

E Design 2020's focus will include:

E Design 2020 is a three-year, collaborative project designed to help utilities rethink, revitalize, and reimagine the portfolio of products, services, and customer experiences offered to the new energy consumer. Using best practices from outside industries, E Design 2020 will help utilities embrace a truly customer-centric approach to creating solutions.

Creating Customer-Centric Products, Services, and Experiences and a Framework for Cultural Change

Utilities are expressing a desire to become more innovative, yet they often lack the tools and processes to make such a large cultural change. Design thinking can provide the initial structure and framework for creating a customer-centric utility.

Design thinking is an approach to problem-solving that can unveil new ideas and discover value propositions that are often overlooked by other product development processes. It can be applied to any challenge to uncover unmet needs and iteratively create solutions that resonate with the intended audience. This highly collaborative approach ultimately seeks solutions that are desirable to customers, viable to the business, and feasible within the framework of current and emerging technologies.

Becoming the Trusted Energy Partner

Though demand-side management (DSM) programs have generally been successful in meeting goals, they often represent “one and done” relationships instead of creating a “trusted energy partner” bond with customers. And while customer experience initiatives at utilities are on the rise, they often focus on improving existing processes instead of *redesigning* experiences from the ground up that address core, unmet needs of customers. Research consistently demonstrates that customers are seeking new energy services in areas such as solar, Internet of Things, and reliability, but they don't know who to turn to for solutions.

- Creating new ways to add value and generate revenue
- Establishing new experiences in customer engagement, DSM program participation, or smart meter portal applications
- Creating effective, attractive solar and distributed energy resource (DER) offerings for all customers
- Designing new services for connected homes and businesses
- Meeting the evolving needs of low-income customers



Benefits of design thinking:

- 1 Uses empathy to discover latent and “edge” customer needs
- 2 Challenges existing ways of solving problems
- 3 Encourages divergent points of view from cross-functional teams
- 4 Reduces risk and improves outcomes through rapid prototyping
- 5 Focuses all outcomes on customer value

Year
1

Research and Design Thinking

In the first year, E Design 2020 will focus on gaining deep knowledge of latent customer needs, analyzing the market, demonstrating how to apply design-thinking approaches, and developing a wide variety of new product, service, and customer experience concepts.

You can look forward to:

- An in-depth hands-on working group with design-thinking experts
- A national best-practice design conference
- Extensive in-depth customer ethnographic research conducted by E Source, focusing on the residential sector
- Using design thinking to develop product, service, and experience concepts
- Ongoing sharing of case studies, success stories, and lessons learned

Who should join E Design 2020?

- Utility Strategy/Utility of the Future
- DSM
- Customer Experience
- New Product Development
- Emerging Technologies
- Solar and Other DERs

Year
2

Product Testing, Prototyping, Piloting

The second year, we'll move into iterative product development and refinement with the goal of identifying strategic partnerships with technology or software companies, improving the highest-potential products through fast prototyping, and piloting those products. Participants will collaborate with the E Source design team as well as peers at other utilities who are working on similar projects.

You can look forward to:

- E Design Week, an opportunity for you to collaborate with design-thinking experts and your colleagues
- Iterative rapid prototyping with customers to improve the chances of market success
- Evaluation of your utility's business environment, technology adoption constraints, and needs
- The creation of launch plans, marketing approaches, and segmentation schemes
- The development of methods for improving products post-launch

Year
3

Customer Portfolio of the Future

Your hard work culminates in the ultimate portfolio for future customers. By using advanced segmentation and persona approaches, you'll provide value and choice for all customers regardless of whether they want basic service or elements that are bundled for convenience, lowest cost, greatest value, advanced technologies, or the environment. Each participating utility will choose the portfolio of products and services that best fit their market, improve the customer experience, and maintain or boost revenues and profitability.

You can look forward to:

- More opportunities for collaboration via the second annual E Design Week
- Customized marketing and segmentation plans
- Learning the results of your peer utilities' pilot programs
- Making human-centered design a cultural habit at the utility

