

# 5 Design Principles

## for Increasing Customer Engagement



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# Enhance Desirability

Attractive things inherently work better and make it easier for people to find solutions to the problems they encounter.



# Establish Relationships

Providing intuitive interactions for short-term relationships, and rich experiences for long-term ones, can effectively enhance audience retention.



# Encourage Interaction

Consistent, expected interactions not only support a more successful experience but also encourage the possibility of future experiences.



# Build Trust

Adherence to design principles that enhance understanding, awareness and control help to establish a sense of trust and give products and services integrity and reliability.



# Experiment

Allowing a design process to explore multiple alternatives simultaneously increases the chances of devising a better solution to any problem.





## Login

**User ID:**  [Forgot User ID?](#)

**Password:**  [Forgot Password?](#)

Remember my User ID

New user? [Register now](#)

## Save Money & Energy

High bills? AEP Ohio offers many tips to help our customers reduce energy usage and keep costs down.

- [Energy-Saving Tips](#)
- [Energy Calculators](#)
- [Compact Fluorescent Lights \(CFLs\)](#)

## Outages & Problems

**Report Outages & Problems**

Please Select ...

- [Map of Current Outages](#)
- [Outage FAQs](#)
- [Outage Safety Tips](#)

## Your Account

- [Pay Your Bill](#)
- [Paperless Billing](#)
- [View Bills](#)
- [Your Energy Usage](#)
- **Moving?** [Start](#) / [Stop](#) / [Transfer Service](#)
- [Manage Account Information](#)
- [Payment Assistance](#)
- [Level Your Payments](#)

## News & Announcements

6/30/2009


[Win Ohio State football tickets!](#)



## Your Safety

At AEP Ohio, we want all of our customers and employees to use electricity in a safe manner.

# Save Money & Energy

 [Save Money & Energy](#)

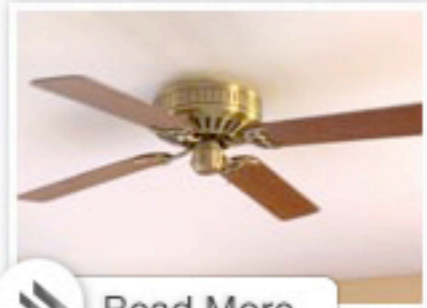
[Logged In / Log Out](#)  
Switch to: [Business Customer](#)


- [Learn Energy Efficiency](#)
- [Calculate Energy Consumption](#)
- [Energy Savings Programs](#)
- [Our Energy Efficiency Efforts](#)
- [Success Stories](#)
- [Need to Reduce Payments?](#)

## Be Part of the Solution

AEP Ohio wants to partner with you to be a smart user of energy in your home or business. Learning and adopting new energy efficient behaviors saves you money. And, it helps us all be part of the solution to reduce energy consumption.

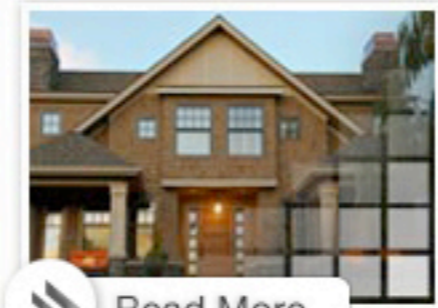
**Learn Energy Efficiency**




 [Read More](#)

Find tips, videos, and links to more information on energy efficiency.

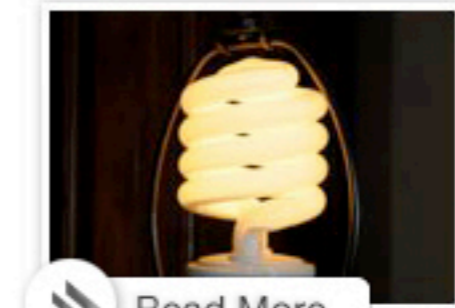
**Calculate Energy Consumption**




 [Read More](#)

Find calculators that determine ways to cut back on your electricity usage.


**Energy Savings Programs**




 [Read More](#)

Find energy efficiency programs through [gridSMARTOhio.com](http://gridSMARTOhio.com).

**Our Energy Efficiency Efforts**



 [Read More](#)

Learn about efforts AEP Ohio is taking to lower energy consumption.

## Ten No/Low Cost Savings Tips

1. Unplug electronics and underutilized appliances.
2. Take advantage of your computer's energy-saving features.

## Special Promotions

# Account Summary

 [My Account / Register Your Account](#)

Logged In / [Log Out](#)  
Switch to: [Business Customer](#)

- [Account Summary](#)
- [Bills & Payments](#)
- [Energy Usage](#)
- [Your Service](#)
- [Account Profile](#)

## Step 4: Set ID/Password

\* Required Field

**Create User ID:**  
\*  6-12 alphanumeric or [special characters](#)

**Create password:**  
\*  6-12 alphanumeric or [special characters](#)

**Confirm password:**  
\*

**E-mail address:**  
\*  We need this for password retrieval.

**Confirm e-mail address:**  
\*

- 1) Find Account ✓
- 2) Verify Address ✓
- 3) Confirm Access ✓
- 4) Set ID/Password

Thank You

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