



## **DEPARTMENT OF ENERGY** **MEETING AGENCY OUTREACH GOALS THROUGH A CITIZEN CENTRIC PORTAL**

### **PROJECT DESCRIPTION**

InterImage developed the first Citizen centric energy site for the U.S. Department of Energy (DOE), Office of Energy Efficiency and Renewable Energy (EERE), Building Technologies Program (BTP). BTP is responsible for developing and researching new technologies aimed at increasing energy efficiency of buildings, appliances and equipment as well as disseminating that information to key decision makers who are able to influence construction, manufacturing and purchasing decisions.

Prior to InterImage's involvement, the project had been underway but was floundering. The team had been unable to determine an approach to restructuring the site. BTP site's extensive content was either too technical and poorly organized relative to the needs of its audiences or not specific enough for key stakeholders and decision makers. The BTP portal needed to enable the office to present energy efficiency information and services to citizens, professionals and researchers in a sharp, well organized approach, tailored specifically to each user's needs.

### **MEETING THE CHALLENGE**

Using the Internet as a means to change the actions of developers, architects, homeowners, administrators as well as researchers necessitated a cultural shift for the Buildings Program and required the staff to look at their efforts completely differently. The result has been a site that provides greater accessibility to in-depth content for technical and non-technical users and allows BTP to advance its mission objectives and communication outreach goals. This portal now serves as a knowledge base for DOE, EERE, and BTP. Additionally, the site extends the offices assistance and promotion of energy saving actions and techniques, engaging industries, manufacturers, businesses, governments and homeowners in a conversation about energy saving technologies and practices, and demonstrating the affordability of energy smart actions for buildings, equipment, and appliances.

### **SOLUTION**

InterImage provided project management, business analysis, information architecture, graphic design, web development and technical leadership, which altered the direction of the project to a more usable and citizen centric portal model. The restructuring approach used by InterImage consolidated and focused BTP's communication strategy to three distinguishable information pathways aligned to end user needs. These pathways lead each user to an energy smart action or decision consistent with BTP's mission goals. Each pathway was intentionally developed to share similar taxonomies and labeling as well as provide a deep and thorough cross linking between the various sections to better facilitate a visitor's information gathering and browsing habits.

Critical to the effort of providing diverse information to a wide variety of technical and non-technical users was creating an 'easy to use,' intuitive user interface that incorporated the information pathways into an effective navigation schema allowing users to freely move through the site. InterImage created the graphic design and navigation scheme. We also populated the new site with content and developed interactive functionality.

### **SERVICES RENDERED**

- Project Management
- Goal and Vision Development
- Requirements Gathering
- Marketing and Communications Analysis
- Graphic Design
- Style Guide
- Flash Animations
- Web Page Development
- Testing
- Usability Analysis
- Section 508 Compliance