about digitalization

Sustainability

News

Footer and links

DESIGN PROCESS

AI / ChatBOT



Welcome

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Customers

Nice to hear that,
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How can we help you?

Fahad, would you like to access
latest financial report?

Q1 2024

Q2 2024

Annual Report

Stock Report

Report Library

Q2 2024

Sure, Please download required
report from link below...



Q2 2024



I want to know |



DESIGN PROCESS

RESEARCH & FINDINGS - KEY INSIGHTS / DECISIONS.

Quick hover reveals stock details
tailored for a key user - Investor

