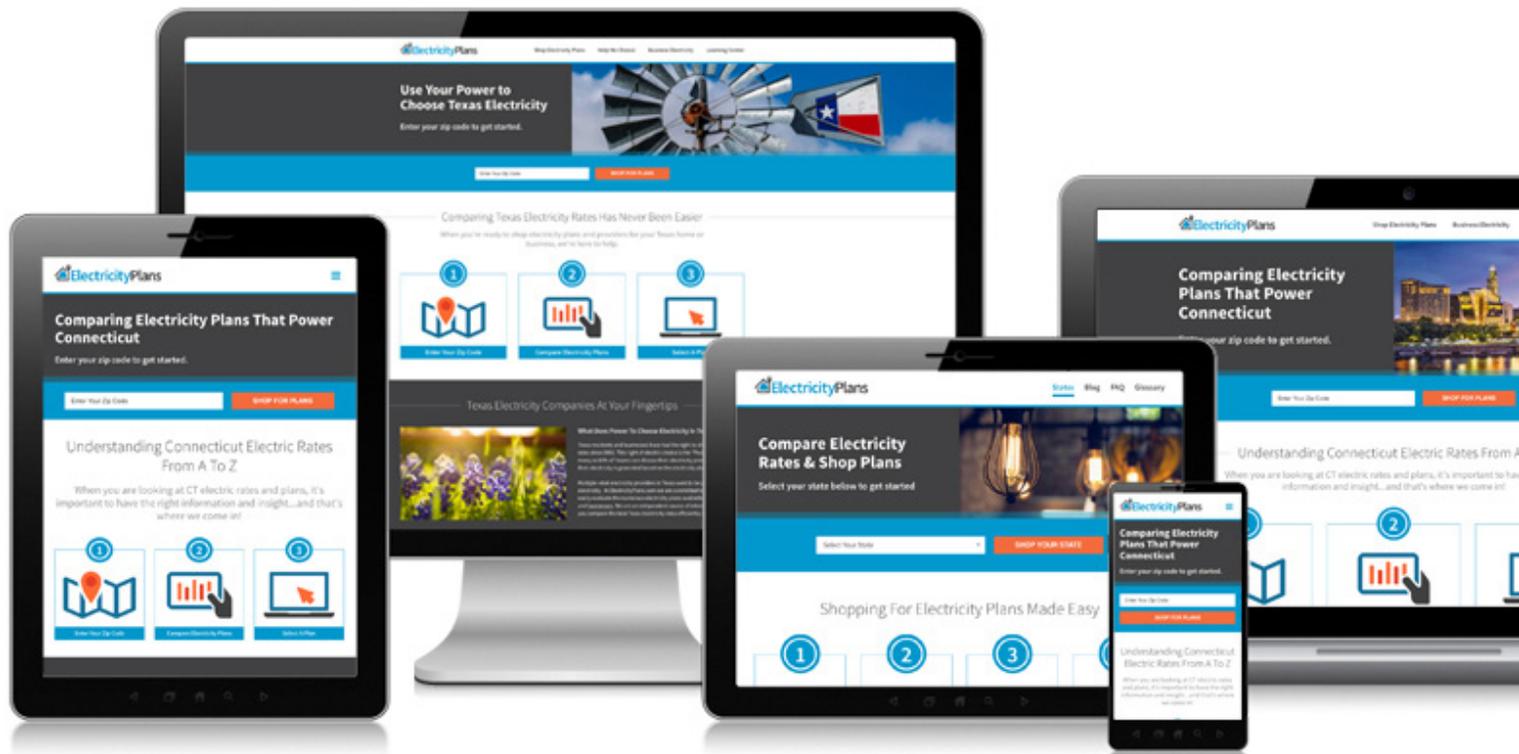


# ElectricityPlans

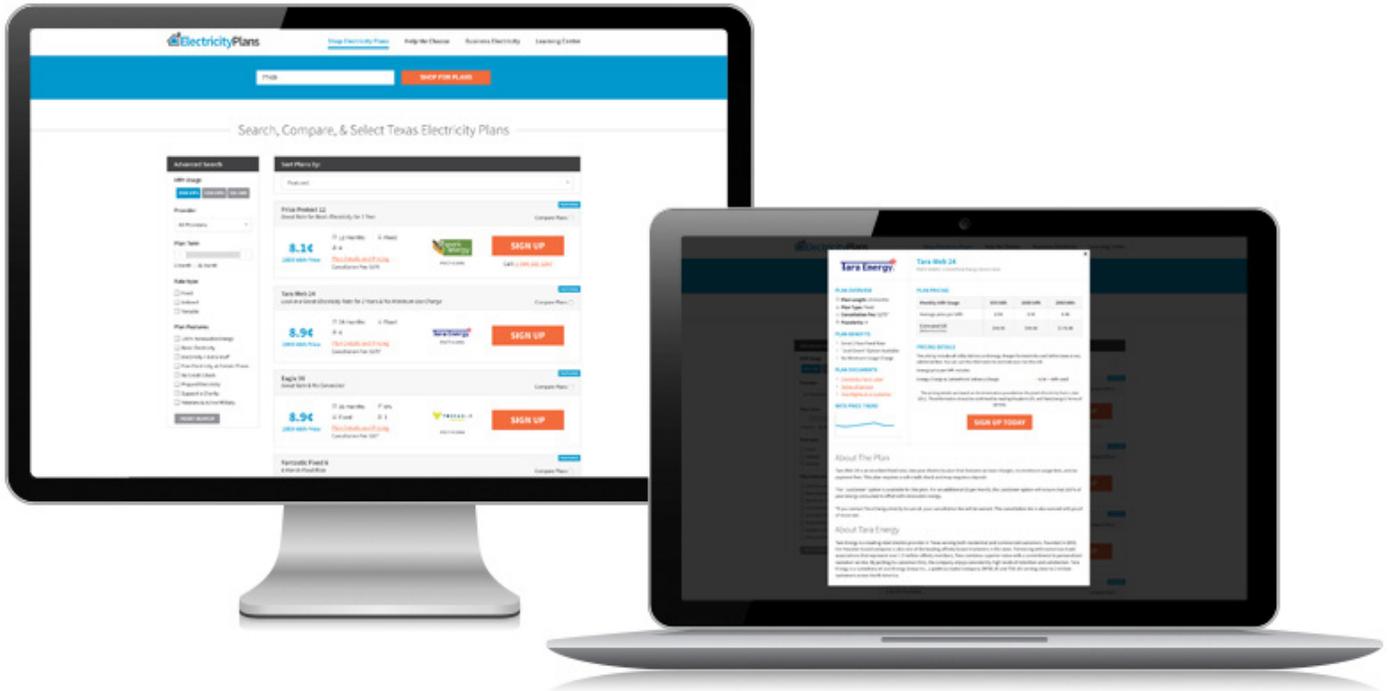


## About ElectricityPlans

ElectricityPlans is a residential and business electricity plan shopping website for deregulated states that integrates a custom search experience returning available electricity plans by zip code and highlighted plans manually curated by the website managers.

The website leverages a WordPress multi-site network for back-end data separation and management, a custom WordPress theme powered by the Genesis Framework, numerous custom plugins, and a custom plan search engine. On the plan search results page, advanced filtering and comparison features have been added, along with 3rd party API integrations for direct, on-site signups.

Within the WordPress admin, custom editorial workflows and tools have been built to manage regular plan updates and third-party data retrieval via APIs.



## Learning An Industry

After partnering with Bourn Creative on other projects, Kelly and Shannon Bedrich approached our team about a website for a new venture into the electricity plan shopping market.

As the design and development team, we jumped in alongside the client for in-depth research and a deep dive into how the electricity regulation industry works, how online shopping for electricity plans works with various providers, and how compliance in the industry must be handled at the state level.

This deep understanding of the industry provided critical insights and a clear understanding of how to manage the visitor experience on the front-end of the site and the publishing workflow on the back-end of the site.

## Project Description

The site was built as a multi-site network to enable the client to create and publish network-wide content as well as separate content by state to adhere to varying state rules and regulations, yet maintain a seamless experience across all sites for visitors.

The development process for ElectricityPlans was atypical, as the site wasn't designed in full prior to development, but instead designed and iterated upon as new information was discovered about the internal workflow, how providers transfer information, what specific providers required, and ongoing changes to meet legal compliance.

In addition to the design and development of the website and the ongoing engineering needs, Bourn Creative worked with ElectricityPlans to establish the brand, which included logo design, color palette development, typography selection, brand style guide, social media graphics, brand imagery, and more.

We continue to work with ElectricityPlans on an ongoing basis for website support and maintenance, new feature additions, and ongoing design projects, and have since duplicated and adapted the technologies built for the natural gas plan shopping market.

