

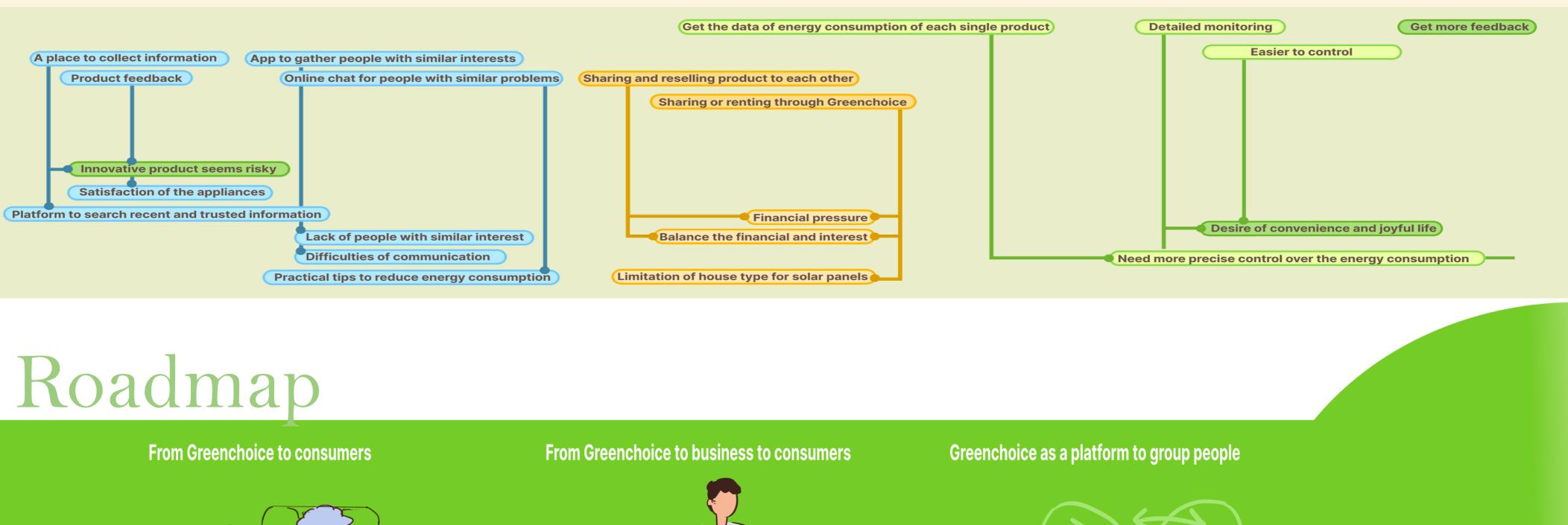
Service and product opportunities for a sustainable energy company to motivate younger household starters contribute to make their household sustainable

Introduction

Household energy as one of the main energy consumption is considered as an important field for reducing the climate impact. While sustainable energy started to be widely used, more people were involved in making greener choices. Greenchoice as a green energy provider, is willing to help more people get involved in making their homes sustainable therefore, a new target group, younger household starters will be covered. This project aims to understand the attractive factors for the target group and help Grennchoice to come up with design opportunities to reach them.

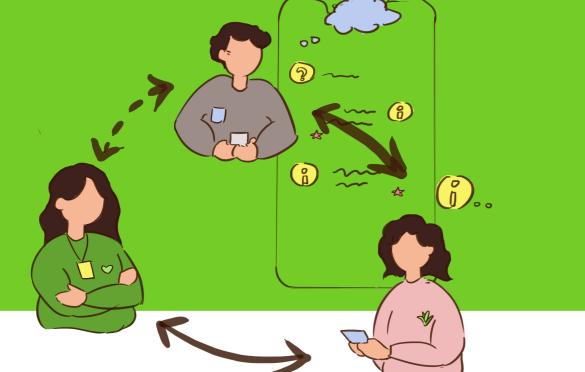
Trends Digital connection/community Online information Leasing as a service

Values



Business

Model



H1 aims to solve problems related to

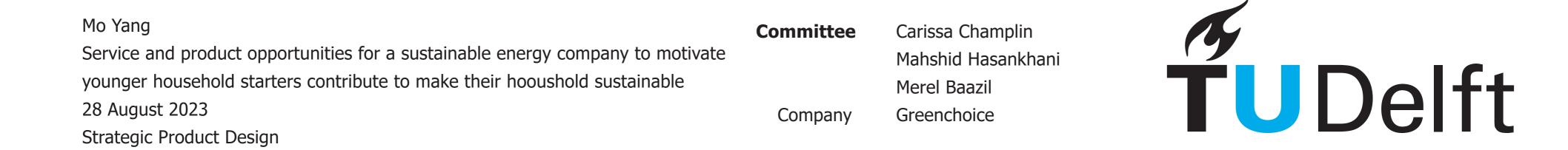
H2 focuses on further development



Bringing people together

The H3 focus on AI technology for both monitoring and controlling. The AI technology will be used to analyse the states and provide suggestions to reduce energy consumption. Besides, it will `be used instead of the platform for gathering information connecting people and building an environment of make green choice together.

getting information and finding people with similar problems and interests. The platform can be easily built based on the current APP and website. An online community and an information provider will be applied in the platform to gather people and build an environment for household energyrelated communication. of the platform by adding sharing, reselling and leasing support. This will enable the users to reduce the waste and save money. Besides, the partnership will be involved in this phase to expand the market. Finally, smart meters will start to be installed for a tryout to start to build trust in Al technology and reduce the concern of privacy issues.



Faculty of Industrial Design Engineering

Delft University of Technology