



Working Session: Applying Iterative Design to Strategic Utility Initiatives

Residential Low-Income Energy Solutions

Your utility just performed an extensive design-thinking project focused on developing new low-income solutions. You took all the right steps—performing ethnographic research with low-income customers, building empathy with them to understand their unmet needs, reframing their problems as innovation challenges, and ideating robust solutions to address their problems. Your design team landed on a full suite of solutions that you're excited to roll out!

The suite of solutions is incredibly comprehensive, addressing multiple facets of this group's needs:

- Customers can sign up for daily, weekly, or monthly bill alerts via text, email, or app notification
- They can enroll in notifications that alert them to spikes in usage or when they near certain dollar or usage thresholds
- There's an "appliance insights" section on their monthly bill that tells them how much each appliance is costing to help them make more-informed decisions
- They can receive custom energy tips from their Amazon Alexa or Google Assistant
- They can enroll in a prepay program with the ability to pay what they want, when they want to provide flexibility
- There's a "rainy day" savings option, where if they keep their monthly usage below a certain threshold, they put the savings away to be used for months when making payments might be tough
- Customers can access resource to help better manage bills, such as goal-setting and budgeting tools

There are tons of options, but you're a little concerned it might be overwhelming for the target low-income group.