



E Source

# The Five Design Imperatives

Integrate These Key Approaches When Designing Programs, Products, and Experiences

## Engagement Design



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

- ◆ Leverage gamification and competition
- ◆ Allow customers to set personal energy goals and milestones
- ◆ Enable customers to brag about their energy actions through their social networks—a little visibility goes a long way

## Choice Design



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

- ◆ Limit choices to no more than five easy-to-understand, relevant options
- ◆ Create decision simplicity to enable quick and decisive selections
- ◆ Convey flexibility and empathy within the choice conversation

## Advisory Design



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

- ◆ Provide a clear path from empowerment to results
- ◆ Move from giving information to offering advice
- ◆ Tailor your advice to acknowledge customers' unique situations and guide them toward a beneficial decision

## Reward Design



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

- ◆ Reward long-term loyalty
- ◆ Provide perks for positive behaviors such as paying bills on time, meeting energy goals, or going paperless
- ◆ Offer a choice of reward programs

## Localization Design



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

- ◆ Acknowledge the movement from centralized systems to local, distributed options—from NIMBY to YIMBY
- ◆ Think local when framing your efforts by referencing cultural icons
- ◆ Use language and imagery that are local and personal