



## Passive Pat - "The Fan"

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- Passively interacts with E-App information
- Indirectly affected by the information
- Inactive consumer

### Description

Pat is an indirect consumer of the Energy App data. If located at a plant; the data is most often relayed via the morning staff meeting. If offsite; the app would be viewed at a workstation periodically for additional insight or curiosity into performance stats. The Energy App is not necessarily an integral part of Pat's daily work and responsibilities.

### Primary Needs

- Team/Personal performance updates
- Insight into company operations

### Common Tasks

- Work assignments
- General performance

### Frequency of Use

- Daily
- Weekly
- Monthly

### Viewing Method

- Projector/Meetings
- Desktop

### Primary User Groups

- Attendees of morning meeting
- Misc. We Energies employees



## Strategic Sam - "The Coach"

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- Drives strategic business decisions
- Long-term planning
- High-level oversight
- Financially Minded

### Description

The highest level user of the Energy App. Sam tends to have a long-term view of the information presented and is interested in trending and analysis to gain insight into the efficiency and profitability of the fleet. The Energy App is the looking glass into the overall performance and status of We Energies operations.

### Primary Needs

- Fleet views
- Financials analysis
- Long-term trending views
- MISO data

### Common Tasks

- Fleet performance
- Financials – profitability
- MISO commitments
- Fleet/Plant Efficiency

### Frequency of Use

- Daily - Morning Meeting/Call
- Internal Updates
- Peak demand times

### Viewing Method

- Desktop
- Mobile

### Primary User Groups

- Director level and above



## Tactical Terry - "The Player"

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- Depends on Energy information to do job
- Actively engaged with data
- Risk analysis of Plant within the Fleet
- Operational

### Description

Tactical Terry a very hands-on user of the Energy App. Usually located at a plant; Terry is primarily focusing on daily plant data and uses it to plan and staff work, outages, maintenance and also to inform upper management of issues on a daily and weekly basis. The Energy App is crucial part of daily work and responsibilities.

### Primary Needs

- Daily/Weekly views
- Current Plant status across the fleet
- Unit data across the fleet

### Common Tasks

- Maintenance & staff scheduling
- Risk mitigation and management
- Fleet & Plant performance

### Frequency of Use

- Daily - Morning Meeting/Call
- Periodically throughout week
- Increased use during peak demand

### Viewing Method

- Projection/Meetings
- Desktop
- Mobile

### Primary User Groups

- Asset, Operations & Maintenance Managers
- Other plant management