

ESAI.COM

ESAI Energy site redesign
2009

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ESAI

Energy Security Analysis, Inc.

Market Analysis with Impact



- HOME
- OUR EXPERTISE
- READING ROOM
- ABOUT US
- STUDIES & PROJECTS
- BOOKSTORE

- 4 [Press Room](#)
- 4 [Try Our Research](#)
- 4 [Ask a Question](#)

Client Login

Username:

developer

Password:

●●●●●●●●

Go

Not a client?
[Learn more](#)

ESAI is the recognized authority on energy markets. Since 1984, clients have counted on our proven analytical skills to help their business stay on top of the petroleum, natural gas, and power markets.

Our Expertise

- ▶ PETROLEUM
- ▶ POWER
- ▶ NATURAL GAS
- ▶ RISK MANAGEMENT



Our Products

- ▶ WRITTEN RESEARCH
- ▶ CONSULTING SERVICES
- ▶ DATA & ANALYSIS
- ▶ PROJECT DEVELOPMENT

ESAI in the News

- 14 Oct **Boston Herald:** Paul Flemming on ASC's upgrade of the grid system. [read quote](#)
- 12 Oct **Bloomberg:** Andrew Reed on oil refiners capacity cut. [read quote](#)
- 06 Oct **Dow Jones:** Rick Mueller on the crude oil market. [read quote](#)
- 06 Oct **Times-Tribune:** Andrew Reed on fuel oil for the coming winter. [read quote](#)
- 30 Sep **Dow Jones:** Rick Mueller on crude market. [read quote](#)
- 28 Sep **Transport Topics:** Andrew Reed on gasoline inventory. [read quote](#)
- 25 Sep **Boston Herald:** Sander Cohen on

Recent Research

- 14 Oct **Global Crude Outlook** Six-month worldwide forecast.
- 13 Oct **Natural Gas Fundwatch** Weekly market outlook.
- 13 Oct **Northeast Balance of the Week** Regional price forecast.
- 12 Oct **Congestion Watch** Monthly report on congestion price dynamics.
- 12 Oct **Northeast Energy Market Watch** Long and short-term power market outlook.
- 12 Oct **Oil Energy Fundwatch** Weekly analysis of financial influences on prices.

October 15, 109

Highlights

[ESAI's Published Articles and Archive](#)

[ESAI's New EurasiaWatch: September](#)

[ESAI's New Petchem Report: September](#)

[Scatter Shot Reform: 2010-2025](#)

[Russian Oil and Gas White Paper](#)

[Uneasy Alliance Between Paper & Physical](#)

[September WSI Seasonal Energycast](#)

[Confrontation with Iran](#)

Market Watch

The incredible rally in gold prices highlights the potential for further dollar weakness, and resulting bullish support for crude from the financial sector.

Daily Technicals

- 4 [Crude Oil](#)
- 4 [Natural Gas](#)
- 4 [EIA Storage](#)

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ESAI is a Massachusetts-based energy analysis company. In 2009, it became clear that they needed to give their customers - who pay quite a lot for their information and analysis - a much better experience and easier access to the data.

They also needed to create a visual and experiential presence that would complement and add credibility to their position as thought leaders with cutting edge data and information.

ESAI Home Page prior to the redesign



THINKmedia - Creative Brief

Prepared by: Matt Laurence
Date: 10-2-09

Project Title: ESAI Site Redesign
Version: V1.1

brand positioning: *What does the brand stand for? What is the positioning statement?*

With over a quarter century of experience, ESAI's mission is to sell the most cutting edge analysis of the complicated Energy and Power industries. We combine our proven analytical strategies with the best analysts and information available.

brand personality: *Describe it; passionate, leadership, youthful, lighthearted*
Clean, clever, cool, clear, welcoming yet professional, concise, c

creative purpose/objective: *What is the purpose of the creative? Use it*
"Welcome to our business"; this is a tool for everyone. A place to post for who we are and what we do. To be the source news me markets and find interviews and information on what we are say

target audience: *describe the group for whom the creative is intended.*
CEOs, Analysts, Newscasters, big oil and power and alternative

key product benefit: *The best, most reliable, safest, easiest to use, newe*
customers come to our database to view the publications genera what makes the data cutting edge, up to date and HIGHLY desir information- although this "house" is in need of some serious rer

reasons to buy/use: *Why does the user need this? What are the one or tw*
The best and most current information, a destination where this

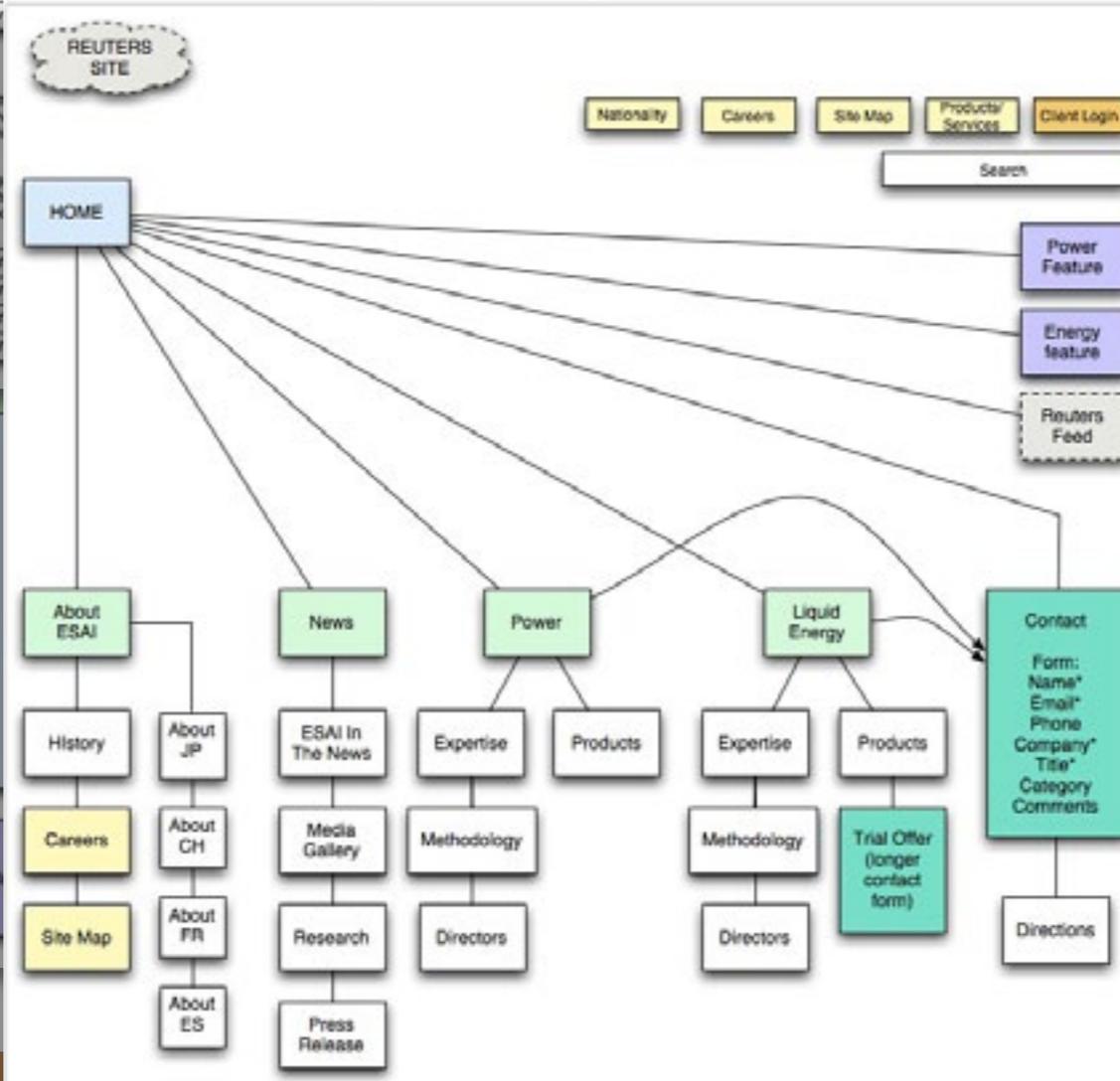
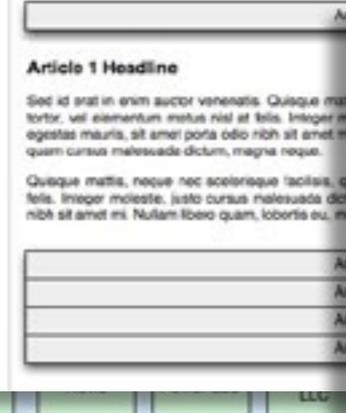
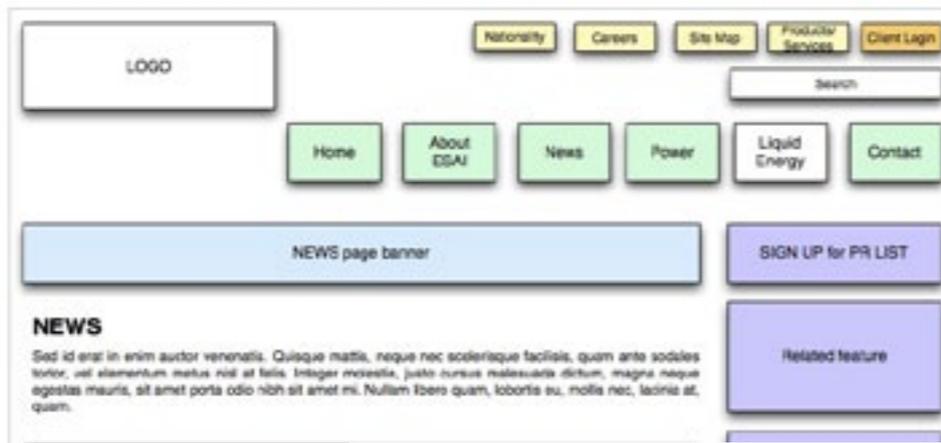
key communication: *what is the single most important message you need*
ESAI provides unique, cutting edge analysis of the complicated strategies and the best analysts and data available, and we ma

creative tone: *Energetic, approachable, lighthearted, etc.*
Clean, professional, modern, informative, engaging

Intended reaction: *"I didn't realize that. I want to learn more. How can I ge*
"Wow, I knew ESAI had the best data and research techniques justice to the quality of their data and technique. Now I trust the other analysis

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ESAI corpora
between Pow

approved by



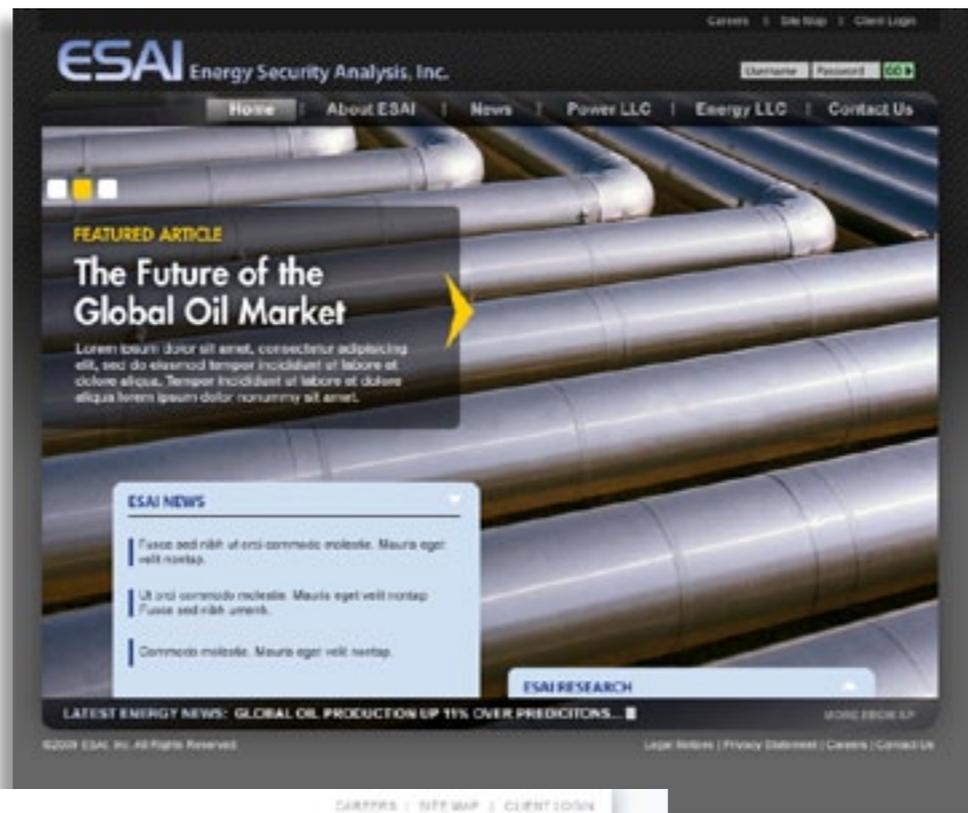
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The first steps were gathering requirements, interviewing stakeholders, and doing a top-level competitive analysis. To my relief they had already done a content audit, simplifying one aspect of my work.

All of this information was distilled down into a master creative brief document, a new site map, and a set of wireframes. All of these documents were somewhat simplified for the sake of the people at ESAI who had to interact with and approve them.

ESAI creative brief, site map and wireframe samples

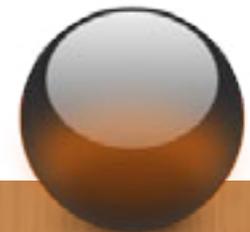




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Stakeholders wanted to see a variety of styles based around the creative brief that we'd agreed upon; these were three of the final designs that were presented.

ESAI visual design mockups





QUICK LINKS: I'm looking for...
Select a link

| LATEST ENERGY DATA | | | |
|--------------------|----------|--------|-----|
| WTI | 12580.20 | +30.15 | ... |
| NG | 1443.75 | -2.75 | ... |
| GLD | 2471.34 | +12.65 | ... |
| \$/€ | 94.68 | +0.41 | ... |
| DJA | 19.58 | +2.20 | ... |
| RDS.A | 42.35 | -5.70 | ... |
| F | 42.35 | -5.70 | ... |



FREE WEBINAR
Webinar description in brief - sign up now

ESAI POWER

- NORTHEAST POWER NEXT WEEK:** Peak loads are expected to soften slightly Mon-Thurs
- ESAI OCCASIONAL MEMO:** NE Transmission Update, Southwest CT 345 kV Loop Now Complete
- WSI NEWS RELEASE:** Cold Winter in Eastern US, Especially After New Year

MORE POWER

ESAI LIQUID ENERGY

- LOREM IPSUM DOLOR** sit amet, consectetur adipiscing elit, sed do
- UT ENIM AD** minim veniam, quis nostrud exercitation ullamco laboris nisi ut
- DUIS AUTE IRURE DOLOR** in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

MORE LIQUID ENERGY

ESAI IN THE NEWS

- Global Oil Production Up 11% Over Predictions more
- Has Saudi Arabia Finally Hit Peak Oil? more
- ANWAR Back on the Table After Big Exxon Push... more

MORE NEWS

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After several rounds of revisions, as well as some additions and changes to the scope and the requirements, the designs were refined down to a set of final pages reflecting the professionalism and style that ESAI wanted to project.

From this point, I coded the site. Buttons were CSS-based and easily changed; the home page feature area was done in Flash (how far we've come since then), and was easily updated through an XML file; the "Latest Energy Data" sidebar feature was dynamically generated with PHP.

ESAI final home page



NEWS

ESAI IN THE NEWS | MEDIA GALLERY | RESEARCH | PRESS RELEASES

ESAI IN THE NEWS

All information is presented in chronological order from most recent. Power and Liquid Energy entries are noted. For archived news materials, please contact Sarah Seminski, Marketing Coordinator at sseminski@esai.com

ESAI Power | ESAI Liquid Energy | ESAI

NEW YORK TIMES, OCTOBER 16, 2009 +

BOSTON HERALD, OCTOBER 14, 2009 -

American Superconductor Corp. will provide high-tech wire and cable systems for a New Mexico project that some say could change how renewable-powered electricity is transmitted nationwide. The Devens-based company yesterday announced it has invested \$1.7 million into Tres Amigas LLC, which is building New Mexico substations it hopes will, for the first time, link the nation's three main electric grids. The so-called "Tres Amigas" project is still a long way from reality, with government regulatory approval and financing still to be lined up. At the earliest, it could be operational by 2014.

But supporters think it could finally unite the East, West and Texas grids, allowing wind and solar companies to transmit alternative-energy produced electricity through lines across the nation. "It's very interesting," said Paul Fleming, an analyst at Energy Securities Analysis in Wakefield. The grid system is "fairly antiquated" in its ability to handle new technologies, he said, but upgrades could allow solar and wind power generated in one part of the U.S. to be exported to other regions.

Seth Kaplan, an attorney at Boston's Conservation Law Foundation, said upgrading the nation's grid system could help the renewable-energy market, though he warned any upgrade shouldn't be used to promote electricity generated from fossil fuels. American Superconductor's stock rose 1.6 percent to \$33.22. But part of yesterday's rise could be tied to reports that several large companies may be interested in acquiring American Superconductor for its wind- and solar-energy technologies.

BLOOMBERG, OCTOBER 12, 2009 +

DOW JONES, OCTOBER 6, 2009 +

TIMES-TRIBUNE, OCTOBER 6, 2009 +

REUTERS, SEPTEMBER 17, 2009 +

QUICK LINKS: I'm looking for...

Select a link



Webinar description in brief - sign up now

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News pieces could be added manually or from external feeds, and could be tagged for sorting and visual discernment. An accordion format was used to maximize the use of space and accommodate a potentially large number of articles.

ESAI final news page



ABOUT ESAI

HISTORY CAREERS SITE MAP

CAREERS AT ESAI

Energy Security Analysis, Inc is an international firm headquartered approximately 10 miles outside of Boston, Massachusetts, USA. Our client lists includes key players in the global petroleum, natural gas, and power industries as well as important energy consumers and national governments. ESAI offers a casual, challenging, and intellectual work environment. Our analysts conduct cutting-edge research and assist companies in navigating both mature and newly deregulated energy markets.

ESAI offers a competitive benefits package, including medical and dental insurance, paid vacation and holidays, and a 401K plan.

The following positions are currently open:



Senior Northeast Power Markets Analyst

ESAI is seeking a qualified Senior Power Markets Analyst in our rapidly expanding Power and Gas practice.

Knowledge/expertise of transmission and market operations in at least two of the Northeast Control Areas (New England, New York, PJM and Midwest ISO) as well as experience in analyzing power systems utilizing power flow transmission simulation is essential to support the research and consulting activities of the company.

The position requires the ability to:

- Develop and maintain power flow models.
- Use power flow models to forecast LMP pricing and congestion.
- Contribute to ongoing written research reports with specific efforts geared to Northeast market outlooks and developments.
- Assist in maintaining current databases of generation and transmission facilities.
- Keep current on the ISO/RTO policy development and FERC policy that will impact capacity and energy markets.
- Contribute to consulting project work.
- Interact with clients to explain market dynamics, new policy developments, relationships between power pools, congestion and transmission impacts, and a host of other issues.

QUICK LINKS: I'm looking for...

Select a link

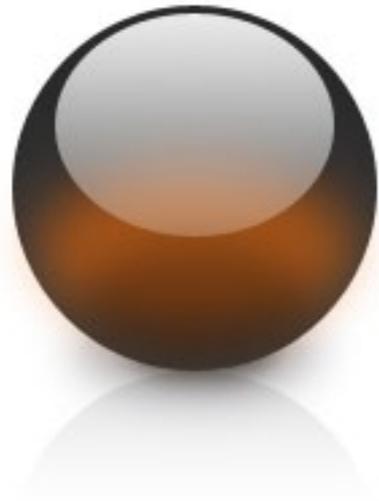
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The redesign was very well received by both internal and external stakeholders, who staged an outreach campaign and a party around its launch. I continued to maintain the site for six months afterwards, at which point it was taken over by internal resources.

ESAI careers page





Thank You!

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