

[Human Centered] DESIGN  
Harold Hambrose  
Electronic Ink  
April 29, 2015

CUSTOMERS AT THE  
CORE



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I make things.

I make things that solve problems.

I make things that make life better for people.









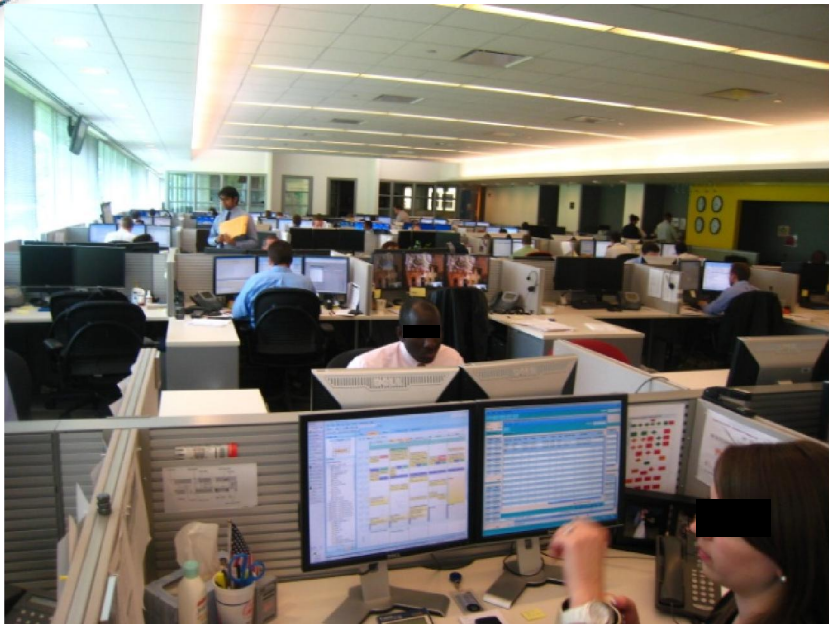
I make things.

I make things that solve problems.

**I make things that make life better for people  
inside the business enterprise.**



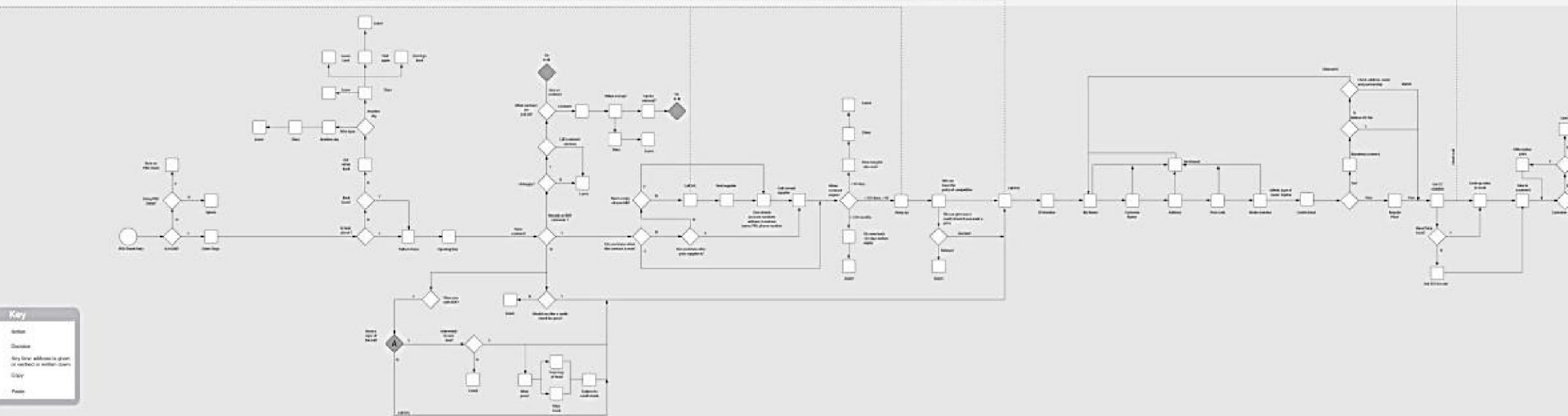
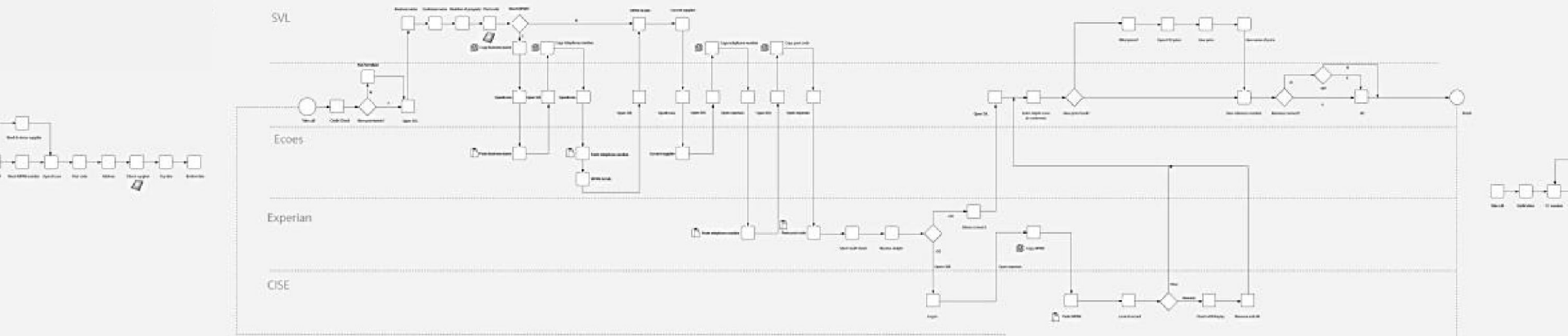








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**System: 15:13 - Eastern transfer limit soon to b...**

**Event: 15:21 - Western Equipment outage**

**Economics: 15:19 - PSESSX 12 crossed cost thre...**

EASTERN: Current: 7,600 MW Limit: 7,780 MW

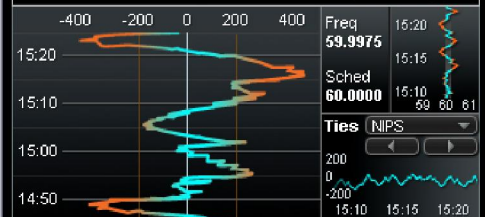
1 of 4 All

EMS/UDS Load: 87,600 MW All 30 min

+2:32 hrs -1,500 MW +1:34 hrs +1,839 MW



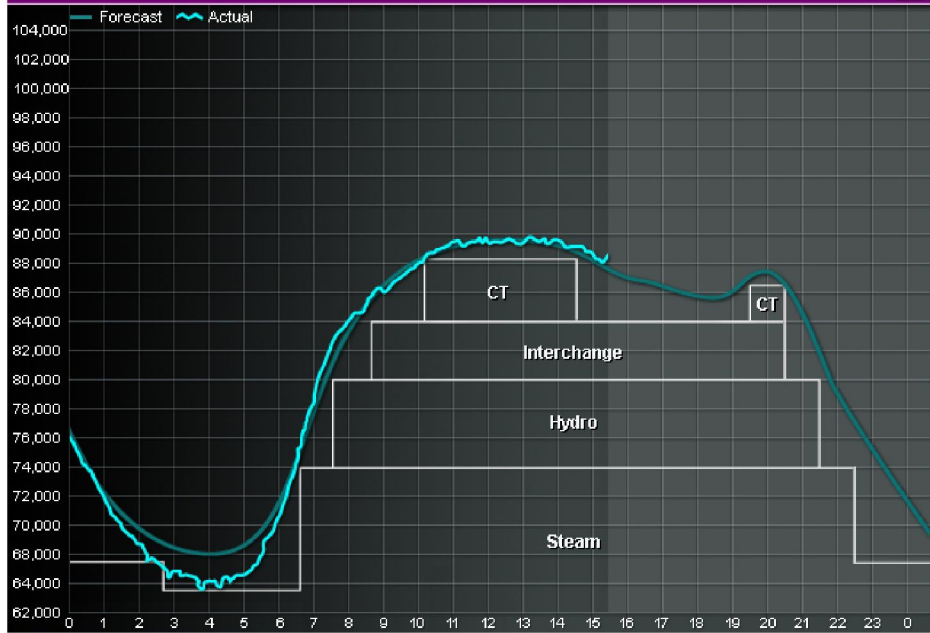
EMS-RTO ACE: 186 CPS2: -50 Req: 21 30 min



EMS-Transfer Margins (last 15 min) TLC Summary

AP-S	29.5 (305,208)	Cent	538 (256,775)
BB	50 (80,40)	East	828 (305,208)
West	560 (815,108)		

RTO Load: DATA NOT REFRESHING



Load Pick-Up: Peak at 12:04

Load Delta	2,300
Load Pick-Up MW	500
Current Avail. Steam	800
Hydro MW	600
Interchange Inc./Dec.	400

Load Pick-Up: Peak at 20:02

Load Delta	3,302
Load Pick-Up MW	241
Current Avail. Steam	1,178
Hydro MW	1,097
Interchange Inc./Dec.	-786



# MoMA

**Application Name** [Maximize] [Close]

File Edit View Help

**IPC** 06:45:25 MPD Central Station  
Sarah Thompson

Patch Simulcast A1 A2 A3 RADIO 1

Radio 01 Radio 02 Radio 03 Page Phone Intercom Controls + Add Workspace

TELEPHONE In Call

**Preston Broadus** 0002  
215-555-0011 0:45

Hold Park Xfer Conf

Show Lines

1 2 PSC 3 DEF A  
4 5 6 PPO B  
7 POP 8 TUV 9 DVT C  
\* 0 # G D

END CALL

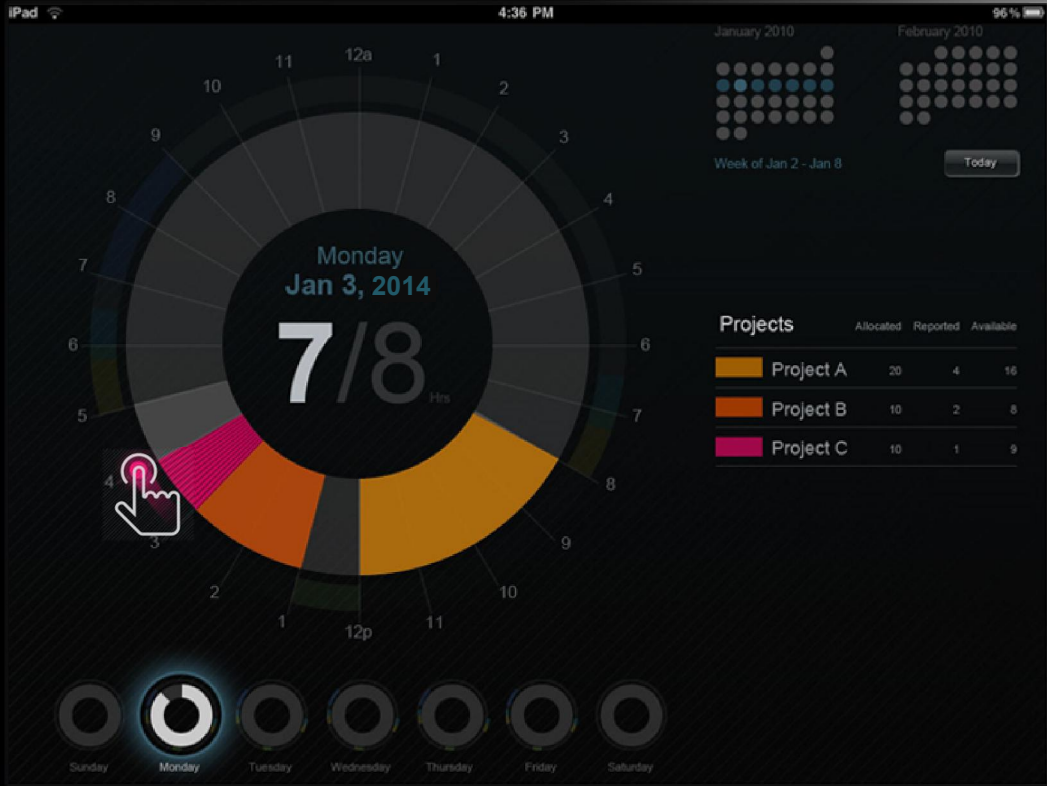
**BULK QUEUE**

Current Calls (5) Call History Answer Longest Ringing

Line	Status	ID	Community	Address	Time	Length	
001	Busy	1	East Falls	101 Midvale Ave.	20:42:05	1:32	
002	Active	1	Fairmount	1801 Fairmount Ave.	20:43:40	0:45	
003	Busy	1	Germanstown	1421 Walnut Lane	20:43:35	1:32	
004	Busy	2	Bella vista	902 E. Passyunk Ave.	20:43:15	0:53	
005	Busy	4	Center City	2201 Market St. Suite 12	20:44:50	0:23	
006	Parked	1	West Oak Lane	4063 Acorn Dr.	20:44:25	2:50	Retrieve
007	Hold	1	Mt. Airy	1223 Allens Lane	20:44:10	1:25	Retrieve
008	Ringin		Center City	532 S. 13th St.	20:45:55	0:04	Answer
009	Busy	2	Center City	1821 Sanson St.	20:45:35	0:44	
010	Busy	3	Center City	1101 Filbert St.	20:45:35	1:48	

MAP

**002: Preston Broadus**  
Phone: 215-555-0011  
Address: 1801 Fairmount Ave.  
City: Philadelphia  
State: Pennsylvania  
Community: Fairmount

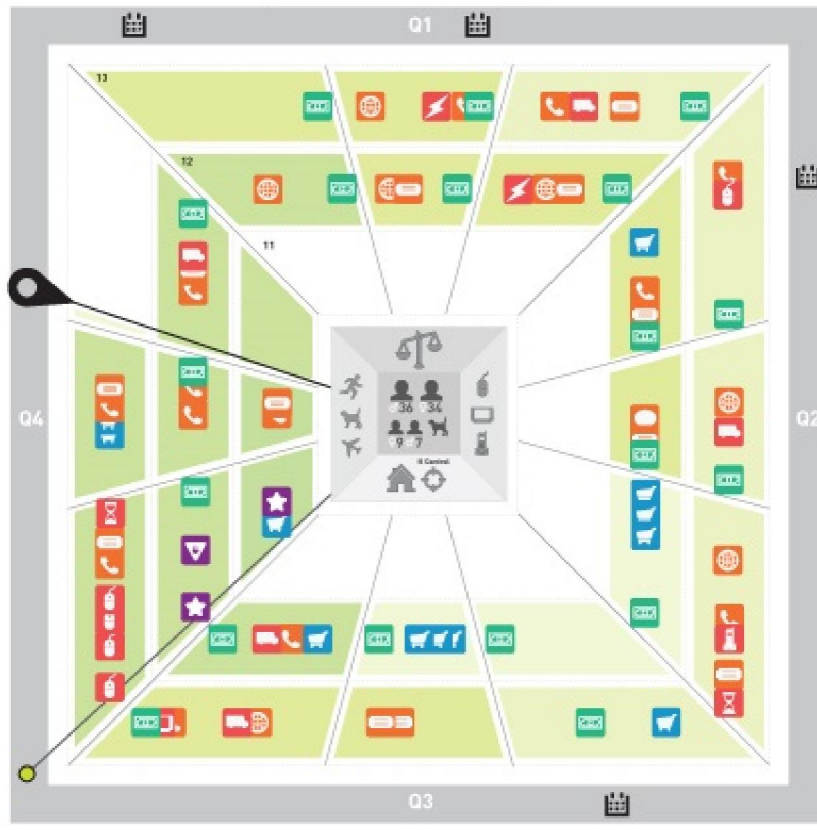




Customer History

Recent Events

Customer Tenure 2 years 2 months



- Bill Payments (19)
- Support Calls (13)
- VOD Orders (12)
- Tickets (12)
- My Account Visits (7)
- Truck Rolls (5)
- Internet Outages (5)
- Delinquent Payments (2)
- Service Outages (2)
- Promotion Start (2)
- Voice Outage (1)
- TV Outage (1)
- Promotion End (1)





**THANK YOU.**



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