

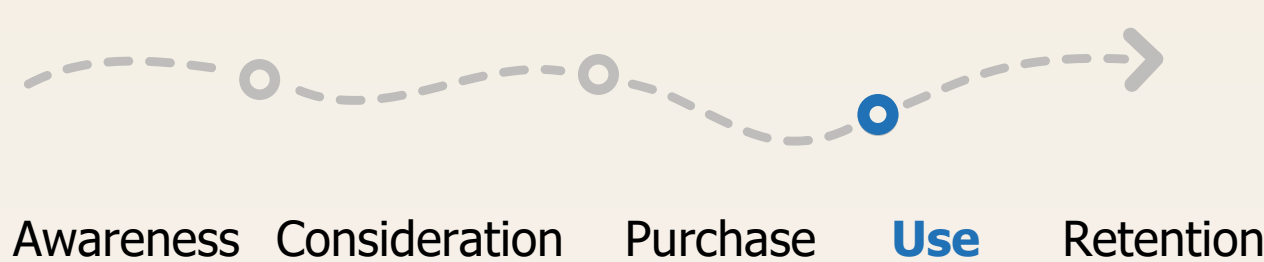
# More than a home battery

Smart energy use starts with your story.

## Project context

By 2027, the Dutch government will end the net metering scheme, pushing millions of solar panel owners to rethink how they manage energy. A **home battery** presents a logical solution, which Vattenfall is exploring. This formed the starting point of this project.

## Approach



This project zooms in on the use phase of the home battery journey. The core issue? **The home battery system does the job, but misses the point.**

While the battery technically works, it offers too little support to truly unburden households in their everyday energy management.

## Why not?

**4 core problems** stand in the way

- 1 The system doesn't speak the user's language
- 2 Information stays passive and unactionable
- 3 The system treats every user the same
- 4 Not embedded in routine/habit

## The concept

# VATTENFALL LOOP

an adaptive battery system that guides households in making smarter energy decisions.

## Adapts to your household

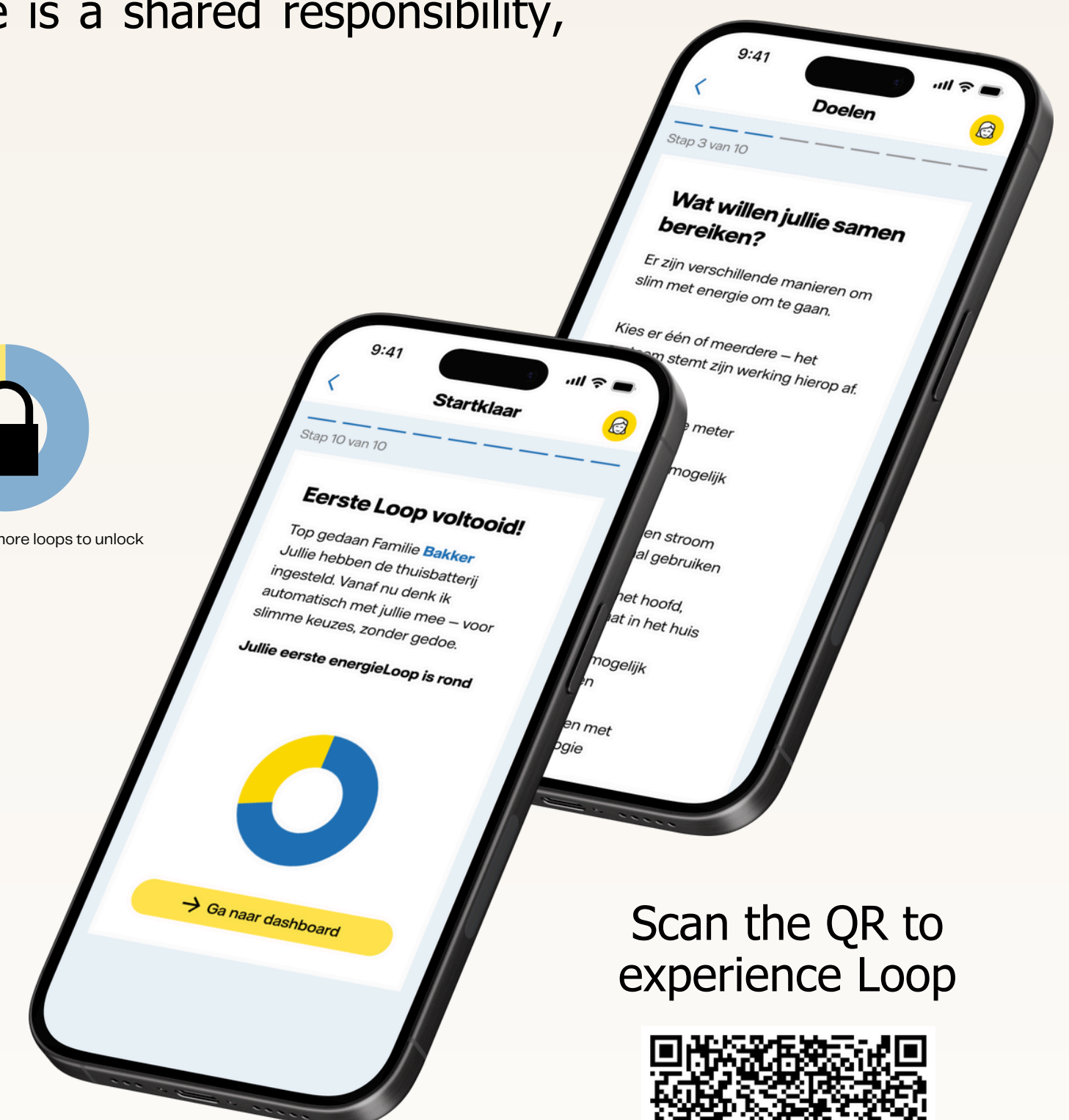
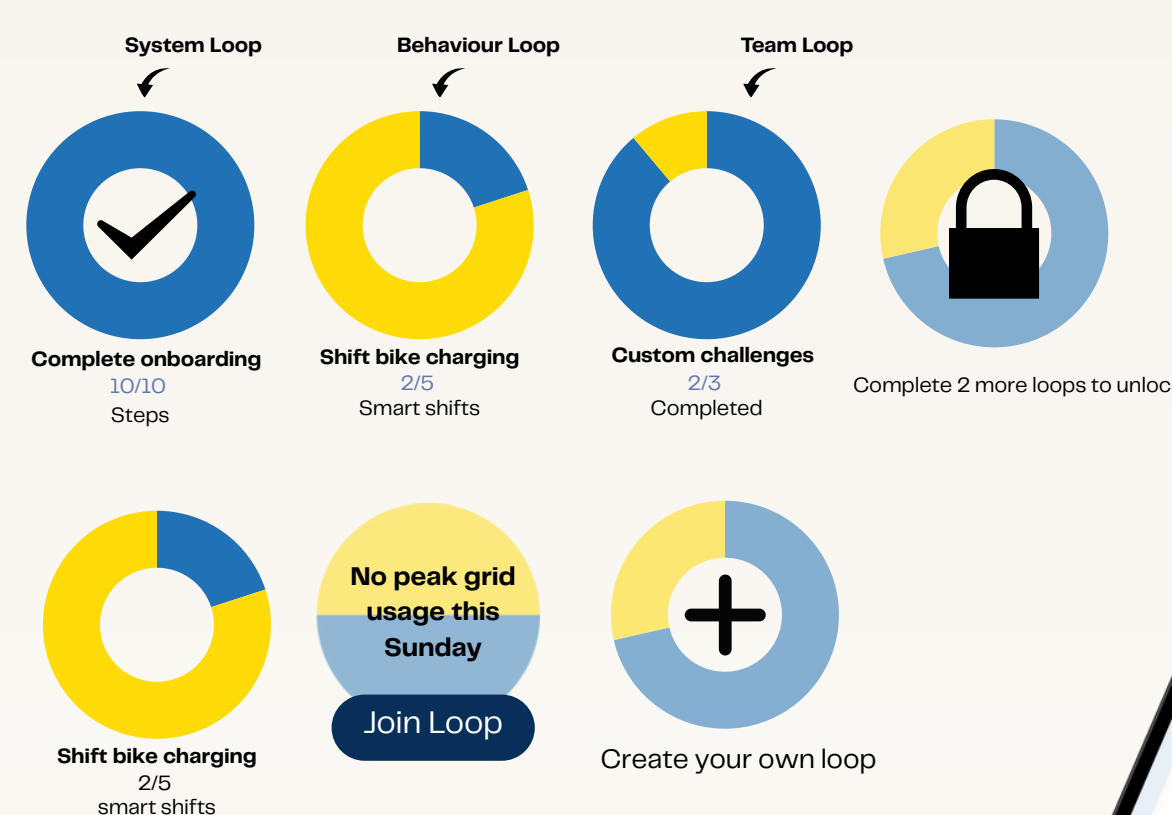
It adapts to the household by learning from routines, goals and context, starting with a guided **onboarding** and evolving through continuous smart learning.

## Guides and motivates

Grounded in behavioural design, Loop offers clear feedback and stimulation, supporting the development of smart energy routines.

## Designed for households, not individuals

Because energy use is a shared responsibility, not a solo task.



Scan the QR to experience Loop



Marije de Boorder  
Designing for smarter energy behaviour at home:  
A user-centred approach to home battery use  
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**Committee** Dr. ir. S.S. (Sonja) van Dam  
Ir. M.J.J. (Matthijs) Buijs  
H. (Hylke) van Maaren  
**Company** Vattenfall

**TU Delft**