Working Session: Applying Iterative Design to Strategic Utility Initiatives

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What is iterative design?

A cyclic process of prototyping, testing, analyzing, and refining a product or process.

Source: Wikipedia

Why iterative design?

- Drives action

- Gets the customer perspective early and often

- Homes in on the value proposition

- Reduces risk

- Enhances outcomes

Session goals

- Get hands-on experience with iterative design

- Create something tangible

- Get a fresh perspective on residential and business offerings

- Collaborate with peer utilities

- Learn techniques to take back home

Your team developed killer residential and business solutions!

Residential
Low-Income

Retail Customer
Energy Solutions

Residential low-income

1. Create bundled offerings that enable clear and easy *choice*
2. Use materials on your table to create a *tangible representation*

- Create no more than 3 bundles.
- What solutions make sense paired together?
- How will you enable easy comparison between bundles?
- How will you help people decide which bundle to choose?
- How will you message about the bundles?

Retail energy solutions

1. Create a *simplified* offering of your new solutions
2. Use materials on your table to create a *tangible representation*

- Is there a logical flow to how a retailer might go through the solutions, beginning to end?
- Do solutions make sense paired together?
- How will you streamline participation and make it easy?
- How will you describe the benefits of participating?

20 minutes

What do your customers think?

Residential low-income

- Choice is great!

- I love the control.

- There's lots to keep track of, and I'm putting a bunch of time into it.

- I sure would *like to be rewarded* for my time and effort.

Retail energy solutions

- These concepts all seem valuable, but …

- I've literally never heard from you, and we have zero relationship. I've even received *residential* communications from you!

- Why should I *trust* you to deliver these services?

Iterative design challenge #1   15 minutes

Residential low-income

- Build a *reward mechanism* into your prototype.

- Select one bundle to focus on.

- What actions should be rewarded? How do they earn rewards? When do they earn them?

- What types of rewards might drive customers to take action (energy and non-energy)?

Retail energy solutions

- Create a *trust-building* mechanism in your prototype.

- What can you do to empathize with a retail customer?

- How might you begin building a trusting relationship?

- How might you leverage trust-building to drive participation in your solution(s)?

What do your customers think?

Residential low-income

- Choice, control, and rewards are fantastic!

- But I'm still skeptical of my utility company. They're a big, faceless monopoly, why would they care about me?

- I'm much more likely to trust a *local company.*

Retail energy solutions

- I'm willing to trust that you'll deliver on these services.

- They *do* seem valuable.

- But I run a business on razor-thin margins.

- How are these services going to make my business *more productive?*

Iterative design challenge #2   15 minutes

Residential low-income

- Build *localization* into your prototype.

- How might utilities feel more local and less like a monopoly?

- What services could you include that provide local choices to low-income customers?

- What messaging portrays "local"?

Retail energy solutions

- Build *productivity design* into your prototype.

- What mechanisms (existing or new) in your solution might impact retailers' top/bottom lines?

- How might you highlight and message productivity?

- Think in terms of products sold, marketing, energy savings, etc.

Create your prototype story

10 minutes

- Give your customer a name and background story.

- What about your customers inspired you to create your solution? What unmet needs are you solving?

- How did you involve customers in creating your solution?

- What did you learn from involving customers, and how did that shape your offering?

- What next steps are you taking to further develop your offering?

Frame your story in the context of value delivered to customers.

Thanks!

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