



# Proposal for Well Water Contaminant Website

Julie Odenbach  
**Dakota Well Water**  
123 2nd Street  
West Fargo, ND 58402

## Overview

Dakota Well Water accepts well water samples from customers and currently mails out either a hard-copy report or sends an email to customers with their well water test results.

We propose to implement an online website to display our customer's well water test results for their year-to-year aggregate test results. Customers submitting a well water sample will be sent a link via text or email with instructions to access their online well water test results along with a secure key to gain access.

## Goals

Customers will always be able to access their well water test results in one place online, and they would be able to compare those results to prior results.

On the new results website, Dakota Well can provide more relevant information for our customers such as:

- Expanded explanations of level of contaminants found and if those levels fall outside the normal range.
- Links to additional information resources, such as links to official EPA information about the Safe Drinking Water Act.
- Links to local vendors which may be of assistance in solving well water issues.

## Specifications

Dakota Well Water can better maintain ties to customers accessing our test results website. We can educate customers with quarterly updates on well water related issues in their area, and provide reminders to customers when it's time to have their well water re-tested.

By forming agreements with external vendors providing water treatment solutions, we can provide referrals and URL links to our customers. Providing these additional information sources and solutions for our customers will build brand loyalty.

## Risks

Setting up a website to be accessed by customers raises the issue of cyber security.

1. Measures have to be taken to provide a reliable web service to our customers.
2. Steps must be taken to prevent our test results website from being targeted for a denial-of-service attack
3. User logins must be kept secure.

## Milestones

1. Our first step will be to provide the same information on our new Dakota Well Water website that we currently provide to our customers via email or hardcopy. Allow our customers to login to our new website to access their water test results.
2. Next, we will add expanded explanations concerning the level of contaminants found and which levels might be a health risk, along with adding links to additional information resources.
3. Finally, we will add links to local vendors that might be of assistance in solving well water issues for customers.