



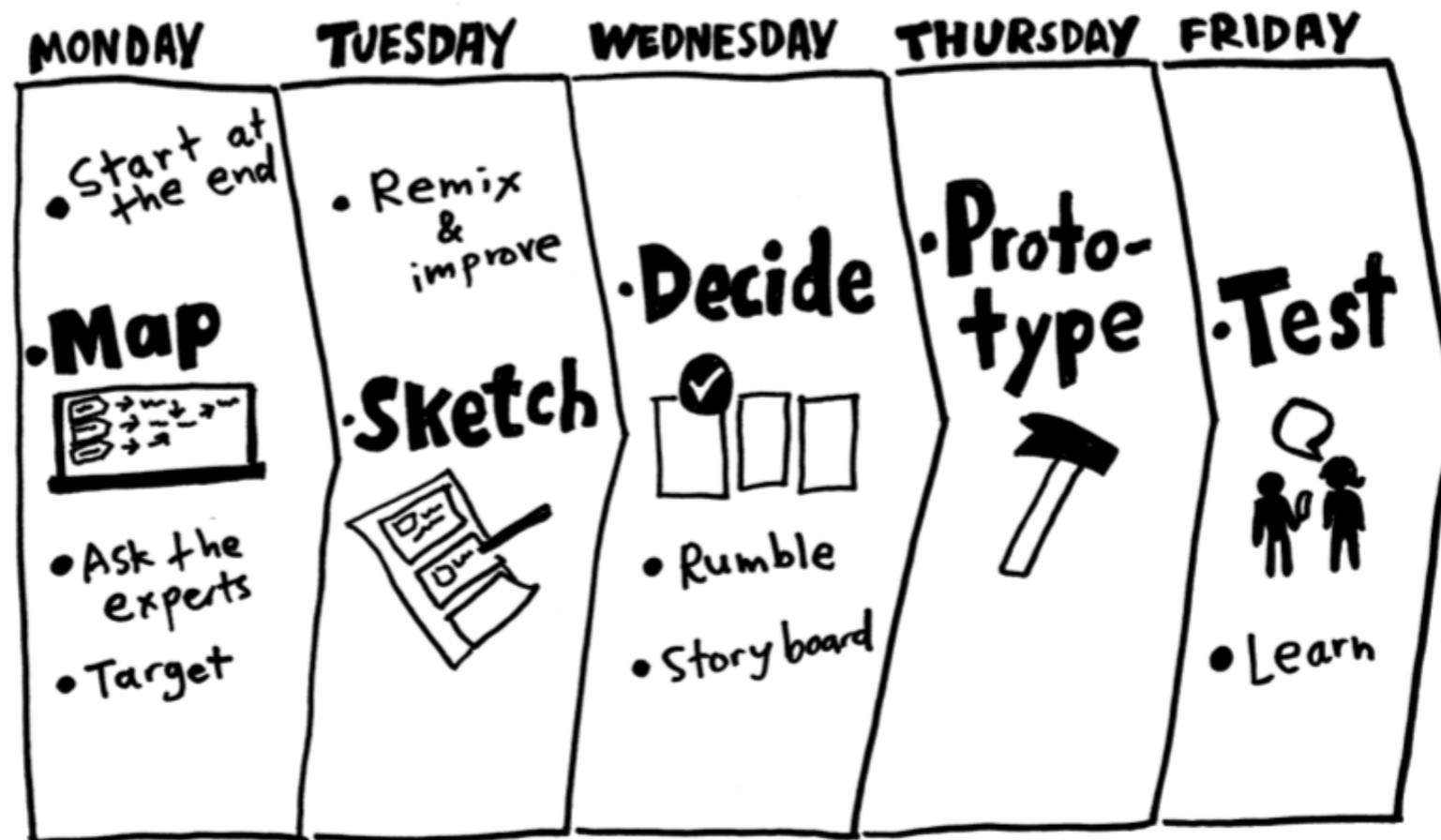
Workshop Case Study

British Gas - My Account



4 days, not 5

Whilst at British Gas I was fortunate enough to have the opportunity to run a number of different workshops. The one I want to focus on for the purpose of this case study is a workshop that I conducted over the course of 4 days. I decided to run this workshop in the Google Design Sprint format but over the course of 4 days as a number of the team were based up in Leicester, so it was really difficult to get them down in London for a full week. We had also already done some ground work and mapped some of the issues that we faced as a team, which usually would take up the entirety of the first days session according to the Google Design Sprint process, so we decided to add sketching to both the mapping and deciding days instead in order to condense the length of the workshop.





The Problem

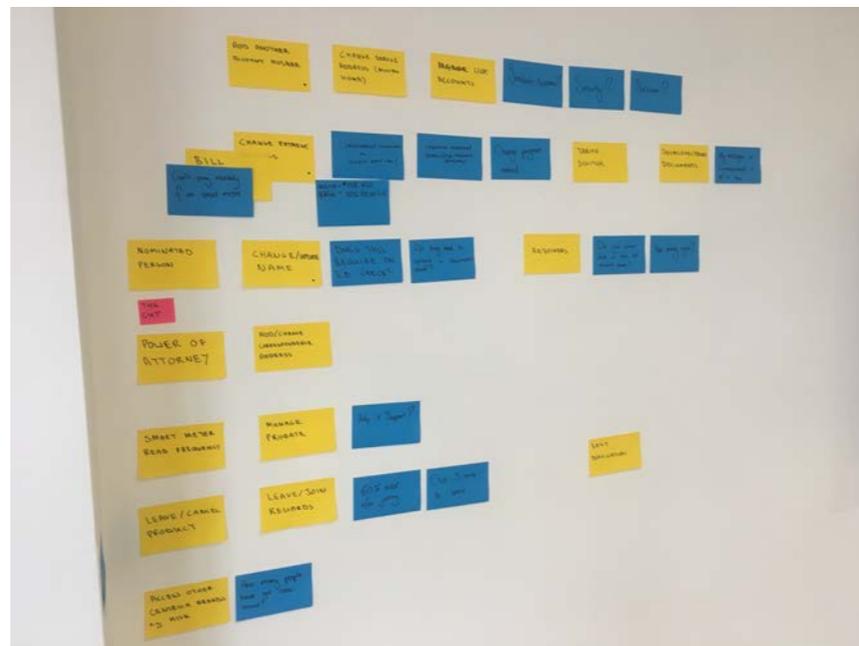
The colleagues from Leicester aforementioned worked in the call centre, and a big problem that the British Gas digital team faced was that customers weren't able to complete some tasks online and would therefore call the call centre. Some of these issues took a long time to process over the phone and the cost of managing phone calls was something that the business was actively looking to cut. Handling journeys over web rather than over the phone was a much more cost efficient strategy for British Gas.

I therefore instructed the team to create post-it notes of all of the things customers called about that we currently couldn't handle online and then I asked them to prioritise the list.

Unprioritised



Prioritised

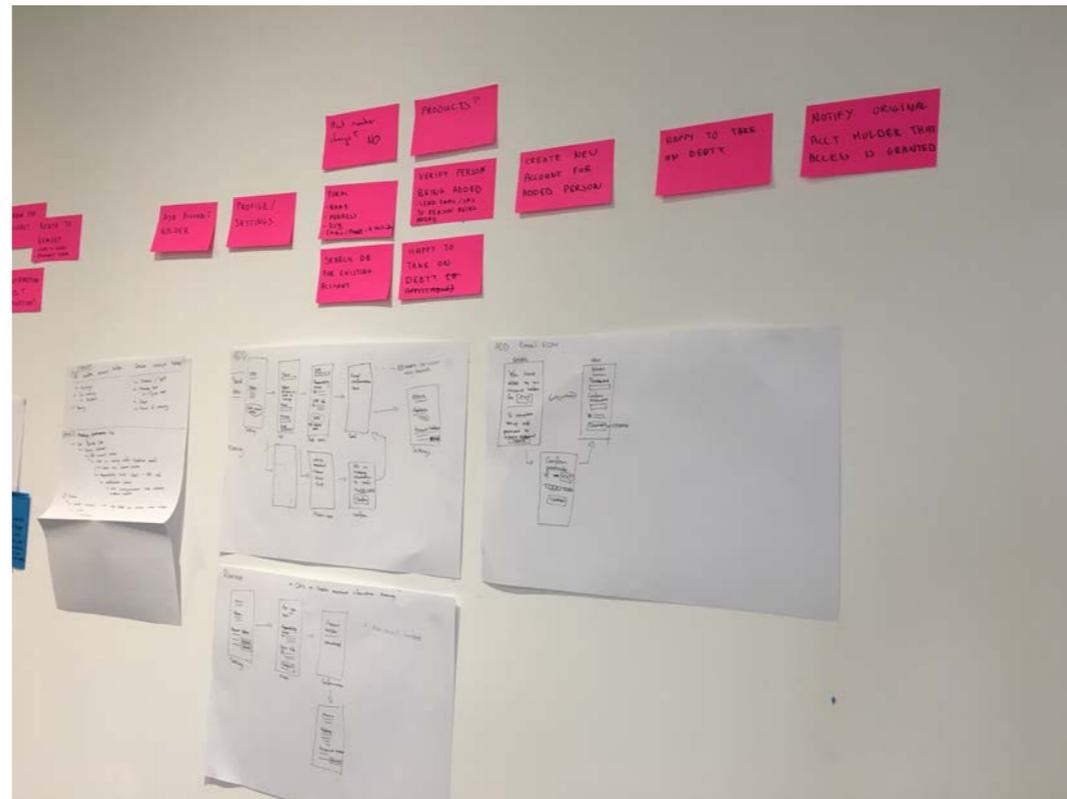


After the lists were prioritised we then determined the cut off point. The core task from here was deciding how customers would find these journeys through a newly designed my account section of the British Gas website.



Journey mapping

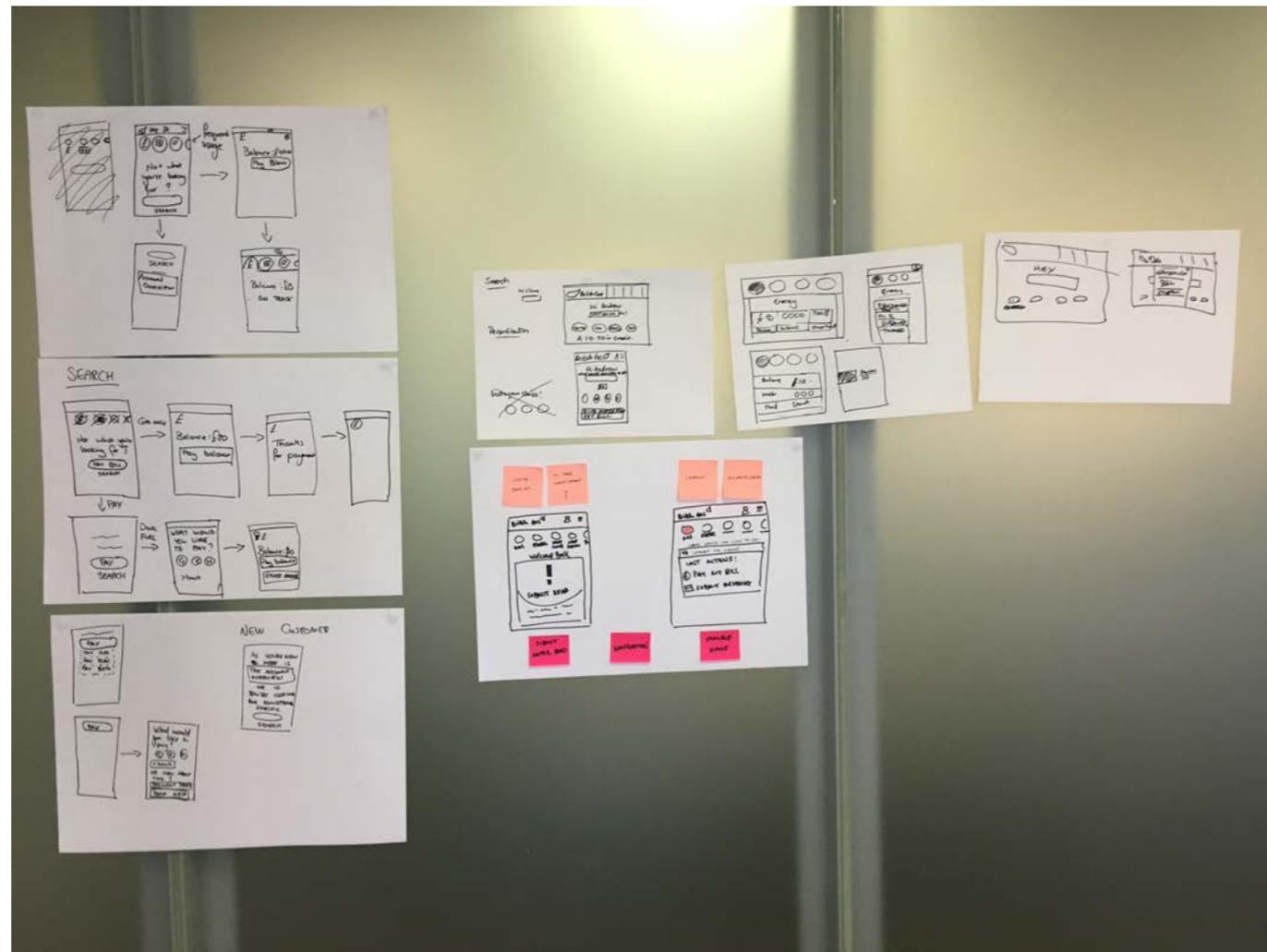
The Add Account holder journey came out as the highest priority item, as can be seen in the last photo. I therefore asked the team to add some post-its of some of the things needed to complete the journey and then split them into two teams. They were then tasked with completing sketches as a team of the add account holder journey.





Refining sketches

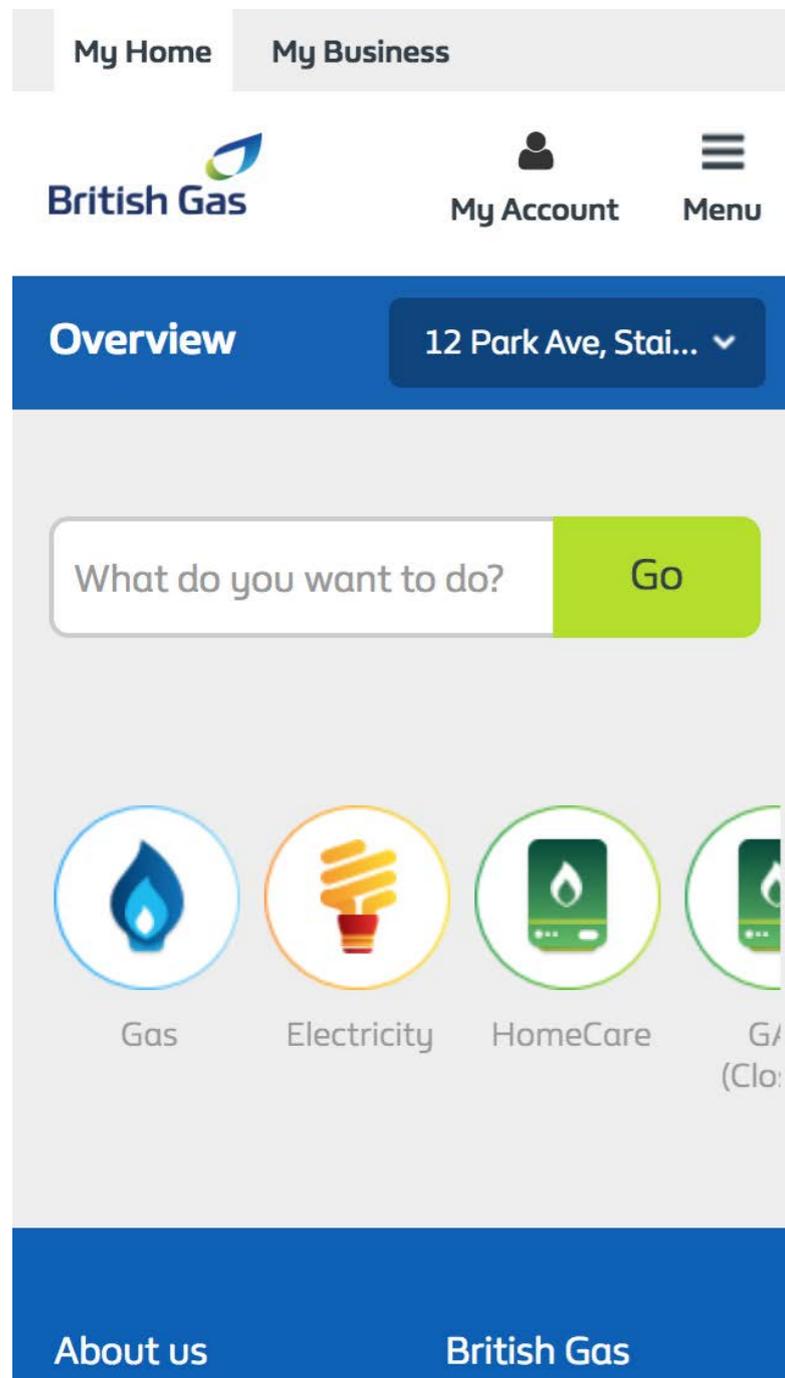
After identifying the key features that we wanted to introduce to the my account screen (search and instagram stories) I instructed the team to do some further sketching of how the screen could look, as you can see the designs started to look a lot more consistent and this enabled me to build an accurate prototype off of the back of this session.





Prototyping

The third day was spent by me creating designs and producing a prototype off of the Sketches that the team had arrived at.



Later in the day I organised an hour call to run the prototype by the team and to make any changes. As luck would have it everyone was satisfied with the prototype and were excited to experience the final day of the workshop: testing.

You can find a link to this prototype here: <https://tvkhhc.axshare.com/#g=1&c=1>

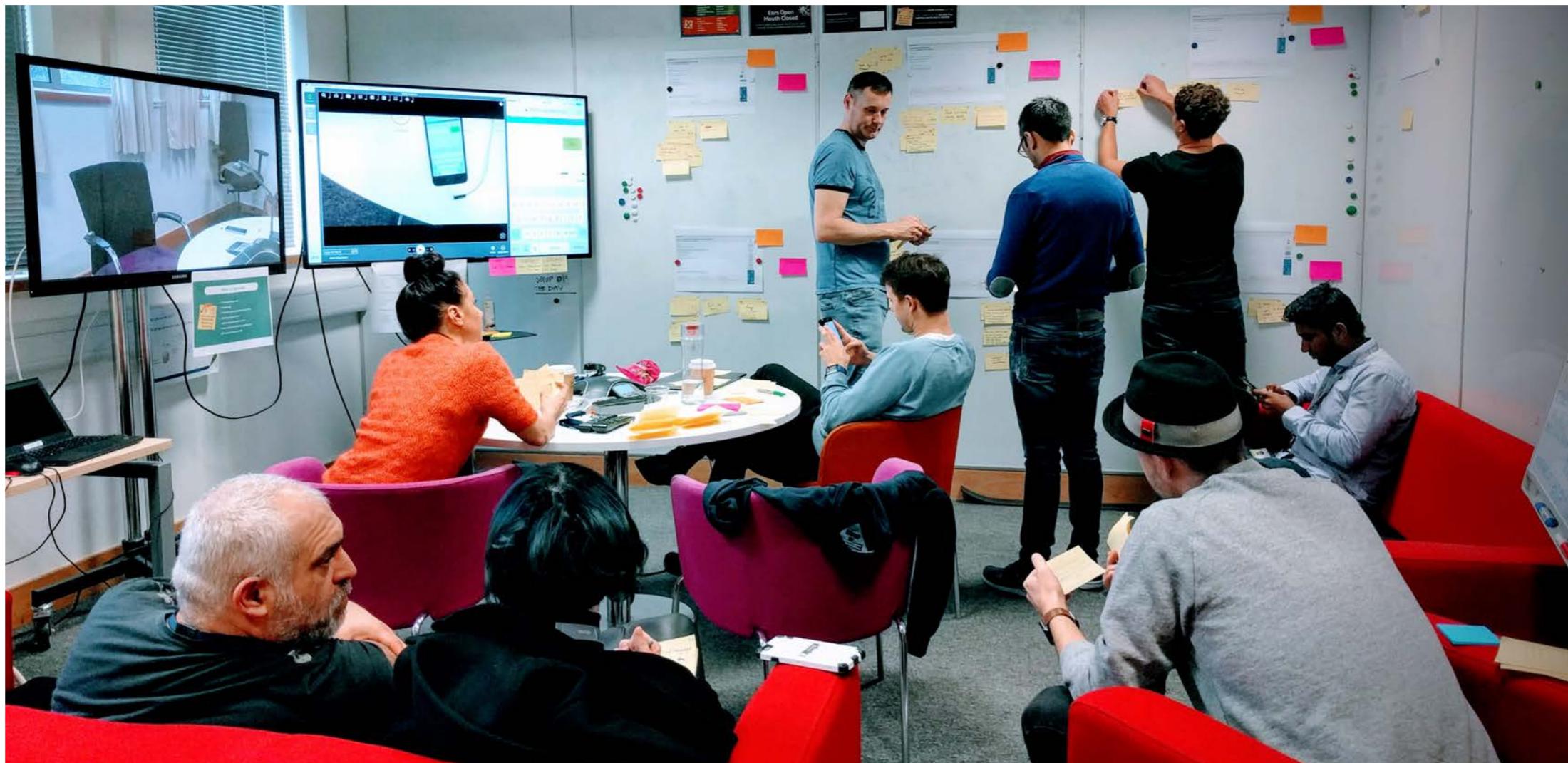
Please note that the fonts may render differently on your machine and that this prototype was built to run on iPhone 5.



Testing

I organised a testing session with 6 British Gas customers at British Gas's user testing lab. I facilitated the session in the backroom, where you can see printouts of the designs and each member of the team would write their own observations on post-its and at the end of each participants session we would talk through the observations, it was then my job to group the common themes.

After the session I spent the next few days creating a report on the findings, which you can find here: [View testing report](#)





Conclusion

As you can see from the report, testing was very successful with pretty much all customers being able to complete all of the tasks. Customers were asked to complete tasks that they would commonly do, such as submit meter readings and pay bills as well as completing the new task of adding an account holder. The reason I tasked customers with doing old tasks as well as the new task is to ensure that the introduction of the new journey did not negatively affect customers ability to carry out the functions that most of our users perform day in day out.

Although the designs were successful, they created some other issues. The Instagram stories themed tabs detracted attention from the search bar, which is perhaps a more efficient way of navigating to harder to find journeys, so we agreed as a team to further iterations to address these issues and I put forward some recommendations as to how these can be address.

By running this workshop it enabled me to attain a lot of respect from members across the team. They all of a sudden understood how difficult design decisions were and how introducing new journeys could disrupt existing journeys that are potentially more important. I found that following on from this workshop that the team placed even more trust in my opinion and my processes and were happy to go along with my recommendations so long as I continued to test repetitively with customers, which I did by holding at least one lab session once a month.