

# 5 Design Imperatives



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Looking at all the insights across topic areas, we created five key design imperatives:

**INSIGHT THEMES BY TOPIC AREA...**



Turned into...

**FIVE key design imperatives** for energy utilities to help shape the future of new offerings, customer relationships, and engagements. Each design imperative is:

Relevant across all topic areas

Based on real consumer needs or pain points

Action-oriented

# Engagement design



How might we connect more deeply with customers through ongoing engagement to keep energy top of mind for them?

# Choice design



How might we empower customers with more choice and freedom by offering well-designed programs, services, and experiences?

# Advisory design



How might we relieve anxiety and spur action by providing friendly, nonbiased energy advice on topics that are meaningful to customers?

# Reward design



How might we make our customers feel valued and wanted instead of just feeling like a meter on the grid?

# Localization design



How might we honor customers' desire for clean, local energy solutions?

# Thank you!



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