

# Early Insights from E Source Ethnographic Research: Virtual Assistants and Smart Homes



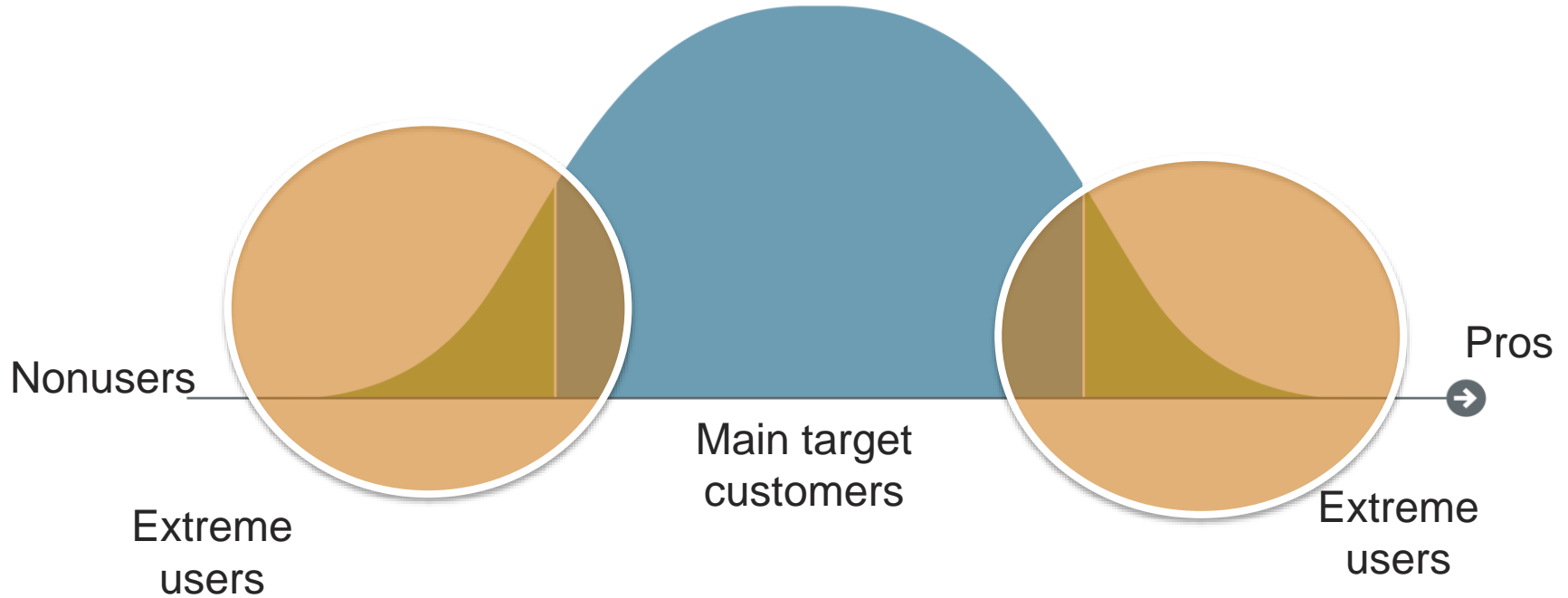
**E Source**

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Assistant Summit

# Uncover insights by looking at the extremes



# Energy use in relation to virtual assistants



How might we gain consumer mindshare in this space with minimal (current) association to energy?

# Future virtual assistant features and expectations



How might we leverage virtual assistants to help people learn more about their homes?

# Role of energy provider in smart home



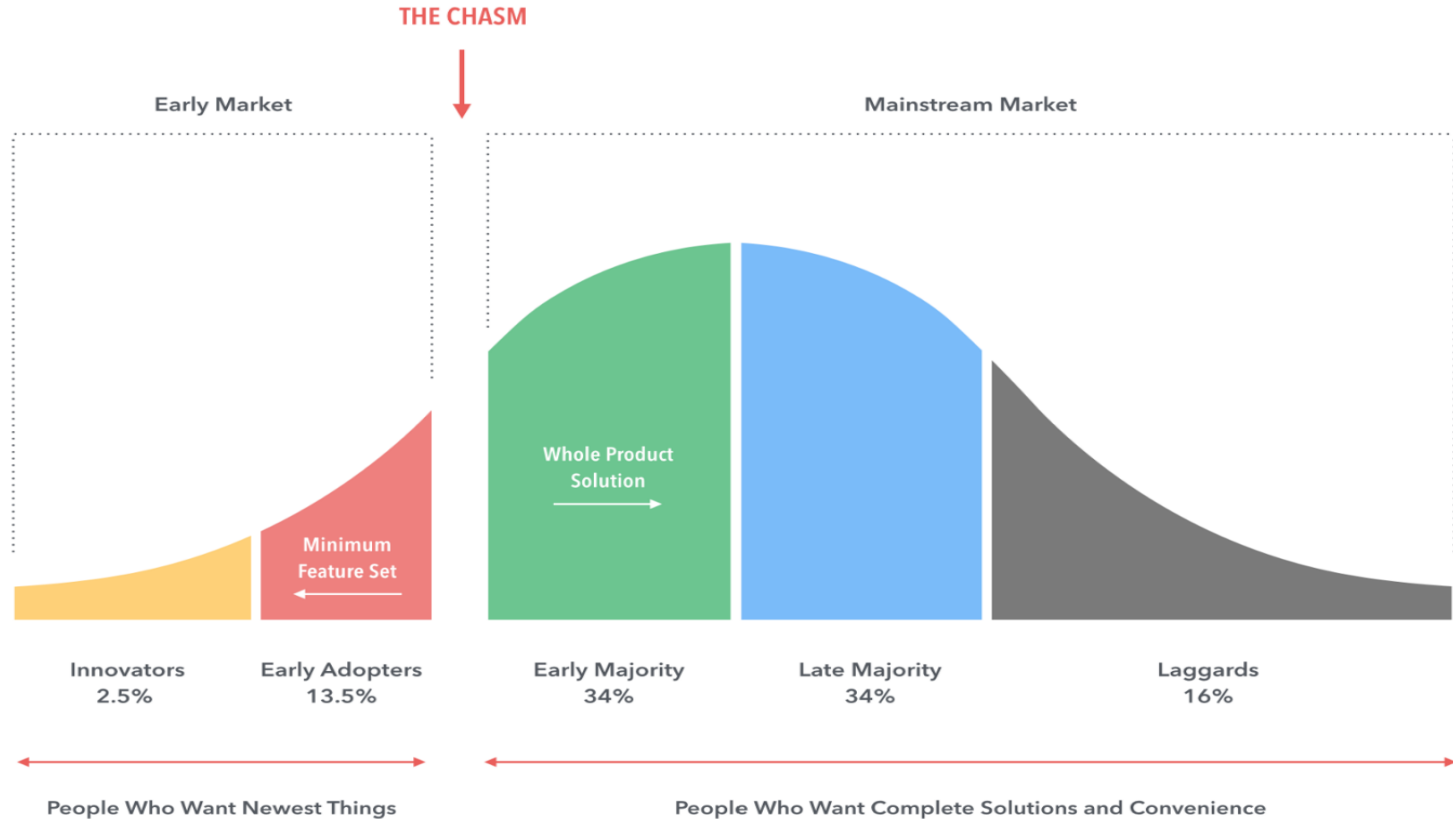
How might we use smart home technologies as relationship kick-starters?

# Emotional reactions to using virtual assistants



How might we turn emotional insights into action-oriented marketing?

# Diffusion of innovation



Source: Prototyp

# Ripe area for utilities to take managed risks?

- Risk = uncomfortable
- Barriers, challenging, scary
- Innovators and early adopters OK with incomplete solutions
- Example: alerts, help people identify and fix issues in their house before they become a major problem



# Questions?



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